

# The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on **Day 11!** We're still going strong talking about the different organic social marketing tactics that you can use to get traffic.

We've talked about social media sites you can use together in a strategy and yesterday and today (*and tomorrow too*) we're talking about social media sites that have their very own individual strategies. Today we're going to talk about how to get traffic from YouTube.

Just like Pinterest, YouTube has its very own individual strategy for getting website traffic. It's a very unique social media site that does have a lot of social aspects, but also requires you to do a lot of optimization and creative work to actually get that traffic. So, let's look at the steps you need to take to start getting all that targeted traffic from YouTube.

**Side Note:** This is going to be a lot of information, but you also need to make sure that you research each step because almost all steps I'm listing here have steps of their own you need to follow.

**Step 1: Know What To Optimize** - As I said, YouTube is another social media network that shows people the content on their site when they search and in their "*feed*". In order for your videos to be found and show up, you absolutely **MUST** create and optimize for what your target audience are going to be looking for and interested in. Your first step will be to do the research and see what content your target audience wants and the keywords that they use to find that content.

**Step 2: Create An Optimized YouTube Channel** - Setting up your YouTube Channel is a very important step and there are very specific things you need to do to make sure you're creating the best YouTube Channel possible. This is the foundation of you using YouTube, so make sure you take your time and completely setup your Channel properly. I have an entire blog post that shows you step-by-

step how to do this at <https://dfysocialmarketingcontent.com/blog/how-to-setup-your-youtube-channel>

**Step 3: Create High-Quality and Engaging Videos** - While you don't have to break the bank and buy a TON of expensive equipment you do at least need a good cell phone, good lighting (*depending on the type of video you're creating*), and a good microphone. And with all the apps and software out there now that make video editing so quick and easy, you need to ensure that you're editing your videos to make them visually appealing! This is the key to getting people to watch and engage with your videos, which is something you need to focus on because it effects the ranking of your videos. **YES!** Engagement is a key to getting a lot of views and thus traffic from YouTube! Other things like your narrative, good storytelling, etc., all play a part in making a good video. Make sure you study and learn from those who get a ton of views on their videos in your niche and incorporate what they do into your videos!

**Step 4: Optimize Every Video For Search** - Every single video you post needs to be optimized so that it shows up when your target audience searches YouTube. Things like using keywords in your video title, within your actual video, in your description, creating an attention getting thumbnail, etc., are all vital when you post a video with the intent of getting traffic from it. Make sure that you know how to optimize your videos and use the strategy each time you post a video to your YouTube Channel.

**Step 5: Use A Call To Action In EVERY Video** - You're using YouTube for traffic, so you have to direct that traffic in every video you create. Have calls to action in your videos and in your description. Make a comment and have that first comment be your call to action and pin it. There are many ways to make calls to actions and you need to be using as many as you can to get people's attention and get that traffic to what you are promoting!

**Step 6: Post Videos Consistently** - When you're just getting started with YouTube, it does take some time to start seeing a lot of traffic. Don't let that discourage you. You must put some work in before you really get the pay off. Being and staying consistent is really the key. Be consistent with creating and publishing videos and with the strategies you use. All the way from optimization to calls to actions, consistency really is the key to success.

**Step 7: Promote Your YouTube Channel And Videos** - Now most of your viewers will come from the traffic on YouTube. People searching, scrolling, and finding your

videos. But this is content and can be shared to other social media sites, to your list, and anywhere else you can post a link to your videos and/or your Channel. This should be part of your YouTube routine. Promote your videos every time you post them. Promote your past videos repeatedly. And make sure that you're always promoting your Channel URL also!

**Step 8: Be Social** - YouTube **IS** a social network although it functions mainly as a search engine. Use the social aspects of the site to engage with your subscribers and viewers and also to attract subscribers and viewers. When people see you active on your Channel, they see you as a real person and are more likely to interact with you and view what you are driving traffic to. Plus, when you comment on other creator's videos **THEIR** viewers see you and may come over and see what videos you have. This can get you even more traffic and even subscribers to your Channel.

**Step 9: Monitor and Analyze Performance** - YouTube has great built in analytics. Make sure that you're tracking the performance of your videos. Things like views, engagement, and click-through rates. Make sure what you're doing is actually working. Scrap what doesn't work and do way more of what does work. This is going to allow you to "*tweak*" your YouTube strategies and use only what works. That will save you a load of time and get you a lot more traffic!

**Step 10: Continuously Improve and Adapt** - Like all technology, YouTube is ever changing. They change their algorithm, functions on the site, etc. Different strategies for different things are continually changing too. New software and tools are always coming out. You need to make sure that you follow a few *REAL* YouTube experts who publish content about these changes so you can stay up to date. Not only that, but there are different skills you will use when using YouTube for traffic. You need to continually be learning more about those skills and improving them. The better your videos are, and the better your strategies are, the more traffic you will get. **PERIOD!**

Okay, so now you have all the steps for this **MASSIVE** traffic strategy. If this is a strategy you would like to use, then start at each step and get it completed. One step at a time! Research the step to see what you need to do and keep going until you have all steps completed. Especially those first couple of steps. Then create and post videos as often as you can, and you will see the amount of traffic you get continually grow from new videos **AND** all the ones you have posted. The great thing about YouTube is every video is like a little salesman out there directing

people to your site (*when you create them correctly*) and people can find those videos for months and years to come!

**Side Note:** If you would like for me to teach you my full on YouTube strategy then make sure you check out my **YouTube Traffic Takeover Workshop** at <https://learningim.com/youtube-traffic-takeover-workshop>

**Okay, that's a wrap for Day 11!** This is a BIG strategy that could bring you a lot of traffic when you master it. Don't let all of the strategies and other things you need to know and all the moving parts scare you away. It's actually a lot of fun (*well, for me it is 😊*) and the rewards you reap make it well worth it!

And as always, you can post all questions in our **LearningIM.com Discussion Group** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

*See you tomorrow!*

Liz