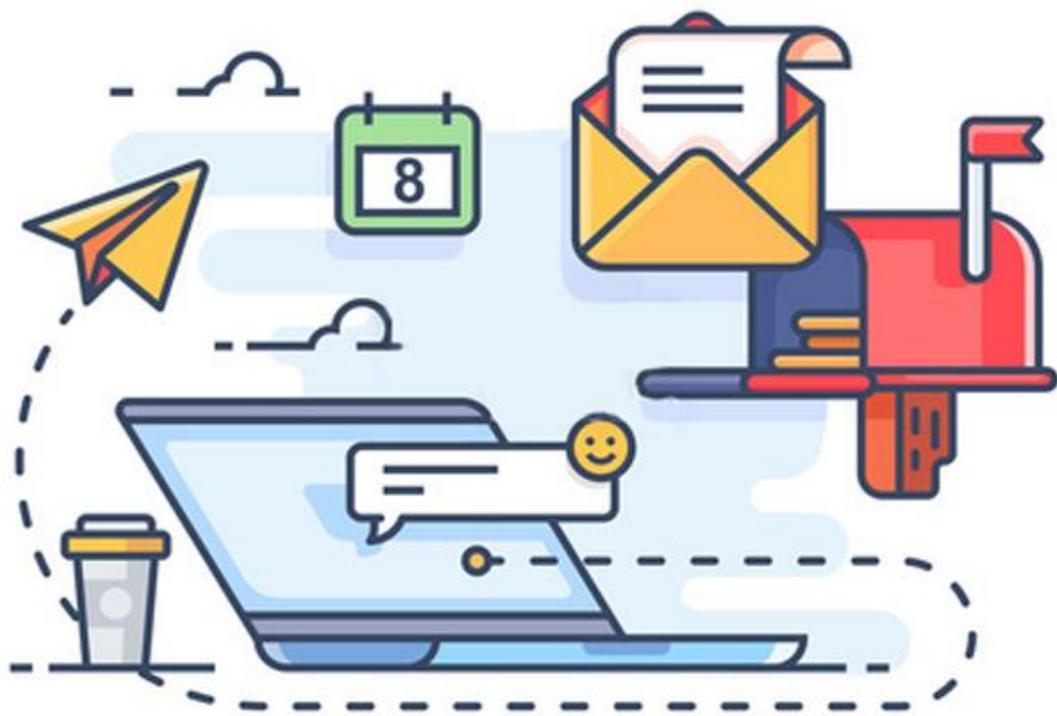


AUTHORITY

TRAFFIC



GUIDE 1:

LAY THE FOUNDATION

Develop a Solid Traffic Strategy That Works Best With Your Niche

Over the course of these reports, we're going to be examining some of the most powerful and effective growth hacks known to the industry.

These are simple strategies that have been shown on countless occasions to accelerate the growth trajectory of any site: to help it gain more visitors, to earn more money and to increase its reach much more quickly than it would do by using purely conventional means.

There are plenty of these growth hacks around as we will see and many of them can be *highly* successful. But growth hacks still don't make successful businesses.

Neither will growth hacks work *at all* if there is not a solid foundation already in place.

It is a mistake to approach any endeavour – especially in business – thinking that you can 'hack' it and get success overnight.

Websites don't explode with millions of visitors in a day. Instead, most successful websites are the result of consistent effort over many, many months and even years.

All the biggest sites in the world started where you are now.

The difference between those and the ones that have fallen by the wayside is that they put in consistent effort, provided consistent value and didn't give up when things didn't happen for them right away.

Growth hacks provide little spurts of extra traffic and they help to speed things along. But the *foundation* of your success is what is most important. Don't focus on getting traffic quickly. Focus on getting traffic *slowly*.

The Single Most Important Factor: A Great Website

Let's start with the *single* most important factor of having a great website. There is no way around this.

If you want to grow your traffic and grow your success, then you absolutely need to have a great website that people want to visit. That's the only way that they're going to visit more than once and it's the only way they'll want to help you by sharing your site.

So, what makes a great website? The first thing is that you need to offer value. That means they need to get something in return for visiting your site: probably either entertainment or information.

That means you can't 'half ass it'. That means that you can't rest on your laurels and think it's fine to just churn out low-quality garbage and expect people to come flooding to your site.

Now, that might sound very obvious but it's something often overlooked. You might be surprised by just how many people will create a website where they share fitness advice without actually knowing anything about fitness.

And you'd be surprised how many care absolutely *not at all* about the quality of the content on the site or how the people reading it feel.

These are the people that hire writers for the lowest possible fee. These writers often come from overseas and often know nothing about the subject they're writing about.

Or they churn out the content themselves by simply copying the successful posts they see on the other sites and by just filling out all the 'standard posts' they think that every site in that niche needs.

If it's a site about fitness, that might mean they make a few posts about working out each body part and be done with it.

Then they're surprised that their traffic never grows. But the reason is obvious: they're not offering anything worthwhile or different from the other sites in that niche.

They're not giving their visitors a reason to come back and they're not giving their visitors a reason to share the content with others.

In short, they don't care about the posts they're making and this comes across in the quality of their content.

You need to not only care but also make this clear. And on top of that, you also need to show in other ways that your site is *exciting*. You need to show that it has a purpose, a target audience etc.

That means coming up with a logo and a strong brand. It means giving that brand a tagline and creating a website that ties this all together.

Now you have a website that has value written all over it and that should appeal to a specific target audience. If you can promote this in the right way, you'll be surprised at just what an impact it can make to your success.

People follow, read and share sites that offer something new, that give them something to care about and that have been built with real passion and effort.

Optimization

Having a great site in place is going to help you to attract visitors and keep them there.

Updating it regularly and filling it with *high quality* content will also keep them reading and help to turn them into fans that have a genuine enthusiasm for your brand.

Just because value and quality trumps marketing, that doesn't mean that you can get away without any marketing at all!

This is not a case of 'build it and they will come'. In fact, you could be handing out free gold and you would still fail if no one *knew* about the offer!

So, if you want to be successful, it is highly important that you know how to promote yourself and you know how to make sure the right people find your content.

What's also important then, is that you optimize your site and your individual pages in order to ensure that they can be found easily.

This is of course going to mean that you need to consider search engine optimization.

SEO is the process of making a site 'search engine friendly' and we do that by trying to understand what Google wants to see from a website and then ticking those boxes like a check list.

So, for instance:

- Google wants sites to be fast (speed optimized)
- Google wants sites to be mobile friendly
- Google deigns that we should not have more than two ads above the fold
- Google wants you to use logical file names for your pages, your images etc.
- Google wants you to use meta tags in order to add useful descriptions to your pages
- Google wants you to use header and title tags in order to organize and structure your pages

One of the best ways to ensure that your site is optimized for Google is to use WordPress. WordPress is a free website building tool or 'CRM' that is used by the vast majority of the biggest websites on the net.

It is incredibly powerful, has huge community support and has been proven to be successful by countless other websites that have used it highly effectively.

You also need to optimize your site and pages in other ways. Meta descriptions will help your content when it gets shared on social media as well for instance, while adding 'social sharing buttons' can encourage people to share your content in the first place.

Finally, the content itself will often benefit from some optimization. Now, make sure that you don't get this twisted: your priority is *always* to ensure that your visitors enjoy the content. You must *never* write 'for

Google' as the expression goes but instead always focus on creating engaging, entertaining, useful and valuable information.

But with that said, if you want to encourage a little more exposure from search, then you should look for the things that people are searching for and then you should subtly lace your search terms into the content.

These are called 'keywords' and you can find out what keywords are in the most demand by using a 'keyword research tool'.

The key here is to look for things that are popular but that aren't so highly sought after that there's too much competition.

Find a popular search term that doesn't have many useful links yet and then create something using that term a few times throughout the text (especially in the H1 and Title tags) along with permutations and synonyms of that phrase.

You can also look at adding a mailing list to your site, which is going to give you a useful way to attract new visitors to your site and you can look at other useful tools like popups.

Finally, think about the optimization you can do for the visitor.

Your aim is to keep visitors on your pages as long as possible, so try to avoid putting them off with blocks of dense text. Break things up with lots of paragraphs and headers and make sure your opening line is a doozie that grabs their attention right away!

Along with on-page optimization, you should also think about the things you can do 'off page' in order to encourage more people to visit your site and to help yourself get discovered by search engines.

Both Google and real visitors appreciate content that is a little longer too and that includes links out to other useful resources. Around 800-1800 words is considered optimal.

Think hard about your subject matters and make sure they're things that people will want to read and that they will want to share with others. The title and the images around the page are also highly important for boosting this engagement.

Often this amounts to building links. Links are good because they provide your visitors with a direct way to navigate to your site and because they help Google's 'spiders' to find your site too.

At the same time, Google will always view links as referrals. The assumption is that if another site is willing to link to yours, then you *must* have something worthwhile to offer.

The more links you get from the more high-quality referrals, the more your site will grow and will climb the ranks of Google!

A lot of your optimization and marketing will amount to link building and posting your link. This includes on social media.

Your Sharing Checklist

That's a lot to consider and it can all be a little overwhelming – especially when we add in all the growth hacks that we're going to be looking at over the course of these additional reports.

However, this needn't be overly complex. Often the answer is just to focus on a few things you need to do for each post and a few marketing activities you can engage in regularly.

This can then act like a checklist and if you make sure to go through the checklist regularly, you should find you are able to enjoy steady growth.

For example:

- Aim: to post two new 800-1000 word posts per week
- Each time:
 - Research keyword tools to find things that are relevant, that interest you and that you have relevant things to say about
 - Research the topic
 - Reach out to existing posts on the subject and ask if they would like to exchange links
 - Make sure to provide more information than all the competition combined
 - Include links to other sites
 - Break it up with headers and paragraphs
 - Make sure that the content includes the keywords with 0.5-1% density and includes synonyms
 - Add attractive, optimized images
 - Make sure the page is optimized with the right meta tags etc.
- Marketing:
 - Share through your social media channels
 - Promote once a week to your email list
 - Reach out to write a guest post promoting the post
 - Share the post on Quora if relevant
 - Share the post on Google+ in a relevant community
 - Share the post on Reddit

If you do this every single time, then you'll find that you enjoy steady growth as people discover your content through Google, social media and platforms like Reddit.

They will then share and spread the content because it is good and useful, while the added inbound links will build the authority of your site.

You simply keep repeating these strategies and then use the growth hacks and acceleration methods described in the upcoming reports.