

# 10 Surefire Ways Of Getting More Traffic

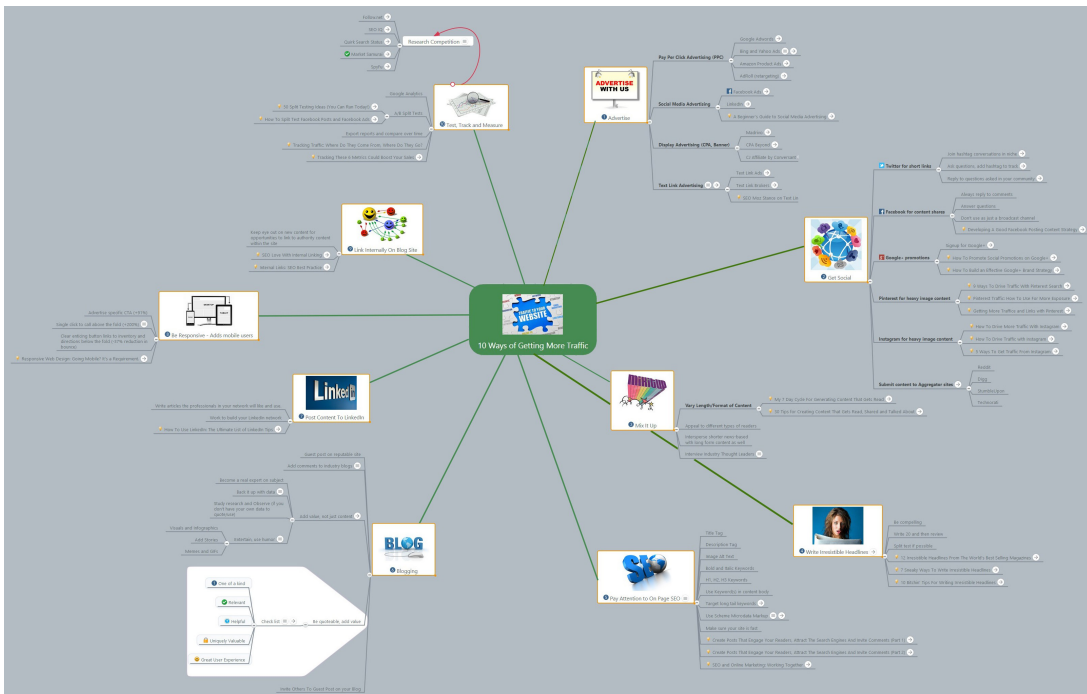


Cenay' Nailor

10 Surefire Ways Of Getting More Traffic From Your Website

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# 10 Surefire Ways Of Getting More Traffic

Hi there. Cenay Nailor here and I'd like to bring you a video that I think you'll find of value.

Basically I've been doing some additional research on how to increase the amount of traffic that I want to send to my blog, or an offer page or a landing page, some type of affiliate program.

Basically just how to get more.

I've done some research. I've compiled it into a MindMap to help me understand it and help me process the information. And I'm going to share that with you now.

## Resources for this book:

You can visit the live MindMap here: [10 Ways Of Getting More Traffic](#)

You can watch the video on my main blog here: [10 Authentic Ways Of Getting More Traffic](#)

You can download a JPG image you can zoom: [Getting More Traffic Image](#)

You can download the FreeMind compatible version: [FreeMind Compatible Version](#)

You can download the MindMap as a PDF here: [10 Ways of Getting More Traffic PDF](#)

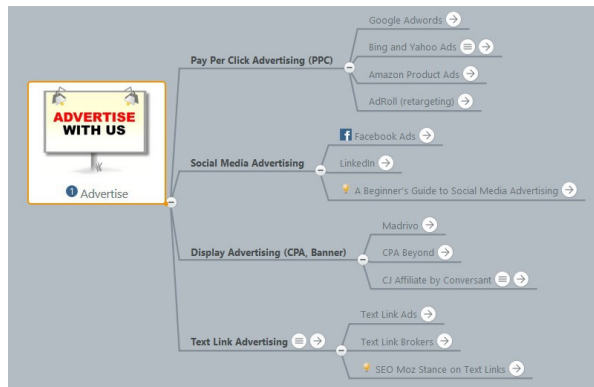
I hope you enjoy this eBook.

# The 5000' Overview

## Advertising

Basically, I'm going to be covering 10 points, the first of which is advertising.

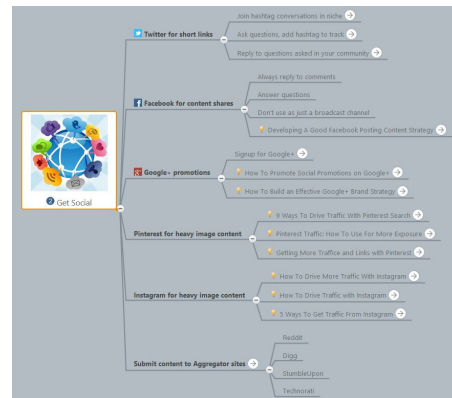
The advertising section will cover Pay Per Click, banner ads, Facebook, social advertising, pretty much any place that you can spend money to buy traffic to your website.



There are helpful articles, links to tutorials or resources that will help.

## Getting Social

Next we'll cover getting social. How to start connecting with your target audience, connecting on your social platforms, and how to build those social platforms and the value that it gives you bringing traffic in.

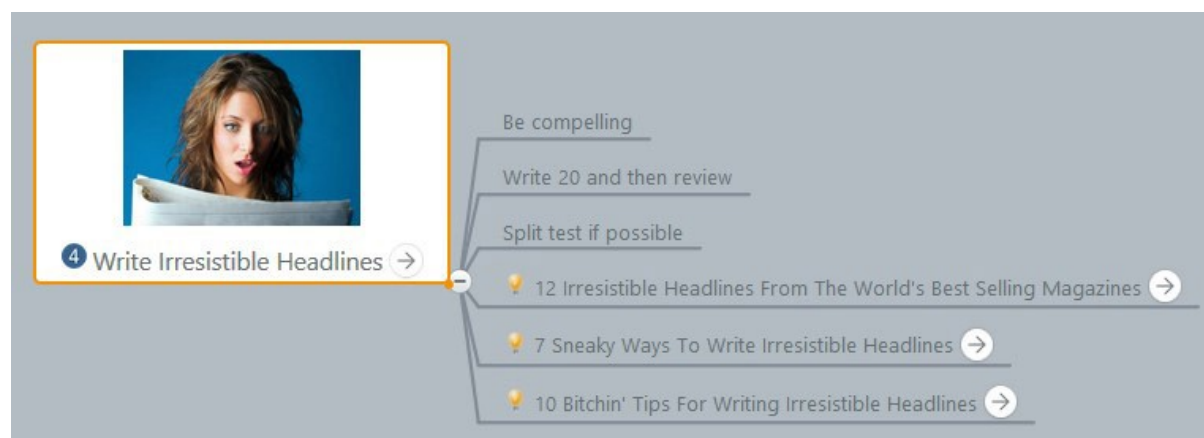


## Mix It Up!

Next I'm going to tell you to mix it up.

Don't do just one type of content over, and over, and over. Make it short, make it long, make it video, make it audio. Just mix it up basically, and that will help keep your audience engaged.

## Be Compelling, Be Irresistible

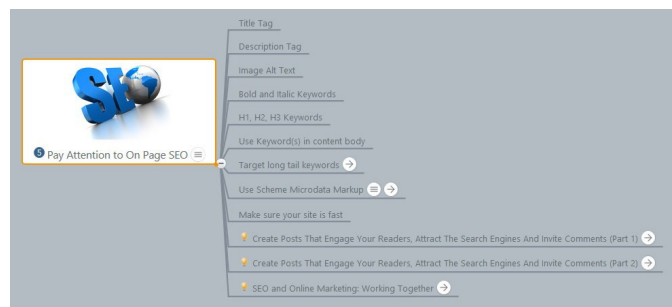


I'm also going to tell you that you really need to spend a little time working on your headlines.

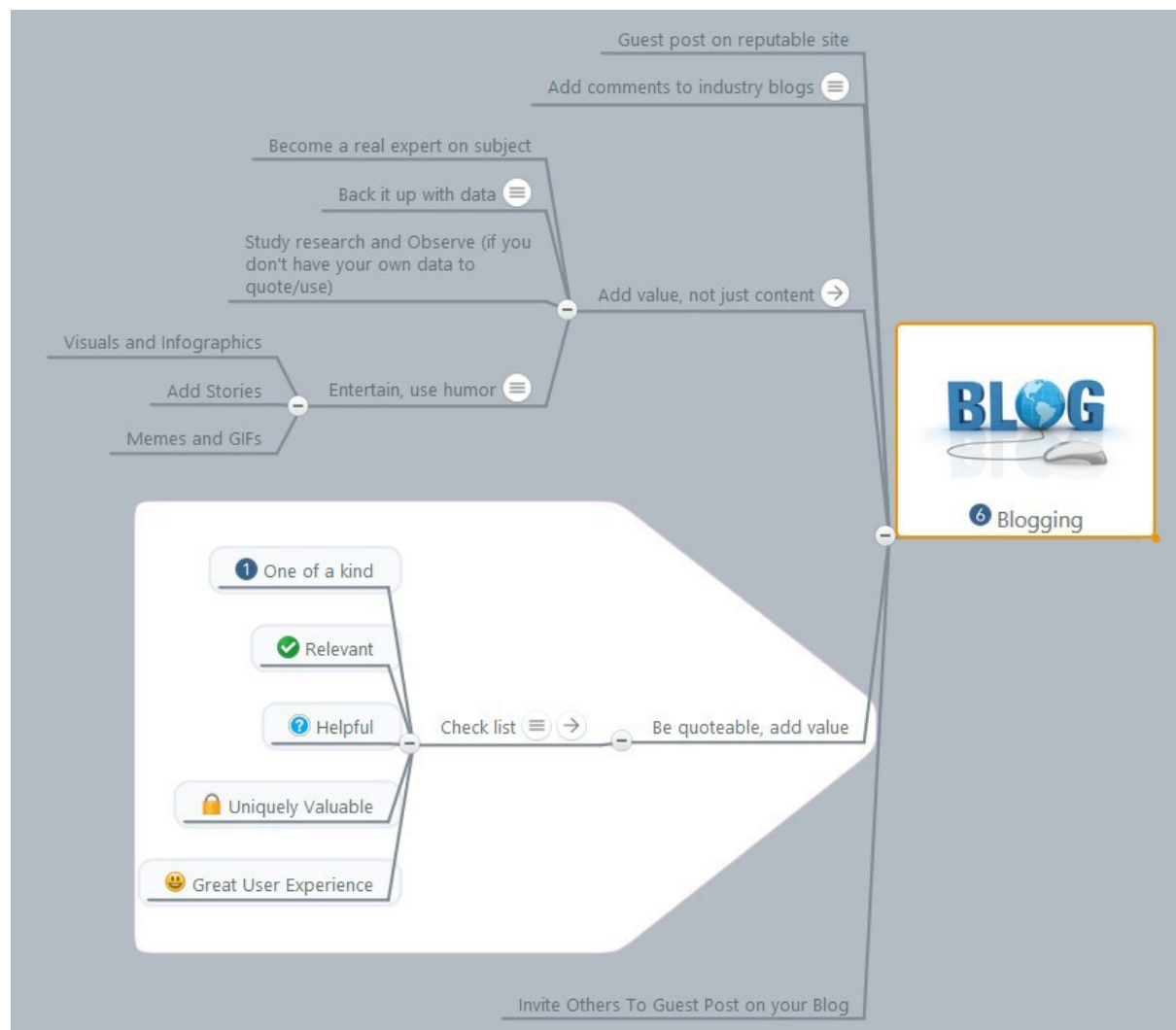
They need to be irresistible. They need to be little mini ads. So when people read your headlines, they understand exactly what value they're going to get if they click on the link and then pursue your content.

## On Page SEO

We're also going to take a look at SEO, the on page factors in bringing in new traffic using SEO techniques. SEO is not the be all end all and to be clear, SEO really doesn't help you build your brand, which is one of the other things we're going to be discussing. But SEO **does help you get traffic**. There's no doubt about that.



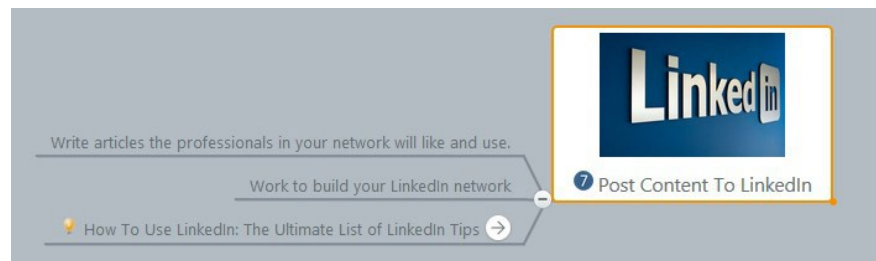
## Blogging, Commenting and Publishing



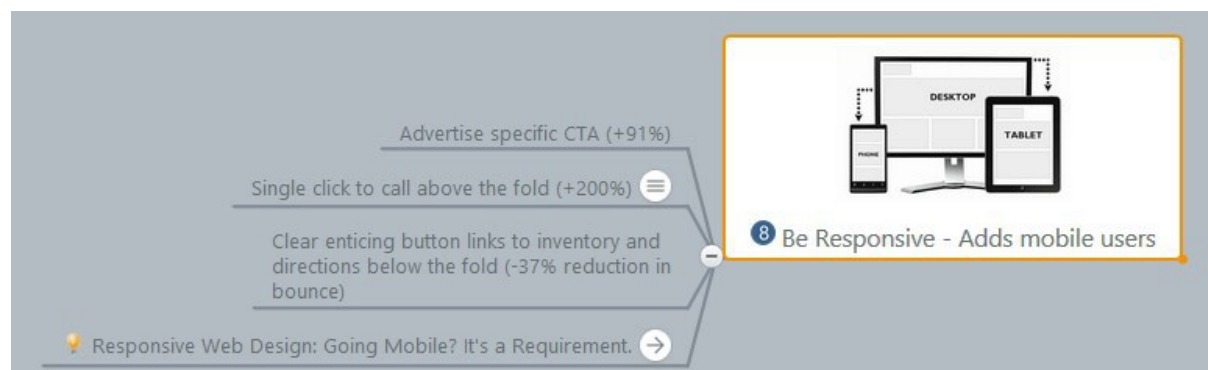
I also want to tell you about blogging. Whether it's blogging on your own personal blog or guest blogging on some type of authority site that you found within your niche. There's a lot to be said for blogging and the kind of eyeballs it can bring to your offer, your website, your blog.

## Linked In

I'm also going to suggest that you post some valuable content out to LinkedIn. LinkedIn is a network of professionals, and these are the type of people that you want to speak to. There's just some really good opportunities for you to be publishing content and getting it read out on LinkedIn.



## Be Responsive, Be Mobile Friendly



You also really need to take a moment in and figure out a way to be responsive. Your website, your offer, your landing page, needs to work excellent on either the desktop, the tablet, or the phone. If it doesn't, you're going to lose visitors. They're going to . . . Perhaps they found your content and then bookmarked it or sent it to their phone to be read while they're sitting in the doctor's waiting office. And when they go to that link, if they can't read it on your phone, they're upset, they're going to leave.

## Internal Linking Structure

There's also a certain amount of value that can be found in linking internally on your blog site. There's a lot of good content on your site. Help your users find that content by internally linking to it. When you're on a page that talks about something else you've written, **link** to that.

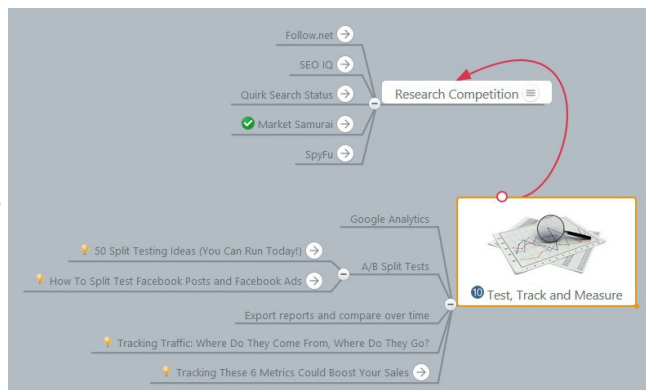


## Test, Track and Measure

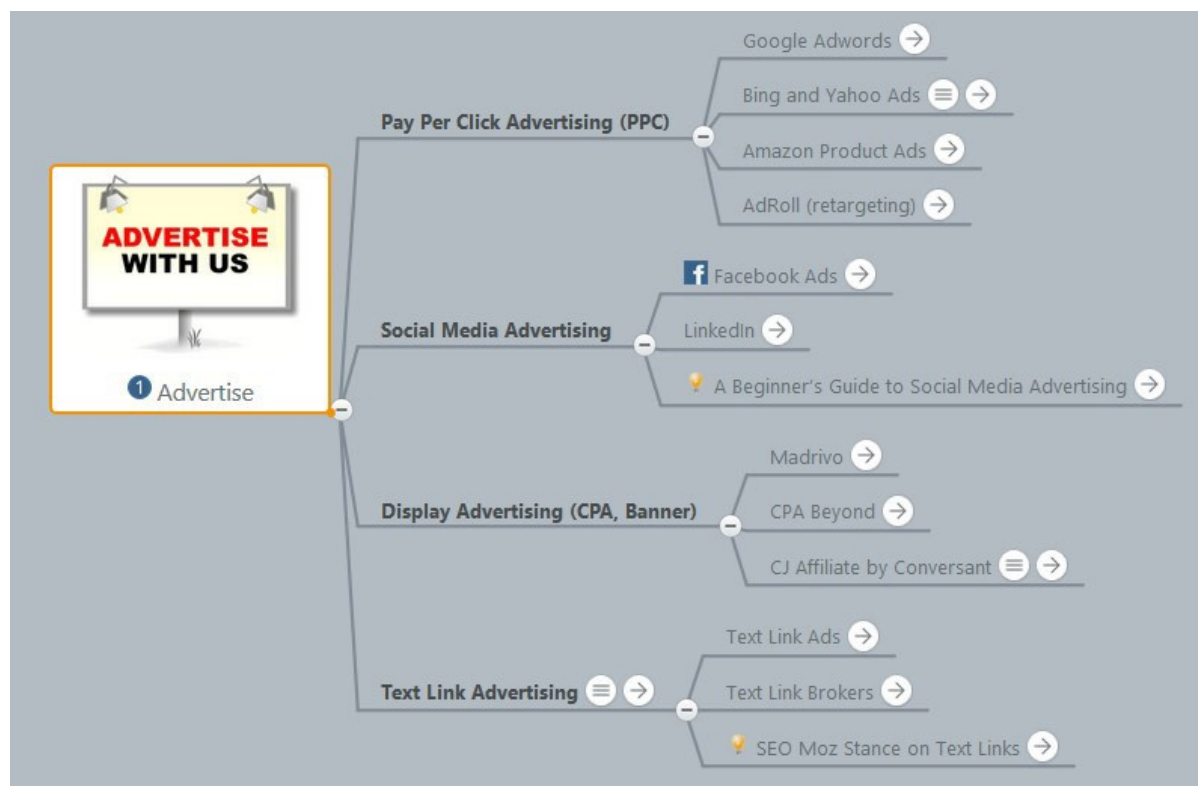
Finally we're going to talk about testing, tracking, and measuring your results. It's one thing to put content out there and do things to increase traffic. But if you don't know if it's having a measurable effect, you don't know if you're wasting your time. You don't know if you're wasting your money, and you really need to know if what you're doing is working.

I'm also going to suggest that you research your competition. They're out there doing the same thing you are.

They may be doing it better. So research your competition and you can reverse engineer it. This will help you get a little better clarity on what it is you're trying to do as well. So those are the ten things we're going to cover in getting more traffic to your website.



## The Nitty Gritty Detail



## Advertising

The first area I'd like to talk about is advertising. Now, I listed it first because quite simply it is the most effective way to get eyeballs on your landing page, your offer, your blog, wherever it is you're trying to get traffic. That paid advertisement falls into about four main

categories. This is not the be all end all list, but it breaks down into these four basic categories. There's Pay Per Click advertising or what's known as PPC. Pay Per Click advertising allows you to bid on keywords that you believe your target audience is going to be using to find your content. You can do that on AdWords, Google AdWords, Bing and Yahoo. Amazon has a new ad network that's very effective. AdRoll allows you to retarget those that don't necessarily buy the first visit.

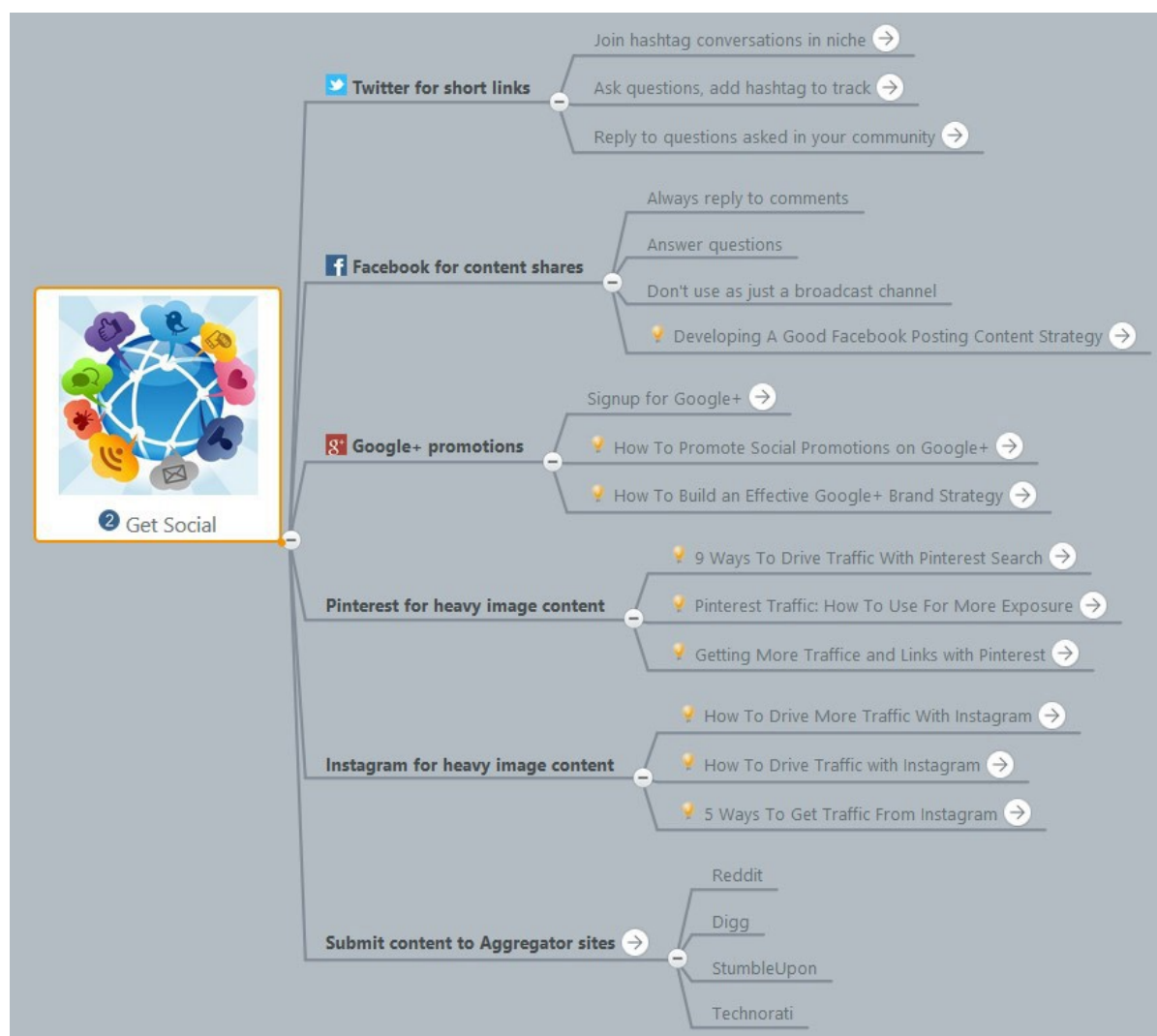
This video isn't a be all end all about how to use these. As a matter of fact, I do have some learning resources here, but basically it boils down to this. You're going to be paying to find eyeballs for your website. You're going to be going out to the networks. You're going to be bidding on keywords and you have some control over this. You can be very aggressive, you can bid very high, and you can get some guaranteed eyeballs on your webpage very, very quickly. Or if you want to take a less aggressive stance, if you want to just kind of see how things go and capture some clicks and some impressions and see what's working and what's not, you can bid less and set it up on a schedule. You've got quite a bit of control in how quickly you go through your budget.

In addition to Pay Per Click, there is social media advertising. Facebook is a perfect example of this. They have an ad platform that's very accessible to the first time buyer, if you will. They are tracking by demographics. They make it very inexpensive for you to go in and bid on your keywords and to be seen by the people you want to be seen by. Ditto for LinkedIn, although I don't believe their ad platform is quite as aggressive or quite as dialed in. Each one of these items that you see with a lightbulb are additional resources. I have curated some really good content that will help you learn more about what it is you're trying to do.

The last two that I talk about are, in my opinion, kind of related. And that's display advertising through like, the CPA networks or banner networks, and text link advertising. Both of these offer you similar opportunities to spend money to get eyeballs on your webpage. One does it by allowing advertisers or other people out in the web to place your ad on their website in exchange for a small commission. So you would go out to one of the CPA networks. You'd put together your graphics, put together your banners, put together your offer if you will, and people who have websites that are interested in advertising for you will go find your ad, place it on their page, their blog, wherever. Everybody who sees it and clicks, you pay them a small percentage.

Text link advertising is similar to the CPA networks, but it's done with text links. Frankly, I feel text links has a lot of effectiveness that some of the banners don't have. For example, people are kind of ad blind to banners, whereas if they're reading content and embedded within that content is a text link, the chances of them clicking it and following it off the site to whatever resource it's pointing to are pretty high. So those are the four main categories for advertising.

## Getting Social



The second method of driving more traffic to your web page is getting social. By that I mean, get out there and join the conversations that are already taking place within your market. Twitter is a great place to build trust with your target audience. These people are having conversations with each other. They're asking questions and you can join that conversation. Look for, do searches for hashtags that people are using. Always make sure you add hashtags to your conversations, to your replies to the questions that you ask, because it gives them a way to search for that content and find more about it.

Make sure you reply to any questions asked within your community. I use a tool called TweetDeck. HootSuite is also a really good tool to help you see what's being asked within your community. I do a column. I add a column that, for example, within my marketplace I add the keywords WordPress, a question mark, maybe the word "how", and then I add that as a column to TweetDeck. What happens is, any time those two things or three things come up in the Twitter timeline, I'm seeing it. It's going right to my TweetDeck column so I can, at the end of the day, or the beginning of the day, whenever I've got 20 minutes to sit down and answer questions, I can go through that list of questions and answer them. Do it without asking for anything in return, and you will build trust with your target audience.

Now it is okay to send them links to resources, or how-tos or something if it answers the question that they've asked. Don't just add a link at the back side of every tweet you put out there that sends them to your offer. People will recognize it for what it is and you won't get new followers. Ditto on Facebook. Do not use it as a broadcast channel. Make sure you do

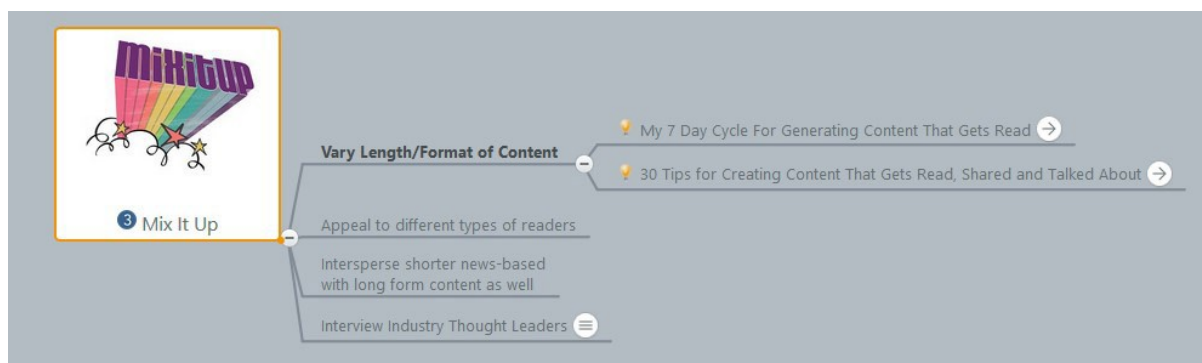
always reply to comments that are being added to your Facebook page, answer any questions that are being asked, and develop a good posting strategy that helps people connect with you, connect with your content, without turning them off.

Google+ is another great channel for putting your information out there. Like Twitter or Facebook, you have your own page, your own profile, and your own set of followers, and the people that follow you are going to be kind of dialed in for the group that you are trying to connect with. Here are a couple of articles on how to build that strategy. If you've got digital content or image heavy content, Pinterest and Instagram are great tools for getting pictures of what you're doing out there in the marketplace. If the picture connects back to your page, then you get more eyeballs coming on to it that way. Aggregator sites like Reddit, Digg, StumbleUpon and Technorati are also good channels for you to put your content out there.

A word of warning, and this is true of any social network. Don't just broadcast. Don't just run "ads". Put your good, comment worthy content out there to the aggregator sites and people will connect with it. People will follow it back to your website. Again, you're building trust. So use these methods, these social channels to connect with your target audience and begin building more traffic to your webpage.

So that's it. Go get social.

## Mix It Up To Keep Them Interested



Third method of getting more traffic is not necessarily a traffic getting method. It's more a "don't repel traffic" method. Mix up your content. Vary your link, vary your format. If you're publishing content pretty regularly and it's always the same, it's text, it's bland, it's 300 words, you're kind of training your readers to be turned off by it. So mix it up. You've got different kind of readers out there that you're going to need to appeal to. So vary the length, vary the format. Use video sometimes, audio sometimes, text sometimes, provide downloadable PDFs or images that connect with them.

You are appealing to different types of readers. There are those that will do a flyby of your site and detail scan for specific questions that they're trying to answer.

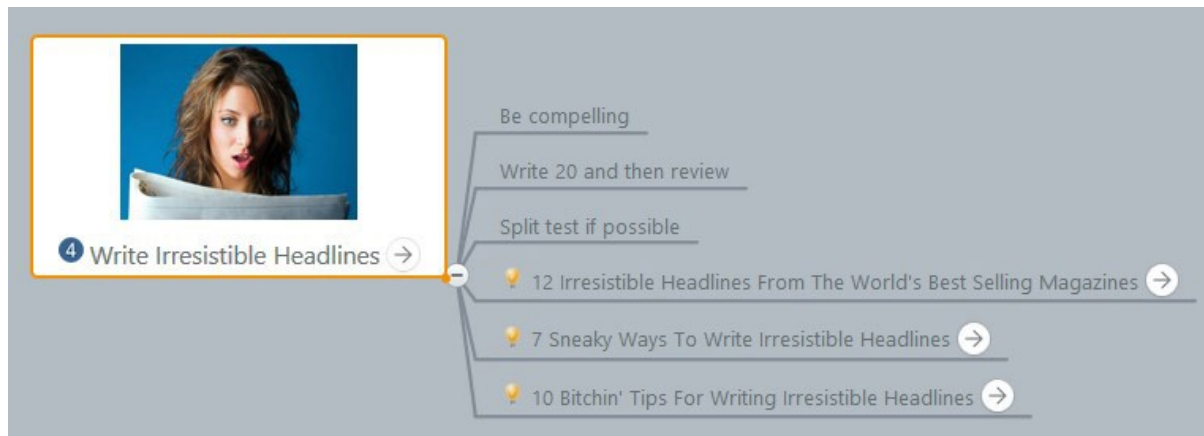
There are also scanners out there looking to see if the content applies to them before they read it. There are also readers who definitely want multimedia, videos, images, PDFs, documents, things of that nature.

So you want to appeal to a wide variety of readers. Intersperse shorter, news-based kind of format with long form content as well. You can spend time interviewing industry thought leaders to kind of help connect your target audience with you as an authority site.

Bring in an industry leader within the niche that you're trying to connect with. Interview a thought leader and publish that. The name alone will be enough to drive some readers over

to your content. While not technically a direct method of building traffic, it is an important part to **not repelling traffic**.

## Write Irresistible Headlines



The fourth method of getting more traffic, like the third, is not so much about a traffic channel, as about making the traffic channels you do have more effective. Write irresistible headlines. Be compelling. They have to want to read your content after they see your headline. So write 20 and then review them. If you can, split test them with friends or family. Write 20 versions of it and then go ask somebody, "Which one of these would make you want to read the content if it was something that appealed to you?" So definitely split test your headlines.

There are a couple of tools out there. Here are some articles that I found for writing good headlines.

And I've spent some money doing this. I've invested in a couple of tools, a couple of books that help me write better headlines. I don't always *implement* it the way I should.

So do as I say, not as I do.

And there are free online tools out there that will help you generate good headlines. So check those out.

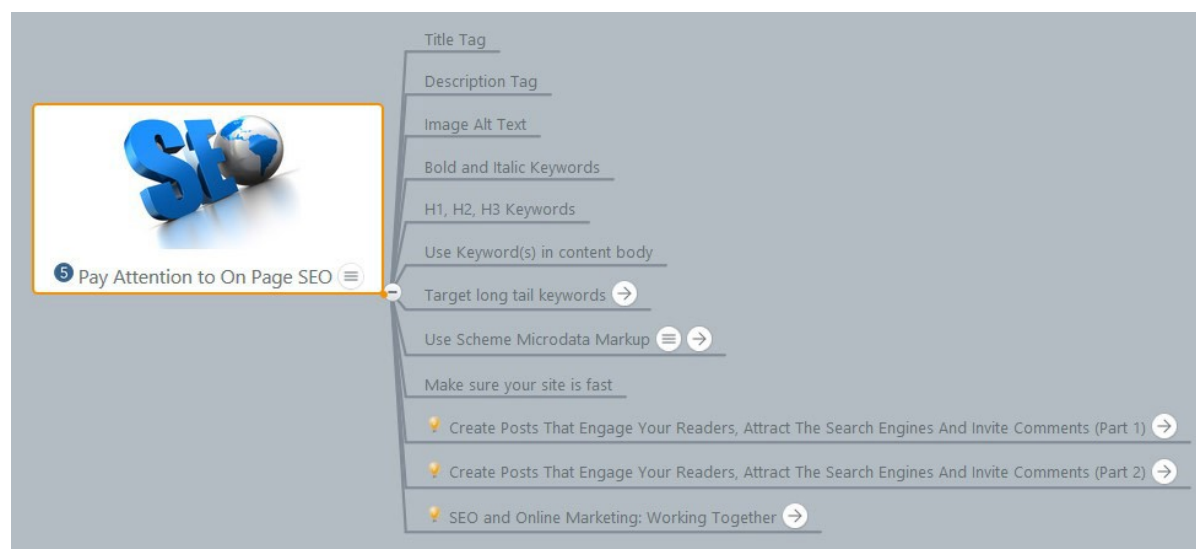
I will add a link right down here to the tool that I use that kind of lets you fill in the blanks and will help you generate a really good headline. That's the fourth method of getting more traffic. Again, not a traffic channel, more a channel improvement.

### Here are tools to help with your headlines:

- [Headline Generator](#) You fill in the blanks. It helps you generate a headline.
- [Headline Analyzer](#) You put in a headline you come up with, and it analyzes what you've written and makes suggestions on how to make it better.

I hope these additional tools help.

## On Page SEO



Our fifth method of getting more traffic is as important as anything else I've come up with. That's SEO. Helping the search engines understand the content that you are making available is critical to getting found by the searchers that are at the search engines looking for the content that you offer.

There are a number of ways that you can help identify your content and convince Google that you are relevant to the term that the searcher has put in the search engine.

Those are:

- title tag
- description tag
- alt tag
- bolding and italicizing the keywords
- using the H1, 2 and 3 keywords appropriately
- Using the keywords within the content body. *You wouldn't believe how many people don't do this one thing correctly.*

You also want to make sure that you target long tail keywords. Make sure that you're connecting with the actual phrase that they're using so that when your content comes up, and that's being used in your title tag in the description, it connects more readily with your target audience. Something else to do is use the [schema microdata](#).

I know not too many people know what that's about. So I have provided a link here to give you some help with that, but basically schema microdata is the schema that you add to your HTML code that helps the search engine *decipher* the content on your pages more effectively. And this of course in turn can increase your visibility.

If the search engine is convinced, they're much more **likely** to serve your content.

So don't skip that step.

Also make sure that your site is fast. Beginning just a while back, Google began factoring in your page load speed as a part of how relevant or how **likely** they are to serve your content to the readers.

So you could have the very best content in the world. But if it takes 29 seconds for your page to load, Google is not going to serve that to the searcher because Google's goal is a

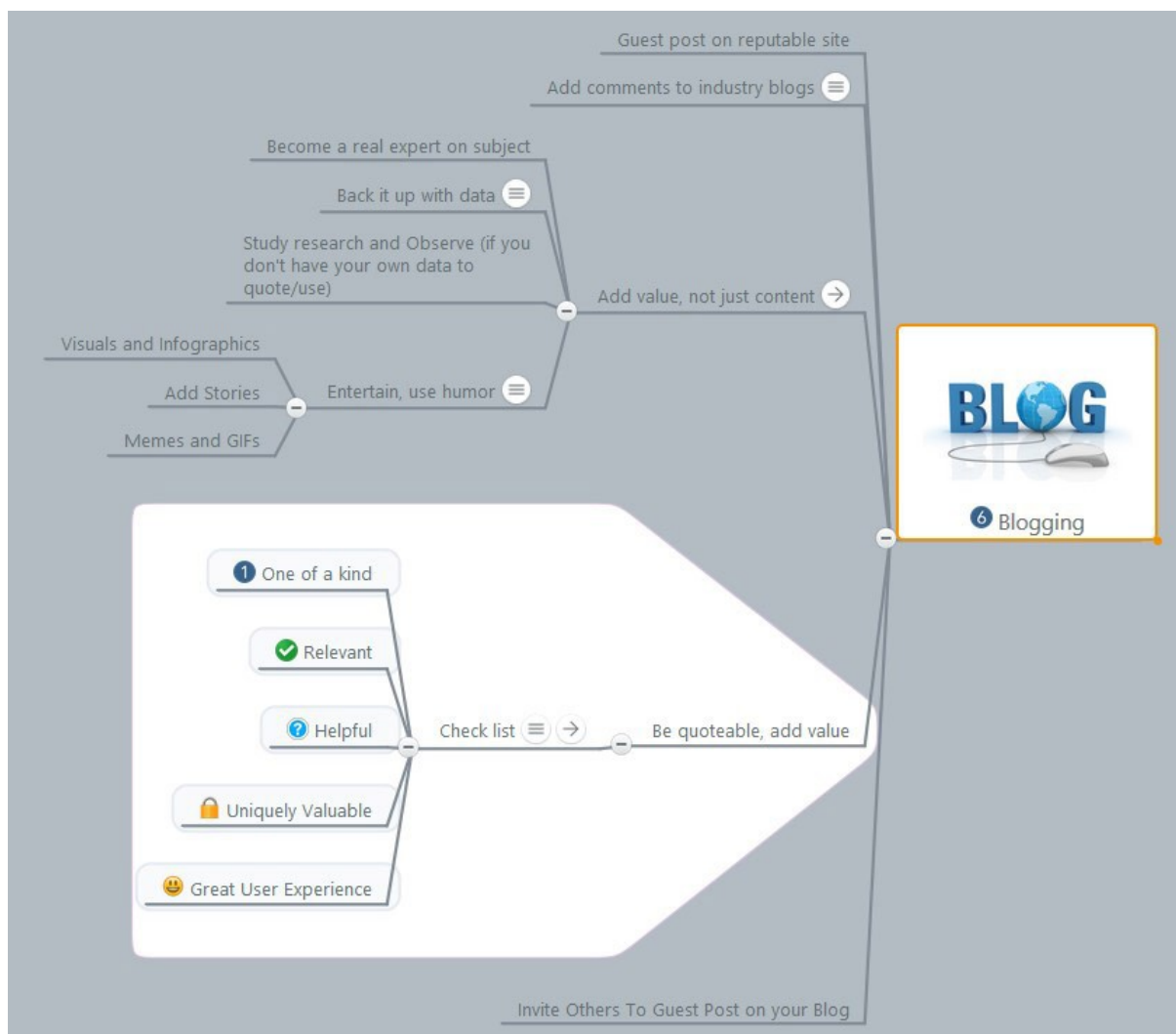
**good experience for the searcher.** Therefore, Google isn't going to serve them something that they're *not* going to click on, that they're going to be frustrated on.

I have created a couple of articles (titled: [Create Posts That Engage Your Readers, Attract The Search Engines and Invite Comments](#)) that will really dial in and help you understand on page SEO better, and the tools that you can use to help implement that. There's two parts. The first part is what to do **before** you publish your content. The [second part is what to do during the publication process](#).

I also have written a very detailed article of how to get your SEO and your online marketing working together **cohesively** to help connect you with your target audience. That article is titled: [SEO and Online Marketing: Working Together](#).

SEO is hugely important and what I consider one of the most effective ways to get you found by the people who are looking for your content. So that's number five.

## Blogging, Commenting and Publishing



Let's talk about blogging. Whether it be your own personal blog or posting as a guest publisher on someone else's blog. Ideally an authoritative site or a reputable site, as there's a lot of eyeballs that you can bring in to your offer, your website, your blog by publishing this way.

As a matter of fact, if you look on my blog, [I do allow guest posts](#). Now, I have **guidelines** that I expect authors to adhere to. But I do allow that, simply because I'm broadening my discussion. I'm letting experts in other areas add to the overall information that I'm making available to you here.

It adds benefit to me as the blogger and it adds benefit to that person as the guest blogger because I'm allowing them to publish a link back to something that's important to them.

You can also, within the blogging community, add comments to other blogs in your industry or niche.

I do want to tell you that you need to make sure when you're blogging, whether it's on yours or someone else's, that you **add value**, not just *content*, add *value*.

I went into some detail here and I'll let you know that, again this is not my own unique information, I've gathered this up and aggregated from a number of different sources.

To add value you may have to become a real expert on your subject. If you're not already an expert, you **must be willing** to become an expert. Ideally you need to back up your findings or your suggestions or your information with data, real live data. You can get that data from other places. It doesn't necessarily have to come from within your own organization.

You need to study and research and observe, particularly if you don't have your own data to quote or use. Now there are places that you can get this kind of data, which again I'll link to down in the bottom. I recommend you spend a little time there.

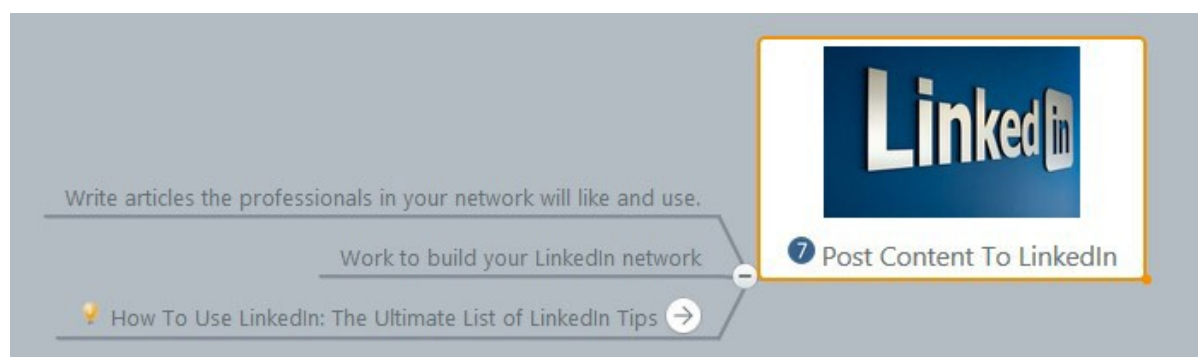
Also consider being entertaining. Use humor, and if you do create a video or presentation, try to keep it under 18 minutes. Make sure you use good visuals and infographics. You can add stories; memes and GIFs are also possible. These are all ways that you can entertain. You can use humor in your blog content to do that.

Next, be quotable. **Add value**. Again, this is a continuation of this conversation from above. By that I mean this. (*thank you Rand for a great video you put together on the type of content that you need to put out there to add value*).

So I've got a checklist. This [link leads](#) to Rand's article. But basically, he discusses the importance of being **one of a kind** in your content. Being relevant to what they're searching for. Being helpful in some way and **obviously** being **uniquely valuable** and a great user experience.

If you can do those five things, then you are adding value to the overall niche. Finally, like I mentioned earlier, invite others to guest post on your blog. Blogging is a great way to bring eyeballs.

## Linked In



Number seven in our ways to get more traffic on your webpage is LinkedIn. Posting content on LinkedIn. Please note that LinkedIn is a professional network.

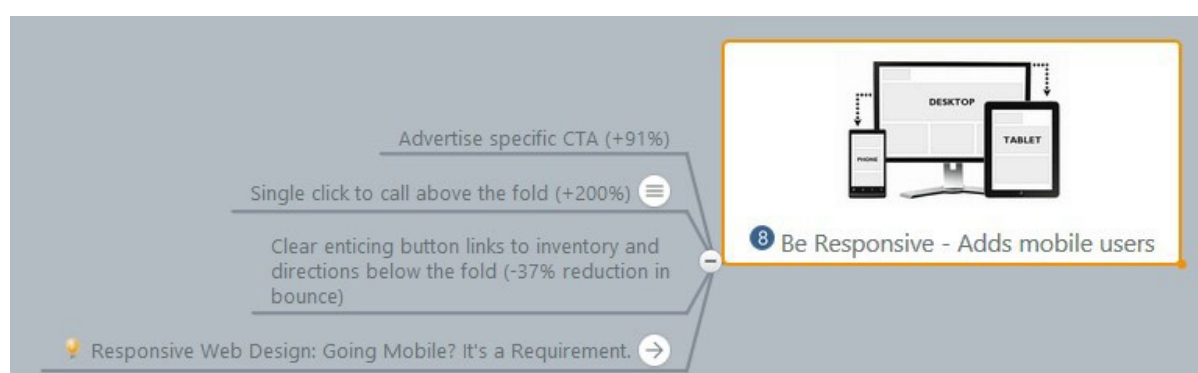
These are connections made within professional niches. You want to write your content that speak to them. Again, probably some of them are your target audience. So write the articles that those professionals in your network will like and use.

At the same time, just like any of your other social profiles, you do need to work to build your LinkedIn network. Establish new connections, follow connections from one of your professionals in your network to another to see who they're recommending, to see who they are connected with. Follow that and make those connections.

I have provided a resource here to [how to use LinkedIn](#). It's the ultimate list of LinkedIn tips, and it's one of those things that I read and used before I began building my LinkedIn network.

LinkedIn is a great way to bring eyeballs to your webpage, your blog or your website.

## Be Responsive



Okay, our eighth method is more like number three, mixing it up and number four, irresistible headlines, and number five, on page SEO. It's not directly a traffic channel, but it is a way to prevent the traffic that you are getting from bailing on you early.

Your site, your webpage, **has** to be responsive. If a visitor lands on your webpage on their phone, and goes to desktop, that's one direction and likely the appearance will be good. But if they start out on the desktop and then get interrupted, they leave and now they're sitting in a waiting room, they bring it up on their phone and they can no longer read or recognize your content, you've lost them. They're pretty much done.

The chances of them going back to the desktop at a later date are pretty slim. There are studies that show if you put a specific call to action above the fold, you're going to get a 91% clickthrough rate. Make sure that call to action is **very specific** and relative to them.

There are also studies that show a **single click to call** above the fold. In other words, you've placed your telephone number on the website. If you make that telephone number *clickable* on the mobile device, you're going to get a much better conversion rate.

**Make number clickable like this:**

```
<a href="tel:+1-999-999-9999">Call 999-999-9999</a>
```

Just copy and paste the above line. Obviously switch this out with your number. But if you do it in this way, it will be clickable for your target audience on their mobile device.

Also, make sure you write clear and enticing buttons to links of your inventory, your products, any directions that you've done and place this information below the fold.

If you do this, you'll get a 37% **reduction** in your bounce rate.

In other words, you're causing them to scroll, you're giving them ways to visit **more** of your content, and you're being **meaningful** in that.

If they click it and stay on, that definitely counts in your favor. It reduces the number of bounces that you get.

*A quick explanation a bounce rate is ... when someone lands on your page, views that one page, and then leaves, it's considered a bounce. In other words, it's one page and then bounce, instead of one page and then that leads them to another page, to another page, to another page.*

So you want to reduce your bounce rate. That's one of the things that Google looks at in deciding whether or not your content is relevant.

I have put together a short article on my blog titled [Responsive Web Design: Going Mobile? It's a Requirement](#).

It's more of an explanation about **why** responsive web design is so important and a book that I recommend and read on the subject that can help you make changes to your website so that it can be more responsive.

That wraps number eight.

## Link Internally On Blog Site

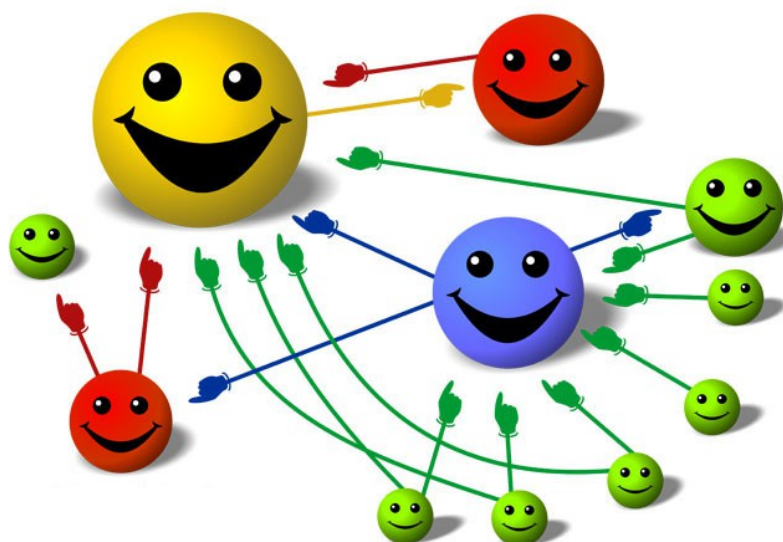


The number nine method of getting more traffic is to utilize traffic you've already sold. In other words, they're already on your site.

Link internally to some of your **relevant content** and you'll get them to consume **more** of your content.

As this graphic depicts, basically you're going to have several pages that have **authority** that you've written that go into quite a bit of detail about your subject matter. The red, yellow and blue guys.

And then you're going to have ancillary pages or additional content (the little green guys) that should point back to those big pages. That helps your SEO, that helps your link juice, that helps Google understand what you consider the most important aspects of your website.



It also provides a new method for your target audience whom we've already captured, to find more of your content. The more the content that they find, the more they come to know, like and trust you. And that always helps.

So I've written a couple of articles and Moz has written an article. I provided links to both below. But anytime you publish something new on your website or your blog, you should keep an eye out for opportunities to link back to those authority pages.

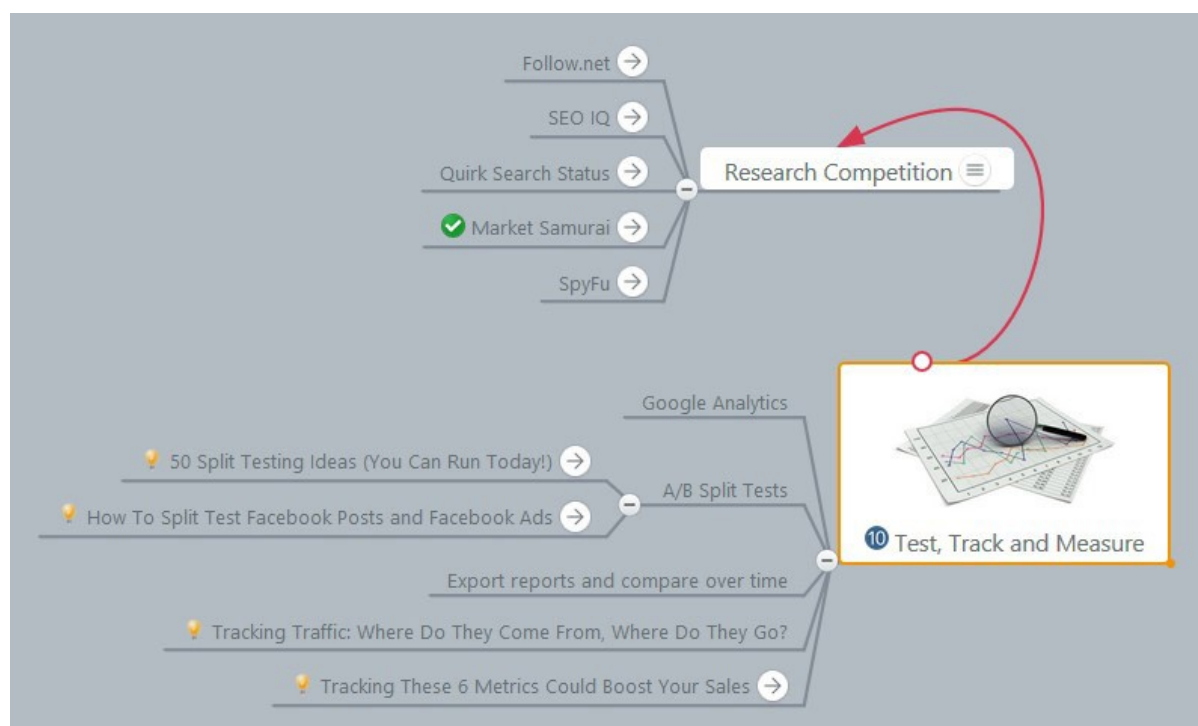
In other words, if I'm writing an article and I reference something or I mentioned something that I wrote in another article, don't just mention it. Link to it. Provide a link back to that article and make sure that the anchor text is good and valid so that Google understands it as well as your customer.

### Links To Help Articles:

- [SEO Love With Internal Linking](#)
- [Internal Links: SEO Best Practice](#)

Again, number nine is *less about driving brand new traffic* and more about *utilizing the traffic you've already gotten*.

## Test, Track and Measure



Number 10 in our ways of getting more traffic is less about driving more traffic and more about **knowing what's working**.

In order to do that, you need to test, track and measure what you're doing to find out what's working and what's not.

Google Analytics is a good place to begin your business intelligence search. They offer some really good tools and really good reports for telling you what's working and what's not.

They also provide A/B split testing, although they're not the only one. There are other websites and there's software you can purchase that will help you with your A/B split testing.

I provided a couple of articles here for how to get more out of that and things that you can do today to make that work.

### Helpful Articles:

- [50 Split Testing Ideas \(You Can Run Today!\)](#)
- [How To Split Test Facebook Posts and Facebook Ads](#)

Use the business intelligence gathering tools like Google Analytics, or whomever you use, to **export** the reports and compare them over time. Keep an eye out for what's working. Once you know what's working, do more of that. Once you know it's not working, either A/B split test that to get it working, or stop doing it. If it's not working, stop.

I've also provided a couple of other articles here for [tracking traffic – about seeing where they come from, where they go](#). This is an article I wrote and it will help detail some of what you're looking for. And then here's an article from entrepreneur about [tracking the metrics that could help boost your sales](#). There are metrics that you need to know in order to boost your sales.

Something else to note, your competition is out there doing similar things. Research them. What they're doing and how they're doing it. What's working for them? There are tools that you can download and install or use online, that will help you decipher what it is they're doing right.

[Follow.net](#) is a way to go in and get some surveillance on what they're doing that's working. [SEOIQ](#) is another tool for determining what they're doing that's working from an SEO standpoint. [Quirk Search Status](#) is another tool (Firefox Addon) for determining what they're doing and how they're doing it. That's more to do with the SEO. But again, if it's working for them, you need to be emulating that.

I use a couple of tools like [Market Samurai](#) and [SpyFu](#) to also deconstruct what my competition is doing.

These are fabulous tools, so click the links to get access to the tools and the resources that I'm recommending.

Now I will tell you to be 100% compliant, a couple of the tools that I'm recommending, I am an affiliate for. Meaning if you purchase based on my recommendation, I do make a small commission, and that's as it should be. I've done the time and spent the energy and the performed the research to determine this is a tool that's going to be effective for you. So a small commission is not a bad reward for that. I hope you'll agree. But even if you don't, the tools are worth your time and money (those that are paid) to help you be more effective in getting more traffic.

Okay, so that's 10 ways that you can increase your traffic to your website, your blog, and your offer, or your landing page. I hope you have found the MindMap, this PDF and/or [the video](#) to be of some help. If so, please recommend it, tell your friends, anything you can do to help me get the message out is definitely appreciated.

Look for more of this type of content on my main site at [www.cenaynailor.com](http://www.cenaynailor.com), or more how-to videos on [videos.bycenay.com](http://videos.bycenay.com).