

Amy's Monthly Content Perks



Strategies For Free and Targeted Traffic

- Traffic streams change...
- For example, Ezine Articles used to be a great way to get traffic. Now, not so much.
- What's Working Now For Free And Targeted Traffic...

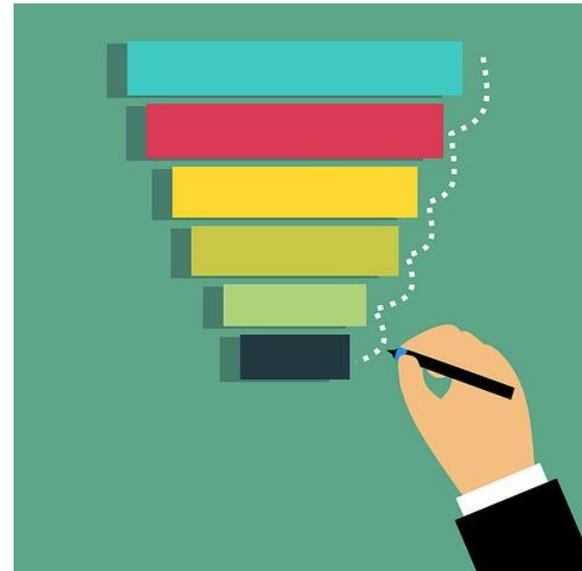
**SUBMIT YOUR HIGH-QUALITY,
ORIGINAL ARTICLES FOR MORE
EXPOSURE, CREDIBILITY &
TRAFFIC BACK TO YOUR WEBSITE.**

Set Up Your Funnel Right

Before sending traffic make sure you have a funnel in place.

Top (widest) level – content marketing (blog posts, social media, videos, etc.) The goal of this content is to convince visitors to become subscribers. If visitors don't find this content valuable, they're not going to move forward.

Second level – your subscriber content (opt-in gifts; workbooks, PDF guides, short audio courses, etc.). This is content your visitors have to subscribe to in order to access. It's free content, but they have to share their name and email address to get it.



Set Up Your Funnel Right

Third level – your low-cost item. Low-cost does NOT mean no-value or low value. If anything, this is your chance to “wow” your audience and convince them that your products are amazing.

Note: what’s considered low-cost may vary depending on your target market.

Fourth level – your medium cost products. More expensive and require a bigger investment of time. They could be items like group coaching, a course with several modules, or a month-long challenge as part of a community.

Fifth level – your high-cost products. These are products that give customers direct access to you and your services, things like consulting or private coaching, for example



Write Guest Posts for Popular Blogs

One of the simplest ways to gain traffic is to leverage a big platform filled with readers who are already interested in your niche. This is done by finding popular blogs and guest posting on them.

- Pick blogs in your niche.
 - **Google Search Strings/** Your Keyword “submit blog post”
- Look for the guidelines & follow them.
- <https://prosperative.com/blog/make-money-selling-training-content-online/>
- Get more info here: <https://backlinko.com/the-definitive-guide-to-guest-blogging>

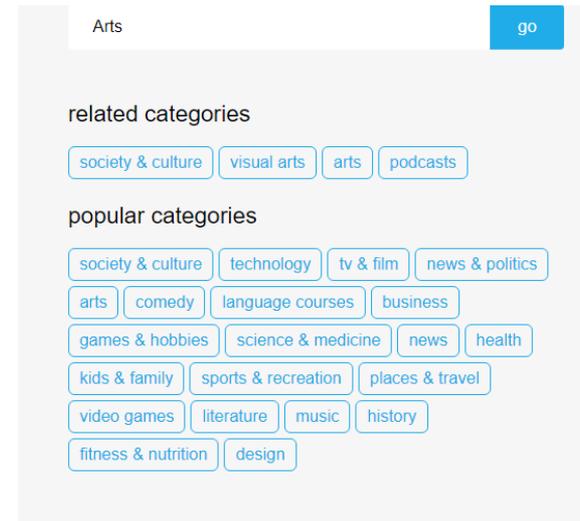


Become a Featured Guest on Podcasts

Landing a spot as a featured guest on a popular podcast is a great way to send more traffic back to your website. It also introduces you to hundreds and sometimes thousands of listeners who may have never heard of you.

You can be a podcast guest. Here's how to get started...

- Research the popular podcasts in your niche.
 - [iTunes podcast directory](#). Choose your topic and you'll see a list appear. This list represents the most popular podcasts for this subject.
 - Google search *keyword plus podcast*
 - Online podcast directories like [cast.market](#)
- Keep a list - create a list of your favorite ones. Listen to the energy of the host and what types of questions he or she shares with their guests.
- Engage with the podcaster - interact with the host on social media. This can be as simple as commenting on Instagram posts and retweeting new episodes on your Twitter profile.



Become a Featured Guest on Podcasts

- Reach out – after you’ve engaged with the podcaster, it’s time to reach out. Send an email or fill out the contact form on their website. Include a brief bit about yourself as well as a brief outline of what you’d like to talk about.
- Follow up – If you haven’t heard anything in a week, send a follow up message. Tell the host about your original email and ask if they’ve received it.
- Repeat the process – don’t just pitch one host and think you’re done. You need to pitch multiple podcast hosts. Set a goal to reach out to _____ (pick a number) of hosts in the next six weeks.
- Use a spreadsheet to track everything

	A	B	C
1			
2			
3			
4			
5			
6			
7			
8			

Creating Irresistible Pins on Pinterest

Pinterest is a powerful way to get targeted traffic.

Here's how to get use Pinterest to get more traffic...

- Think of boards as categories. It can be helpful to consider boards as categories for your content.
- Describe your pin. It isn't enough to just grab an image from your website or blog and add it to your Pinterest board. Take a moment to describe what the content is that you're linking to. *Tip:* Tease readers about what they'll get and make them eager to clickthrough.
- Example:

<https://www.pinterest.com/pin/466122630158124273/>



Creating Irresistible Pins on Pinterest

- Sign up for a business account. If you're using Pinterest to send traffic back to your website, you should make sure you have a business account. This will give you access to statistics about your pins. You'll know when the best time is to pin, what keywords your audience loves, and which pins get the best traction. You can simply convert the account by going to [Pinterest Business Accounts](#) and filling out a short form.
- Use group boards. Some Pinterest users create a group board and allow other members to contribute pins to it. Group boards usually get thousands of followers, so pinning to one is a great way to increase your traffic. But you need to read the owner's rules before you attempt to pin.
- Consider using <https://www.tailwindapp.com/> it does bulk posting, analytics, and more.

**Business account
basics**

Getting Instagram Traffic to Your Site

Instagram is a picture-sharing social network. Instagram has a fan base of *over 800 million users* that are eager to interact with the brands they love.

You can harness the power of Instagram to send traffic back to your website. A few things you'll want to keep in mind before you get started...

- **Include your link.** Make sure you include a link to your website in your bio. Instagram doesn't make links clickable on the website or through their app, except for the link on your profile. **Use hashtags.** Hashtags is how users find content they enjoy and the social network allows you to use as many hashtags as you'd like. Not sure what hashtags to use? Try a site like [TagBlender](#) or [Hashtags for Likes](#).

Popular

Top 30

#love #instagood #me #cute #tbt
#photooftheday #instamood #iphonesia
#tweegram #picoftheday #igers #girl
#beautiful #instadaily #summer
#instagramhub #iphoneonly #follow #igdaily
#bestoftheday #happy #picstitch #tagblender
#jj #sky #nofilter #fashion #followme #fun
#sun

Using Facebook Live to Capture Traffic

Another great way to find free traffic is to use Facebook Live. You can use it to stream a video of yourself in real-time. Useful if you're counting down to a big launch and want to share it with your community or if you want to show off a new product you're reviewing.

To get the most of your Facebook Live streams and send traffic back to your website, you'll want to do these things...

- Engage with your viewers.
- Brainstorm content suggestions.
- Have a content upgrade ready.
- Ask viewers to share your video.

<https://blog.hubspot.com/marketing/facebook-live-guide>

Facebook's new livestreaming feature is a great way to get traffic flowing back to your website. But make sure you have something valuable to share before you start the camera rolling. You want your viewers to remember you and your brand for all the right reasons.

Track Your Traffic Results

Driving traffic to your website is important, but you need a way to measure that traffic. After all, if you're using several methods to drive traffic, how will you know which one is working if you're not tracking? How will you know which methods aren't working without stats to go by?

You can use a tool like [Google Analytics](#) (free) or [Clicky](#) (free trial) to see your stats.

You'll want to pay attention to **four key metrics**...



Track Your Traffic Results

1. Look at your most popular content. This gives insight into what content your visitors are consuming and what pages they enjoy the most. It can spark new content ideas and show you which pages on your site could use some sprucing up.

2. Note your traffic sources. Use this metric to determine where you're getting the most traffic from. Facebook Live? Instagram? Also look at what other sites are sending you traffic. Are you still getting traffic from that podcast interview you did ages ago? Is your blog post on a friend's website still sending you plenty of fresh traffic?

- Google Analytics- <https://moz.com/blog/absolute-beginners-guide-to-google-analytics>

3. Check the tech. Most analytics software can show you what device and which browser visitors used to access your site.

Pay attention to this data. You might be surprised to learn a lot of your traffic is coming from mobile gadgets like tablets and smartphones.

4. Peek at search terms. Some analytics software will also show you what keywords users typed into a search engine to find your site. This data helps you see what your visitors are hoping to find when they arrive.