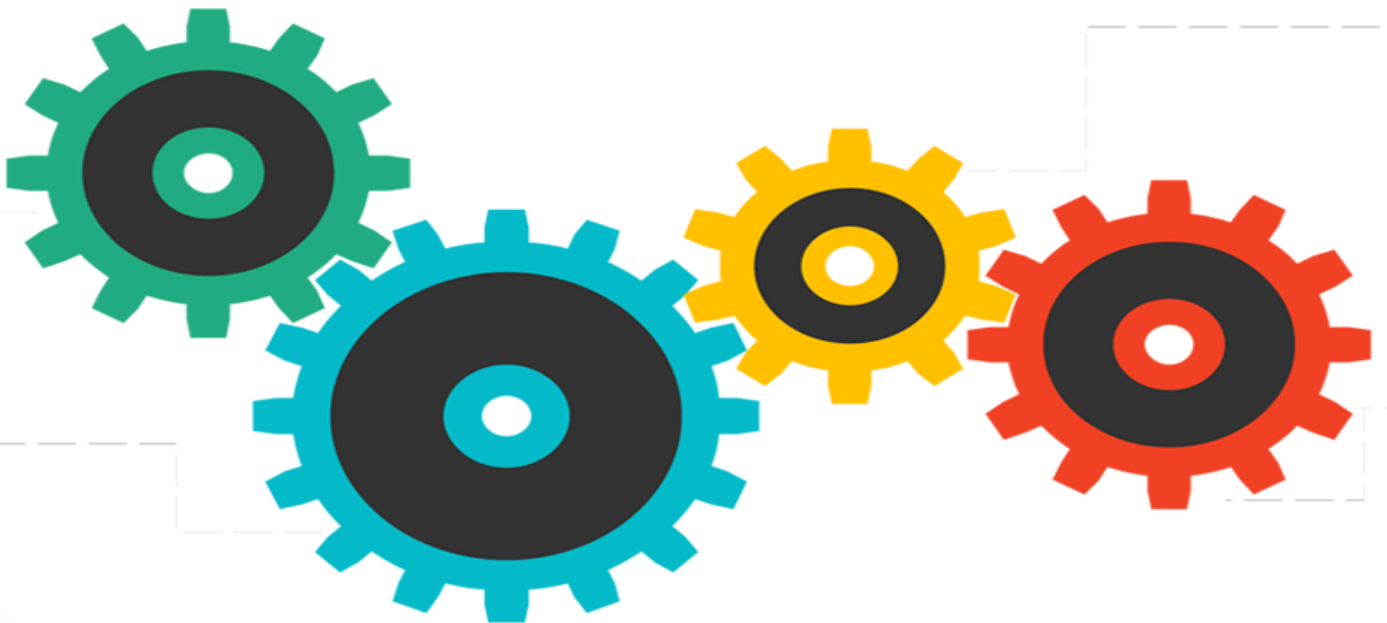


TRAFFIC MACHINE



CHECKLIST

Content, Analytics, and SE

- Search engine dominant resource on Internet
- Organic searches best way to realize huge dividends
- Search engine optimization techniques
- Developing content
 - It must be diversified
 - Text
 - Video
 - Audio
 - Need to post new content regularly
- Site Analytics
 - Provided by Google analytics and WordPress
 - Identify public favorites among your content
 - Determined by amount of time spent on each article
 - Allows you to better understand the tastes of your audience
 - Allows you to cater to their tastes
- Search Engine Optimization (SEO)
 - Submit website URLs to various search engine platforms
 - Allows Google's crawlers to index website
 - Perform SEO on all your current content
 - Based on keyword and keyword phrases
 - Should be two to four words in length
 - Compile list of 15 to 20 keywords and keyword phrases
 - Add these into current content and use in future content
 - Should account for 1.5 percent of total word count
 - Include in title tag of content, metadata, and description

- Can use plugins like SEO Search Term Tagging
- Don't use archaic or abstruse words

Social Media Platforms

- One of the best ways to promote business
- Drive more traffic with careful social media planning
- Focus efforts on the top three social media platforms
 - Facebook
 - Largest social media platforms
 - 2 billion users per month
 - Twitter
 - Known as a “microblog”
 - Tweets pique interest and keeping followers informed
 - LinkedIn
 - Connect with like-minded individuals in a professional capacity
 - Use to position yourself as an expert in your industry
- Use other social media platforms after you've mastered the top three
 - Google+
 - Tumblr
 - Pinterest
 - Instagram
 - YouTube

Link Building

- Posting links to your website in comments of competitor blog
 - Need to find relevant competing websites
- Posting in Forums
 - Use a sub-Reddit that is relevant to your content and business
 - Only promote content that is related to the topic on the discussion board.
- Will help catch the attention of web crawlers and drive traffic to your site
- Submit your URL to sites like StumbleUpon, to gain even more traffic

Guest Blogging

- Collaborate with more established online personalities
- Write guest blogs to other sites
- Allows you to reach an already established audience
- Many advantages with guest blogging
 - Build a meaningful relationship with others in your industry
 - Boost your image and increase your exposure
 - Diversifies the sources of traffic to your website
- Select the best blogs
 - Consider their traffic
 - Look at their audience participation
 - Consider the frequency of exposure

- Publish to those in your niche
- You can also hire writers to write your copy
 - Exchange for greater publicity for their article

Email Marketing

- Bulk Email Marketing
 - Not very effective
- Opt-in Email Marketing
 - Takes more time and effort but will perform better
 - Must use an Autoresponder
 - Create an opt-in form
 - Create a web page to host your form
 - Choose single or double opt-in
 - Create a gift or deliverable
 - Setup a thank you page
 - Test your system