



FREE TRAFFIC PLAN

Introduction

Traffic Generation is the foremost lifeline to earning an online income. No matter how great your offer, your product, or your web pages, without people seeing them, you have no followers and no sales.

Same goes for your list building, you can have the perfect converting squeeze page, and an excellent bait, that people want, however, if nobody sees it, they won't subscribe.

Over time, I have tried many different traffic methods and sources. What I want to share with you, is that it takes a lot of time, and persistence to achieve a consistent flow of targeted traffic to your sites.

The good news is that once you get a traffic generation plan in place and work it daily, it's not as hard as you may think. But... you do need to have a plan, and keep at it every day. You need to track your results, and adjust your plan regularly, so you are not wasting time, with methods that don't work well for you or your niche.

My advice is to pick a few platforms or methods, set these up, start working it, track and test, and then concentrate on what is WORKING FOR YOU!

Once you know what you like doing, and you are getting some regular traffic flow, prepare your traffic plan consisting of several methods, so you get into a routine.

The following are ten methods, all are free, and all work. Choose a few of these, work them, once you have them in place add more. Set up your traffic plan as daily tasks and then follow it.

So here is what I included in my initial Traffic Generation Plan:

- Create a good quality blog post with the content specifically related to what I want people to see, once per week. Prepare 1 or 2 good quality images to go with the post.
- Create 2 or 3 short reports (2-3 pages), with each one teaching a different, specific aspect, related to the blog post. I look for issues that my audience are asking about, and where possible I base the short reports on solutions to these issues.

- Ensure that one main keyword phrase is targeted with each post/report, etc. Plan these keywords before writing, so they are written in with the flow of the article.
- Then repurpose the main points from these reports, for short Facebook, etc posts. The idea here is to promote the reports on several social media sites, by posting a teaser, and inviting them to read the full post (traffic to my blog), or download a free PDF in exchange for their email address (add subscribers to my lists).
- Add a post to my FaceBook profile. Spend a short time on Facebook, engaging with other people's posts, engaging with people who have engaged on my posts, replying to messages, and connecting with new prospects. Find a good post or two in my Newsfeed, and post a sensible (value adding) comment on each one.
- Spend a short time on Quora, searching related questions, and answering them. Sometimes a little research is required, to give a really good answer.
- Post a short teaser tweet on Twitter every day.
- Every time a new post is added to my blog, I create a Pinterest Pin Image and post this on Pinterest, and also post about the post on my FaceBook Profile.
- I also include a link to the new post in my next email to all my subscribers.

Traffic Methods for You to Try

Blog Posting

Create a good quality blog post with good niche related content. A good frequency is a minimum of one per week, make sure it is related to your niche, and has really good value to your specific audience. (if you can use a mix of text, video and images).

Do some research and find a good keyword first, and write this into the article as you go, rather than trying to squeeze it in later. Make sure you have an SEO Plugin such as Yoast or All-in-one-SEO, and follow the plugin's instructions for a degree of on-page SEO.

Prepare one or two images (again, related) to include with your post, especially if it is mostly text. When you upload these to your blog, make sure your keywords are included in the image description.

Ask relevant questions in your article, to encourage your readers to comment on the post. Always respond to all comments you receive!

Create 2 quality short reports each week that are either more details on topics raised in my blog post or specific issues raised by followers, such as on FaceBook or questions from my subscribers, etc.

I use these as Free Downloads for my existing subscribers, free gifts to get more subscribers, free gifts for people who engage with me on my social media profiles, etc.

These are always fully branded to my sites, and also have a link to a product offer that is relevant. Also, each report targets one relevant keyword phrase, and sometimes another related previous Blog Post.

Blog Hopping (Commenting)

This is as simple as doing a Google search for blogs in your niche. Search for “*your niche* blogs” and check out some of the results.

You are looking for Blogs that are currently active, and have some good posts about things that you know about, and are related specifically to your niche, and with Post Comments open.

Then it’s just a matter of adding valuable comments to some posts. Don’t over-do it, start with one comment per blog per day, and see what response you get, then concentrate on the most active/responsive ones.

This definitely works best where your link takes them to your blog.

It will start slowly, and then build up. You will get a few clicks first, then some comments on your posts, followed by people subscribing to your list.

It can take a while, so don’t give up too soon!

This method was less productive in the recent couple years, so many marketers stopped doing it at all. I have actually found that it works a lot better now, I think because less people are doing it.

FaceBook Profile

Many marketers talk about FaceBook Pages and Groups for their social media marketing, but we have found that your engagement and responsiveness of your friends and followers can be built up faster and better by using your FaceBook Profile (Wall).

You can do this on your main Facebook profile, or start a new profile, specifically for business purposes. (Yes, more than one FB account is against their policy, and there is risk involved, but this is what many marketers are doing). However, unless you need to keep your marketing ventures separate from a day job, or you are not comfortable letting friends know what you are doing, why would you want the extra work of maintaining two accounts?

Build your profile, to represent your business brand or niche. To build trust, you need to use your own name or a pen name that you use on your products and web pages.

Find like-minded friends, people interested in your niche.

Make sure you post regularly, 1-2 times per day. Mix up your posts. (By that I mean include some plain text content, video content and image content. Posting quality images with famous quotes is one type of post that does get good engagement, I go through cycles, but often post one of these per day.

Ensure your content (text and video posts) are specifically aimed at your niche.

Post the occasional 'Story' with a meaning or moral, that is in some way connected to your niche.

Always acknowledge all engagements, e.g. answer all comments, thank people for likes and other reactions, etc.

Like, etc other people's posts, particularly those who react to your posts, but also others, and usually they will return the favour.

Add valuable comments to other people's posts, this is really important, and is the best way to get comments on your own posts, while also establishing your own authority.

Please Note: FaceBook is very actively trying to push people and businesses to use their paid advertising services. For this reason, they change things regularly, and exposure of your posts to others is getting less and less. There will come a time soon, that you will need to use paid FB ads or paid post boosts, to get the traffic you want from this platform.

Forum Posting

I am finding this method is less effective than it used to be. However, this is causing less people to do it. As numbers decrease, it makes sense that effectiveness will slowly increase. Based on this, I still do it to track what is happening, I suggest you do it as well, it's easy and you don't need to spend as much time as many other traffic generation methods. Track your results, look at your traffic stats, and if it's not working for you, quit and move on to something more productive.

Firstly, you need to do a little research. Find some forums that are specifically involved in your niche, and that are currently active. Just search on Google for "*your niche* forums". Then check a few out, see which ones have some great content and questions posted, and lots of comments and replies to questions. Also check that the owner or admin is replying to comments, etc.

Mostly, you will need to register to be allowed to post your own comments, and you want to do this, so you can set up your signature, with a link to your site.

Once registered, search for questions that you can answer sensibly, post your answer as a reply to the question.

Your goal is NOT to post about yourself or your site or product, it is to post valuable responses to other people's posts, and show that you have knowledge and value, thereby building a relationship and authority with the other members.

After a while, with some good value added, you will see that you are getting click-throughs on the link in your signature.

Persistently adding value in the forums, will pay off!

Twitter Traffic

Marketing on Twitter is much simpler than on many other platforms.

If you have a Twitter account, you know how it works, then you are most of the way there.

The important things to remember are:

- Repeat Tweets, but with minor changes, so they aren't 1 for 1 repeats. E.g. Add an image, change the wording, etc.
- Use Hashtags
- Continue Following people related to your niche, hoping they will follow you back.
- Include a Call to Action – e.g. Retweet Please, etc.

Pinterest

Getting traffic from Pinterest is quite easy, and actually can be a lot of fun!

The two main things to keep in mind are:

1. When your image is pinned on a Pinterest Board, you include a link back to your site, product, blog post, etc. So, when people click on the image, they are taken to your site.
2. If you use Rich Pins, Pinterest picks up an image, the 'meta description' and the Title of your Blog post, directly from your blog. This is important, as when the Pin is repined by someone, all of those items remain with the pin and your exposure is much higher. Note: To use Rich Pins, you must have a Pinterest Business account. Having this also gives you access to their very good Analytics, which makes it worthwhile just for this. It is also against their Policies to promote anything on a personal account, so why not go Business Account from the start?
3. When you follow someone on Pinterest, you get a high rate of those people following you back, I regularly get as high as 45% who follow back.

Getting Ready:

If you have a Blog, make sure each post in the categories that you want to push on Pinterest, includes at least one good quality and related image. Make sure you complete the alt tags and the image description in your media library. Use keywords in your description.

Make sure you complete the 'Meta Description' in your post.

Decide on the sub-niches you wish to promote on Pinterest (what niches you want to target for your traffic), and create a new board, then start to follow some people in those sub-niches. (You can follow up to 300 people each hour).

Start the Process:

Pin some of the pins from the people you have followed, onto your new board.

Wait until some people follow you back in that niche.

Start pinning your own Pins to your board, e.g. your existing blog posts, your YouTube videos, etc.

Do more of the same! Keep everything related to the niche (sub-niche) that your board is in.

[I can strongly recommend a good course for getting more traffic from Pinterest, the details are on this page.](#)

Instagram

Using Instagram for your traffic Generation is definitely a good idea! There are less marketers doing this, than say Facebook, Pinterest or LinkedIn. It is growing, but you still can get in ahead of the crowd!

People who are doing it (properly) are driving a lot of targeted traffic to their blogs or websites.

The most important steps and tips are:

Choose your specific niche, before you set up your Instagram account. You will have more targeted followers, if you concentrate on one niche with your account.

Show that you are passionate and authentic, about your niche.

Ensure your images and videos are high quality.

Make sure your Bio is completed in your profile, and include the link to your website, also include a couple keywords as Hashtags in the description text. Traffic to your website from Instagram, is all about this link in your Bio. Making this link point to your blog related to the same niche, has best results.

You can update this link as frequently as you like.

Sharing your blog posts on Instagram is important, for best results, mention each of your posts, up to 3 times, with slightly different images and captions. You don't need to share the post on Instagram, a better way of doing it is to post a relevant image, with a caption saying what it's about and a call to action, asking people to click your Bio link, for more info.

Be aware that any links you include in your post captions, are not clickable, and experience shows that very few people will type them, even if you use very short URLs.

Build a large community, and relentlessly engage with them.

Use Hashtags wisely. Not just random words as hashtags, but do a little research first, and find out which hashtags are being used on Instagram, by your audience, followers and your competition.

Instagram allows up to 30 hashtags per post, we do not recommend you go that far, but 5-10 well-chosen hashtags will get you more Likes, Followers and lead to more sales.

There are certain hashtags people will search for, getting you more views, the issue is to find the right ones.

Check what hashtags your connections are using in your niche, and see which ones are used when a post gets more likes, etc.

Search for popular hashtags.

If you want to go at it fully, there are tools such as TagBlender, Seekmetrics and HashtagsForLikes, that can generate effective hashtags for you.

If this is a platform you plan to use, I highly recommend a Video Course that goes much deeper into it. [Information on the course is here!](#)

LinkedIn

As with all Social Media sites, the way to get lots of targeted traffic from LinkedIn, is to have great profile page, post valuable niche related articles, and engage with your connections.

The only slight difference here, is that LinkedIn is much more 'Business' oriented, than most other Social Sites. This is not the site to share funny dog videos, it is the place to share informative blog posts, and to keep everything you do related to your business.

To get started on LinkedIn:

Complete your Business Profile page.

Complete your Personal Profile page, and include a head-shot photo, of you with a happy face, do not use a logo, it doesn't work anywhere near as well as your own photo.

Include links to your Blog, and your Business Website (if you have one) on both Profile pages.

Complete a brief story about your business history, on your About page.

Build your Connections, with as many people as you can find, who are interested in your Niche, or sub-niche.

Make sure your Blog is up-to-date, and looks good (professional), and that you are posting frequent niche related articles.

Include a LinkedIn Share button on every blog post.

To Increase Traffic to Your Blog:

- Engage with your connections, you must initiate conversations
- Use questions to keep conversations going
- Acknowledge every comment you receive
- Search out and join 'Active' niche related LinkedIn groups
- Add value to the groups, slowly at first, then intensify your engagement, when you are sure you are fitting in with others in the group
- Create a poll, using LinkedIn Tools, to increase connections engagement with you

As you get to know your connections, use LinkedIn emails to send occasional personalized announcements about your fresh blog posts, or a new product launch. Do Not overdo this, it will be considered spam if you email the same people too frequently.

Stay Active, stay friendly and entertaining where appropriate, but remain business like.

Quora

Quora is not only great for driving free traffic, but it is also an excellent way of increasing your Authority in your Niche.

Quora is a Question and Answers type of site, the beauty is that the layout makes it easy to search out questions posted in your particular topics, so you can find questions that you can submit sensible and helpful answers to.

The key is to firstly make sure your 'Bio' is great, and includes a link to your website. The Bio is what people see, when they click on your answers.

You need to make sure your answer adds value, and that you word it such that people are drawn in from the first 3-4 lines as users can only see the first 3-4 lines, until they click on the answer. Search for good questions, that you can give a good answer to!

Some of the best answers are the ones that tell a personal story, that leads to how you beat the issue raised by the question.

A good way to help generate more traffic, is finish your post with a question, such as "Want to know more about..., grab my free..." and link to your lead magnet.

On Quora, always make sure your posts are well formatted, with correct spelling and grammar.

Include links inside the post, to relevant blog posts. Don't over do it, but a few links in a decent length answer post, is acceptable, providing they are relevant to the question. If you provide a weak answer to the question asked, and just try to get your links in there, they will see through you in no time.

Try to post answers to 10-12 questions per week, preferably covering different topics within your specific niche. The more sub-topics you can cover, the quicker you will grow your authority, and your traffic.

SEO (Search Engine Optimization)

SEO is the Basically, a search engine crawls the web, and finds information, based on the search terms people type into the search bar. Its job is to find the most relevant and recent information, quickly, by have a huge number (millions) of webpages ranked and ready to display to the searcher.

SEO (Search Engine Optimization), is a process that webpage owners carry out to try and get their page ranked above others, so it gets the visit, rather than the other webpages receiving this traffic.

There are two main big problems that make it difficult to get these top spots in the search results.

1. The search engines change the way (their algorithms) in which they rank webpages, frequently.
2. You are up against thousands and thousands of other website owners, who are all trying to get the same top ranking as you are.

Therefore, it can be a full-time job, just to keep your pages ranked, and that's if you really know SEO. We are listing this as a Free Traffic method, but in actual fact many businesses pay an SEO Service to get their sites ranked high, and then on-going to keep these rankings.

These days, people are in a rush, if your page doesn't show up in the first page of the search engine's search results, it almost certainly won't get clicked on.

Many marketers say that the trouble it takes to get ranked, is not worth the time it takes. I believe strongly, that you are far better to do it part way, but unless you are an expert on SEO, and have the time, or money to outsource this task, you just can't do it fully.

Here are a few steps you can do:

1. Ensure your website is Mobile Friendly – Mobile usage has now surpassed desktop usage for the first time ever. If your webpages do not display properly, on mobile devices, you WILL miss traffic.

2. Check that your page loading speed is fast – A recent study by Gomez.com, showed that nearly half of web viewers expect the page to fully load within 3 seconds. If your pages are slower than this, chances are your rankings will suffer a lot.
3. Make sure your web-hosting that has good uptime average, and very good servers. Old and badly maintained servers can be definite cause of your slow loading times.
4. Use easy to understand links – if your site is HTML code, this is pretty straight forward and standard. If you are using CMS based site, such as WordPress, ensure you change your link structure to “Post Name”, i.e. go to Settings >> Permalinks and choose “Post Name”.
5. In fact, it is probably easiest for you to just use WordPress for your site from the get-go. Install a theme or plug-in to ensure it is Mobile Responsive, and install a plug-in for your On-Page SEO, such as Yoast SEO or All in One SEO. Then if you just optimize your images, add keyword Alt Tags to the images, etc, you are nearly there, with the basics at least! Both of the plugins mentioned have free versions, and they will tell you below your post in your editor, if you have problems to fix.
6. Add a Meta Description that is attractive – this comes under SEO, but in reality, I believe that it doesn’t help your Search Engine Rankings, but it definitely does help your click-throughs from the search engine results you do get. It also helps with Pinterest, and other platforms.
7. Deliver great content – to keep in favour with Google and the other Search Engines, you need to have fresh, relevant and well written content with a high readability score, added to your site on a regular basis. The easiest way of doing this, is to include a niche related Blog as part of your site. Then post good quality related content frequently. Make sure each post targets a relevant keyword phrase, a different keyword for each post is a good way to go, and make sure it’s a “long-tailed” keyword, not just head keywords that would be impossible to rank for.

Please be Aware! There is much, much more to full SEO than what has been covered above, this really is just the basics and the bare minimum.

Conclusion

You need several traffic sources to get sufficient visitors, and to have variety in your total audience. Every niche gets different results with different methods. What works best for me, may not be the same for you, and vice versa.

Pick some of the above methods, two or three first, and implement these, get them working, then choose a couple more. Don't try to start all at once, you will be over-whelmed and most likely, none of them will be successfully implemented.

Analyse your results by tracking the clicks to your site with Google Analytics or similar, and spend your time and efforts more on the methods that work best for you.

All the Best!

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