



The Complete Set *OF* Website Traffic *- CHECKLISTS -*



The Complete Set Of Website Traffic Checklists

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Checklist #1

**The Ultimate Traffic
Generation Checklist**

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Whether you're setting up a paid advertising campaign or using any number of the effective free methods for generating traffic, there are 20 steps you need to take to ensure your success. Take a look...

1. See how the traffic method fits into your overall strategy.

Before you even think about implementing a new traffic source, you need to start by planning your overall traffic and marketing strategy. Once you've done that, then you can check that your traffic method fits into your overall strategy. I.E. Some traffic sources may not be ideal for your overall strategy – spend time on those that are.

2. Check that the traffic method will create targeted traffic.

Some marketers forget that QUALITY of traffic is the first priority. It doesn't matter if you have tens of thousands of visitors if these visitors don't convert. So before you start a new campaign, ask yourself:

- Where does this traffic come from?
- What are the demographics of this audience?
- Are they directly interested in what you're offering?

3. Define your goals and how you'll measure them.

Next, you need to decide what your goal is for this particular campaign. For example:

- Are you seeking to grow your mailing list?
- Do you want to directly sell a product?
- Are you aiming to build your brand?
- Do you want people to share your content?



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- Do you want prospects to pick up the phone and call you?
- Do you want prospects to fill out a form?

Once you pick a goal, then be sure your entire campaign is focused on achieving this goal. #effective

4. Estimate the numbers.

Now here's the key: not only do you need to pick a goal, it needs to be measurable. In this step, you should determine how, exactly, you'll reach and measure your goal.

For instance, if you want to directly sell a product, then estimate your conversion rate to determine how much traffic you'll need to meet your sales goals.

Here's a very simple example: let's suppose you want to make 10 sales. And let's suppose you estimate your conversion rate to be 2%, which means you make two sales for every 100 visitors. That means you'll need 500 visitors in order to reach your goal of making 10 sales.

5. See that your sales funnel is in place.

Even if your goal is to directly sell a product, your overall ad campaign will have more success if your entire sales funnel is in place before you begin the campaign. That way you can start making sales on the backend immediately.

6. Review your landing page copy.

Check for the following:

- Do you have a compelling headline?
- Do you present a bulleted list of benefits?



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- Do you evoke emotion?
- Do you offer proof of your claims?
- Do you provide a strong call to action?
- Are there any leaks, such as unnecessary links that will take people away from the sales page?

7. Check links and forms.

Next, go through the process of ordering, filling out a form or joining your mailing list (IE whatever your goal is) to be sure that everything works as it should.

8. Create your ad.

This might be a pay per click ad, a byline at the end of a blog article, ads for your affiliates to use, or anything else. Be sure your ad presents the biggest benefits upfront, and arouses curiosity if possible.

9. Provide a strong call to action.

Every ad should tell prospects exactly what you want them to do next.

For example: "Click here to see why dieters everywhere are so excited about this new way to get rid of belly fat!"

10. Create graphics as needed.

If you need graphics and can't create them yourself, then hire someone. You might even be able to find someone on Fiverr.com to create simple yet polished graphics for you.

TIP: Check stock photo sites like istockphoto.com and depositphoto.com to get your hands on good graphics for a low price.



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11. Write autoresponder emails.

Whether you are selling products directly or gathering leads, you need to have an autoresponder sequence on the backend to either:

1. Thank a new customer for their purchase, and then recommend related products to them.
2. Help a prospect solve part of a problem while recommending paid solutions to them.

E.G., "The Five Secrets For Doubling Your Conversion Rates."

12. Double check emails.

Once your emails are finished, then check the following:

- Do they have low spam scores?
- Are the headlines compelling and click-worthy?
- Do the links inside the emails work?

13. Get testing tools.

Before you run your ad, you'll need to get your hands on testing tools to meet your needs. These tools might include simple A/B split testing tools like SplitTestMonkey.com, or you might use more robust tools such as Piwik.org.

14. Start small.

In other words, don't invest all your time and money into one place. Start small and scale up as you get good results.

For example, if you're purchasing a solo ad, then don't dump all your ad money into just one ad. Instead, test multiple small ad



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buys across different newsletters. Repeat with those that get results.

15. Tweak for better results.

This includes:

- Testing and tweaking your ad itself to be sure it's converting optimally.
- Testing and tweaking your landing page to be sure you're not wasting the traffic.

16. Reinvest in high-response ads or venues.

As you figure out what's working the best, then reinvest both more time and more money in the best venues.

For example, if you started an affiliate program and have discovered you have a super affiliate on your team, then encourage this person by giving them special perks such as higher commissions.

Another example: if a pay per click campaign is working really well, then go ahead and reinvest your profits to grow your business more quickly.

17. Test all aspects of the process.

You're already testing your ads and landing pages. Be sure to test your backend efforts too, such as your autoresponder emails. Note: Continue to add more emails to your autoresponder for additional sales!

18. Focus on one traffic source.

Don't spread yourself too thin. For now, focus on this ONE traffic source, and work on optimizing your campaign for maximum profits.



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19. Tweak your plan.

Ask yourself:

- How well does this traffic method fit into my overall plan based on the results (or lack there) that were generated?
- What percentage of profits does this traffic method generate for my business?
- What percentage of my resources should I invest into growing this traffic method?

Hint: Spend 80% of your time and resources focusing on those 20% of traffic source that generate the BIGGEST subscribers, conversions and profits for you.

20. Rinse and repeat.

At this point you should have a traffic source that's really working. Now just rinse and repeat everything. Select another traffic source, add it to your overall strategy, and get to work maximizing conversions and profits!



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Checklist #2

**The Website Traffic
Conversion Checklist**

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Getting traffic to your landing pages is half the battle. The second half is to turn those browsers into buyers. Here's a checklist to help you get more visitors to buy...

Focus On Targeted Traffic

The very first thing you need to do is be sure your traffic is as targeted as possible.

For example, if you're buying ads on Facebook, then use their ad platform to narrow your audience demographics down to those who are most likely to purchase your product. This includes being aware of your audience's:

- Age.
- Gender.
- Income.
- Education level.
- Marital status.
- Whether they have kids.
- Where they live.
- What language they speak.
- What their problems are.
- What solutions they've tried.
- What sort of solutions they want.

HINT: Don't know much about these demographics yet? Then you need to do market research. This includes spending time with your audience to find out what they want, surveying them, and studying your audience demographics to really determine who they are.

The more you know about your audience, the easier it will be for you to do two things:

1. Select traffic sources with the highest quality of targeted traffic.
2. Create ads that really speak to your targeted market.



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If you do these two things, then you'll be able to turn more browsers into buyers.

Next...

Present an Irresistible Offer

Now that you have targeted traffic coming in, you need to put an irresistible offer in front of them. This is an offer that's *the right product at the right price* for this particular audience.

Keep these points in mind:

- Find the pricing sweet spot. If the price is too high, people will think they can't afford it. If the price is too low, they might assume the product is junk. You'll need to test to find the pricing sweet spot.
- Consider how to position the offer. Your positioning is going to affect pricing. For example, people will pay a high price if they think they're getting the best product, they're getting good value, or if purchasing the product brings them a pleasurable feeling (think of the prestige of buying a Mercedes car, for example).
- Offer bonuses. Adding value to the offer in the form of related bonuses helps to boost conversions.

Explain The Benefits

In order for people to get excited about your offer, your copy needs to clearly answer the question, "*What's in it for me?*" That means you need to explain the benefits... as opposed to just listing the features.

For example, the features of a diet book are that it includes grocery lists, recipes and meal plans. The benefits of these features include:

- You can lose weight while eating delicious meals.



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- These features save a lot of time – the recipes are quick, perfect for busy people.

HINT: Don't just share the benefits. Be sure to let prospects know how using the product will make them FEEL. For example, *"You'll be thrilled and your friends will be jealous when they find out your diet includes decadent desserts such as fudge brownies!"*

Tell Prospects Why Your Offer Is Different

Your prospects have a lot of options from your competitors. That's why you need to create a unique selling proposition (USP), and share this USP on your landing page. Your USP is a succinct statement that lets prospects know how you're different and better than your competitors.

Here are real-life examples of USPs:

- Fly The Friendly Skies
- We Try Harder
- Pizza Delivered in 30 Minutes Or It's Free
- No More Medicine Breath
- Mountain Grown Coffee
- When It Absolutely, Positively Has To Be There Overnight

Those are just examples. What you need to do is figure out what benefits are most important to your audience, determine your competitor's USPs, and then craft a USP that speaks to your audience without overlapping your competitors' statements.

Stir Up A Sense Of Urgency

Once your landing page is clear about how your offer benefits your prospect, you're going to have a good conversion rate. But you can up



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that conversion rate even further by proving a strong call to action. Ideally, you should also create a sense of urgency so that people buy now rather than later.

For example:

- *Buy now before this special 50% discount offer ends! Click here to get started...*
- *Hurry, this offer is only good for the first 199 people who act now, so click here to claim yours!*

Seal Up Sales Page Leaks

Remember that any link that takes your prospect away from your sales page (or order form) is going to dampen conversions. To that end, look for sales page leaks. This may include:

- Installing on-page help icons so that people don't need to navigate away from the page to find your help desk.
- Using pop-up boxes for features such your terms of service and policy links.
- Getting rid of links that point to any other website.
- Getting rid of internal links that point to non-necessary pages of your website.
- Removing ads for other products. (Unless it's an upsell on an order form.)

Test and Track

No conversion checklist is complete without mentioning testing and tracking. Here's the long and short of it: don't guess what works. Instead, use a tool like Piwik.org or SplitTestMonkey.com to find out the truth about what really works.



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HINT: Spend 80% of your testing resources focusing on the factors that will have the greatest impact. This includes your overall offer, your headline, and your call to action.

Conclusion

So there you have it – a solid checklist for turning more of your browsers into buyers. Go ahead and put it to work for you today!



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Checklist #3

The Website Traffic Monetization Checklist

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A lot of marketers get so caught up in tracking their traffic stats that they forget to make the most of that traffic. Tell you what, traffic is worthless if your visitors aren't buying what you're selling, joining your list, or taking some other important action.

So how do you make the most of your traffic and monetize it? First off, make sure you are indeed bringing targeted traffic to your site. And secondly, use this checklist to monetize that traffic...

Determine Your Primary Goal

The first thing you need to do is figure out the primary goal for EACH page of your website. Depending on the page, this primary goal (and monetization strategy) might involve getting your visitor to:

- Make a purchase.
- Take advantage of an upsell offer.
- Join your list.
- Call you.
- Fill out a form.
- Share content/tell their friends.
- Enter a contest.
- Click on a link.
- Clicking on ads, including affiliate offers and AdSense ads.
- Complete a CPA (cost per acquisition) offer, such as filling out a credit card application.
- Read or watch content.



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- Visit you offline (if you run a brick and mortar store).
- Ask for a free consultation.
- Register for an event, such as a webinar or contest.

And so on. Be sure your primary goal is the one that will make the most of your traffic in terms of monetization.

Here are two best practices when it comes to monetizing traffic:

- Be sure to pick just ONE primary goal for each web page (and, overall, one primary goal for your website as a whole). Because if you create a page with multiple goals, your prospect may get confused and not take any action at all.
- Focus on your own products first. There are plenty of ways to monetize traffic as mentioned above, including putting offers from third parties in front of your visitors. Be sure to focus on promoting your OWN offers first, as this will always be more profitable (because you get both the profits and the list).

Next...

Design Your Site Around Your Primary Goal

Now you need to design each page around your primary goal.

For example:

- If you're designing a lead page with the goal of growing your list, then remove all other content and extraneous links, so that the page is focused on getting people to join your list.



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- If your goal is directly sell a product, then create a high-response sales letter and plug up sales leaks such as external links.
- If your goal is to get people to click on AdSense ads, then create highly engaging content and embed those ads within the content.

Next...

Create an Exit Traffic System

Despite your best efforts, people are going to hit the back button on your site and bail out without joining your list, without buying a product, and without clicking on any ads. That doesn't mean that they're poor-quality visitor who'll never buy anything from you. Instead, it could mean they just didn't see the right offer, or they're in a hurry, or you didn't sufficiently persuade them to take action.

The problem is that if they leave, they'll probably be gone for good. They'll forget about you. So that's why you need to stop them when they're going out the door and put an irresistible offer in front of them.

For example, redirect your exit traffic to a highly enticing lead magnet so that you can get people on your list before they leave your site. For best results, create multiple lead magnets so that you can offer the lead magnet that is directly related to the page the visitor was viewing before they tried to leave the site.

For instance, if your visitor was reading a blog article about how to set up a Facebook ad campaign, then offer them a lead magnet (such as a report) that gives in-depth instruction and "done for you" ad templates.

TIP: Don't know how to redirect exit traffic to another page? No problem. You can search for "exit traffic scripts" in your favorite search engine, or you can use a service such as CatchaMonkey.com.



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And finally...

Test and Tweak Everything

One of the best ways to monetize your traffic is to test and track all parts of the process to find out what really works. Specifically:

- Test offers to see which ones appeal the most to your visitors.
- Test ad and link placements, including in the header, footer, sidebar, and directly embedded in content.
- Test your headlines, benefits and calls to action to see which improve conversions.
- Test your upsells to increase your per-transaction value.
- Test the design of your pages to improve overall response.

Let's wrap things up...

Conclusion

So there you have it – a quick and effective checklist for making the most money with your traffic. To recap:

- Pick one primary monetization goal.
- Design your web pages around this primary goal.
- Test and track everything to optimize response.

It's pretty simple, but very effective! So put this plan to work for you today to start making more money from all your traffic.



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Checklist #4

**Your First 1000
Visitors Checklist**

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If you're just getting started with your traffic strategy and looking to get your first 1000 visitors, then this is the checklist for you. Check out this strategy...

Pick One Traffic Strategy

If you've studied traffic generation, then you know there are a whole lot of different ways to get traffic.

But you know what?

Some of them really aren't worth pursuing. And some of them take so long to implement that a snail could finish a marathon before you start getting that first trickle of traffic.

So here's what you'll want to do: focus on ONE traffic source, but be sure this traffic source is something you can implement fairly quickly to start seeing good results. Then master that traffic method before turning your attention to another one.

Here are five proven traffic sources to consider:

- Starting an affiliate program. No upfront costs, and you get the benefit of warm leads who've already been pre-sold on buying what you're selling.
- Guest blogging. A good way to tap into an engaged audience. Use a two-step marketing system for this traffic (meaning you send visitors to your lead page and get them on your list, and then close the sale via follow up emails).
- Partner traffic (joint ventures). Another terrific way to generate warm leads.
- Social media marketing. A good way to engage your audience and build relationships while also getting them on your list.



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- Paid advertising. This is one of the quickest ways to get traffic, as you can literally place an ad and start pulling in traffic within an hour or two from now.

Which traffic source should you start with? Ask yourself these questions:

- Which traffic sources do you know the most about? If you don't have to spend time learning about them, then you can jump in fast.
- What resources can you tap into to implement a traffic source quickly?

For example, if you have relationships with potential affiliates in your niche, OR you have a popular product, then affiliate marketing or other partner traffic are good methods to try first.

Another example: if you have an ad budget already in place, then you might try paid advertising first.

Still another example: if you have content, then social media marketing or guest blogging might be good places to start.

Next...

Study This Strategy

Don't confuse yourself at this point. Start by reviewing one good book, course, or video on the topic. If you need more information, get additional info from the same source. That way, you won't be faced with contradicting information that often leads to analysis paralysis.

Implement this Strategy



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Next, create a plan for how to implement your selected traffic method, and then put this plan to work for you. Here are points to keep in mind as you develop your plans for each of the traffic methods mentioned above:

Starting an affiliate program.

- Offer incentives to entice affiliates, such as high commissions on both front and backend sales.
- Create marketing materials for your affiliates to use, including rebrandable reports, videos, solo emails, blog posts, social media posts and graphics.
- Recruit affiliates personally. Ideally build relationships with them first and then send invitations for them to join your affiliate program.
- Send out regular emails to affiliates to motivate them. Run affiliate contests and offer promos to get them excited about promoting.
- Consider hiring an affiliate manager to recruit affiliates and run your program.

Guest blogging.

- Seek out high quality blogs in your niche that accept guest articles.
- Study the blog to see what type of content they prefer, and then create something similar.
- Use your author byline to send traffic back to your site. (E.G., "*Discover 10 more ways to boost your conversion rate by watching this free video! Click here to see it now...*")



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Partner traffic (joint ventures).

- Do your due diligence to uncover the most reputable marketers and content creators in your niche with the biggest platforms.
- Build relationships first via social media, phone, blog discussions, private messaging and more. People are more likely to do business with those they know, like and trust.
- Propose joint ventures, such as co-endorsements on social media, swapping newsletter content, creating a webinar or product together, etc.

TIP: Propose a small and easy joint venture first. Once that is successfully complete, your partner will be more likely to accept your request for a larger joint venture.

Social media marketing.

- Determine which of the big social media platforms is a good fit for your audience and your goals.
- Integrate social media with your overall marketing strategies, such as by placing social media "share" buttons on your blog.
- Create viral content to share on social media.
- Post frequently (perhaps even daily) and interact with your visitors to build relationships.
- Redirect your social media visitors to join your mailing list.



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Paid advertising.

- Seek out both big platforms that allow you to focus in on your audience (such as Facebook advertising and Google AdWords), as well as sites specifically catering to your niche.
- If placing an ad with a niche site, find out how they generate their traffic in order to determine if it's high-quality traffic.
- Start small to test ad venues and campaigns, and invest more money as you determine what works,

Tweak Until You Get Good Results

Once you have a traffic source up and running, be sure to do some testing, tracking and tweaking to really optimize your results.

When one traffic source is up and running, then you can implement the next method. In other words, focus on one strategy, get it up and running, and then (and only then) should you add another traffic course

Parting Thoughts

Now here's the best news about the strategy you just learned: careful implementation of any one of the above five traffic methods will get you your first 1000 visitors. And the sooner you get started, the sooner you'll see your traffic numbers grow!



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Checklist #5

The Website Traffic Hacks Checklist

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Do you want more traffic? Better quality traffic? Higher conversions and more money from your traffic? Then check out these traffic hacks that are sure to grow your traffic logs and your business...

1. Implement a targeted two-step strategy.

Don't just send all your prospects to the same lead page. Instead, create multiple lead magnets and lead pages, and send your prospects to targeted lead pages.

For example, if you're getting traffic from a guest blog article on the topic of kettle bell training, then send those prospects to a lead page that offers them a free video which demonstrates the exercises they just learned about.

2. Seek out influencers in your niche.

Ever notice there are other marketers in your niche as well as consumers who seem to have a lot of respect and a big following? These might be people who regularly frequent niche groups, bloggers, authors, YouTube channel owners and more. Your job is to seek out these influencers, befriend them, and then work with them to get the word out about your website and products.

3. Get referrals.

Some of the warmest leads you can acquire will come directly from your most satisfied customers. You can ask your customers to refer their friends. Better yet, incentivize them, such as offering cash, discounts and other rewards for every paying customer they refer to you. Three great places to do this are on your download page, inside your product, and in a follow-up email.

4. Reward repeat buyers.

Bring your existing traffic back to your site by rewarding repeat buyers. A good way to do this is by starting a loyalty program, where customers get a free product after they've collected so many points or



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purchased X number of other products. Or provide special discounts for additional purchases that are not available publicly.

Need a real life example? Just look at places such as coffee shops which offer a free coffee for every 10 coffees you purchase.

Need another example, one from the digital world? Place a coupon code for product B on your download page of Product A that is only available to customers of Product A.

5. Create sticky content.

The idea here is to create content on your site that will attract repeat visitors. This includes things such as:

- An anchor post with in-depth information.
- Tools that your visitors will reference often, such as checklists, mind maps, gear lists, cheat sheets or worksheets.
- On-site services, such as software.

Example: McMillanRunning.com has a very popular calculator that generates training paces for various types of workouts.

Next...

6. Automate your marketing.

Want to grow your traffic and conversions effortlessly? Then look for ways to automate your marketing. For example:

- Use autoresponders as a hands-free way to follow up with prospects and close the sale.



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- Use social media tools to post content across all of your social media platforms at once.
- Use WordPress social media plugins to automatically post to your social media accounts whenever you post to your blog.

Next...

7. Design viral content -- always.

Instead of occasionally creating a viral marketing campaign, think about how to create ALL your content in a way that makes it easier to go viral. This includes:

- Crafting good headlines/titles to get attention. Hint: Look on viral sites such as UpWorthy.com to create a swipe file of attention-getting titles.
- Making the content easy to consume and share. An infographic is a good example.
- Creating something unique. Something as simple as presenting old information with a new twist is novel enough to get attention.

Next...

8. Join existing discussions.

If people everywhere in your niche are talking about some particular topic, join them. This includes:

- Contributing thoughtfully to the discussion on other peoples' blog, Facebook groups, forums, and other platforms. Be sure to drop a signature line which links back to your own site.



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- Discussing the topic on your own platforms, such as your blog or social media pages. This can create a viral traffic effect.

Another idea...

9. Create a content series.

A good way to both get repeat traffic and boost conversions among that traffic is to create a content series on your blog, in your newsletter, or even on your social media pages.

For example, you might create a 10-part series such as "The 10 Email Campaigns That Every Successful Marketer Uses."

10. Borrow other people's credibility and traffic.

Here's a great way to generate warm leads and boost your standing in the niche: partner up with respected, well-known marketers.

For example, you can do a webinar series with top marketers in your niche. When your name is associated with their names, it boosts your credibility – and your traffic and sales!

11. Establish your expertise in print.

A lot of people still associated book authors with experts. So if you already have a book, get yourself over to CreateSpace.com to turn it into a physical product that you sell on sites like Amazon.

And if you don't have a book yet? Get writing! Because when people view you as an expert, you'll see a boost to your conversion rates.

12. Get others to interview you.

Here's another way to boost credibility (which in turn boosts traffic and conversions): get others to interview you. This could be via a webinar that you set up, or you can even send out inquiries and press releases



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to offline media to land guest spots on talk radio, the local news, etc. You can then use these clips on your site to boost credibility.

13. Produce multi-media content.

The idea here is to produce a variety of content, which lets you appeal to a bigger audience. This includes videos, audios, text content, live events, and graphical content.

14. Create a sense of urgency.

You already know you can turn more of your browsers into buyers with a good call to action. To kick your conversions up a notch, you should seek to create a sense of urgency.

E.G., "This offer won't last long, so click here now to get started!"

15. Hold a contest.

You can stir up traffic and excitement in your niche by holding two contests:

1. A contest for affiliates, where they race to make the most sales during a designated period.
2. A contest for customers, which will help you build your list.

TIP: Launch your customer contest on social media and use a tool like RaffleCopter.com to boost the viral effect by giving contestants extra entries for sharing on social media.

Next...

16. Segment your mailing list.



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You can boost your conversions by segmenting your mailing list, which lets you send out targeted ads and content to your audience. You can segment by:

- Putting prospects and customers on different lists.
- Creating list segments for each of your different products, including different lead magnets and paid products.
- Creating list segments for events, such as contests and webinars.
- Creating list segments based on behavior, such as whether someone opened your last email.

Next...

17. Interact with your audience.

People buy from those they know, like and trust. In order to build this sort of relationship, you need to:

- Put yourself in front of your audience at least weekly, including via email, on your blog, and via social media.
- Interact with your audience, such as by replying to blog and social media comments.

Next...

18. Develop top of mind awareness.

Direct response advertising brings visitors to your site as soon as they see your ad. But if you work on your branding strategy, then you'll create top of mind awareness. And that means people will come to your site simply because they've associated your business as the solution to a specific problem.



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19. Go offline.

Even though you might be running an online business, don't forget to hustle up some traffic offline too. For example:

- Write and distribute press releases to local, regional and national media.
- Do local talks to targeted groups.
- Place ads in newspapers and other print publications.

Next...

20. Develop your copywriting chops.

You can boost your response to every advertising strategy simply by becoming a better copywriter. Here's a good place to start:

www.icopybox.com.

Parting Thoughts

Remember, getting traffic is only half the battle. You need to be sure this traffic is targeted, you need to put targeted content in front of this audience, and you need to build relationships to boost conversions. These 20 hacks will help you do all that and more, so put them to work for you right away!



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Checklist #6

**The 5-Day Website
Traffic Checklist**

SuccessCounts



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Do you want to know the secret of getting a lot of traffic?

It's this: take ***consistent action every week*** to generate traffic.

Pretty simple, right?

Here's a sample checklist that will walk you through each of the five days of the workweek. For this checklist, we'll assume you've implemented six traffic methods, including:

- Starting an affiliate program.
- Paid advertising.
- Guest blogging.
- Social media marketing.
- Blogging on your own site.
- Maintaining a newsletter list.

I'll also assume you have these methods up and running. For example, the affiliate program is already in place, you've already installed your blog, etc. So here's what you can do day by day every week...

Monday

- Create an article for your blog and post it.
- Create content for your social media platforms and post it.
- Send an email to your affiliates to motivate them, tell them about any new products you have, showcase a successful affiliate, etc.



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TIP: Regularly do two things for your affiliates: 1) Give them new content to use to promote your products and 2) Hold an affiliate contest to motivate them.

- Do research to find new places to submit guest articles.

Tuesday

- Research the blogs you discovered yesterday, and create a short list of three or four of the best blogs with the most traffic and highest-quality content.
- Review past articles on the “*short list*” of blogs to determine what sort of articles they prefer to publish.
- Based on your research, create articles that you think will get accepted on these blogs.
- Submit your articles to these bloggers.

TIP: Read the submission guidelines carefully. Big bloggers often delete submissions if they don't follow every guideline exactly.

Wednesday

- Create an article for your blog and post it.
- Seek out new places to submit paid ads (solo emails, email ads, blog ads, banner ads, pay per click ads, etc).
- Create and submit at least one new paid ad.
- Review your existing paid ad statistics to ensure you're getting optimal conversion rates. Track, test and tweak.
- Do research to find new potential affiliates in your niche.

HINT: The top product creators, bloggers, authors and other



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marketers with platforms are all potential affiliates.

- Develop a plan to start a relationship with these potential affiliates, and then start implementing your plan. For example:
 - Engage them on social media.
 - Join their affiliate programs and make money for them.
 - Ask a mutual friend to introduce you.

TIP: After you've started building relationships with your potential affiliates, then you can start sending invitations/proposals to join your affiliate program. Be sure your requests focus on the benefits they'll receive when they join your team, such as special commission rates.

TIP: Set aside time every week to find affiliates, build relationships and recruit them. Alternatively, you can hire an affiliate manager to perform these tasks, in which case you'll set aside time every week to be briefed on the state of your affiliate program.

Thursday

- Post to your blog. This doesn't have to be a long article. It could be a short video, an infographic, or a meme. Encourage your blog visitors to share the content on social media.
- Post your viral content (above) on social media as well.
- Check the statistics on the new ad you just placed. Adjust your campaigns if needed.

Friday

- Check the big news of the week in your niche to determine hot topics.



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TIP: Check news articles, popular blogs, and popular social media pages to see what people are buzzing about.

- Send out an email to your newsletter list that's part content, part pitch. Work in the hot topics whenever possible.
- Publish a post to your social media pages that touch on the hot topic of the week.
- Do market research to determine what types of product or content are in demand in your niche. Create a lead magnet around this topic.

TIP: If your lead magnet is longer, then you may work on it a little each day for a week or two. The point is to be sure to create new lead magnets at least once per month to attract new prospects to your site.

- Check the statistics on your existing lead pages, and tweak as needed for optimal conversions.

Conclusion

As you can see, there is nothing complex about this checklist/planner. The idea is to simply take small steps EVERY day to grow your traffic, and then to track your strategy to be sure you're getting optimal conversions. If you take consistent action every day, you'll be ahead of 90% of other marketers. So put this checklist to work for you starting this week and every week thereafter – you may be surprised at the results!

Hint: Tweak this checklist to suit your needs. Or use it as a model to create your own original checklist. The "big idea" is to have simple, actionable steps to take every day of the week. Consistency!



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Checklist #7

The Blog Traffic Checklist

SuccessCounts



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Are you looking for the best ways and steps to get traffic to your blog? Then look no further than this checklist. Take a look...

Install Traffic-Generating Plugins

There are a variety of both free and paid WordPress.org plugins that you can use to help you generate traffic. These include:

- SEO plugins that help you optimize your content for the search engines. (TIP: Be sure to use keyword tools like MarketSamurai.com to determine what your market is searching for, then write content around these keywords.)
- Social media plugins, which encourage your visitors to share your blog content on their social media pages. You can also get social media plugins that automatically post your blog content to your social media platforms.

Next up, here's a good way to generate warm leads...

Swap Content and Ads With Others

The idea here is to exchange content, co-endorsements and ads with others in your niche, including:

- Bloggers.
- Authors.
- Product creators.
- Marketers.
- Small business owners.
- Social media

For example:



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- Co-promote your respective blogs from within your newsletters.
- Tell your social media followers about each other's blogs.
- Put an ad in your sidebar advertising your partner's blog.
- Swap guest articles with your partners.
- Gather together four other bloggers, with each blogger writing one part of a five-part article. Everyone posts their article on their own blog, as well as linking to the other four parts of the article on the other blogs.

Next...

Cross-Promote Your Blog

Be sure to cross-promote and link to your blog all through your other platforms and products, including:

- Your mailing list.
- Your social media platforms.
- Within your videos.
- Within your live events like webinars.
- Inside your lead pages.
- On your thank you/confirmation pages.
- Inside your paid products.

You can even cross-promote from within your blog.



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For example, if someone is reading a blog article about optimizing conversions, then link to related articles on your site to keep them engaged and reading.

Blog Regularly

One way to keep people coming back for more is to be sure you update your blog regularly. This means posting new content at least weekly, though depending on the type of blog you have, you may post daily.

TIP: You don't have to be tied down to your blog for this. You can use the WordPress feature that allows you to schedule content. You can create and upload it all at once, and then drip it out over time.

To make your blog even more sticky, follow these two tips:

- Create regular features. For example, every Friday you might post an "Ask The Expert" feature, where you field popular questions from your readers.
- Offer a multi-part series. For example, you might do a live 12-week case study on a traffic generation method.

Next...

Curate Popular Content

While your blog should mainly center around your own content, from time to time you may curate and share popular content in your niche. For best results, add in your own commentary on this curated content. In other words, let your readers know how it's relevant to them and, where applicable, what steps they need to take.

Tweak Your Headlines



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If you want to keep people hooked and reading, then you need to create attention-getting headlines for every single post you publish.

E.G., "Discover The Anti-Aging Secret Your Plastic Surgeon Hopes You Never Find Out!"

Start Up a YouTube Channel

You can embed your YouTube videos into your blog. And likewise, you can promote your blog from within your videos. That's a good way to siphon traffic from the popular YouTube site right to your own properties.

Offer Free Webinars

You can do this in one of two ways:

1. Hold the webinar yourself on a popular topic in your niche.
2. Hold the webinar with one or more popular guests from your niche.

The advantage of the second method is that your guest (or guests) will help you market the webinar, which in turn will draw more traffic. You can then build a list by having people register for the webinar, as well as direct viewers to your blog to read up on the topics you'll be covering.

Join Niche Discussions

This includes posting on other peoples':

- Niche blogs.
- Forums.
- Social media platforms.



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- Other niche communities.

Be sure to contribute thoughtfully. If people like you what you said in your post, they'll be more likely to click through to your blog via your signature line.

E.G., *"Get more awesome dog training advice for free. Click here to find out what dog trainers know about training stubborn puppies!"*

TIP: Before you use this method, be sure the platform allows you to post and promote a signature line.

Take Out Paid Advertisements

Here are two good places to start:

- BlogAds.com, which means your ads will appear on other peoples' blogs.
- Facebook.com's advertising platform, which lets you really focus on a narrowly targeted market.

Now let's wrap things up...

Conclusion

So as you can see, there are plenty of ways to advertise your blog. Start with one method, master it, and then move onto the next method. In no time at all, you too will have a thriving blog with impressive traffic log numbers!



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Checklist #8

The Website Traffic Re-Targeting Checklist

SuccessCounts



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Have you ever looked at a product on a site like Amazon, and the next thing you know you're seeing ads for that product on sites like Facebook, news sites, and seemingly everywhere else? That's called retargeting, and it's a great way to bring a visitor back to your site to close the sale (especially if they didn't buy the first time).

You can also recycle your internal traffic to other parts of your site, such as sending a newsletter subscriber to another lead page in order to further segment your list.

Finally, you can recycle your traffic-generation methods to create new traffic, such as when you take a blog post and re-post it on social media.

Together, these three methods work well to save time, generate new traffic, and close more sales.

So how do you set it all up? By using this checklist...

Take Advantage of Retargeting Platforms

There are multiple platforms that serve up retargeting ads. You'll want to investigate and test the following:

- Facebook.com
- AdRoll.com
- Google AdWords.com Remarketing
- ReTargeter.com
- PerfectAudience.com

In most cases, what you'll do is insert a small bit of code into the product pages you intend to use for retargeting so that your visitors' computers are cookied. Then when they visit these platforms that



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serve retargeted ads (such as Facebook), the platform reads the cookies and shows the ad.

Keep these tips and best practices in mind:

- Optimize your product pages for best results. Be sure they're pulling in maximum conversions so that your retargeting efforts close more sales.
- Be sure to track your retargeting ads so that you know which platforms are delivering the best results for you. Focus on those platforms that are giving you the highest conversion rates and profits.
- Capture retargeted traffic on a mailing list. Even though your visitors are seeing your retargeted ads across websites, ideally you want to send targeted follow-ups to these visitors to close the sale via email.

Next...

Retarget Your Internal Traffic

The idea here is to capture your traffic onto your mailing lists, as well as further segment your existing lists. Here are the steps to take:

- Set up an exit redirect system. Don't let your traffic leave your site without joining your list. Instead, redirect visitors to an enticing lead page. If they don't "bite" on that offer, you might consider redirecting them to a second offer to capture their info before they leave. Tread lightly with too many offers.
- Retarget newsletter subscribers to related lead pages. For example, you might segment your list by sending your weight loss subscribers to a more targeted offer, such as one focused on diet supplements. Ideally, you'll set up



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multiple lead pages to create multiple segments of your list.

- Send social media visitors back to your site. Again, seek to get them on your mailing list.

TIP: Many well-known email service providers such as Aweber provide apps for platforms such as Facebook, which lets you capture email addresses directly on your social media page.

- Encourage blog readers to read related articles. You do this by recommending related articles at the end of each article. If you don't want to do this manually, you can use a WordPress.org plugin to make these recommendations automatically based on the content's keywords.
- Send buyers to related offers. For example, put a related offer on the thank you/download page to immediately turn a first-time buyer into a repeat customer.

And finally, here's how to save time...

Recycle Your Traffic-Generating Content

Many times when you create content, you use it once and move on. Instead, you can save time and money by recycling this content to create even more traffic. Specifically:

- Splinter your product to create a lead magnet. For example, if you have a video course with 10 modules, splinter off one module to offer as a free lead magnet.
- Turn your popular social media posts into blog posts. And vice versa.
- Turn your videos into articles. And turn your articles into videos to post on YouTube and other social media pages.



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- Update older popular blog posts. For example, if you had a blog post that received a lot of attention a year ago, update it and repost it.
- Turn a “tips” article into a series of articles. For example, if you have an article that lists the top five dieting tips, then take each tip and turn it into its own article.
- Take that series of articles mentioned above and upload them to your autoresponder. Then offer it as a free five-day ecourse to entice people to join your list.
- Expand on a short social media or blog post. For example, if you posted a 100-word tip that was popular, expand on this tip to create a 1000-word anchor article.
- Turn data-heavy content into an infographic. Be sure to include a link to your site and post it on social media, since good infographics often go viral.
- Turn an ecourse into a free lead-generating webinar. Once the live event is done, you’ll have the recordings/replay to use to continue attracting leads into the future.
- Turn articles into tools and post on your blog and social media. This includes turning articles into cheat sheets, worksheets, checklists, mind maps and similar tools.

Conclusion

You can save time, save money, generate more traffic and close more sales through the power of retargeting and recycling. This includes retargeting across third-party sites, retargeting your own traffic to segment your lists and boost sales, and recycling content to generate even more traffic from it. So give these strategies a try today – I think you’ll like the results!



The Complete Set Of Website Traffic Checklists



Checklist #9

The 15-Day Product Launch Checklist

SuccessCounts



The Complete Set Of Website Traffic Checklists

Have you ever seen those huge product launches that get everyone buzzing and buying?

Those launches don't happen by accident. They require quite a bit of planning, and two weeks of building anticipation, building buzz, and other promotions to make it happen. Now you too can have a successful product launch by using this 15-day checklist...

Day 1: Get Set Up

Today (or even three or four weeks before launch), you need to be sure everything is ready to go. This includes:

1. Having at least a rough draft of the product complete to show to your marketing partners. Be sure to send out review copies when you inform them of the launch.
2. Creating at least a rough draft of your sales page. Again, you want to be able to show something to your marketing partners so they understand how you plan to position the product.
3. Inform your existing affiliates and other marketing partners about your launch. Be very clear about the timelines so they can make room in their publishing schedule.
4. Find and recruit additional marketing partners as needed. (Ideally this should start one to two months before the product launches.)

TIP: You can use a joint venture broker to find and recruit partners. This frees your time to work on the other aspect of the product launch, including finishing the product.

5. Create a contest for affiliates in order to motivate them to promote heavily during the launch week. Offer attractive cash prizes to the top five or so affiliates.



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Day 2: Create Materials For Marketing Partners + Find Guest Blogging Opportunities

This is the day when you stock your affiliate center with items such as:

- A rebrandable report.
- Solo emails.
- Blog articles.
- Social media blurbs.
- A promotional video.
- Graphics for the launch, such as ecover graphics to use on blogs or social media, banner ads, etc.

You'll also want to find blogs in your niche that accept guest articles so that you can publish soft-sell blog articles around your niche.

Day 3: Create Launch Week Emails For Everyone

As mentioned above, you can create solo emails for those who choose to only send out one email. Ideally, however, you and your launch partners should send out a series of five or so emails to warm up your audience during the launch week.

These emails will include:

Email 1: Overview of benefits. This email identifies the problem, and then explains how the product will solve the problem. The email should then focus on the main benefits of the product.

Email 2: Proof. This email provides proof of the claims you made in the previous email. For example, you might offer testimonials or even a case study.



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Email 3: Overcoming objections. First you'll need to identify the main objections your prospects are likely to have, and then you'll use this email to overcome those objections.

For example: if one objection is likely to be, "This won't work for me," then be sure to emphasize a strong no-risk guarantee in this email.

Email 4: The big reveal. Here's where you give your prospects a sneak peek at the sales letter and product graphics.

Email 5: Launch day email. This is a very short email where you remind readers of the biggest benefit of the product, and then send them directly to the live sales page.

Day 4: Create Launch Week Blog Posts

These blog posts are easy to create, as you can simply tweak the emails you created yesterday.

Day 5: Create Launch Week Social Media Posts

Again, you can use some of your blog posts/emails to create these social media posts. However, for best results you may make some slight adjustments:

- Break long articles into a series of blurbs. For example, if your "proof" email includes several testimonials, then post or tweet each of these testimonials out separately.
- Consider creating something easily shareable, such as an infographic or short video.

Day 6: Keep In Touch With Marketing Partners

Blast out an email to your marketing partners to remind them of all the launch details, including:



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- When they can start promoting the upcoming launch. (ASAP!)
- Reasons why they should promote ASAP, including more sales and a chance to win the affiliate contest.
- That they can promote using the materials inside the affiliate center.

Day 7: Post To Your Platforms + Guest Blogs

Post pre-selling content to social media and to your own blog.

Talk to blog owners who agreed to accept your content about them beginning to publish your articles now.

Day 8 (One Week Before Launch): Send Email 1

Be sure to remind marketing partners to send the first email as well.

Day 9: Continue To Post

Today is a repeat of Day 7, where you post to your social media accounts and your blog.

You may send another email out to your affiliates and other marketing partners to remind them to promote, and to get them excited about the contest.

Day 10: Send Email 2 + Research Ad Opportunities

Send out email 2 to your list, and tell your marketing partners to do the same.

You'll also want to investigate paid advertising opportunities that you can quickly set up and run on launch day, such as:

- Solo emails or banners on niche sites.



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- Facebook advertising.
- Google AdWords ads.

Day 11: Put Finishing Touches on Everything

Today is the day to be sure both your product and sales page are 100% complete and ready to go.

You can also post to your blogs and social media again.

Day 12: Send Email 3

Send out the third email and remind your affiliates to do the same thing.

Day 13: Double Check

It's two days before the launch. At this point, double-check everything to ensure a smooth launch. Ask yourself:

- Is your payment processor aware of the upcoming sales surge?
- Does the order processing and download process work smoothly?
- Do all other pages and links work?
- Do you have a system for adding new customers to a mailing list?
- Do you have an initial autoresponder series in place for new customers?
- Do you have enough customer service representatives on staff to handle the surge in inquiries?



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- Will your server be able to handle the load?

Day 14: Send Email 4

As usual, remind your affiliates to send this email. And remind them once again that tomorrow is the launch day.

Day 15 – Launch Day!

Now you can:

- Send out the final email.
- Post to your blog.
- Post to social media.
- Set up the ads you investigated on Day 10.
- Monitor the launch to be sure everything goes smoothly.
- Touch base with marketing partners to remind them to promote heavily. Tell them where they can watch the affiliate contest leader board, and how often it will be updated each day.

Conclusion

So there you have it – your 15-day prelaunch checklist. As you can see, it's built on the idea of stirring up excitement in both your prospects and affiliates, which will send conversions soaring on launch day!



The Complete Set Of Website Traffic Checklists



Checklist #10

The Website Traffic Funnel Checklist

SuccessCounts



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Heads up...

When it comes to traffic and conversions, you need to know these two things:

1. A first-time visitor is unlikely to buy something from you, which is why you need to get them on your mailing list.
2. One of the easiest sales you'll ever make is to get an existing customer to make another purchase.

... And that's exactly why you need to set up a sales funnel, which is where you capture your traffic onto a mailing list, present them with a low-cost tripwire product to turn them into a customer, and then promote related offers.

How do you set it all up? By using this checklist...

Do your market research.

First things first, don't even think about creating a single product for your funnel until you've done your market research to find out what your market wants (and what they're already buying). Your steps may include:

- Checking marketplaces such as Amazon.com, ClickBank.com and JVZoo.com to see what types of products are selling well in your niche.
- Checking the top websites in your niche to see what they're selling.
- Taking note of what types of products people are paying to advertise on sites like Google, Amazon, eBay, Facebook and niche sites.
- Surveying your market to find out what they want.



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Plan and create your funnel

Now that you know what people want, your next step is to start creating products for your funnel, including:

- A free but enticing lead magnet. This could be a report, checklist, gear list, mind map, info graphic, content upgrade (e.g., a .pdf version of a blog post), video, audio, access to a membership site, app, or something else that's valuable and in-demand in your niche.
- A tripwire product. This is a low-priced, high-value offer that quickly turns leads into buyers.
- Your core offer. You can also create an upsell offer for the order form to increase your per-transaction value.
- Backend offers. This should include a variety of products at a variety of price points to promote all throughout your sales funnel.

Cross-promote your products throughout your funnel.

Now that you have your products in place, it's time to cross-promote and direct your traffic all throughout your funnel. Here's how:

- Send all new traffic to your lead page.
- Create redirects to send exit traffic to your lead page.

TIP: Ideally, you should set up multiple lead pages so that you can target a lead-magnet offer that's closely related to the last thing the visitor was looking at before they tried to leave the page.

- Upload an autoresponder series that focuses on the same problem as the tripwire solves. Then send new lead-page subscribers to your tripwire offer.



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For example, if your tripwire product is about running a successful blog, then your email series might be about the initial steps of setting up a blog (such as installing WordPress).

- Link to your core offer from within your tripwire product.
- Create a new mailing list for those who take advantage of the tripwire offer. Upload an autoresponder series that solves the same problem as the core offer. Send tripwire customers to your core offer sales page.
- Send core offer buyers to an order-form upsell. This upsell should complement or enhance the use and enjoyment of the core offer.
- Include a backend offer on the thank you/download page.
- Create a new mailing list for your core offer buyers. Upload an autoresponder series that promotes related offers.
- Include links inside your core offer that point to related offers.
- Include links inside your bonus products that point to related offers.
- Include links inside your upsell product that point to related offers.
- Cross-promote your lead magnet, tripwire, core offers and backend offers across your platforms, sites and products, including:
 - Across all your mailing lists.
 - Across your social media platforms.



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- On your blog (within the content, as well as in the sidebar, header and footer).
- Within your content and promotional YouTube videos.
- Via your webinars.
- In any other content you create.
- Across all paid products.
- In flyers or coupons you send with physical shipments.

Also, be sure to ask your marketing partners to promote your products from within multiple places in your sales funnel (and you do the same for them).

Parting Thoughts

As you can see, the point is to create multiple products and then cross-promote them all throughout your sales funnel. Every time you create a product or a piece of content, you have a chance to make another sale. So the next time you communicate with your prospects or customers in any form, check if you have an opportunity to cross promote a related product or service!



The Complete Set Of Website Traffic Checklists



Checklist #11

The Paid Advertising Checklist

SuccessCounts



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One of the keys to success with paid advertising is to find and choose high-quality niche sites on which to advertise. So how do you do that? Simple: by using this checklist. Take a look...

Step 1: Find Prospective Advertising Opportunities

The first step is to find possible places to advertise. For this step, you're only uncovering possibilities. Don't worry at this point about whether a prospective site opportunity will provide good results for you (as you'll do your due diligence in the next step).

Here's how to find prospective places to advertise:

- Search Google. This is the step where you'll uncover the biggest list of possibilities. In order to get the most relevant results, be sure to do niche specific searches.

For example, if your niche keyword is gardening, then you might perform the following searches:

Gardening advertising
Gardening advertising opportunities
Buy advertising gardening
Purchase advertising gardening
Gardening banner ads
Gardening CPM advertising
Gardening solo email advertising
Gardening ad opportunities
Place gardening advertising

TIP: You can also search for ad brokers in your niche. These are people who connect advertisers with website owners. To find brokers in your niche, run a search such as "gardening ad broker."

- Ask your network for recommendations. You can post on your blog, mention it in your newsletter, and ask for recommendations on social media.



The Complete Set Of Website Traffic Checklists

- Check directly with site owners in your niche. Even if a site owner doesn't specifically offer advertising opportunities, you can still inquire directly to see if they'd make an exception for you.

At this point you'll have a big list of possible places to post your ads. Now the next step...

Step 2: Do Your Due Diligence

Now let's turn your big list of potential ad opportunities into a short list. Use the following suggestions to help you determine the best places to advertise.

TIP: You may be able to get some of the answers to the following questions directly off the advertising information page on the individual websites. In other cases, you'll need to contact the website owner directly to get more information.

- How much does the advertising cost?
- What types of advertising are available? (E.G., blog ads, solo email ads, ads on forums, banner ads, text ads, pay per click ads, CPM ads, etc.)
- How many traffic/impressions/subscribers/etc will see your ad?
- Where does the traffic come from? In other words, how does the site owner attract the traffic? Examples include:
 - Search engine optimization (what types of keywords?)
 - Co-registration
 - Paid advertising
 - Viral marketing



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- Blogging
- Joint ventures or affiliate marketing
- Social media marketing
- (and so on)
- Approximately how many visitors are repeat visitors versus new visitors?
- How long does a visitor stay on the site, on average?
- How many pages does a visitor view on the site, on average?
- What are the demographics of this audience? (Age, gender, location, etc.)
- Has the site owner ever surveyed this audience to learn more about them? If so, what did they find out?
- What sort of results have past advertisers experienced in terms of conversions?
- How would you characterize the quality of the site? (E.G., Does the owner post high-quality content on the blog?)
- What is the site owner's reputation?

Note: run a search in Google for the site name as well as the site owner's name. Reject any site where you see a pattern of complaints or other red flags. Remember, your name and business is going to be associated with this website and business owner, so you want to be sure you're only purchasing advertising on sites with good reputations.

- Can you start with a small ad buy, and then purchase more impressions later if the test run goes well?



The Complete Set Of Website Traffic Checklists

Step 3: Start Small And Test

If you answered all the questions in the previous step, then at this point you should know which sites are the best possible ad opportunities for your needs.

But don't jump in with both feet. Instead, follow these tips:

- Track your ads. Don't even think about placing an ad unless you track your results. You'll need a tracking tool such as Piwik.org or similar.
- Use proven ads. You don't really want to be testing both your ads and the venues at the same time. That's why it's a good idea to use ads that you've already determined produce good results (through your own sites, or even through other ad venues such as Google AdWords).
- Start small. For example, if you're purchasing a banner ad, then start with just a couple thousand impressions. Or if you're purchasing a solo email ad, then purchase an ad that will go out to just a few thousand subscribers at first.
- Check results and reinvest. Don't throw good money away for bad results. If a particular venue doesn't produce good results, then don't advertise in that place any longer. Instead, reinvest your money into those places where you are getting profitable results.

Conclusion

Yes, it does take a little time upfront to do your due diligence and testing to determine the best and most profitable places to advertise. However, it's time well spent, as it will save you lots of money in the long run. So put this checklist to work for you the next time you seek out advertising opportunities on niche sites.



The Complete Set Of Website Traffic Checklists



Checklist #12

**The 5 Types Of Ad
Campaigns Checklist**

SuccessCounts



The Complete Set Of Website Traffic Checklists

Before you can even think of placing an advertisement, you need to define your goal. And then you need to design your ad campaign around that goal. This checklist will help you do exactly that. Check out these five types of ad campaigns, along with the points you need to remember as you set up each campaign...

The Direct-Response Sales Ad

The goal of this ad is to point people towards a sales page and make a sale. Keep these points in mind as you create your direct-response ad:

- Create an attention-getting headline. The headline is going to be the most important part of your ad, so be sure it presents a big benefit and/or arouses curiosity.

E.G., "The #1 Way To Get Traffic That Almost NO ONE Knows About!"

- Remember the purpose of your ad. You don't have enough room to sell the product in a short ad. Your ad's job is simply to get the click. That's why your ad should intrigue prospects with benefits so that they'll want to click the link to learn more.
- Offer a strong call to action. In other words, tell prospects to click on your link (and give them a good reason to do it now). This reason could be to discover the benefits of the product for themselves, or even to grab a special offer.

E.G., "Click here to claim your \$50 discount – but hurry, this offer ends soon!"

- Test and track. The only way to know for sure if your ad is working is by testing and tracking your campaigns. This includes testing the headline, the body copy, the graphics, and the ad venue.



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Next...

The Lead-Page Ad

Another common ad format is to send your prospects to a lead page, rather than to sales page.

But heads up: just because you're offering something for free doesn't mean you can get away with a weak in. You need to create an ad that's just as persuasive as any direct-response sales ad.

In fact, the same tips you just learned about sales ads apply to a lead page ad as well. Specifically, you need a strong headline, you need a good call to action, and you should be testing and tracking your results.

TIP: Before you create a lead magnet, be sure to do your due diligence to find out what your market really wants. A quick way to build your list is to offer prospects a highly desirable, high value product in exchange for their email address.

Additionally, an image displaying the lead magnet (IE a pic of what you're giving away) should be included in your ads when possible.

Next...

The Contest Ad

As the name states, this is an ad where the goal is to get people to join your contest. This serves two purposes:

1. It builds your list if part of your contest involves "registering" or otherwise subscribing to your list.
2. You can drive more traffic via word-of-mouth if you enter a viral component, such as giving people an extra entry into your contest if they share it with their friends. (You can do this automatically using a tool like Rafflecopter.com.)



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Here are tips to keep in mind as you create your contest and place your ad:

- Give attractive niche-relevant prizes. If you give away cash, you're going to attract people who aren't really interested in what you're selling. So provide really good prizes that are of particular interest to people in your niche.
- Create a contest that engages people. For example, have contestants create a 15 second commercial for your products. This increases their desire for your product, which makes the next tip even more effective...
- Offer discounts to "*runners up*." After you announce your prize winners, give everyone else a steep discount on your products for a limited time, such as 48 to 72 hours.
- Draft an ad that gets people excited about your contest. The main benefit you'll want to present in your ad is the list of great prizes they can win. E.G., "*Win a one-year supply of free dog food!*"

Next...

The Event-Registration Ad

The idea behind this ad is to get people to sign up for a free event, such as a webinar. The prospect gets great information, and you get to build your list.

Keep these points in mind as you create your ad:

- Make use of the natural scarcity factor. You can boost the conversion rate of just about any ad by creating a sense of urgency. An event-registration ad has a scarcity factor built right in – twice!



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#1, the seats may be scarce *E.G., There are only 200 seats available, and they're going to go fast!*

#2, the event is scarce because it happens on a particular day (and once it's over, it's over). *E.G., Hurry and register now before it's too late!*

- Focus on the benefits of the webinar. Your ad should answer the biggest question in your prospect's mind: "*Why should I spend an hour watching this webinar?*" *E.G., "You'll find out how to save hundreds of dollars on your heating bills this year!"*

And finally...

The Brand-Building Ad

As the name implies, the main focus of this ad is to build your brand recognition in the niche.

Here's why...

A direct-response ad generates sales at the time that your prospect is looking at the ad. But once the ad is gone, your entire business becomes "*out of sight, out of mind.*"

The goal of a brand-building campaign is to develop top of mind awareness so that you can generate sales even when no one is looking at your ads. When someone in your niche has a problem, you want them to think of your solutions first.

Keep these tips in mind as you design this ad:

- Determine what emotion is important to your prospects. A brand is about an emotion. You need to figure out what emotion your customers experience when they use your product, and what emotions your prospects want to



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experience. Then figure out which of these emotions is most important to your audience, and build your brand around that emotion.

For example, look at major brands of baby products, such as Pampers' diapers. The brand is all about love and comfort, which resonates with parents.

- Create a USP (unique selling proposition) and share it in your ads. This is a succinct line that tells prospects why your business and products are different and better than the competitors' products.

For example, maybe you offer conversion testing as a service. You might have a USP such as, "We'll boost your conversion rate by at least 25% or our services are FREE!"

- Create a call to action. Even though you're not asking anyone to buy anything with this ad, you DO want them to go to your site. So offer a call to action such as "[Click here to learn more about how we can \[help you accomplish some goal or get a benefit\]!"](#)"

Now let's wrap things up...

Parting Thoughts

So there you have it – five different types of ad campaigns that you can use to grow your business. Before you create your next advertisement, take a look at these checklists and tips to be sure you're creating a campaign that's going to meet your goals. Good luck!



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Checklist #13

The Facebook Ad Campaign Checklist

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If you've never run a Facebook ad campaign before, then you're in for a treat. That's because Facebook has a powerful platform that lets you really narrow in on your audience demographics.

But heads up: before you run out and set up your campaign, use this checklist to maximize your success. Take a look...

Step 1: Define Your Goal

First things first, what do you want your prospects to do when they see your ad? Do you want them to:

- Go to your website and buy a product?
- Go to a third-party website (like Amazon) and buy a product?
- Go to your website and join your list?
- Go to your Facebook Page and click the "like" button??
- Join a Facebook group?
- Use your app?

These are the most common activities. Get clear about the goal of your ad, and then move onto the next step...

Step 2: Profile Your Audience

There are two reasons you need to know as much as possible about your audience:

- First, doing so helps you create an ad that really resonates with your target market.
- Secondly, when you're setting up your ad, Facebook will ask you to define your audience by certain demographics



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and behaviors. So you'll create a more targeted campaign if you put some thought into it upfront.

The first step of this process is to gather as much information about your audience as possible. Here's how:

- Eavesdrop on your target market. Go to places they congregate online, such as blog discussions, forums, social media groups and more. Then read their discussions to learn more about what they want and need.
- Become a part of the target market. One of the best ways to learn more about your target market is to do what they do. So, for example, spend a few weeks following a diet if you're targeting dieters.
- Ask your market what they want. In other words, survey them to learn more about their demographics and what they want.
- Do research. In some cases, another organization (such as a business, marketing research firm or even the government) may have already collected data on your market. Run a Google search to see if this information exists for your market.

The second step of the process is to then profile your audience, by writing down everything you know about them. This includes:

- Age.
- Gender.
- Where they live.
- Income.
- Career/job.



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- Highest education level achieved.
- Marital status and whether they have kids.
- Hobbies.
- Problems.
- What sort of solutions they've tried.
- What are the shortcomings of these solutions?
- What sort of features/benefits would they like in a solution?

... And everything else you can uncover about your market.

Next...

Step 3: Create Your Ad

The goal of your ad is to get people to click on it. To that end, be sure your ad includes these three features:

- A benefit-driven and/or curiosity-arousing headline. *E.G., "The diet that really gets rid of belly fat?"*
- The main benefits of your offer. *E.G., "This is the dieting secret Hollywood actresses use to lose 10 pounds fast – now you can use it too!"*
- A call to action telling people what you want them to do next. *E.G., "Click here to get started now!"*

Take note that you can also include graphics with your Facebook ad. If you don't have the skills to create either the sales copy or the professional eye-catching graphics, then hire a professional on a site like Upwork.com to do it for you.



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Step 4: Set Up Your Campaign

Once you've completed the above steps, then you can set up your campaign. You do this by:

- Logging into Facebook, and then going to www.facebook.com/Business.
- Click on "Create An Ad."
- Select your marketing objective, such as increasing conversions on your website, or promoting your Facebook Page.
- Select a campaign name.

At this point, the steps may be a little different depending on what type of marketing objective you selected. However, in general, you'll now:

- Select your audience for this campaign. You can narrow by a wide variety of audience demographics, interests and behaviors. You can even use retargeting to select an audience who has already visited your site previously.
- Select automatic placements or custom placements of your ad. If you select automatic, Facebook will choose the ad placement based on where your audience is most likely to see it and engage.
- Choose your budget. You have options here, such as choosing a daily budget or lifetime budget for the ad. You'll also get the option of placing bids manually, or letting Facebook optimize your bid amount for your ads.
- Select a schedule. This is when you want your ad to start and stop, or whether you want it to run continuously.



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Be sure to double-check every component of the ad before you set it to run. And then the last step...

Step 5: Monitor Your Campaign

Just because an ad makes money for you doesn't mean it's performing at its optimal best. You'll want to test and track the following components to be sure you're getting the very best conversion rate possible:

- Headlines
- Body copy
- Call to action
- Graphics
- Audience demographics

Parting Thoughts

If your audience is already hanging out on Facebook, then using Facebook's paid advertising campaign is a great way to reach them! Use the checklist above to be sure your ad campaign gets great results.



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Checklist #14

The Guest Blogging Checklist

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Guest blogging is a great way to bring targeted visitors to your site. But do it wrong, and you're going to end up wasting a lot of time posting your content on sites that will drag your reputation into the mud.

Don't let that happen to you! Instead, Use this checklist to create and implement a successful, traffic-driving guest blogging strategy!

Step 1: Find Potential Blogs

The first step is to cast a wide net in order to find blogs that may accept guest article submissions. To do this, you can use multiple Google or Bing searches where you search for your niche keywords (such as "bodybuilding" or "gardening") alongside words related to guest blogging.

[keyword]

For example:

- [keyword] guest blogging (E.G., "gardening guest blogging")
- [keyword] guest articles
- Submit [keyword] articles
- Submit [keyword] guest articles
- [keyword] article submission guidelines
- [keyword] article submission
- [keyword] guest author
- [keyword] blog article submission
- [keyword] blogs that accept guest articles



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Here are two other ways to uncover potential guest blogging opportunities:

- Ask your social media network. They might own blogs in your niche that accept guest articles, or they might simply know of other blogs that do.
- Inquire directly with blog owners. Even if a blog owner doesn't specifically solicit guest articles, they might still accept them if you ask. You can offer them free content, or you can even offer them free content PLUS free exposure/traffic in the form of a content swap.

TIP: You can increase the chances that someone will accept your guest blogging proposal if you give them extra perks, such as promising to promote the guest article to your own social media followers, blog readers and newsletter subscribers.

Next...

Step 2: Research Potential Blogs

Not every blog on your list is worth submitting to. That's why you need to do a bit of due diligence in order to pick the most popular blogs with good content and a targeted audience. Ask yourself:

- How much traffic does the blog get? You can get a sense of the traffic numbers by:
 - Checking a tool like Alexa.com.
 - Asking the blog owner about their traffic numbers.
 - Seeing how many people comment on blog articles.
 - Checking the size of the blog owner's social media networks.



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- Does the blog publish high-quality content? Your content is going to be associated with the blog, so be sure the blog has plenty of well-written, well-researched and useful content.
- Does the blog owner have a good reputation? Do a search in Google to learn as much as possible about the blog owner. If you see any red flags, cross that blog off your list.
- How does the blog generate traffic? You may need to ask the blog owner this question. Get as much information as you can about the traffic demographics, as well as the number of unique versus repeat visitors.

If you take all of these steps, then you should have a shorter list of the best blogs. Now the next step...

Step 3: Create Content

There are two things you now need to do before you create your guest article:

1. Read the submission guidelines carefully. The blog owner may only accept certain types of articles or articles of a certain length. Be sure to read and follow all guidelines carefully.
2. Review content on the blog. The best way to determine what sort of content the blog owner likes is to look at what type of content he or she regularly publishes.

Take note of the topics that the blog owner seems to like the best, as well as the format (e.g., tips articles, step-by-step articles, infographics, etc).

Once you've completed these steps, then you can create useful, engaging content that both the blog's readers and owner will enjoy.



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Step 4: Craft Your Byline

Even though it's often referred to as the "author byline" or "author bio," don't use these two or three lines to talk about yourself. Instead, use it as a mini advertisement to get readers to click through to your lead page or other page on your site.

Keep these points in mind:

- Tell people what's in it for them. In other words, let them know the benefits of whatever it is you're offering.
- Present a specific call to action. This where you tell people to click on a link or take some other action.
- Create a sense of urgency. Give people a good reason to click now.

For example: *"If you liked learning about these kettlebell exercises, then you'll LOVE this free kettlebell exercise video! Click here to download it now – but hurry, this free offer ends soon!"*

Step 5: Submit Your Content

Now the last step is to submit your content. Before you do this, read the submission guidelines once more to be sure your article is the correct length, format, etc. Also, be sure you send the content via the blog owner's preferred delivery method (e.g., pasted directly into an email, sent as an attachment, sent via a web form, etc).

Conclusion

So there you have it – a five-step checklist for finding suitable guest blogging opportunities, researching these opportunities to create a short list of the best blogs, and submitting content. Go ahead and get started now, because you could have your first guest article published in as little as a few days from now!



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Checklist #15

The Affiliate Program Checklist

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One of the best ways to bring in a steady stream of warm leads that are likely to buy what you're selling is to start an affiliate program. Use this checklist to help you get set up...

TIP: You don't necessarily need to do all these steps yourself. You can hire an affiliate manager to run your entire affiliate program. Or you can hire a professional for one of these steps, such as bringing on a joint venture broker to help you build your team.

Step 1: Hammer Out The Details

The focus of this step is to be sure you're offering attractive benefits for your affiliates. You may want to research other vendors' affiliate programs in order to see what types of perks they offer. Then ask yourself these questions:

- What affiliate commission will you offer on the front end? If you're selling a digital product, generally you should offer at least a 50% commission.
- Will you offer a residual income opportunity? If you're selling memberships or other recurring billing products, you'll attract more affiliates if you offer residual commissions (meaning they get a commission for every month that their referral remains a paying member).
- Will you offer commissions on upsells? Again, you'll attract more affiliates if you offer commissions on upsells.
- Will you offer any other special perks? You may offer special perks for all affiliates, or you may reserve them for your top affiliates. Examples of special perks include:
 - Personalized landing pages.
 - Instant commissions.



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- Special bonuses or discounts for their customers.
- Cash bonuses for high-performing affiliates.
- Higher commissions for super affiliates.

Next...

Step 2: Pick a Platform

Next, you need to determine the best affiliate platform for your needs. You'll want to research the following popular platforms to figure out which one will work best for you:

- ClickBank.com. This is one of the oldest and most reputable platforms. Although their fees are higher than others, they handle everything (including cutting affiliate checks).
- JVZoo.com. This platform has plenty of good features, like one-click upsells.
- Zaxxa.com. This platform makes building your sales funnel easy, so it's a good option if you have upsells.

TIP: You can also get an affiliate script to work with the payment processor of your choice. Generally, this saves you money since you're not paying fees to a third-party processor. The advantage of working with a third-party platform – especially if you're new to your niche – is that affiliates will know they'll get paid.

Next...

Step 3: Stock Your Affiliate Center

The next thing you need to do is create marketing materials to make it as easy as possible for your affiliates to promote your offers. Your materials may include:

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- Rebrandable reports.
- Promotional videos.
- Solo emails.
- An autoresponder series.
- Blog articles.
- Social media blurbs.
- Graphics, such as banner ads and ecover graphics.

TIP: You don't have to create these materials yourself. Save yourself time by outsourcing. You can try a freelancing site like Upwork.com, or ask your colleagues for recommendations for freelancers.

Next...

Step 4: Recruit Your Team

Once you have everything in place, then you can start recruiting affiliates. You'll do this in two ways:

1. Advertise your affiliate program. You can: blog about it, tell your social media network about it, spread the word among your existing marketing partners, join joint venture networks in your niche, etc.
2. Directly recruit affiliates. The super affiliates in your niche aren't scouring the web looking for another product to promote, since most vendors directly approach them. So if you want to recruit super affiliates, you'll need to do the same thing.

Keep these tips in mind:

- Build relationships first. People like to do business with those they know, like and trust, and your potential affiliates are no different. So you'll want to seek to build relationships first – or hire a JV broker who's already built relationships with the big players in your niche.



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- Offer extra perks. Give higher commissions, co-endorsements and other perks to super affiliates.

Here's recruitment email template that you can swipe, tweak and use...

Subject: These commissions will add up quick!

Hi [First Name],

It's [your name] here from [your site], and I'm writing today to let you know about a new [type of/topic/niche] product that's launching soon with [\$xxx] commissions.

The product is called [name], and [describe what it does very briefly]. I think it's a great fit for your audience.

But don't take my word for it. Take a look at your review copy right here: [download link]

I'd like to invite you to join the special inner circle of promotion partners with the following benefits:

[list all the benefits in a bulleted list, including commission rates on the frontend, upsell commission rates, any special perks, co-endorsement opportunities, launch contests, etc]

If you like what you see, then all you have to do to get started is [insert instructions, such as "copy and paste this affiliate link" – or tell them how to get an affiliate link and where to get promotional materials].

I hope to be sending you a big commission check soon!

[sign off]

P.S. If you have any questions, please don't hesitate to ask. You can hit reply to email me, or you can reach me at [alternative



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methods, such as via phone or through your Facebook page, etc].

And finally...

Step 5: Keep Affiliates Motivated

Once everything is set up, your job is to keep your affiliates happy, motivated and selling. Here's how:

- Send out regular motivational emails. Let them know about upcoming promotional opportunities such as sales, or whenever you add new marketing materials to the affiliate center. You can also let them know about new products that are launching.
- Run affiliate contests. This works particularly well when the contests are run alongside promotional sales.
- Showcase your top affiliates. Seeing how well others are doing with your affiliate program is often very motivational to other affiliates.
- Ask your affiliates what they need in order to sell more products. For example, you can offer yourself as an interview guest on a webinar. Or you might offer to create more marketing materials, such as another lead-generating report.

Conclusion

Setting up an affiliate program the right way does take a little time, but it's WELL worth the effort. That's because just one good affiliates can add thousands of dollars to your bottom line every year. Multiply that by several really good affiliates, and you just might find that your affiliate program is one of the most profitable parts of your business!



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Checklist #16

The Viral Marketing Checklist

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Viral marketing is part art, part science. If it was all science, then every single viral campaign would take off like a prairie fire in a high wind. Still, you can up your chances of creating one of those amazing viral campaigns by using this checklist and asking yourself these questions...

Is your content novel or extraordinarily useful?

You don't have to create something that's never been seen before on the planet. However, your content needs to have some novelty. That's because our brain's pleasure pathway actually "lights up" when it encounters something new.

So how do you create something "new" that's not really new? One idea is to present time-tested information in a new way.

For example:

- When everyone else in your niche is presenting information as an article or video, you might present it in an infographic.
- You might take an "old" product or idea and give it a new twist. An example is when you see something like an article that shows you 20 different ways to use dish soap (aside from washing dishes).
- You might simply present the information in a unique way, by coining a phrase. For example, different marketing experts have coined phrases such as "lead pages" and "squeeze pages." They're the same thing, but using a different word sets the content apart.

Next question...

Does the content evoke emotion?



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Your content needs to create some sort of response in your viewers. Depending on what you're sharing, this response might be:

- Wow, that is so cool!
- I never knew that!
- Awwww, that's so cute!
- That's so sweet!
- This is AMAZING!
- I feel inspired!
- Ugh, that makes me so upset.
- I'm disgusted.
- I'm offended.
- I'm shocked.

Generally, you should seek to evoke positive emotions rather than negative emotions. That's why viral content like cute cat videos are so popular – they make people feel good, and people pass them along to their friends to make their friends feel good too.

Is the content easy to consume?

Have you ever heard of someone trying to make the novel "War and Peace" go viral?

Of course not. And while that's a grossly exaggerated example, the underlying assumption is still true: viral content is usually quick and easy to consume.

For example:

- The content is presented in a text, audio or video format that takes less than three minutes to view. In some cases, it may take just seconds to consume, as is the case with a meme, a Vine video, or even a short infographic.
- The content is presented in a format that's easily accessible to everyone. For example, you put videos up on



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YouTube rather than leaving them in some obscure file format that very few people will be likely to access.

Remember, people have a short attention span. Most people won't even bother beginning to watch a video or read an ebook if it looks like it's going to take a long time. That's why really long content rarely goes viral – there simply aren't enough viewers both watching and sharing it.

Is the content easy to share?

The key here is to avoid any obstacles or hoops that make it difficult for people to share your content with their friends. Keep these points in mind:

- Make the content instantly accessible. Don't put an opt-in form between your viewers and the content if you want the content to go viral.
- Be sure the content is in a popular format. For example, load text content directly to a blog or social media platform, or put it a .pdf. Don't put it in a format that some people may not be able or willing to access, such as .docx, .exe, etc.

Next...

How will you encourage the content to go viral? At a minimum, you should provide a call to action, where you specifically tell people to share the content.

For example:

- Click here to share this with your friends and give them a laugh!
- Do you know anyone else who needs to [get some result]? Click here to share this video with them now...



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- Don't keep this to yourself! Click here to share on Facebook!

Another alternative is "bribe" people to share your content, by giving them a gift if they do so. For example, you might use a tool such as SocialShareMonkey.com, which lets you reward those who share your content on social media by giving them an ebook, app, video or another one of your products.

How and when will you launch the content?

The final piece of the puzzle is being sure to launch your content at a time when you know your audience is online and able to click the "share" button. In order to get a rough estimate of when this is, you can start by checking your traffic logs to figure out traffic patterns.

However, that's just a starting point. The only way to tell for sure what day and time of the day works best is to start testing your content on your blog, newsletter and via social media to see when it gets the most traction.

TIP: Don't judge just based on traffic levels alone. Sometimes people are online so they view content, but they're not in a position to share it, comment on it, or like it. You'll want to track this sort of interaction, as it's the interaction that's going to make or break your viral campaign.

Parting Thoughts...

The point is, you want to get your viral campaign in front of as many people as possible in the first few hours and days after launch. This is what allows your campaign to reach "critical mass," which is when your campaign begins to take on a life of its own and truly spread in a viral manner. So use the points above to help your campaign go viral, and then get it in front of as many people as possible to give it a big jump start!



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Checklist #17

The Social Media Checklist

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All social media is not created equally. Some platforms rely more heavily on pictures (such as Instagram), while others encourage you to post short posts (like Twitter). That's why you need to think about your business model, do some research to see where your target market hangs out, and then focus on the social media platforms that best meet your needs.

Here's a checklist to help you do that...

Research The Main Platforms

If you start researching social media sites, you'll quickly find that there are dozens upon dozens of them. However, you'll want to focus on the main sites. In other words, don't waste time trying to get a trickle of traffic from some obscure site.

Here are the main platforms for you to research:

- Facebook – this is one of the bigger platforms where you're likely to find your target market. It offers personal pages, as well as professional pages and groups for discussion purposes.
- Twitter – this is a microblogging site that is popular among many groups, but particularly activists, journalists and those seeking news.
- LinkedIn – this is a professional platform of entrepreneurs, small business owners, employees and other professionals. It offers personal pages, plus people can join discussions and showcase their expertise.
- Instagram – this is a site that connects a smart phone to the web via an app that offers filters for taking photos.



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- YouTube – this of course is the most popular video-sharing site, and one of the most popular sites on the web. You can find most any niche on this site.
- Pinterest – this is a graphics-heavy site, which allows people to create themed boards and pin items of interest on the board. While a wide variety of niches are popular on this site, it works particularly well for topics such as cooking/recipes, wedding planning and similar.
- Google + -- this tends to attract a more technical crowd, such as web developers and IT specialists.

As mentioned, you'll want to research these sites to learn more about their demographics to see if which ones your niche audience prefers. You can also survey your audience to see how many of them currently use these sites on a regular basis.

Review Your Business Goals

The next step is to determine what you hope to accomplish by using a social media site. Here are some of the goals you may consider:

- Building your mailing list.
- Generating new leads.
- Creating sales.
- Building brand recognition in your niche.
- Establishing yourself as an expert in your niche.
- Building relationships with prospects and customers.
- Handling customer service issues over social media.



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- Creating viral marketing campaigns.
- Running contests.

And similar activities.

Once you've defined your business goals, then you can check to see if your chosen platforms will work well with those goals.

For example, if establishing yourself as an expert is your goal, then a platform such as LinkedIn or YouTube are good choices, whereas Pinterest and Instagram wouldn't be.

So go ahead and pick a handful of two or three platforms that you'll use, and then move onto the next step...

Develop a Plan

You know your goals. You know which platforms you're going to use. Now you need to develop a publishing a plan. Keep these points in mind:

- Out of sight is out of mind. Keep yourself in front of your audience regularly to maintain top of mind awareness. Post daily if possible – depending on your niche and your goals, you may even post multiple times per day.
- Automate whenever possible. Just because you're posting daily doesn't mean you need to do it manually. For example, Facebook lets you schedule posts on your Page. There are also apps that let you drip content over time. And you can also get apps or plugins that post to your social media pages whenever you post to your blog or to one of your social media sites.
- Encourage interaction. You can post a specific call to action asking your viewers to share the content, like it, and/or



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comment on it. When people comment, reply back whenever possible to help build relationships.

- Determine the best time to post. You'll want to track your posts to figure out when your audience is most likely to be online with the time to interact with your content.

For example, if you're posting to professionals on LinkedIn, you may find that many people are online right before their workday starts, and again later in the evening after it ends. Your testing will help you determine the best time.

- Post a variety of content. And then track your results to see which ones your audience responds to the best.

For example, on Facebook you might post 50-word posts, 500-word posts, memes, quotes on graphical backgrounds, infographics, and videos. Post a variety over time to determine which format most appeals to your audience.

Closing Thoughts

Your audience is probably already on social media, which is why you should be too. However, do keep in mind that it's called "social" media, not "promote the heck out of my stuff" media. So with that in mind, focus on sharing content and interacting with your audience on these platforms.

Can you drop a sales link from time to time? Sure. But most people on social media expect interaction and not promos. So use the platforms wisely to grow your business, build your mailing lists, build relationships, and build your brand recognition and expertise!



The Complete Set Of Website Traffic Checklists



Checklist #18

The Exit Traffic Checklist

SuccessCounts



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Just because someone is leaving your site doesn't mean that they have no interest in your content and products. On the contrary, they may just not have enough time to go through your site right now. Or maybe they didn't see a particular offer that intrigued them enough to hit the buy button... *this time*.

They have good intentions as they're leaving your site. They've probably even bookmarked your site with the full intention of coming back later. But of course that never happens. The second they leave your site, the enthusiasm for your site fizzles like fireworks in a rainstorm. They forget about you. Life gets in the way. And they never do get around to visiting your site again.

That's why it's so important for you to get them on your mailing list before they leave your site! That way, you can follow up with them again and again over time to close the sale.

Here's a checklist you can use to set up your exit traffic system...

Create Multiple Lead Magnets

Sure, in theory you can create just one lead magnet and offer it to every single visitor as they leave your page. But you'll have a much better success rate if you test out lead magnets, and create lead magnets that are targeted to whatever page your visitor was looking at.

For example:

- If your visitor was reading a blog post about how to set up a WordPress blog, then offer them a video that shows them exactly how to do it.
- If your visitor was looking at a sales page for a social media marketing guide, then offer them a free report that gives an overview of the same topic.



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- If your visitor was looking at a sales page for an app, offer them the “lite” version of the app.

In other words – you know what your visitor is interested in based on the blog post they’re reading, the sales page they’re reviewing, or whatever else content they’re looking at on your site. So offer them a lead magnet that’s targeted to their interests.

TIP: Your lead magnet should be useful yet incomplete, and then naturally lead to a paid product that solves the rest of their problem. In other words, anyone who wants your lead magnet should naturally want your paid offer too!

For example, perhaps your lead magnet is a report that tells people how to craft a sales letter. Your paid offer might be a more in-depth course on the topic, such as the one at icopybox.com.

Next up...

Upload an Autoresponder Series

You’ll want to have a series of five or so emails in place in your autoresponder, so that you can follow up automatically with your new subscribers. These emails should offer good content to help solve part of your prospect’s problem, while also recommending a product to solve the rest of their problem.

For example, a five-part series called “*Five Easy Steps to Setting Up An Effective Facebook Ad Campaign*” would include the instructions for one step in each email, plus a pitch for a product (such as Facebook ad templates) at the end of each email.

As you craft your series, ask yourself these questions:

- Are you offering desirable content and solutions? Do you market research to find out what your market wants – then give it to them in your newsletter.



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- Did you craft compelling subject lines? These should be benefit-driven and/or curiosity-arousing to get the click. *E.G., "The one real secret of starting a \$100k business..."*
- Did you build anticipation for upcoming emails? Every email you send should whet the reader's appetite for the next email. *E.G., "Next time you'll discover a traffic source that will double your traffic this year – for free!"*
- Are you offering some of your best stuff in these emails? Your goal is to impress your prospects with great content so that they'll be intrigued enough to purchase your paid products. So don't be afraid to offer tips and tricks that will really "wow" your newsletter subscribers!

Set Up Your System

Now you're ready to set up your exit-traffic system. Here's how...

- Set up the redirect script. This is the script that directs people to another page when they hit the back button or otherwise try to leave your page. You can search for "redirect script" in Google, you can use a tool like CatchaMonkey.com, or you can code this yourself.
- Match lead magnets to content. You don't need a different lead magnet for every page of your site, but it is a good idea to offer a lead magnet that's as related as possible.
- Create your lead page copy. This doesn't need to be long. In fact, it should be fairly short – such as a headline and handful of benefits – because you're trying to appeal to someone who already made the decision to leave the site. Check these pieces:
 - Does your headline present your biggest benefit and attract attention?



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- Do you list three to six of the top benefits of your offer?
 - Do you include a strong call to action where you tell people how to take advantage of the offer? (*E.G., Fill out the form below now to get started!*)
 - Does your overall page design look polished and professional? (If not, use a template or hire a designer to make a good impression.)
- Insert your opt-in form on the lead page. Double check that everything works smoothly.
- Double check that your autoresponder is set up correctly. Make sure it sends out all your emails at your desired intervals.
- Test and track. Now you'll want to keep track of lead page conversion rates and email opens/conversions to see what your audience responds to the best. Tweak to see if you can improve your conversion rates.

TIP: Most autoresponders include built-in stats to track your email campaigns. For your lead page, you can install your own tracking, such as via Piwik.org. If you use a service like LeadPages.net, you'll have built-in tracking.

That's It...

The bottom line is don't make the mistake of thinking that your exit traffic is leaving simply because they're not interested in what you're offering. "*Not now*" doesn't mean "*not ever*." So put an irresistible lead magnet in front of them, get them on your mailing list, and then follow up with them to close the sale! You might just be surprised at how responsive this traffic is!



The Complete Set Of Website Traffic Checklists



Checklist #19

The Lead-Generating Webinar Checklist

SuccessCounts



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A live webinar is a great way to attract leads into your sales funnel. Even better, you'll have the recordings/replay to offer as another lead magnet to future prospects.

So how do you set up a free webinar that not only attracts leads but also helps you generate sales on the backend? Here's a good overview checklist to get you started...

Step 1: Pick an In-Demand Topic

The very first thing you need to do is make sure you're presenting a webinar that really interests your audience. In other words, pick an in-demand topic. In order to figure out what's in demand, you'll need to do your market research.

Specifically:

- Find out what topics your market is already buying. If they're buying books, webinars, videos and other information products on a certain topic, then you know they'll eagerly sign up to get free information.
- Check which topics are popular in niche communities. Look for forum posts, social media discussions and blog topics that get lots of likes, shares and comments.
- Ask your market what they want. This will help you confirm your other research findings.

Next...

Step 2: Prepare Your Platform

Now you need to choose a platform on which to hold your webinar. If you run a search for "webinar platform" or similar on Google, you'll find plenty of options such as GoToMeeting.com. You can pick a popular platform like GoToMeeting, or search for something else to meet your needs. Keep these points in mind:



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- Pick a platform that offers easy recordings or replays. As mentioned, you'll want to offer the recordings as a lead magnet after the live event is over.
- Be sure the platform offers enough seats. For example, some platforms (like Google Hangouts) offer a very limited number of seats. You'll want to be sure your platform can accommodate your estimated number of guests.
- Check if and how the audience can submit questions. Then be sure this format is in line with the way you want to run your webinar.

Next...

Step 3: Plan Your Content

Now you'll want to plan for 30 to 45 minutes of content. Depending on what you're teaching, this might come in the form of:

- A live demo. For example, if you're teaching people how to install a WordPress blog, then you might show a live shot of your desktop as you go through the process.
- A slide-share presentation. This is where you prepare slides that are a mix of graphics and text, and then offer live narration to teach your viewers something. This works well for "how to" and "tips" webinars, and anything where you want to show graphical illustrations.
- A talking-head webinar. This is where your camera is pointed at you as you explain some process or offer tips.
- A combination webinar. Here you might jump back and forth between something like a live demo and a talking head. This style of webinar tends to hold audience interest.



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No matter what type of webinar style you choose, keep these tips in mind:

- Create something useful but incomplete. Your webinar topic should naturally lead to a paid promotion at the end.

For example, if you're selling a WordPress plugin, then you might teach a webinar about how to set up and start blogging on a WordPress platform.

TIP: Avoid offering a limited-time special deal on the product during the live webinar, as the offer won't be available when people watch the reply or recordings later.

- Prepare, but don't over-prepare. You don't want to read every word from a script, or you're going to sound like a robot. So create an outline of important points you want to cover, but don't script every word.
- Perfect your delivery. Practice your talk to be sure your delivery fits within your timeframe (30-45 minutes before questions). Record yourself so that you can check your delivery for any problems.
- Understand your platform. Familiarize yourself with your webinar platform, so that you can seamlessly perform functions such as switching from web cam to screen share mode.

Step 4: Promote a Product

As mentioned, one of the goals of your webinar is to sell a product. You actually have multiple opportunities to do this throughout the process. Specifically:



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1. Promote the product during the webinar. Again, the webinar should be created with the main goal of selling the product at the end.
2. Promote the product on the registration page. This works particularly well if you're selling an information product, because you can offer the product as a way to "prepare" for the webinar.
3. Promote the product to the new mailing list. After the webinar is over, you can send out a series of emails to close the sale. This series may include:
 - An email reiterating the main benefits of the product.
 - An email offering proof, such as testimonials or a case study.
 - An email that answers frequently asked questions about the product (including handling common objections).

You may also offer a special promotion via email, such as giving readers a discount coupon code. This will create a sense of urgency and boost sales.

4. Promote the product during the webinar replay. Obviously, the webinar itself will include a promotion. However, you can also embed the webinar replay into a page that includes information (benefits) and an order link for the product.

Conclusion

So as you can see, creating a webinar is actually fairly simple. Depending on how much you practice and what type of webinar you're doing, you may find that you're able to create your webinar much more quickly than you're able to create other types of lead magnets. And best of all, a live event like a webinar tends to carry a high perceived value, which means you'll have plenty of people rushing to join your list and filling the seats of your event!



The Complete Set Of Website Traffic Checklists



Checklist #20

The SEO Checklist

SuccessCounts



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Have you ever looked at your traffic logs and noticed that people are finding your site by searching for niche-relevant words in Google and other search engines? Sometimes it's a happy accident. And in other cases, you can make a point of optimizing your web pages for the search engines. Here's how...

Familiarize Yourself With The Search Engines

The top two search engines are Google and Bing, though of course there are dozens of smaller players. You'll want to focus on the big two.

Now here's the thing...

SEO (search engine optimization) largely rests on creating good content for your human visitors. However, the particulars do change from time to time. Search engine algorithms change. The rules change. And if you want to keep your pages at the top of the search engines, you need to keep abreast of these changes.

To that end, keep these tips in mind:

- Write for your human readers first, search engines second. Many marketers do this the other way, and then they wonder why the search engines penalize them and the human readers don't stick around.
- Keep abreast of changes to the SEO landscape. You'll want to start following the SEO experts, such as www.searchenginewatch.com.

Do Your Keyword Research

When it comes to SEO, keywords are the actual words that people are typing into search engines in order to find niche-relevant content and information. You'll want to discover what words your audience is searching for so that you can optimize your site for these words.



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Here's how:

- Get a keyword tool. You can use something like MarketSamurai.com or WordTracker.com.
- Enter your broad keywords. For example, if you're catering to dieters, you might enter searches such as: dieting, lose weight, weight loss, diet. The keyword tool will then give you hundreds if not thousands of results.
- Pick the low-hanging fruit. Unless you are already an SEO whiz, you'll generally get better results if you focus on longtail keywords. These are keywords that are usually multiple words, such as "best diets for women over 40." While they have lower traffic, there is also less competition for them in the search engines – and that makes it easier for you to rank well for them.

TIP: Some search tools such as WordTracker.com score keywords based on how popular they are and how much competition they have. If your tool doesn't do this, then you'll need to check competition manually. Just run a search in Google for the keyword, preferably in quotes to get exact matches, and take note of how many competing websites there are.

Optimize Your Site Structure

Once you have your keywords in hand, then you can start optimizing your site. This includes taking steps such as:

- Include your keywords in link names. You can do this automatically on some platforms. For example, include your keywords in your blog post titles on WordPress, and then be sure to choose the option where the link name is created based off the blog post title.



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- Insert your keywords into page titles. Again, if you're using a content management system such as WordPress, then this will happen automatically when you use keywords in your blog post titles.
- Use your keywords in your navigation menu. For example, if your keyword is "Weight Loss for Women," then you might have a menu item titled "Tips For Rapid Weight Loss For Women."
- Use your keywords with other internal linking structures. From time to time you may link to blog posts, sales pages and other content on your site. Be sure to use your keywords as the anchor text when you do this.

Next...

Create Optimized Content

Gone are the days when you stuff your articles and other content full of keywords, as that will get your penalized. Instead, sprinkle your keywords naturally throughout your content.

Tips:

- Insert keywords at a rate of about 1% to 2%. For example, if you have 100 words of content, then use your keyword one or two times within those 100 words.
- Use synonyms. For example, if your article is about "housetraining," you can use other contextually similar words such as "housebreaking."
- Include your keywords in the title of your article. If you're using WordPress, this will put your keyword in the page title and link too.

Finally...

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Get Outside Links

SEO experts used to try to gather as many links as possible, but today the search engines prefer fewer links but from the highest quality sites. Keep these tips in mind:

- Create viral content. This gets people to naturally link to your content on social media and elsewhere.
- Create really useful content. This is how you'll get authority sites in your niche to link to your content.

TIP: Authority sites are those that have generally been around for many years and they have useful, quality and frequently updated content. An example of an authority site is WebMD.com. The search engines prefer that you get one-way, unsolicited links from authority sites. They frown on links from paid sources and from low-quality sites (e.g., "bad neighborhoods").

- Avoid link swaps. These are tired techniques that at best don't work any longer, and at worst will get you penalized. Focus on building links naturally, which again means focusing on creating really good and useful content for your human readers. If you do this, then people will link to your site, and you'll get a natural boost in the search engines.

Conclusion

If you're planning on optimizing your site for the search engines, keep in mind that the search engines are always changing. That means you need to stay on top of these changes if you want to stay on top of the search engines.



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Just avoid “gaming” the search engines, because they could penalize you by dropping you from their index entirely. When in doubt, focus on providing great content for your prospects and visitors. Do this, and the search engine traffic will likely flow in naturally.

**Every Single Month You Can Generate,
Convert And Monetize New Traffic...**

Every. Single. Month.
GET STARTED IN JUST SECONDS



“Traffic is THE #1 key to Internet business success.”

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