

The 5-Minute Guide to Getting More Traffic

- Special Report -

We've all been there. At some point, even the biggest brands and the biggest websites on the web began with getting only small amounts of traffic and very little engagement.

Can you imagine how crushing this feeling is? To work tirelessly on blog posts, to make sure they're well researched, well optimized and covered in beautiful images?

Only to then realize that three people read them and no one left a comment?

You probably *can* imagine. Because if you're reading this, chances are you're in a similar boat.

Building traffic is a long and tough road and it's not something that most of us will manage without investing significant amounts of time and effort.

Many of us will go for years without seeing returns and many more will quit before they start to get the momentum that we want.

Fortunately, there are ways to make this process a little easier and there are ways you can improve your likelihood of growing quickly.

In this report, we're going to look at some of the most effective ways you can begin to quickly grow your traffic.

Lesson One: It Takes Time, But it Gets Better

The first thing to keep in mind, is that building traffic does take time. Like I said, most of the big blogs on the web took a good two years or *more* before they started to see real benefits. Very, *very* few people will be able to quit their day job in the first year on the strength of their blog traffic.

The key is simply to be consistent and not give up. But there are a few platitudes that I think can help you.

The first?

Don't worry about those posts you're making that no one is reading. Why? Because although it might feel a little disheartening right now, the reality is that this is going to get better with time and when it does, people are going to go *back* to your old content and they are going to rediscover it.

That way, the post that only has 10 views right now, might eventually get hundreds, thousands of millions over the course of its life.

Secondly, remember that it's not just about building *immediate* traffic. It's also about growing your traffic in the long term. And you do this partly by demonstrating your authority, your commitment and your value.

If you have great posts on your website, then they are adding to your brand and they are impressing your visitors – even if they aren't *directly* resulting in lots of views, they are still serving a purpose.

I regularly upload posts and videos that I know won't get many views because I know they help me to build my brand and I know there's a few people who *really* appreciate them.

In fact, you can get an awful lot of value out of your old posts by simply *reposting* them in the future. And this is one of the first actionable tests you should take from this report: re-use old content.

Don't post something once and then assume that's its usefulness over with. Go back to your old posts and repost them. Go back to old posts and share them on social media so that your *new* followers see them. Edit and update them and they can even get some more juice in Google.

And you never know: if the right person shares your content, then this can actually lead to a big boost for an old page and make it every bit as successful as a new page.

The other thing to remember is that although the going is slow right now, it *will* pick up. It will pick up over time and it will become exponential.

That's because for every 100 people who become long-time readers of your site, you will gain a small percentage of new people who will share your content on social media. And for every new share, you'll gain a few new visitors.

So, if you have 1,000 regular readers, that means you have 100 shares each time you post and maybe 30 more followers. And if you have 10,000, that means *300* more followers for each post.

More readers means more people to potentially share your links when you ask them to on forums and in other places.

More readers make it easier for you to find sponsors, meaning you can afford to invest more time into your content creation. More readers mean more contacts and more sway, meaning you can swap posts with the biggest names on the web instead of the smallest.

And that's why your growth isn't going to be a straight line but rather an upward curve. It is *painfully* slow to start but once you gain that initial success, it will lead to more and more success.

Lesson Two: Build a Solid Foundation

So, the key is to stay consistent and not to give up on your regular posts and your sharing. Post every week or more. Even when no one reads, keep going.

And to do that, you're going to need to make sure this is a topic you love. It's the *only way* you're going to have the will-power and the strength to keep going when the going is rough.

And this is also what will ensure you get the next part right: building a solid foundation.

Okay, so it's really important that you have a well-designed website and that you have a strong brand. And that you have well-written posts.

In other words, your site needs to be excellent.

This is incredibly important because it is what will make sure that someone who finds your site once, comes back. This is what makes a one-off visitor into a fan and it's what will build consistent traffic.

And this is also what will make other brands consider working with you. Why would a top blog link to another blog that looked amateurish?

There is no way around this. You need to create a *quality* product if it is to grow. And trust me, investing in a good logo can make *all* the difference to your upwards trajectory because it makes people take you seriously and it means people will invest in your brand heart and mind.

You need to be able to confidently say that your brand competes with the biggest names in your niche. If it doesn't, then you didn't spend enough. Go back to the drawing board or all your hard work is in vein!

Don't believe me? Take a look at all the pages and channels *you* subscribe to. I am willing to bet that none of them look amateurish or low-quality.

You can't just 'half-ass' it!

Lesson Three: Content Marketing and SEO

From there onwards, content marketing and SEO are your bread and butter, combined with social media marketing.

Content marketing means that you are posting content to a blog on a regular basis. This is going to have the impact of help you to gain regular readers and because you're offering free value, you're giving people a *reason* to come back to your site (other than because you asked nicely!).

Content marketing is also very good for SEO. Google works by looking for keyword matches in the content it reads. Then, when someone searches for a term, it will look at its index of sites and look for the sites that have the most relevant words.

This means that the more content you add, the more likely you are to have some relevant matches – especially for those 'long tail keywords' (long form questions where people talk to Google with very specific details).

At the same time, each piece of content gives you a chance to post to social media and share what you've created. Each piece of content strengthens your brand authority slightly and strengthens your mission statement.

Lesson Four: Growth Hacks

So far this has been a tale of 'slow and steady wins the race'. We've reiterated the importance of having a great site in the first place and then the power of simply posting regularly and making sure that *each post* is high quality and good value for your readers.

But while that's all true, you can still do some powerful things to grow your traffic.

In the full product, you will learn how to use things like Facebook Ads, remarketing, thank you pages and more to see amazing growth in your numbers.

But for now, let's focus on a few smaller strategies that still work wonders.

Guest Posting

Guest posting is one of the oldest tricks in the book but guess what? It works!

This means that you write a post to go on another website and you get it published for free. The only thing you ask for in return is a link back to your site.

This is powerful because Google will see that link as a testimony and it will boost your presence in the SERPs as a result. At the same time, real people will discover your link and they'll associate it with a brand they clearly already follow and respect.

Don't rely on this method 100%, but do keep it in mind.

Influencer Marketing

Influencer marketing works similarly to guest posting but is broader and more personal. The idea is that you're simply asking someone to shout out about your blog in exchange for you doing the same. They can do that in one of their articles, in an email, on their social media or in a YouTube video.

Either way, this can gain you exposure to millions of similar followers, making it an incredibly valuable option.

The difficulty here of course is getting those influencers to respond and then to play ball. And the way you get around that, is initially by starting at the bottom and then working your way up.

In other words, approach someone at a similar level to you to begin with (that still doubles your exposure!) or even smaller. You'll gain a boost each time you do that and that means you can gradually climb the ladder and go higher and higher.

Another tip is to network properly. Influencer marketing is hundreds of times easier once you've actually *met* the influencer. Make sure you attend those networking events and don't miss opportunities to mingle.

Reddit

Reddit is a social site where you can discuss a range of topics in 'subreddits' – sections dedicated to specific interests.

The power of Reddit comes from the upvoting and downvoting, where getting enough upvotes eventually puts you on the 'front page' of reddit for the right type of person and gains you massive exposure.

If you can write a compelling title and back it up with something of real value, you can gain expect to gain some massive exposure on this channel.

But the real power of the tool is in the ability to become a member of a community and a *valued* member of said community.

In other words, if you post regularly, answer questions, help people, add some humour and discussion, then people will come to recognize and trust your name. They might even start to view you as a *friend*.

And when that happens, you now have an army of loyal fans to help you promote all your future endeavours. Not only will your posts not get deleted, but your new friends will actively want to help you succeed and so might share your content elsewhere, tell people about it and review you highly.

These are all growth hacks because when done well, they can send hundreds or thousands of new visitors to your site overnight. When it comes to a guest post, it only takes *one link* in the right place to completely transform your business and your fortunes.

Read the full series of reports to learn some of the more powerful growth hacks out there. But never forget the importance of plugging away and being consistent. That is the most powerful strategy of all.