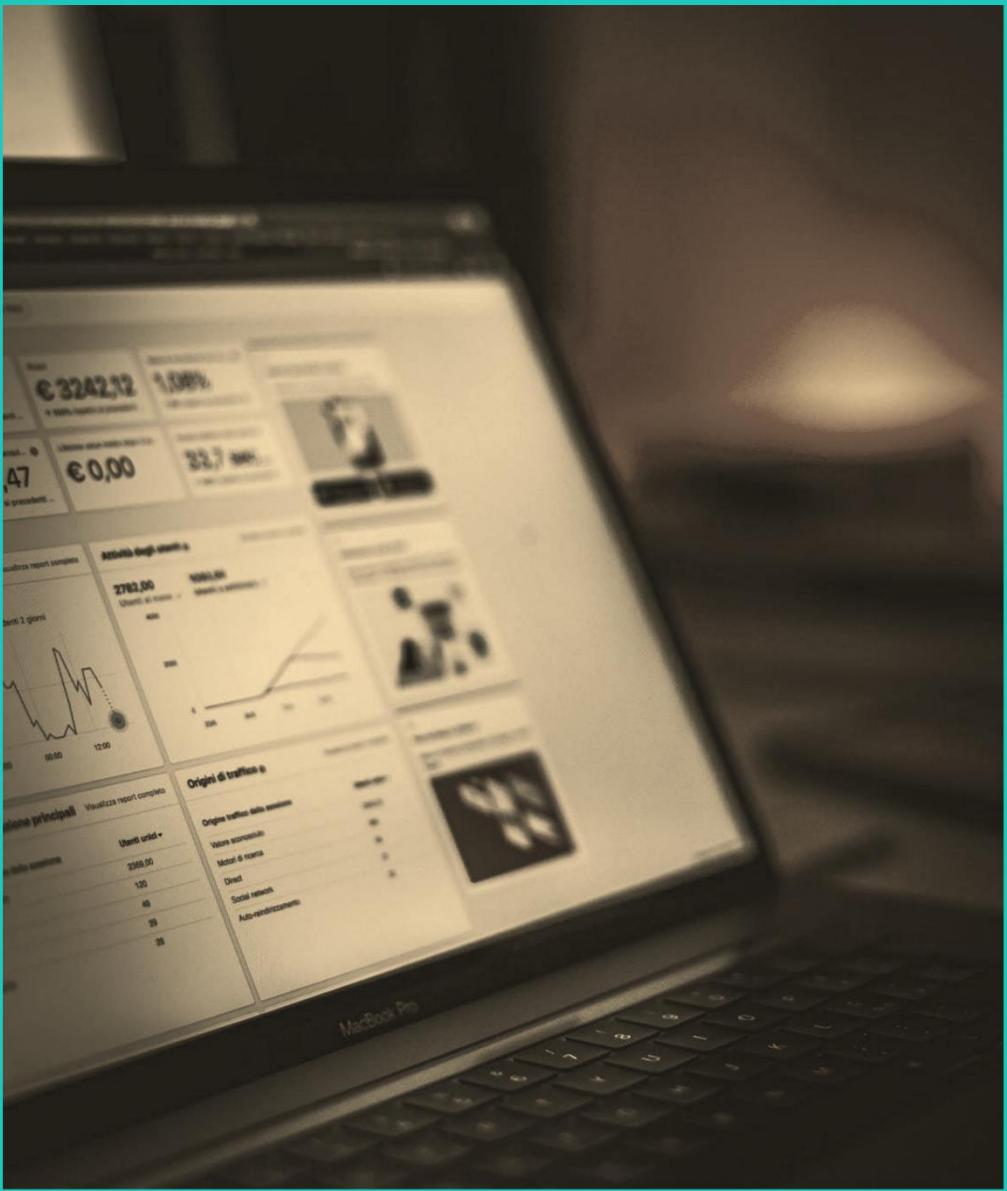


# 101 FREE WEBSITE TRAFFIC TIPS



**Created By Newbie Affiliate Marketer**

Right! You have set up your website, online store, sales funnel or blog now all you need is to get eyeballs on your content. Building any business online is never a quick job, it takes time and effort and the same goes with generating traffic.

But the possible rewards are immense.

Look at Huffington Post they were sold for over \$300 million just a few years ago.

So, all **YOU** need is **TRAFFIC!** It's as simple as that...

Remember, with a high street store, the better the footfall of people the more customers they have and sales they make.

Well it's just the same online, the more traffic you can generate to your web pages the more money you will make.

So let's show you how to get some traffic...

Traffic from search engines can take time to build up where as Social traffic can go viral if you hit the right emotional triggers.

Gaining a healthy stream of traffic to your site will be a slow burn and not the quick fix that some portray. Think of it as a journey, with a great destination at the end of it.

## Your Main Objective!

With any traffic you do get to your website or blog whether it be paid or earned traffic through the search engines, social media followers and referrals from others linking back, you must try and convert this into what is known as "**Owned Traffic**"

In other words your email list... You can do this by converting your traffic with various calls to action such as free reports, webinar sign ups, cheatsheets, ebooks, even free trials all these will require an email sign up to gain access.

Whether you a large brand or just a blogger starting out, your money is still in your owned traffic – **YOUR LIST!**

With your list you can reach your customers whenever you want... you are in control **DO NOT** under estimate this.

In this book you will discover tips, tricks and tactics using Social media, search engines, email, joint ventures and a whole lot more. These will help you gain more traffic to your website, online store and blog.

**We are going to cover 8 areas where you can acquire free traffic, now if you are panicking right now, DON'T, implementing just a few of these on a regular basis will get you a steady stream of traffic.**

You can then build several different streams over time, increasing your traffic and building your “**Owned Traffic**”!

Now let's get started...

## **1. SOCIAL MEDIA**

Social Media has in recent years changed the way we communicate and do business. Whether you use one or a few social platforms you just can't ignore it. Let's show you some of the tips, tricks and tactics on all the major players in the social media world. Although having a presence on all of them is okay I would concentrate on just one or two and do them well. You will get a feel for what's right for your business once you are on them, also check out your competition see what is working for them.

### **Facebook**

Facebook is one of the major players when it comes to Social networks. Now although it goes without saying that your profile says a lot about YOU it's amazing how many people forget about their profile and just concentrate on their Facebook page. People do business with people take care what you are posting about on your profile as potential clients and customers could be watching. That said let's show you how you can utilize your business page to its maximum.

1. Create an engaging header and change regularly. If you didn't already know Facebook pages posts reach are getting a lot lower but one way of reminding your followers you are still here is to change your header. Reason, everyone following your page will get notified of this. You can use a site called Canva to create Facebook headers.

[Watch my video tutorial here about using Canva](#)

2. Edit your call to action button... Facebook allows you to add a call to action directly under the header, this can be linked to any URL you want. Ideal for a squeeze page, your blog or website. Be sure to use a link tracker so you can see how many people are clicking through.
3. Add a Facebook widget to your Website. You can build your likes to your page direct from your website.
4. Post visually engaging content (these posts can go viral)
5. Add your Facebook page link into your email signature
6. Post out more than once a day, three or four times is totally acceptable.
7. Run competitions, this is also a great way to get people onto your “Owned Traffic” List You can use a site like [Heyo](#) for your competitions
8. Include a Facebook icon on your website, be sure it’s not tucked away so no one can see it. Top third on the right seems to be a popular spot.
9. Provide links back to your Facebook page on any free material you send out, don’t forget your business cards!
10. You could create a small group on Facebook too and maybe share each others content.

More information about Facebook

Affiliate Marketing with Facebook groups

<https://newbieaffiliatemarketer.com/affiliate-marketing-with-facebook-groups/>

Facebook affiliate marketing rules

<https://newbieaffiliatemarketer.com/facebook-affiliate-marketing-rules/>

## Twitter

Twitter is one of my main traffic sources, but again comes down to great content, tweeted every day, in fact up to 20-30 tweets a day. Twitter moves much faster than Facebook and each tweet has an approximate life span of 24 minutes, that said there’s nothing stopping retweeting the same information again to get more eyeballs on it.

1. Tweet content that is likely to have a benefit to your followers they are more likely to engage and share to their followers too.

2. Complete your bio with keywords and #hashtags that you want people to find you for, use every character to the max!
3. Use images in your tweets these get far more engagement. Quotes can be great for obtaining retweets.
4. Keep your tweets short under 100 characters if you can... maximum of 120 though so it leaves room to be retweeted without copy and pasting.
5. Use #Hashtags liberally maximum of 2-3 more can work against you.
6. Use link shorteners so you can gain valuable character spaces.
7. Place your link in the website space. This can be to your website, or maybe to a free gift to build your “Owned Traffic” list.
8. Be creative with your header, although branding is a good thing across the internet your header is also a great place to offer new products, services and gifts. Just look at the profile visits that I get monthly they all see my header!

If you are just tweeting text, links and hashtags you are certainly leaving money on the table, if you need to create images then use Canva as mentioned before, it's 100% free. You can of course use your time wisely by using various tools for finding targeted followers and for scheduling your tweets...

YES you can do this although I also recommend visiting daily to answer any questions and engaging with followers who have engaged with you. Here's a couple of the tools I have used over the years.

[Manage Flitter](#) ideal for finding targeted followers

[Buffer](#) for scheduling tweets you can also use this to post to Facebook, LinkedIn, Pinterest and Even Instagram too. I will mention more about tools at the end of the book so keep reading!

If you want to learn how I attracted over 10,214 new targeted followers on Twitter in just a few weeks [check out my course on Udemy](#) Just for you I have reduced the price to under 10 bucks.

More great information about Twitter

Adding a Twitter follow button on your blog [watch video here](#)

Affiliate marketing with Twitter [watch video here](#)

## **LinkedIn**

LinkedIn is the largest business network in the world and will work best if you do B2B as opposed to B2C. Saying that with the opening of their publishing platform this has made it more appealing to all business owners. Even if you are not going to concentrate on LinkedIn then having a profile is a must. Follow these tips and you will attract followers on autopilot...

1. Complete your profile by adding keyword rich description and a great profile picture. Be sure to add all your skills too.
2. Connect with others by sending invite requests daily
3. Post relevant content daily
4. Join 5 Top Groups, post and comment regularly
5. Start your own group
6. Use all three places on your profile to link back to your website this could even be a landing page or Facebook page
7. Link your account to your Twitter account so that updates get tweeted out
8. Add your LinkedIn profile to your email signature
9. Publish your top blog posts on their publishing platform and of course link back to your blog this one thing can get you loads of free traffic.

Just by setting up a few of these has got me over 15,500 connections along with a steady flow of traffic to my website.

If done correctly Google will probably rank your profile too and this is great credibility for you and your brand.

## **Pinterest**

Pinterest is an image sharing platform, where you can like, comment and share images that you like, adding them to what are called boards. You can create unlimited boards and even make them secret so only you can see them. Each pin can be linked to any external URL enabling anyone who clicks on it to visit your link.

Pinterest can also send you a constant stream of traffic. With Facebook and Twitter your posts and tweets last just a few minutes or hours it has been

tested that your pins can keep driving you traffic for up to 3-6 months. Now that's pretty cool huh !

Creating pins couldn't be easier using a great site called Canva which is totally free. With just a few basic tips you could easily start getting 20K monthly views to your pins just like me. Let's go through them for you...

1. Create at least 5 boards with 6 images on this makes your profile look professional
2. Complete your profile using keywords and a great profile picture
3. Link and confirm your website
4. Create engaging images that people want to share (use the standard Pinterest size where possible these will get more repins and clicks)
5. Add a detailed keyword rich description to each pin, don't forget a call to action e.g. View the full post now
6. Link the pin with the URL you want them to visit this could be your blog, website, landing page or sales page
7. Join community boards and like and comment on other pins
8. Pin images daily there are tools to help you do this such as [Buffer](#) and [Tailwind](#)
9. Join Pinterest tribes in these tribes you have to share other pins in order to posts yours so this gets a bigger reach and engagement on your pins.

There are other image based sites such as Instagram and Flickr but we will leave those for another time.

Youtube we will cover in another section further on in the ebook.

More information on Pinterest

Creating Professional Board Covers For Pinterest [Watch video here](#)

10 ways to use Pinterest for business [watch video here](#)

Pinterest marketing tips for driving traffic [watch video here](#)

Best Pinterest Marketing Tool <https://newbieaffiliatemarketer.com/best-pinterest-marketing-tool/>

6 steps to make money on Pinterest <https://newbieaffiliatemarketeer.com/6-steps-to-make-money-on-pinterest/>

## **2. SEARCH ENGINE OPTIMIZATION**

SEO as it is also known is used on websites and blogs to enhance the chances of the search engines finding your content. It will then rank you according to relevancy. (although it's a bit more complicated than that. Check the more about SEO section.

A new website has little or no authority so being able to receive organic traffic from the search engines will take some time and effort. So you need to make this a priority!

If you have a blog then your aim is to become the go to guy or gal in your niche. In time as people link to your content then you will gain search engine traffic.

The quality of your backlinks will determine how much traffic you achieve. If CNN link back to your website then Google will take notice, if you have someone who has just started their site and it's got very little content, although any backlink is good, Google will not hold it in the same category as CNN.

Building backlinks can take years (depending on your niche) – yeah sorry I don't suppose you wanted to hear that, but there are certain things you can do to maybe quicken the process. Plus there's even more great content in the read more section.

Tip 1 Choose 20-30 keywords and phrases that prospects would be searching for in Google.

By doing this Google will give you suggestions, note these down and keep them safe. Then you need to start producing content around these keywords and phrases.

Some will be more competitive than others if just starting out and your site has no real authority yet then choose the "fruit from the lower branches" in other words look at the long tail keyword phrases There may be fewer people searching but you have a better chance of ranking on page 1.

You can use a free tool called [Google Keyword Planner](#) you will need a Google account which is free but it will give you loads of data so you can choose the right long tail keywords to try and rank for easy organic traffic.

## Tip 2 Ignore Video at your Peril

Now I am not talking Youtube, I'll come to that later but when you search in Google there is a video tab. So if you have made a video, following tip 1 then you might just land yourself on page 1.

I am currently ranking for many videos in the Google rankings, although not huge amounts they do get me traffic and clicks every single day. How cool is that!

Remember you only need a few articles and videos getting a few views every day and before you know it you have some consistent FREE traffic.

## Tip 3 Optimising for SEO

If you are using Wordpress then activate a plugin called All In One SEO as it helps you to keyword all your posts so they are optimised for Search Engine Optimisation.

Here are the 7 key elements to any blog you need to have in place.

Page Title – Make sure the keyword is in your page title as near to the beginning as you can.

Headings – Include your keyword in at least 1 of your headings, preferably one towards the top of the page.

First Paragraph – Include your keywords in the first paragraph and if possible again in the last as some say this helps too.

SEO Meta Title – Place your keywords into the SEO title in the all in one SEO plugin this is where Google searches so they can see exactly what your post is all about.

Image Alt Tag – One people forget to do is the image alt tag, Google can't read images so when you add images add a title and a alt tag with your keywords. If it reads "image" Google will not know what it is and will probably penalise your post even if you have your keywords elsewhere.

**Body Text** – Place your keyword in the body of your post, but don't over do it otherwise Google could demote your post for keyword stuffing. But as a general rule 2-3 times is fine.

**Interlinking** – This is something you can do once you have a couple of posts or pages live, begin to link from one page to another within the body of the text, this gives you extra Google juice and helps Google rank you.

Here are some other strategies you can apply to bring in organic traffic to your website.

1. Create great engaging content so that people want to share it.
2. Promote your content using forums, and social networks
3. Allow other bloggers and sites to link back to your site
4. Make sure your content is unique this will be more sharable then
5. Create content that is over 1500 words, use images and video too.
6. Contact influencers in your niche and do some guest blogs most will allow you to link back to your website.

Read more on SEO with these articles

Best SEO best practices <https://newbieaffiliatemarketer.com/seo-best-practices-checklist/>

How to find keywords to rank in Google

<https://newbieaffiliatemarketer.com/how-to-find-keywords-for-a-website/>

How to get indexed in the search engines

<https://newbieaffiliatemarketer.com/get-indexed-in-the-search-engines/>

### **3. EMAIL**

With some social networks such as Facebook reducing the reach of its posts it's even more important these days to be building yourself an email list. Multi channel marketing will increase your reach and drive more traffic.

Email Marketing Tactics

1. Create a free offer, this could be an ebook, report, discount vouchers something of value that your customers would be happy to give you their name and email in exchange for.

2. Use your home page to offer that free gift
3. Create optin boxes all over your site, there are various different boxes you can create. Test and see which ones get the best results.
4. Use exit pop ups so that you can grab them before they leave, a high percentage may never return unless you email them.
5. Make your offer too good to turn down (look at what others in your niche are offering) create something similar.
6. Sign up to your competitors free gifts and see what they are offering.

More offers you can make include , video course, email courses, free trial, free chapters of a book, cheat sheet, templates, graphics, content calendar, 50% discount code, free mentoring, free coaching the list goes on think about what your customers actually need then give it to them... simple!

If you have a Wordpress website then adding these types of offers is very easy. You will need to add opt-in forms to your site, this can be done easily...

I use [Thrive Leads](#) which enables me to add numerous boxes and pop ups and even test which ones are performing best. Although Thrive leads is a paid plugin it's well worth it.

I also use [Thrive Architect](#) to build blog posts and optin pages. In order to collect customer's details the other component you will require would be an email marketing system again there are numerous ones out there but I would recommend Aweber to start with, take advantage of their [30 day trial](#). Remember, your email marketing system will make you money on autopilot so the small monthly fee will definitely be worth it long term.

I have just qualified as an Aweber certified expert (ACE) so I will be more than happy to help you with setting up landing pages, sales funnels and email campaigns, just give me a shout on the [Aweber experts page](#)

Everything in the email marketing system is set up and then happens automatically even if you get someone signing up for your gift at 3am. The gift is delivered and emails are sent out in sequence over a period of time driving them back to your website, so this becomes free traffic. The more people you get signed up the more consistent traffic you get.

More information on Email marketing.

How to set up Aweber autoresponder for email marketing

<https://newbieaffiliatemarketer.com/how-to-set-up-aweber-autoresponder-for-email-marketing/>

What is the best email marketing services

<https://newbieaffiliatemarketer.com/aweber-review-online-email-marketing-services/>

7 secrets to building a successful email list

<https://newbieaffiliatemarketer.com/targeted-email-marketing-lists/>

## **4. LEVERAGING OTHERS**

Attracting traffic and building an online presence can be very lonely and damn hard work, that's why leveraging others can speed this process. The power of leveraging others is amazing, blogging lends itself to collaborating with others and there's nothing to stop you teaming up with small businesses too.

Let's look at guest blogging first Here,,s a few of the benefits

1. You get in front of their readers, if your article is good (which I am sure it will be) they will probably come and check out your blog too.
2. You start to build trust with people in your niche as someone who is associated with the other company or blogger
3. You gain backlinks to your own website which in turn gives you better rankings and more traffic.
4. You can also build a relationship with other bloggers or companies and in time may be able to joint venture with them when you have products and services to sell.

How to Start Guest Blogging Not for the faint hearted as to do guest blogging well it takes a lot of writing, but that said with focus and a strategy in place the advantages are amazing.

1. Identify people within your niche that have a good loyal and engaging following.
2. Contact them either face to face or by email.

3. Tell them how great their blog is and about the value they give to your community.
4. Explain that you have been featured on top blogs in your niche and give names, if you are just starting out then use social proof to show you have influence in the niche.
5. Include links to your guest articles and mention that you have your own blog too and present them with the link for more samples of your writing.
6. Suggest 2-3 different titles that you could cover in your guest article
7. Submit your article after checking for grammar and spelling mistakes also include images with your article.

Writing just one article will not be enough, persistence is the key to see great results.

## **The potential is huge**

The backend of guest blogging has huge potential. By others promoting your products to their readers. Generally the revenue is then split 50/50.

Having digital products works best as these are easily created and delivered. Things like ebooks, video classes, memberships, online training.

All the links can be tracked via affiliate linking so you know exactly which promoters are performing best.

What if you don't have a product yet ?

That's not a problem, in fact it works well. There is nothing to stop you promoting others products to your email list while you build your own product, in fact I know people who just promote other peoples' products and make a full time living so.

You can use this tactic with businesses too, you can promote to each other's lists. This builds trust, drives traffic and can earn you a healthy profit too.

More information here

Best link shortener for Wordpress [watch video here](#)

Affiliate marketing for beginners complete tutorial

<https://newbieaffiliatemarketer.com/affiliate-marketing-for-beginners-complete-tutorial/>

## 5. VIDEO

Video has become MASSIVE over the last few years so you definitely need to be using it in some shape or form.

Youtube is the 2nd largest search engine behind Google and of course is owned by them. Not forgetting Twitter's periscope and Facebook live everyone is getting involved with video.

Don't Want To Be On Video.. For various reasons not everyone wants to be on video, but that shouldn't stop you from using it.

Here's a few ways to use video without being visible.

1. Use a screen capture software such as [Camtasia](#) which enables you to record your computer screen, you can choose to voice over it or not.
2. Use a website called [Fiverr](#), you can get actors to record your video for you, the cost will depend on the length.
3. Record a power point presentation
4. For just a few bucks you can purchase a video creation software a couple that I use are [Video Maker FX](#) and [Content Samurai](#) these are so easy to use and videos can be made in just minutes.

### Some tips on video creation...

1. Always script your video first that way you will not miss anything out that you want to portray to your audience.
2. If you are going to be in the video then dress accordingly these are potential customers first impressions count.
3. Choose a good location with bright lighting and no background noise
4. Don't forget to include a call to action, what do you want people to do after the video, they may not know if you don't tell them.
5. Keep your videos short and to the point, waffle is a BIG turn off, 2-10 minutes seems to be a good time frame to work with.

6. As you do more videos think of branding your video using intros and outros, these again can be purchased via Fiverr The more videos you make the better you will become at it... get out there and do it.

7. Ask your viewers to subscribe to your channel and share, like and comment too. Engagement will see you get even more views.

More information here

How to make money with videos <https://newbieaffiliatemarketer.com/make-money-creating-videos/>

Creating Youtube videos that earn you money

<https://newbieaffiliatemarketer.com/creating-youtube-videos-that-earn-you-money/>

Youtube thumbnails using Canva [watch video here](#)

## **6. Content Marketing**

They say content is KING the more content you can produce the more traffic you can create. Content will be great for SEO and attract organic traffic back to your website. You can also achieve referral traffic when people find your content and link back to it.

So here are some of the key tactics you can use to drive traffic with your content marketing

1. Create benefit driven headlines that stop the reader in their tracks and make them want to read on
2. Have visible social sharing buttons on your posts don't hide them near the bottom. Floating buttons work well as always visible for ease of sharing.
3. Once created, share to as many social networks, forums and communities as possible.
4. Create what they call "evergreen" content so you can continue to share it for months and even years to come.
5. Repurpose your content by turning it into other content like video, slideshares and even infographics
6. Create quality content over 1000 - 1500 words minimum use images and videos to add more quality.

More information here

How to become an expert in your niche

<https://newbieaffiliatemarkete.com/how-to-become-an-expert-in/>

How to do keyword research for content marketing

<https://newbieaffiliatemarkete.com/how-to-do-keyword-research-for-content-marketing/>

How to create free automation for your content using IFTTT [watch video here](#)

## **7. MOBILE**

You have to realise that probably over 50% of your readers will be viewing your website content via a mobile device. They are now reading, sharing and even buying direct from these devices.

We live in a mobile world you can access while, on a train, bus and even sitting on a beach. It doesn't cost a lot these days to have a mobile app developed for your business, but even if you don't want to go all out then make sure you are mobile friendly when it comes to your website content.

### **How to get the maximum out of Mobile**

1. Create your Wordpress website with a responsive theme just by doing this simple thing will definitely improve your website traffic as your readers experience will be greatly improved.
2. Make it easy to share your content via the mobile, if 50% plus are viewing you need to make sure they know how to share to others.
3. Have your optin forms fully responsive too, if 50% plus are viewing on mobile you want to grab these readers and add them to your email list, then you can keep sending them back for more great content.

More information here

List building with a blog <https://newbieaffiliatemarkete.com/list-building-with-a-blog/>

Build your own website from scratch with no techy skills required  
<https://newbieaffiliatemarketer.com/build-a-website-from-scratch/>

## **8. SOCIAL PROOF**

You have probably been influenced in the same way without even noticing a crowded cafe... a queue at an ice cream parlour... they must be good let's go in there!

The same social proof can be used online.

You have probably done exactly the same thing and never thought anything of it. So, to put it into online terms social accounts that have a high following are then deemed more trusted and then followed more.

Some social proof marketing tactics you can use

1. Use screenshots and images to give proof that you are popular.
2. Display your total number of shares on your blog, if someone sees that the post has been shared by loads of people, they are not only likely to read on but also share too.
3. A popular guest blog post on a top blog in your niche is going to give you huge social proof.
4. Klout is a social media tool that evaluates your social network influence it's free so be sure to check it out see how you are doing.
5. Bloggers tell readers to join their subscriber list, by saying join over 1,000's on our lists already, utilize this tactic yourself.
6. Testimonials are great social proof, if you can get video ones then even better.
7. Endorsements from other big names in your industry act as great social proof too.

More information here

8 steps to brand yourself online <https://newbieaffiliatemarketer.com/8-simple-steps-to-brand-yourself-online/>

## **Where to start...**

So, over the last 5,000 plus words I have shown you numerous ways to drive more traffic to your content now all you have to do is take action and recreate everything in the next 7 days ... Only joking !!

No, but seriously do take action that is the only way your traffic will increase.

To help you start I have put together a plan that you can start implementing today, let's run through it.

1. Start building your own list from day one, create a free product or use someone else's to get going.
2. Use email marketing and tweek as you go.
3. Create high quality regular content and promote it via social networks and email. One or two blog posts or Youtube videos a week is a good base line to start.
4. Join all the major social networks and start building, once you have some stats on traffic choose the top two or three at most and build these BIG
5. Optimise everything for SEO in time you will have a constant flow of organic traffic

**REMEMBER:** This is NOT a get rich quick scheme and will take and hard work be sure to connect with me via all the major networks details are below.

Good Luck...

Join over 96.800 followers across my main social networks

[Twitter 49.4K](#)

[Linkedin 15.5K](#)

[Facebook 28.2K](#)

[Pinterest 3.1K](#)

YouTube I have just started to build, there are loads of video tutorials about email marketing, blogging, affiliate marketing and easy ways to make money online [hop over and subscribe](#) I already have over 650 subscribers and 78,000 views on my videos already. Apart from organic traffic YouTube is my second largest traffic source.

