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ATTRACT
Strangers



Five Basic Ways to **Increase Traffic** to Your Website



Overview

You have a fancy website. Your fancy website is sleek, professional, and informative, created by the best website developer you could afford. But how do you actually spread the word about your digital pride and joy?

The attention you are looking for is called *traffic*. Internet traffic is generally defined as the number of people that visit a website (also called the number of clicks or visits). This is like owning a physical business with windows showcasing your services--you can count the number of people that look in your windows as "traffic," but that's not actually going to do you any good.

As a business, people looking in your windows is not your bottom line. You want them to come in and talk to you. You want to make sales, invite people into your organization, raise awareness, or whatever else is your company's goal.

You don't just want "traffic"--you want the *traffic* that will have the greatest positive impact for your investments. So, let's look at some ways to take advantage of the networking power of the Internet to get people inside your store.



Be the Superman to their Lois Lane.

So You Want to Increase Traffic to Your Website

One of the major problems businesses run into when marketing on the web is actually getting people to look at (and stay on) their website. Contrary to how we want it to work, simply having a website will not invite potential customers to stop by and visit. Fortunately, there are many options available to increase traffic to your page.

One of the most important things to consider when trying to increase traffic is not how many platforms you use or the quality of content you produce (though these are important), but connecting to the right people at the right time.

You need to be your customers' Superman to their Lois Lane, swooping down just in the nick of time to offer the perfect solution. Your personal Lois Lane is called your *buyer persona*: the person most likely to purchase your specific product or service.

Honing your marketing strategy towards people who are actually interested in your product will ensure a greater *return on investment*.

Let's look at a few ways you can make that happen.

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{01} SEO

SEO stands for search engine optimization--or, making sure your content shows up as high as possible in search results on Google, Yahoo, or Bing. These search engines use their own algorithms to decide what shows up where, but here is what you need to know:



Keywords are your friend.

Keywords are what users will type into the Google search bar (“best dog food brands”, “how to get coffee stains out of carpet”). Use keywords in prominent places, such as the website title and headings, that speak to your target audience.

- Long-tail keywords can be even more effective. They are the difference between “dog food” and “organic corn-free vegetarian blend kibble

for small dogs.” If the buyer is at that stage of their search, you want your business to be one of the first things that shows up in the results. Make your long-tail keywords detailed and specific to your buyers’ searches to organically show up higher in search results. General keywords can be hit-or-miss depending on the size of your business, but long-tails will raise your overall ROI by attracting people who are looking for your specific product.

{01} SEO

Search Engine Optimization!

- People who use search engines are looking for answers to problems. Your product is a solution to a problem--so what solution are you offering and what problem does it solve? Why should they click on your solution over a competitor's?
- Make sure your content is appropriate for your target audience. Are you targeting the average Joe, other businesses, or clients who have extensive knowledge of the industry? Who is your buyer persona? How can you speak to your Lois Lane in a way that will keep them interested?
- SEO is cost-efficient; it happens organically based on the relevance of your content and the popularity of your site, though an SEO strategy will be a catalyst to speeding it up. This is the type of link that users are most likely to click on, rather than paid advertisements.

{01} SEO



SEO can be your greatest weapon in the free-for-all melee for customers. An experiment by Groupon only serves to highlight this: “Our testing shows that...60% of the traffic to long URLs reported as Direct is probably Organic traffic from Google” (4). *Over half* of their direct traffic comes from Google searches!

SEO is obviously a powerful marketing tool. It is a free form of promotion, though it can take a long time to create the kind of response that makes a difference; it will take patience and understanding of long-term goals to see a noticeable increase in web traffic. However, when it does work (and it will), it will increase your traffic on an incredible scale.

{02} PPC

PPC stands for pay-per-click advertising. This type of marketing creates the paid advertisements that show up in a Google search, or on the sides of other websites and social media. According to the Interactive Advertising Bureau's 2014 statistics, 50% of ad revenue was brought in through PPC, making it the most effective paid form of advertising available (2).

This is a very malleable approach to web marketing, as it shows immediate results (in regards to number of clicks) and can conform to your budgeting and scheduling needs.

PPC works on bids: businesses bid on ad space and the highest bidders will show up at the top of search results. This causes two problems:



- **Money speaks louder than words, kind of.** Smaller businesses will have difficulty competing against major international companies; those larger corporations can easily spend millions of dollars on their sponsored advertising, creating major--but not impossible--obstacles for local business owners.
- **Bidding wars: not even once.** Even if you aren't a small insurance provider fighting Geico for ad space, the cost of bidding becomes unprofitable very quickly. Keep yourself objective while bidding--remember your budget and bottom line, and remember that sponsored advertising is not the be-all end-all of marketing.

{02}

PPC

Google sees all.

However, **quality trumps money!** Another factor in PPC advertising is your quality score. If your quality score is high, you can bid less than another business and still rank higher in the search results. Your quality score depends on how well your PPC account is structured; the number of clicks your ad gets; the relevance of your keywords, landing page, and ad text; overall quality of your site and past performance using PPC. Basically, don't try to cheat the system. Google sees all, and will adjust your quality score accordingly. A DIY strategy for PPC usually yields low quality scores and unnecessary higher costs per click.

There are also ways to edge around the big business battle for top rankings. Consider targeting your keywords, along with using popular ones (however, you should keep your targeted and blanket keyword campaigns separate--this will allow you to be more flexible with your budget so you can still see results from the expensive blanket keywords while keeping your focus on your target niche). Both HubSpot and Google AdWords have keyword planners to help you get started.

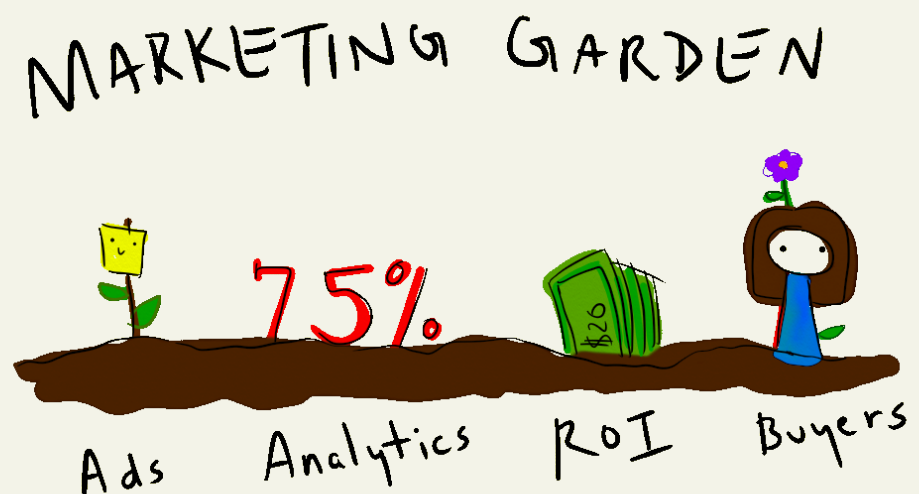
{02}

PPC

A beautiful marketing garden.

Keywords will be your greatest ally in any inbound marketing efforts you pursue. There are many creative ways to use indirect keywords and long-tail keywords that will benefit your business, more so than throwing all your money at words like “insurance” and hoping to show up on the first page of a Google search. Those without money must be inventive, so put on your thinking cap and get out of your box.

If you use PPC intelligently, you will definitely see results fast. These quick clicks can help boost your overall traffic while your long-term SEO and social media plans slowly grow into a beautiful marketing garden.



{03} Social Media

We live in the Age of Social Media (when did Grandma get a Facebook?) and it is unbelievably easy to use media platforms to your advantage. A GWI 2014 Q3 report states that 91% of people aged 16-64 visited YouTube, Facebook, Twitter, or Google+ in the past month (1). Everyone has Instagram on their smartphones, and tweets are commonly shared during major news broadcasts.



The public's collective attention span is shortening (approximately 8 seconds while browsing the web!), and information of all kinds explodes across the web like a shrapnel bomb (5). Keep your media messages short, eye-catching, and obvious to hit your mark.

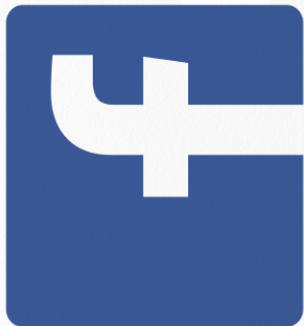
Social media are as unique and varied as the people that use them. To take full advantage of these resources, it is vital to understand the tone and etiquette of each individual site. Tailor your message carefully to each; posting the same thing on every site may seem easier, but you will never unlock the full marketing potential of social media with that tactic.

{03}

Social Media

As a business owner, these are the most important social media networks with which you should familiarize yourself:

- **Facebook.** The biggest social media outlet is, of course, Facebook. Every business should be familiar with this website, as it can become your most important networking tool and a huge marketing advantage. Facebook even has its own Ads program, so you can do PPC advertising in your off time.
- **LinkedIn.** LinkedIn is the farthest-reaching professional media site available. In contrast to all other major social media, LinkedIn's foremost purpose is to help professionals and businesses make connections. It's like a constant networking party online.



LinkedIn

{03} Social Media

- **Twitter.** Twitter is another major weapon: tweets take a few minutes to create and post and, if your following is large enough, they can spread far and wide within minutes. Tweets are especially useful as you can get attention quickly and hook the audience, and then direct them to your main website or another social media profile for further action.
- **Google+.** Google+ is an often overlooked media platform, as it performs similarly to Facebook. However, it is a valuable resource as it is a Google(!) product, and thus will affect your Google SEO. It also touches on some of the professional networking that makes LinkedIn so successful, so it is a great way to get in contact with your consumers and prospects.



{03}

Social Media

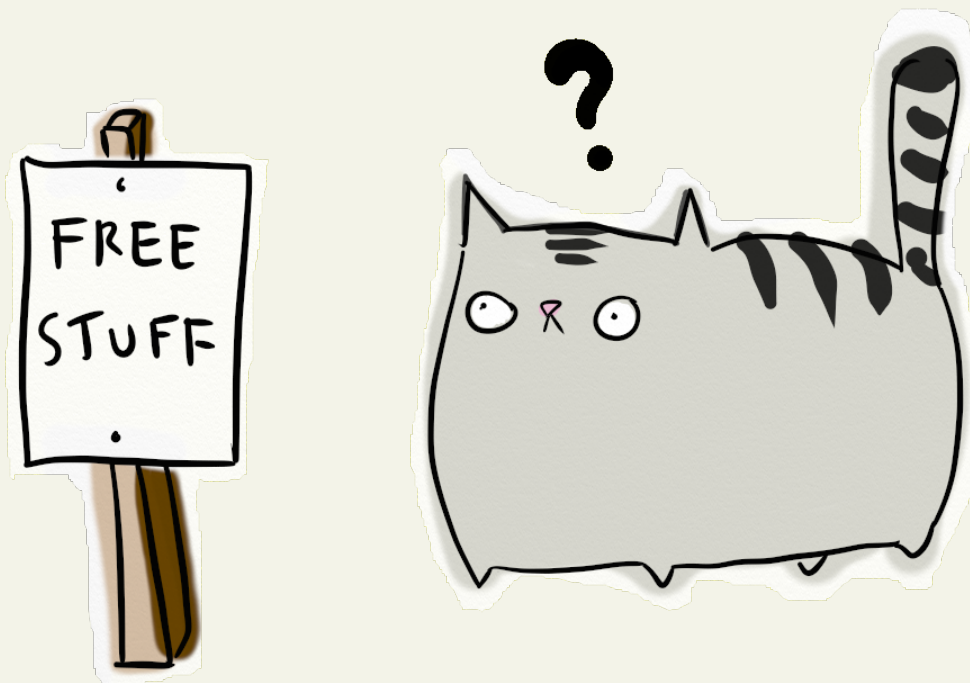
Pinterest is for dreamers.

- **Instagram.** Instagram is a great social image platform. This site is all about sharing photos--so if you use it, make sure your images are clean, sharp, and professional. Most of your success on Instagram will come from aesthetics rather than words.
- **YouTube.** Make a weblog! Tutorial videos! Demos! Business Bloopers! If you have strengths in audio-video, YouTube is an invaluable tool. This is a good way for your buyers to get familiar with you, but keep our short attention spans in mind if you want to add YouTube to your media collection.
- **Pinterest.** Pinterest is for dreamers. This is another visual media site, like Instagram, though the focus is on collecting images in your own personal little archives for later use. Users “pin” media to “boards” for sharing and storage. Think about creating the kind of content you would want to “pin” to a real bulletin board.

{03} Social Media

There are many other social media platforms and information sharing sites (such as Tumblr and Reddit) that can be very useful for your cause. These are just the major ones--keep looking around online for platforms that will be useful for your bottom line.

In general, the greatest advantage of social media is, like SEO, they are free to use. Additionally, many social media platforms offer some form of paid advertising as well (Facebook's Promote Your Page feature is one of many examples). You should research the full capabilities of each site, as they may be able to fulfill many different marketing goals with one package.



{04} Blogging

So... what the heck do you post to social media? Yeah, you can come up with humorous one-liners to get people to click on your links, but what are you doing for them? Why should they stay? The answer is: your blog.



Blogging is *the most important thing* that you can do as a marketer. According to a 2013 HubSpot study, “companies that blog once or twice per month generate 70 percent more leads than those who don’t blog at all” (3). Furthermore, “companies nearly double their sales leads by increasing blogging frequency from 3-5 times per month to 6-8 times per month” (3). Blogging gives your consumers insight into your company, and a way to connect to you by reading your words.

Blogging speaks to today’s buyer behavior where we start by doing research on our own before ever contacting a sales person.

Feed Your Social Media!

Regarding social media, blog posts are a good way to poke your business into other people’s lives. Share an interesting, informative post with a catchy title and watch it start jumping around Facebook or Twitter! (This is assuming you have some followers already.)

{04}

Blogging

Social media is temporary, blogging is forever.

Readers can also use your blog as a forum to discuss issues, ask questions, or give you due praise for a well-written article. Comments on blogs are public, so if you answer questions and concerns promptly and professionally, it will reflect very well on your business as a whole.

Social media is temporary, blogging is forever.

No one looks in your Facebook history from a year ago to see what you were up to. But, buyers like to go through and read good articles, especially if they are informative and knowledgeable. The farther back your blog history goes, the more a person can get a feel for what you do and how you do it. Those posts will be an online footprint (think SEO) for prospective buyers, so make sure they are well-written, high-quality pieces. And, again, it is important to blog well and often to optimize traffic to your site.

{04} Blogging

You'll be happy to know that, like most everything else, blogging affects your SEO! To maximize blog-SEO profit, use your chosen keywords in strategic places, link to your other content and goods, and make sure your blog posts are intelligent and relevant.

Another option is having someone else write articles about you. Whether the articles contain information about you and your business or critical reviews of your products and services, consumers like seeing opinions from other consumers. This isn't something over which you have total control, but it is something to keep in mind when networking online.



{05} Forums

Yahoo Answers and other similar Q&A forums are a fantastic way to get the word out about your services. Keep an eye out for questions related to your area of expertise, answer them professionally, and don't forget to link to your website at the end!

Reddit is a news/information sharing platform, and most users operate anonymously. You as a user will probably not be well-known, but you can link to your business and mention yourself when it is appropriate; however, shameless plugging is frowned upon.



Quora is a unique Q&A social media forum that presents as a kind of encyclopedia of human experience. Questions about science, philosophy, relationships (everything!) abound. Like Yahoo Answers, you want to keep an eye out for questions in your knowledge pool. Quora is a good way to get your name out as an expert in your field.

LinkedIn Groups are internal open or closed forums. There are forums for all professional fields, so look around and stick your hands in your favorite pots. If the group is open, you can just join and start posting. If it is closed, you need administrative approval before you can participate in the group. Think beyond your peers and instead find groups where your buyers hang out.

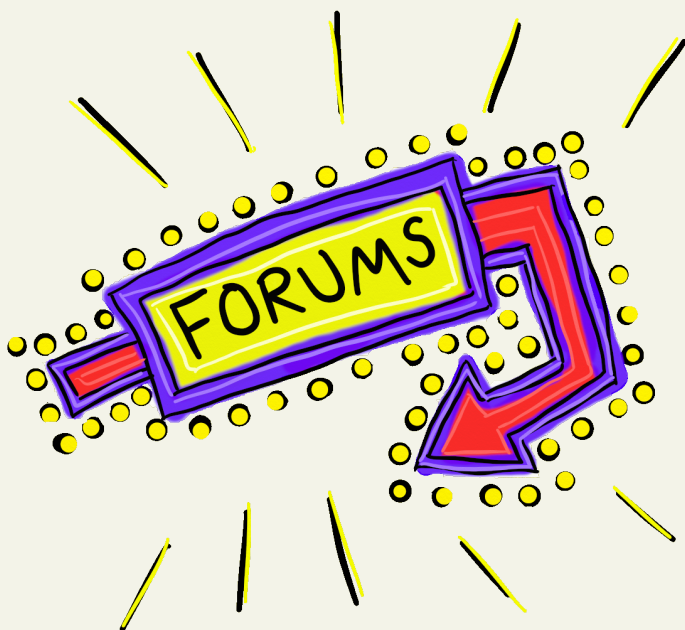
{05} Forums

Google+ Communities are forums available on the growing social media site, Google+. There are communities for almost any topic, and if you don't see anything that fits your needs, you can make your own!

The Internet is full of business-related forums.

Whether you sell cars, haircuts, personal training, dog grooming, etc., there is a forum out there somewhere for you.

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Participate! Participation is crucial for building an online presence, no matter what forums you frequent. Post high-quality material often. Hop into discussions and offer different insight into a problem. Follow others in your field for reconnaissance purposes and new perspectives. The Internet is a wonderful thing, but it will not do your work for you.

And So...

None of the tactics presented in this eBook are an instant cure-all. You must be passionate about your product, and vigilant in the maintenance of your web presence. As much as the Internet presents as a quick solution to every problem, it can take as much time and patience to build your reputation online as it does offline.

Furthermore, it is difficult for one person to keep track of all these marketing techniques and advertising campaigns and online presences--especially if that person is spread thin on other projects already. And, most people are. According to the Los Angeles Times, the average American works a day of overtime a week. Many others are taking on projects they were not hired to do .

If possible, delegate some of the online work to lessen the burden on each individual. Having one person whose purpose is purely inbound marketing and online networking would be ideal, but sometimes that isn't possible. Always work within your means, and know your limitations! If you can only feasibly do one of the things in this eBook, then focus on that and do it well.

Familiarize yourself with these traffic-generating techniques, implement them smartly, and be patient! You'll be connecting with your target market before you know it.

Obviously, we would be happy to help you implement any of these tactics and more! www.protocol80.com

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