

10 Winning Ways to Get Free Traffic to Your Site



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You create a website to share your knowledge and experience. You develop great content for it. Traffic trickles in, but you expected a lot more. Where are all the people and why aren't they coming to the site? Don't be discouraged. You just entered a new stage of your business development. It's time to direct and drive traffic to your site. However, you don't want just any traffic. You want targeted traffic.

What is targeted traffic?

Targeted traffic is that portion of net surfers who are part of your selected market. They arrive at your site due to marketing strategies that are crafted specifically to grab their attention. These are the pre-qualified visitors who can turn into leads, then buyers, and ultimately into loyal customers.

With millions of websites on the internet vying for your target market's attention, you need to actively attract and convert your ideal buyers.

But let me back up for a minute: Before you started your online business venture, you created a persona (profile) of your ideal customer, and you defined your niche and perhaps a sub-niche, as well, right?

Quick review of the “niching down” process: An example of a broad target audience could be women. Niching that down further, an example could be middle- aged women. Going one-step further, you could target single, middle-aged, women who are seeking their soul-mate. As you can see, you can continue niching your audience down as needed. When you know who your target audience is, and you know them well, you can successfully market to them by providing the information and solutions they want and need.

Getting general traffic to your site isn't difficult. (Search engines can do a lot of the basic work for you.) However, the key is to get the right traffic, by making effective use of search engines and other options available to you.

Here are 10 winning website traffic ideas to help you reach your target market and your goals.

1-Blogging

Blogging is one of the best ways to boost your site's search engine ranking, without having to pay money. Search engines want to see regular, updated material on your site. And the easiest way to get new information on your site is by blogging. When you write a blog, you will want to use keywords that you found in your initial market research. They can go in the title as well as the text. Then, since every blog post has its own individual keywords??, it's an additional way to improve your search engine ranking.

10 Winning Ways to Get Free Traffic to Your Website

Blogging is one of the best ways to get free organic traffic from the search engines because they like to see regularly updated content. That means, if you use this

strategy, you need to be consistent. Don't write a few blog posts or articles and stop. Your readers and search engines are hungry for your information. Adding new content on a regular basis will keep them both returning to your website. Remember infographics, blog posts, articles, pictures, audios, and videos are all types of content, too.

For content ideas, create a top 10 list of most important steps/ideas/skills/etc. to have on your subject.

2-Videos

Web users love videos. Videos are the next best thing to in-person for making connections with people and creating bonds. They can see and hear you and also get a sense of who you are by how you use vocal tone, facial expressions, and gestures.

Pick topics that are relevant and helpful for your ideal prospects. Make 2-3 minute videos that solve a small problem, give a resource they need or want, or talk about your philosophy on a subject relevant to your niche.

The idea is to show your expertise, your warmth, your thoughtfulness in sharing your free content with them. But then **always give them a “call to action”**, for those who want more or are ready to act. That can be either a freebie that they get in return for opting into your list, or a free consultation/strategy session where you find out more about their situation and offer them a suitable product or coaching program.

Create a channel on YouTube and upload your videos there.

3-Facebook Groups

People join Facebook groups to engage with others who are mutually interested in a particular topic and focus. So, joining the right group(s) is a way to be seen by a specific audience—your ideal audience.

Since Facebook is a social place where people go to hang out, they are letting their hair down while interacting with their unique community. They are looking for help, tips, resources, and, most of all, a place where they can ask questions and chat all day, if they want to, on their favorite or most urgent topic.

For best visibility, **choose closed groups**. Closed groups provide the best way to connect with serious action-takers and peers---all keen on your topic. And potential future affiliates and joint venture partners can turn up here as well. Tip: Before you can build a successful

10 Winning Ways to Get Free Traffic to Your Website

group yourself, it is a good idea to be seen as much as possible. Being seen in other peoples' Facebook Groups, is an effective way to do that.

So, make connections with members. Whenever you can help, answer questions. Give feedback on other group members' feedback requests. As you gain more presence, you will start attracting people to your own page, site, or group.

When it comes to adding value to a group:

- Provide free, augmentative resources to help the group owner
- Add value to the group through interaction
- Help fellow group members by providing feedback, answers, and interaction
- Congratulate and celebrate with other group members on their achievements
- Be there every day, in order to become known by the group owner and her top members
- Be alert to opportunities for reciprocal arrangements and JVs

Tip: Facebook groups not only allow you to share focused, valuable information; they also allow you to receive valuable information. Pay close attention to what gets posted—and especially to the responses. Take screenshots of posts, polls, questions and answers. Keep a “Research Journal” file and fill it with these screenshots. This file is your richest resource when it comes to thinking up products and packages to create for your market!

4-LinkedIn Groups

LinkedIn groups are similar to Facebook groups only the atmosphere is more formal and business-like. You can find groups that have your target market in them and then start participating. The same strategies apply as in the FB groups as discussed above.

5-Start Your Own Group

After you have established a presence in other people's groups in either Facebook

and/or LinkedIn, you can start your own group on that platform. If you invite

people from other groups that you are in, be careful about other people's rules for posting in their groups. Some have only certain days when you can post your own things.

You can offer a gift of some kind if they join your group. Most people need some kind of incentive these days.

Creating your own group is a way to build a sense of community. People can give advice, opinions, and input on your content as well as support each other. This is also a way for you

10 Winning Ways to Get Free Traffic to Your Website

to get to know your audience. Listen carefully to what they say (and to what they don't say). Keep members active and involved by asking open-ended questions and sharing your thoughts.

6-Guest Blogging

This is where you write a blog post for someone else's blog. Of course you only want **to post on sites that have your target market as part of their readership**. Find blogs that you think may have your target market, and read some of their posts to see if it's a good match for your style, content, topic, etc.

If you can be a guest blogger on a site that has an appeal to your target market, you will probably get some interest from the readers of that blog. You can have an "about the author" section at the end with the URL to your site. You should make an offer for one of your freebies at the end of your guest blog post so that people have an enticement to come over to your website and see what more you have to offer them. If the readers liked your post, they will come to your site to check you out.

You can also have other experts write guest posts for your site. They will usually provide a link on their site that links back to their post on your site so that their readers become your readers as well --- instant traffic.

7-Be a Podcast Guest

This is the same strategy as guest blogging only you do it with other people's podcasts. Find podcasts that your target audience might listen to. Listen to those to get a feel for what kind of content they offer, and then pick the ones who most closely resemble the kind of content you will be offering.

There are plenty of people who have their own podcasts or radio shows and they're always looking for guests to interview that have valuable knowledge, expertise, and information that would appeal to their audience. You can do a search on the Internet for podcasts and radio shows with your topic. Getting interviewed by someone who already has a following is a neat way to get free traffic to your site.

8-Interviews as Social Proof

Before people buy, they need to know you enough to trust you. They also need to know what your program can do, and why you are the perfect person to run it?. Getting yourself interviewed—and helping out fellow peers—is the perfect way to convince them you are the

10 Winning Ways to Get Free Traffic to Your Website

one. So always not only be available for interviews—but actively seek them out when you are getting ready to promote a new offer or program.

Interviews make it easy for new people to get to know you and discover why you are an expert in your field. When you grant an interview to someone, they will likely have a link to your site. Request an interview from your own mentors or experts in your field. Helping your readers get to know the people you admire or credit with your own success, associates your name with other well-known people and can give your authority level a boost, along with website traffic.

9-Find Joint Venture Partners

Joint venture partnerships are one of the fastest ways to build a business. Look around online for someone who markets a related product and offer to cross promote each other. There are many ways you can cross promote a joint venture partner online.

Think about what products relate to—or compliment—yours, and use your imagination on this. The possibilities are unlimited. Look in your local community for entrepreneur groups—both offline and online—to find these people. Then send them a brief note inviting them to discuss the possibilities of collaborating.

Even if you're just starting out, you can begin to cultivate joint venture partnerships. You will want to find partners that have similar-size lists to yours.

As you grow your list, you can seek out people with bigger lists. If you're just starting out with no list, you can offer to promote your joint venture partner's products, and have them promote you later on. It's the paying it forward concept.

10-Article Writing

Writing articles is another effective way to build your list. Most article directories like to see articles of about 500-700 words. (They give more exposure to articles of that size.) Your articles should be designed to give valuable content, information, and resources. This will build trust with your prospects and filter out the people who don't resonate with you.

In your articles you will want to include the keywords (which you found from your market research) that your target market is using. Writing keyword-focused articles will help you get your webpages ranked well in search engines like Google, Yahoo and others, and thus will generate highly targeted traffic from the article directories.

Here's how it works. You submit your article to an article directory that relates to your products or services. The articles that you submit include an author's resource box where you provide information about yourself and your business, including a link to your website.

10 Winning Ways to Get Free Traffic to Your Website

Then the directory allows other publishers and webmasters to reprint your articles--as long as the resource box that you carefully crafted is left intact.

Here are some general directories you can send articles to:

www.EzineArticles.com

www.articlecube.com

You can google article directories on your topic. And don't forget about LinkedIn's Pulse article directory.

In Summary

Those are 10 of the best ways to get FREE traffic to your site. When you go through the steps in this booklet, you will be able to get more traffic coming to your site.

But these 10 ways to get traffic are only part of the marketing picture. You need to have other marketing pieces in place to find your target audience and turn them into clients.

That means that once you start getting traffic, you need to be targeting the right people so you get quality traffic. Then you need to have a terrific opt-in gift that has content relevant to your ideal clients' problems---otherwise you're just going to have a bunch of subscribers that aren't really interested in your offers.

This is all about marketing. And as you can see, getting traffic to your site is just one part of it. There are pieces you need to have in place before you start attracting traffic, and there are more pieces you need to have in place after you get the traffic.

It can get quite overwhelming---especially if you are doing this yourself.

Now I'm aware that most coach training programs teach you how to coach, but they don't necessarily teach you how to market a business.

So if you want to get clients coming in on a consistent basis, you will still need to learn how to market your business and put all the pieces in place.

...and I don't want to leave you hanging.

The International Association of Professional Life Coaches® (IAPLC) is a professional organization that supports life coaches who want to have a thriving coaching business.

As a member, you get a **regular monthly training** with a marketing strategy that's working right now for coaches just like you, and the action steps you need to take to implement it. Plus, your coaching business **gets promoted** through both our directory and personalized Facebook advertising.

10 Winning Ways to Get Free Traffic to Your Website

If this sounds like something that you would benefit from, then...check out the **IAPLC Gold membership** program.

Keep getting support on your entrepreneurial journey by joining a community of like-minded coaches who are committed to success.

For more information and to enroll, go to:

www.iaplifecoaches.org/membership