

20 Proven Hacks To Increase Traffic

Eric Mulford

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Note: This checklist is provided by Eric Mulford to help you grow traffic to your site.

Do you want more traffic?

Better quality traffic?

Higher conversions and more money from your traffic?

Honestly who doesn't want more traffic? Then check out these traffic hacks that are sure to grow your traffic logs and your business...

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- 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 kettlebell training, then send those prospects to a Lead Page that offers them a free video which demonstrates the exercises they just learned about.
- 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.
- 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.

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- 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 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.

- 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.

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- 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.
 - Use social media tools to post content across all of your social media platforms at once.
 - Use social media plugins to automatically post to your social media accounts whenever you post to your blog.
- 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](https://www.upworthy.com/) to create a swipe file of attention-getting titles. Use an extension like Headlinrr to capture powerful headlines.
 - 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.

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- 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 people's blog, [Facebook groups](#), forums, and other platforms. Be sure to drop a signature line which links back to your own site.
 - Discussing the topic on your own platforms, such as your blog or social media pages. This can create a viral traffic effect. Another idea...
- 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."
- 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!
- 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.

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- 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 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.
- Produce multimedia content. The idea 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. [Maximize Your Audience Experience](#).
- 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.
- Hold a contest. You can stir up traffic and excitement in your niche by holding two contests:
 - A contest for Affiliates where they compete for prizes during a designated time period.
 - A contest for customers, which will help you build your list. TIP: Launch your customer contest on social media and use a tool like [Vyper](#) to boost the viral effect by giving contestants extra entries for sharing on social media.

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- Segment your mailing list. 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.
- 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.

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- 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.
- 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...
- 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: [Copywriting Expert](#)

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

Welcome To EricSaid!

Eric works with many of the top marketers in the industry producing training and create sales/marketing strategies.

In this product he is sharing a bit of that vast experience with you. The best way for you to benefit is to schedule a brief visit with Eric...

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