

Outline:

Source:

<https://www.digitalnomadwannabe.com/increased-blog-traffic-from-0-to-100000/>

Subject: How to Increase Traffic for Free

Working title / Headline: How You Get Clients While You Sleep

General Idea / Structure:

There is more than one way to get prospects on that landing page and convert them to customers.

Running paid ads is great, awesome if you know what you're doing.

But we can't rely on one source of traffic. Today we'll cover a free method that WILL bring more people to your website.

Relying on your paid ads for customers is a bad idea. What if your ad account gets hacked? What if there's a problem with your credit card? Or what if you hit some financial roadblocks causing your advertising budget to drop?

These things happen, more often than you may think. The problem is that most people don't think about it. Until something goes wrong. And at that point, it's too late. You need to be prepared by having multiple steady streams of traffic, both paid and organic.

As a matter of fact, you are witnessing it right now. Writing blog posts and articles relevant to your business is a great way to boost traffic. The most important thing is, as with ads, to be relevant and play into the conversation already going on in your audience's mind. If you do this, thanks to SEO, people will be drawn to your blog posts and if you write something good they may stick around and view more of your website.