

MATT GOFFREY'S

Traffic 101

Easy Tips To Tons Of Traffic

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Quick Disclaimers: While I've tried to ensure the accuracy of the information in this report, that accuracy is in no way guaranteed. Further, while the things I'm talking about in this report may have worked for me in the past, that past performance is no indication of your future results.

If you have any questions about what you read I can be reached by email at mattgoffrey@gmail.com

Chapter 1



When it comes right down to it, getting traffic really isn't all that difficult. In fact you could easily go out and buy some "guaranteed hits" to drive traffic numbers if you want.

The problem isn't getting traffic. The problem is getting the *right kind* of traffic. Traffic that is much more likely to convert into leads and sales.

This report is going to focus on doing that; showing you how to generate the best kind of traffic to give you the best chance possible of converting those visitors.

However, in theory, even that isn't very hard to do. You can buy traffic through PPC such as adwords or Facebook, you can use content marketing to drive traffic through the syndication of articles and videos, you can do search optimization to get top search rankings and therefore get traffic from the search engines, or you can do social media marketing and get traffic from Facebook, Google+, twitter, and so on.

Really, that's about it. At a high level, those are the ways of driving traffic, and you should be trying to get *some* traffic from each of them. The problem is that while getting traffic by buying it fairly easy, getting traffic from the other methods can be anything but.

So, let me further define what's going to be in this report. I'm going to talk about search optimization, social media marketing, and content marketing as methods of generating traffic that is the most likely to turn into leads and sales.

Chapter 2

BE GREAT

Actually, the real title of this chapter is “Be Great ... Or Don’t Bother” but that graphic just didn’t look as good. To start with, before I actually get into traffic generation tactics and so on, understand this: driving traffic becomes much easier once you decide to achieve nothing short of greatness.

The reason for that are:

1. Great content spreads, driving more traffic from more sites
2. Great content drives links, which means better search rankings
3. Great content means the people visiting your site are going to be predisposed to wanting to become a lead and a customer

In other words, once you start creating great content, many other things fall into place and the strategies and tactics that I’ll be talking about through the rest of this special report work so much better that you can find yourself catapulting from obscurity and to one of the most recognizable names in your industry in a couple of weeks.

Yes, I said a couple of weeks.

As an example, Derek Halpern has a post on how to add [2.281 new subscribers to your blog in just 27 days](#).

Here’s the bottom line, if you want to be mediocre, if you want to sit back on your laurels and try to buy traffic while doing little to provide real content and value to the people that visit your site, you can count on traffic and customers both being very expensive.

Flip that around, and if you decide to be great, if you honestly try to provide extensive value and incredible content to every visitor, your traffic and customers will come to you at exceptionally high profit margins.

That said, lets get into generating traffic ...

Chapter 3



YouTube can be an incredible source of traffic ... if you build your channel correctly and upload your videos the right way.

Now, I'm going to assume that you're creating good videos with real value to the people that watch them.

That said, when you go to upload your videos, the video description is extremely important. The description of every video you upload should start with the full URL to your site (including the http:// part). The reason is that YouTube will automatically turn that into a link. That makes it easy for people who watch your videos to then click through to your site.

It also gives you more links to your site (improving SEO) and creating more "context reference" for what the video is about (helping the SEO of the video).

However, that won't necessarily help you get more traffic.

What will help you get more traffic is a tool called "[tube toolbox](#)".

What you do, after you have a few videos on your site, is to use it to get friends for your YouTube profile. Some of those will also become subscribers. The tool will let you directly request subscribers ... but that's a bad idea. Use it to just ask for friends from people already subscribed to related channels.

Now every time you create a video, your friends and subscribers will know about it, they can watch the video, and click through to your site. Obviously not every person will watch or click through, but after a while, once you have thousands of subscribers and tens of thousands of friends, the traffic can become significant.

Further, the number of clickthroughs is something Google sees (after all, they own YouTube) which will further help your search rankings getting you even more traffic.

Chapter 4



If you're going to go through the trouble of creating videos for YouTube, why not put them into iTunes and gain access to their 375 million customers also?

It's actually a fairly simple process.

The benefit is that it gives you another high PR link to your site (again, helping the search rankings). Not only that, but iTunes is getting to be a heavily used search engine in its own right. Lots of people are now actively searching the iTunes podcast library to learn things.

This is your chance to be the person they learn from. This is your chance to demonstrate incredible expertise, to become the person folks look up to as an expert.

Once that happens, traffic becomes rather easy to come by. People will visit your site simply because you've asked them to ... they'll buy from you simply because you ask.

The thing is, doing this is actually quite easy.

The process to create your own Podcast Channel on iTunes [is described here](#).

Just know this ... YouTube has an RSS feed. That means you don't need to upload the videos somewhere else or anything like that. Simply input the RSS feed from your YouTube channel and those videos will become available to iTunes.

This is a way of gaining access to people on YouTube and the people that use iTunes, with zero extra effort or cost.

Chapter 5



Okay, you're creating great content on your blog, you're creating videos and putting them on YouTube and iTunes.

Why not take that content, turn it into a book, and use CreateSpace.com, and kdp.amazon.com (CreateSpace is for print and KDP is for Kindle) so that your content can now also be found on Amazon?

Here's the thing, Amazon is the largest website in the world for buyers. People that go onto Amazon and use their search engine are always looking to buy something. That makes Amazon the single most valuable source of traffic in existence.

Not only that, but Amazon has an insane amount of strength with Google. It doesn't take very many links to an Amazon listing for that listing to be seeing top rankings. This can mean that you have the ability to put multiple pages onto the front page of Google.

Let me ask you something, how much of an authority will you appear to be when the first page of Google contains your main site, your blog, two or three of your YouTube videos, your iTunes listing, and a book in both print and kindle format on amazon?

Do you think that your market will consider that you are the undisputed authority in your market?

The answer is of course they will.

Given that you'll be viewed as the undisputed authority, do you think that more people will be willing to pay you more just for the privilege of working with the best?

The answer is absolutely!

Check out my special report [How To Partner With Amazon](#) for more details on how to do this.

Chapter 6

Viral Marketing



Now this is actually a huge topic. In fact I wrote an entire Viral Manifesto on the topic.

Here's the thing, if you can create content that goes viral the amount of traffic that it can build is crazy. More importantly the amount of authority and perception of expertise that it builds is even more incredible.

You can check out the [Viral Manifesto by Clicking Here Now](#).

There will be some minor repeats of things that you've read here (such as the admonition to create great content worthy of being linked to and talked about).

More importantly however that special report covers in detail what "creating great content" actually means and how to do it.

Like I said, creating great content is the lynchpin of any good traffic generation strategy and that manifesto covers the real deal on how to do that.

Chapter 7



Now this is where things might seem a little ... wierd.

Inbound marketing is the blend of search engine optimization (called SEO), social media marketing (called SMM), and content marketing.

Much of what I've been talking about so far is a combination of SEO and content marketing.

Inbound marketing however goes beyond what I've covered.

For starters, start being cognizant of the key words that you want to rank well for and make sure that you're creating content aimed at those words and putting those words in the titles of your content.

From there, you can create something called a Link Wheel, which I describe in fair detail at this article [HERE](#). That will generate still more links to your site on top of the other things I've talked about in this article.

Now it's time to add social media marketing into the mix.

Google+ especially can not only help you to spread your content, you can also generate yet more more links (again, that SEO benefit).

When you create content, the idea is to post that you created that content on the various social media networks (Google+, Facebook, and twitter).

Then you can also social bookmark that content on sites like Pinterest, Digg, Reddit, Mixiv, and Diigo.

The idea here is to make sure that when you create content as many people as possible learn about it. The more people that know about your content, the more people that will visit your site.

All of this ties directly back to the purpose of this special report which is Traffic Generation.

This Is Important

We are living in an age where gaining people's attention is one of the most valuable things you can do, and not just gaining their attention ... gaining it repeatedly. That is the essence of the traffic strategies that has been discussed in this report.

Once you are repeatedly gaining the attention of your market, making money becomes a piece of cake. I talk about this in detail [at this post here](#).

One more thing before I wrap up. I don't care what business you are in or what market you serve, I can show you how to get more traffic, more leads, and more sales.

If that interests you, I give totally free strategy sessions. No cost, no shenanigans, I'll spend an hour on the phone with you and give you exact tips you can use.

If you're interested in that [just click here right now](#).