Checklist #1

The Ultimate Traffic Generation Checklist

Whether you're setting up a paid advertising campaign or using any number of the many effective free methods for generating traffic, there are 20 steps you need to take to ensure your success. Take a look…

1. See how the traffic method fits into your overall strategy.

Before you even think about implementing a new traffic source, you need to start by planning your overall traffic and marketing strategy. Once you've done that, then you can check that your traffic method fits into your overall strategy.

Some traffic sources may not be ideal for your overall strategy – spend time on those that are.

2. Check that the traffic method will create targeted traffic.

Some marketers forget that QUALITY of traffic is the first priority. It doesn't matter if you have tens of thousands of visitors if these visitors don't convert (i.e., buy or opt-in). So before you start a new campaign, ask yourself:

- Where does this traffic come from?

- What are the demographics of this audience?

- Are they directly interested in what I'm offering?

3. Define your goals and how you'll measure them.

Next, you need to decide what your goal is for this particular campaign. For example:

- Are you seeking to grow your mailing list?

- Do you want to directly sell a product?

- Are you aiming to build your brand?

- Do you want people to share your content?

- Do you want prospects to pick up the phone and call you?

- Do you want prospects to fill out a form?

Once you pick a goal, then be sure your entire campaign is focused on achieving this goal.

4. Estimate the numbers.

Now here's the key: not only do you need to pick a goal, it needs to be measurable. In this step, you should determine how, exactly, you'll reach and measure your goal.

For instance, if you want to directly sell a product, then estimate your conversion rate to determine how much traffic you'll need to meet your sales goals.

> *Here's a very simple example: Let's suppose you want to make 10 sales. And let's suppose you estimate your conversion rate to be 2%, which means you make two sales for every 100 visitors. That means you'll need 500 visitors in order to reach your goal of making 10 sales.*

5. See that your sales funnel is in place.

Even if your goal is to directly sell a product, your overall ad campaign will have more success if your entire sales funnel is in place before you begin the campaign. That way you can start making sales on the backend immediately.

6. Review your landing page copy.

Check for the following:

- Do you have a compelling headline?

- Do you present a bulleted list of benefits?

- Do you evoke emotion?

- Do you offer proof of your claims?

- Do you provide a strong call to action?

- Are there any leaks, such as unnecessary links that will take people away from the sales page?

7. Check links and forms.

Next, go through the process of ordering, filling out a form, or joining your mailing list (i.e., whatever your goal is) to be sure that everything works as it should.

Better yet, enlist a guinea pig (i.e., friend) to test for you. He will often spot things in the process that you may miss.

8. Create your ad.

This might be a pay per click ad, a byline at the end of a blog article, ads for your affiliates to use, or anything else. Be sure your ad presents the biggest benefits upfront, and arouses curiosity if possible.

9. Provide a strong call to action.

Every ad should tell prospects exactly what you want them to do next.

For example: "Click here to see why dieters everywhere are so excited about this new way to get rid of belly fat!"

10. Create graphics as needed.

If you need graphics and can't create them yourself, then hire someone. You might even be able to find someone on Fiverr.com to create simple yet polished graphics for you.

> *TIP: Check stock photo sites like istockphoto.com and depositphoto.com to get your hands on good graphics for a low price.*

11. Write autoresponder emails.

Whether you are selling products directly or gathering leads, you need to have an autoresponder sequence on the backend to either:

1. Thank a new customer for their purchase, and then recommend related products to them or

2. Help a prospect solve part of a problem while recommending paid solutions to them.

> *EXAMPLE: "The Five Secrets For Doubling Your Conversion Rates."*

12. Double check emails.

Once your emails are finished, check the following:

- Do they have low spam scores?

- Are the headlines compelling and click-worthy?

- Do the links inside the emails work?

13. Get testing tools.

Before you run your ad, you'll need to get your hands on testing tools to meet your needs. These tools might include simple A/B split testing

tools like SplitTestMonkey.com, or you might use more robust tools such as Piwik.org.

Thrive Themes offers a subscription to their Thrive Leads plugin for WordPress that makes A/B testing super simple.

14. Start small.

In other words, don't invest all your time and money into one place. Start small and scale up as you get good results.

> *For example, if you're purchasing a solo ad, then don't dump all your ad money into just one ad. Instead, test multiple small ad buys across different newsletters. Repeat with those that get results.*

15. Tweak for better results.

This includes:

- Testing and tweaking your ad itself to be sure it's converting optimally.

- Testing and tweaking your landing page to be sure you're not wasting the traffic.

16. Reinvest in high-response ads or venues.

As you figure out what's working the best, then reinvest both more time and more money in the best venues.

> *For example, if you started an affiliate program and have discovered you have a super affiliate on your team, then encourage this person by giving them special perks such as higher commissions.*

Another example: If a pay per click campaign is working really well, go ahead and reinvest your profits to grow your business more quickly.

17. Test all aspects of the process.

You're already testing your ads and landing pages. Be sure to test your backend efforts too, such as your autoresponder emails. Note: Continue to add more emails to your autoresponder for additional sales!

18. Focus on one traffic source.

Don't spread yourself too thin. For now, focus on this ONE traffic source, and work on optimizing your campaign for maximum profits.

19. Tweak your plan.

Ask yourself:

- How well does this traffic method fit into my overall plan based on the results (or lack there) that were generated?

- What percentage of profits does this traffic method generate for my business?

- What percentage of my resources should I invest into growing this traffic method?

Hint: Spend 80% of your time and resources focusing on those 20% of traffic sources that generate the BIGGEST subscribers, conversions, and profits for you.

20. Rinse and repeat.

At this point you should have a traffic source that's really working. Now just rinse and repeat everything. Select another traffic source,

add it to your overall strategy, and get to work maximizing conversions and profits!

21. Want more? Have a question?
Need help with your business? Email me. I answer all emails myself.
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I have written several books about blogging & WordPress for the Amazon Kindle platform:

The Ultimate Guide to Blogging Series