

Drive Traffic to Your Website Cheat Sheet



Paid Promotion

Run Google Ads campaigns

- Search Ads
- Shopping Ads
- Display Ads
- Discovery Ads
- YouTube Video Ads

Run Microsoft Advertising campaigns

- Search Ads
- Shopping Ads
- Microsoft Audience Ads

SEO

Tackle keyword optimization

1. Do keyword research
2. Map keywords to pages
3. Add keywords to content

Make your SERP appearance noticeable

- Write attractive meta titles and descriptions
- Apply structured data

Do internal linking

- Link all important pages on the website
- Link traffic pages to conversion pages
- Choose right anchor texts
- Audit your links

Provide better user experience

- Improve Core Web Vitals
- Improve website safety
- Make your site mobile-friendly
- Remove intrusive interstitials

Do link building like a pro

- Encourage natural link building
- Do guest blogging
- Get links from authoritative sites
- Claim unlinked mentions
- Reclaim lost links
- Audit your backlink profile

Improve your local SEO

- Optimize your site for local intent queries
- Create landing pages for different locations Apply
- Local Business structured data
- Get listed on Google Business profile and Bing Places for Business

Content Creation

Run a blog

- Focus on quality
- Publish content regularly
- Publish diverse content

Focus on creating evergreen content

1. Prepare a list of topics with steady traffic potential
2. Select the right keywords
3. Avoid mentioning any dates in headlines
4. Update evergreen content regularly

Choose catchy headlines

- Don't overdo the clickbait thing
- Include numbers if possible
- Call out your target audience
- Add keywords

Create more visuals

- Create images, infographics, screenshots, GIFs, and videos
- Do image SEO
- Follow the copyright law

Consider eLearning options

- Launch online courses
- Write eBooks
- Hold live webinars

Social Media & Communities

Be active on social media

- Find platforms where your audience is active
- Create content plan
- Publish regularly at the right time
- Place links to your website in the *Bio* and *About* sections and post captions
- Promote your account

Use social media ads

- Choose the right platform
- Create an appealing visual for your ad

Work with influencers

1. Find the platform where your audience is
2. Find influencers
3. Check out their stats
4. Reach out to your influencer
5. Coordinate your campaign

Email Campaigns

Send emails to announce new content

1. Post on your blog
2. Send out an email to your subscribers to invite them to read it

Notify about product updates

1. Post a piece of news with your latest update
2. Send out an email about it to your subscribers

Send weekly, biweekly, or monthly digest

1. Collect all your worthy posts for a certain period of time in one email
2. Send it out

Make use of partnership emails

1. Create co-marketing content
2. Announce it and promote via email to audiences of both companies

Others

Get your business listed

1. Get listed on review/rating sites in your niche
2. Maintain your account and reputation

Offer free or partially free tools

- Launch idea and topic generators
- Let users pass assessments
- Come up with quizzes
- Add calculators

Set up an affiliate program

1. Choose a special management app
2. Decide on the commission fee
3. Start promoting your program
4. Find affiliates