

# Driving Traffic Without Breaking the Bank Workbook

**Presented By  
Connie Ragen Green**



# Introduction

When you start a business, whether it's online or offline, you know you need a website, and you also know that you need website traffic. It can be tempting to use any and all tactics to get more traffic, but the truth is, the quality of the traffic matters exponentially.

**In this workbook, you will have notes on:**

- ✓ The Type of Traffic Most Important for Success
- ✓ Why You Need to Find Out Where Your Audience Is
- ✓ The Costs Associated with Traffic Generation
- ✓ Free and Paid Ways to Get in Front of Your Audience
- ✓ And so much more!



# Not All Traffic is Created Equal

On your quest for traffic, it's imperative that you remember that the quality of your traffic is just as important as getting more traffic. Sending qualified targeted visitors to your sales pages is going to be much more effective than trying to just get any type of traffic from anyplace.

To get a clear idea of the direction you need to go, use your Google Analytics account to study your situation. *If you don't have Google Analytics yet, set it up right now.*

## Look at the facts that you can learn from analytical data:

- **Bounce Rate:** Bounce Rate = Number of Bounces/Number of Visitors

*How often do people come to the site or page and then leave fast? What is your bounce rate?*

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- **Visit Duration:**

*How long do people stick around on the page or your entire site before leaving?*

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- **Page Visits:**

*How many people visit each page and your site in general?*

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*Do these visitors come back?*

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*Do they share anything?*

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*What do they read?*

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➤ **Traffic Sources:**

*Where is the traffic coming from?*

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➤ **Busiest Page:**

*Which page gets the most traffic? A blog post that you wrote? A product sales page?*

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*Why?*

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*Is that page producing results or just traffic?*

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➤ **Audience Behaviour:**

*Where did they come from, where did they go, and what did they do when they got there?*

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Understanding these facts can help you design a strategy to improve the type of traffic you bring to your site. Remember that the quality of traffic is the most important factor when you use any type of tactic to bring more traffic to your site.

# Figure Out Who Your Target Audience Is and Where They Hang Out Online

Once you've studied where you are right now, it's important to narrow down your target audience even more. You want to know where they get their information and where they hang out online.

## Know Your Audience

Where does your audience go to commiserate with others like them? For example, are there groups on Facebook or another social media page that your audience likes to frequent? What events do they attend, online and offline?

*Who is your ideal audience? Who is the person who wants and needs to own what you are offering?*

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Do they read certain magazines online or even offline? Books? Blogs? What places do they get their information? That's where you want to ensure that they also find your information.

*Where do they hang out? What information do they read? Where do they go to find this information?*

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*What TV shows do they like? What music do they listen to?*

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Knowing the words (jargon) your audience uses to find the information you provide will also help them find you. Search engine optimization (SEO) works by searching the net for the terms (words) that you have on your pages compared to the words their customer searched.

*What jargon is your audience using?*

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One thing you want to know for sure about your audience is what their values are. What is important to them in their life? Is it family and God, or is it luxury vacations and spa products? These values don't mean someone is good or bad. But rather informs you how they might spend their extra money and how to phrase your sales copy.

*What are their personal values?*

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# Free Ways to Get in Front of Your Ideal Audience

You need ways to ensure you're doing all you can to get in front of your ideal audience. If you do, you'll get more traffic. Not only will you drive traffic to your site more, but the traffic that comes will also be a lot more enthusiastic and more likely to convert since it's exactly what they want.

## 1. Guest Blog Post

*Where can you submit a guest blog post? Think of businesses that are complementary to yours and serving the same ideal audience.*

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## 2. Speak at Events

*What type of events would be beneficial for you to be a speaker?*

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## 3. Go Live

*What platform(s) can you utilize to go live? List some topics you can talk about on a series of lives.*

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### **Topics:**

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*Product 2:*

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*Product 3:*

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*Product 4:*

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*Other products:*

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*Now, what are straightforward descriptions you can add on after those keywords?*

*Product 1:*

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*Product 2:*

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*Product 3:*

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*Product 4:*

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*Other products:*

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*You can also try the strategy of asking questions in your headlines. What questions can you ask?*

*Product 1:*

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*Product 2:*

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*Product 3:*

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*Product 4:*

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*Other products:*

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Or, you can “poke the bear” in your headlines – if that is your style.

Product 1:

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Product 2:

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Product 3:

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Product 4:

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Other products:

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## 7. Ask for Referrals

*How can you incentivize people to share your content? Points, coupons, etc.*

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**8. Republish Content**

*Do you have content that you've published on your blog but haven't repurposed it for other sites? You can repurpose it for Facebook, Instagram, LinkedIn, etc.*

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**9. Link Internally More**

*Check your current content. Do you have plenty of internal links? Update older blog posts and add current links to newer blog posts. Brainstorm how you can interlink some of your content:*

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**10. Talk to Experts**

*Are there any experts in your niche who you can interview?*

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Getting traffic is something that you must work on every single day. If you develop a system that you use each time you publish something new, paid or free, you'll do a lot better.

# Paid Ways to Get in Front of Your Audience

Before you choose to spend money promoting to your audience, you need to be sure that you have a clear point of view on your website, social media platforms, and that you have a product to promote.

## 1. Affiliates

*Do you have an affiliate program? If you do, how can you build it up? If you don't, who can you reach out to in order to gather affiliates? What product can you promote and give affiliate income out?*

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## 2. Advertising

*First, decide where your audience hangs out the most. This is likely where you will want to start advertising. You can branch out to other places as you grow. Is it Google Ad, Facebook, Instagram?*

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*Take a course, research, or hire someone to start advertising.*

## 3. Influencers

*Are there any particular influencers your audience likes to follow? Who are they?*

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*What products can you ask them to promote?*



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*How does this benefit them to promote these products?*

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**4. Outsource**

*What items can you outsource?*

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*It may help to create a budget for advertising you want to outsource:*

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**5. Syndication**

*Look into syndication companies. Are there any that will get your content in from of your audience?*

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**6. Sponsored Content**

*What are some places you may be able to pay to have your content published? Look at blogs, websites, or magazines. Make sure they are places your ideal audience is going.*

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**7. Create More Content**

*What are some fresh content ideas and topics? You can pay people to create these for you.*

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*What content do you have that could be organized, updated, or reimaged and republished?*

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**8. SEO**

*Does your SEO need improvement? At the very least, you can hire someone to review it.*

**9. Competitions**

*What are some competitions you could host? How will it generate traffic?  
What prizes can you offer?*

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**10. Free Swag**

*Do you have free swag you can offer? Do you attend live events? Even free pens, magnets, or other small items can be personalized with your branding and information.*

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These paid ways to get more traffic to your site work wonders if you know what you're doing. For this reason, it's imperative that you truly study and learn how to use any of these methods appropriately to get the most out of your expenditure. You can also hire an expert.

# Creating Leverage to Increase Traffic

There is no one perfect traffic generation strategy. There is no one-size-fits-all plan that you can follow step-by-step because each business model is slightly different and calls for a different plan due to the product and the audience.

You know what's working or not with online efforts because you have data that you can study.

**Use the data to find out:**

## **More Info About Your Ideal Customer**

*What blog post have they read the most?*

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*What blog post have they commented on most? Shared most?*

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*What new content can you create that will piggyback off the most popular blog post(s)?*

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**Price Your Offers Better**

*What price point is selling the most?*

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*What price point gets the least amount of traffic and conversions?*

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**Recognize Trends**

*What trends do you notice?*

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*Does your audience stop buying during certain times of the year? If so, why?*

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*Are you producing less content at times?*

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*Is there less traffic during certain days or months?*

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**Beat Your Competition**

*Who is your competition?*

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*What can you learn from their site analytics?*

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*What are they doing better? What are they doing worse?*

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**Adjust Advertising Campaigns**

*Is your advertisement converting?*

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*Is it getting clicks?*

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*How many people are seeing the ad? How does that number compare to how many click and how many buy?*

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*If there are a lot of clicks but little purchasing, why?*

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*How can you improve? Rewording? Changing the photo? Fixing the landing page?*

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When you get started with studying analytics and data to find out more about your audience, your competition, and how the tactics you're using are working (or not working), this is an exciting time. Data can make all the difference in the actions you take going forward that bring traffic to your offers.

## Conclusion

Driving traffic to your site is a huge topic. This has barely touched the surface in a lot of ways. Each traffic generation method can become an entire book getting into the ins and outs of each method to find out what works best.

### You have learned:

- ✓ **Not All Traffic is Equal** – You will not reduce your audience size by reducing the people you reach out to because your ideal audience size stays the same.
- ✓ **The Importance of Audience Knowledge** – Knowing where your audience hangs out, why, and what they like to read is imperative to success when creating content to target them.
- ✓ **Traffic Generation Has a Cost** – That cost may be money, time, or effort.
- ✓ **Ways to Drive Traffic** – You've also learned a few free and paid ways to generate more traffic to your offers.

Now that you know what to do to drive traffic to your offers, what are you waiting for?

*What is one thing you have learned that you can apply right now to make a huge difference?*

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You must start someplace, so put one foot in front of the other and get started.



## About Connie Ragen Green

Connie Ragen Green is a bestselling author, international speaker, and online marketing strategist who is dedicating her life to serving others as they build and grow successful and lucrative online businesses. Her background includes working as a classroom teacher for twenty years, while simultaneously working in real estate. In 2006 she left it all behind to come online, and the rest is history.

She makes her home in two cities in southern California; Santa Clarita in the desert and Santa Barbara at the beach. In addition to her writing and work online, Connie consults and strategizes with several major corporations and some non-profits, as well as volunteering with groups such as the international service organization Rotary, the Boys & Girls Clubs, the Benevolent Protective Order of Elks, the women's business organization Zonta, and several other charitable groups.

As the 2016 recipient of the Merrill Hoffman Award, presented to Connie by the Santa Barbara Rotary Club, being honored with this award has strengthened her resolve to serve others around the world in any way she is able to by using her gifts, talents, and experiences in a positive and sincere manner.

My [books on entrepreneurship and more](http://ConnieRagenGreenBooks.com) are at: <http://ConnieRagenGreenBooks.com> - check out my most recent titles to see which is best for your goals. If you're not sure where to begin, simply hit "reply" to any of my email messages and I will respond to your questions promptly.



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