

# Let's Get Started!

How would it feel to be top-of-mind to the people who are actively searching for your brand, hot topics in your niche, and people who visit your website? That'd be pretty awesome, right?

Well, the issue is that most people don't understand how to capture these folks when they land on their site and they don't know how to present themselves in front of them later.

Most folks also don't know how to get laser targeted with their paid and organic traffic efforts to get seen by these people in Google and other platforms.

This is SO common and something we struggled with for almost 12 years. It's TOUGH and expensive to run traffic using the methods that are taught by some of the largest traffic "gurus".

It also doesn't help that traffic and SEO agencies make you feel useless when it comes to running your own traffic that *actually* converts! That sucks!

That is why we finally created a simple book for you to follow so you can get ahead of the traffic game. We have created this book to give you our strategies of being seen "everywhere" to the right people who are engaging with us or looking up something we offer.

(Side note: These traffic strategies work for you if you have your own online business, information products, promote other people's products as an affiliate, run a brick and

mortar company, have an ecommerce store with healthy profits, and any other business).

Most people think that running TARGETED traffic to interested people is hard. **It's not!**

This is a book that was created solely for the purpose to show you that you ARE capable of running your own traffic...

That you DON'T need an expensive agency to manage everything for \$2,000+ retainers per month and don't have your best profit-generating intentions as you do for your business.

This book was made to give you *actionable* strategies and steps to follow to start your traffic journey and convert interested people into buyers of your products and services.

It's not rocket science and we try to keep this simple for the non-techy and even the folks who aren't expert marketers. ANYONE with a business that has an offer and knows their numbers can use these strategies.

Ok, ok. So let's kick things off with how we get seen every single day (in very competitive niches) by people who are highly qualified and ready to buy. This is the start to a fun little journey...

**UPDATE:** Jump to [page 104](#) to dive into all of the newest strategies and tactics that were recently added! We share tactics taught to us by Justin Brooke, Dennis Yu, Molly Pittman, Nicholas Kusmich, Curt Maly, Billy Gene Shaw, John Belcher, Tom Breeze, Brian Dean, Sunny Lenarduzzi, Aaron Biblow, Triston Goodwin, Nate Broughton, Robert Farrington, Stephan Spencer, Matthew Woodward, Steve Olsher, Esther Kiss, Nicole Holland, and Josh Turner!

# How We Get Highly Qualified, Ready-to-Buy Traffic Everyday

Traffic is often a tough beast to tame...

So many people do it completely wrong... To be fair, so many people TEACH it wrong too. Here's the best advice we can possibly give...

**All traffic is NOT created equal. Different traffic sources serve different roles.**

So many people go straight to Facebook and try to use that one platform to drive all of their traffic back to their site.

They don't make sales quickly and they give up.

The problem is that Facebook is not a place where people hang out that are looking for something to buy.

However, on Google, when someone searches for "best chiropractor" or "best email opt-in tool", there's a pretty damn good chance that they're looking to spend money.

*So here's how we use advertising (here's a summary before getting into details)...*

We create an ad on Google, based on what they're looking to buy... We target people that might search "best email opt-in tool" and we put an article in front of them.

This article can be a review of various tools, a tutorial around one tool, or something that helps make the sale of the tool.

THEN, and only after they clicked our article, do we start retargeting people on other platforms like Facebook and Google.

They've shown interest because they did the search. They're now familiar with our solution because they read our article. And now they're seeing us everywhere like we have a monster ad budget because we're retargeting them everywhere.

This traffic flow works like crazy and is the reason we're as successful as we are today.

**Have you been struggling to drive highly qualified traffic to your website or offers?**

Most people seem to be able to either drive a lot of traffic that doesn't convert into sales very well or they haven't managed to crack that nut on how to drive traffic in the first place.

In this deep-dive post, I'm going to walk you through how we drive traffic that's reliable, consistent, and very qualified... Meaning that the traffic that we send actually buys stuff.

We've taught this strategy on two other occasions... The first time was in an, invite-only, mastermind where people paid \$3k each to be in the room. The other time was when we briefly discussed it on [this podcast episode](#).

The podcast episode was a good primer but, today we're going to go a little deeper down the rabbit hole.

So let's begin...

## The Typical Way People Drive Traffic:

### Here's how most people drive traffic with Facebook ads...

They create their offer page, they go to their Facebook ads dashboard, they find a bunch of targets that they think would be relevant and add them to an adset, and they point this traffic to their offer page. They hope that the combination of interest targets, ad images, ad copy, and landing page converts a small percentage of the people that see the page into sales.



The problem with this approach is that people don't go on Facebook to buy things. People are on Facebook to see what their friends and family are up to and to see how many likes their most recent vacation photo got them. Your ad is interrupting that experience for them and you have no real idea if the interest targets you selected are actually people that would want what you're offering. More than likely, they liked a page a couple of years ago, forgot they liked it, and now their seeing your ad which may or may not still be relevant to where they are in life right now.

### **Now, here's how most people drive traffic with Google search ads...**

They create their offer page, login to the Adwords dashboard, create search ads for people who search their product name or who search for a competing product's name. They may sprinkle in some broad keywords as well that are relevant to what they're selling and hope that it pans out for them.



The problem with this approach to Google ads is that you're mostly targeting "solution aware" people. The people that are going to see your ad are people that are already

aware that your product exists or, at the very least, a competitor's product exists. This is great and you should definitely scoop up that traffic, however, you're not really getting your offer in front of new eyeballs that may have no clue that you're the answer to their problems.

If you've ever run Google ads before, you probably also know that going after broad keywords can be very expensive and often lead to a lot of clicks that really aren't your ideal customer.

Yes, there are some people that get lucky and the above methods work just fine and get them of a nice ROI. However, we like a little more certainty than that. We like to know that only the most relevant people are seeing our ads... and seeing them often.

That's why we pieced together our own little traffic strategy... A strategy that we call The Perpetual Audience Growth Formula. It's a mashup of strategies from about ten other marketers that we pieced together to build the ultimate traffic tactic. It drives consistent results and is easily predictable.

Now, before I go any further... **This strategy is NOT for everybody.**

If you're unwilling to spend money to grow your business, this will not be for you. It relies heavily on paid advertising and a few key premium tools. Anyone with an aversion to investing money to get their business going, look elsewhere.

If you have nothing to promote, this is not for you. This isn't a simple "*make money online*" scheme. This is a way to drive qualified traffic to existing offers.

If you have a product that is crap, this isn't for you. No amount of great marketing is going to help you sell a product that people just don't want.

This strategy DOES work for:

- Information marketers who sell online courses
- Coaches and consultants who have a specific focus
- Ecommerce businesses who operate in a specific niche
- Software / SaaS companies – We've seen MASSIVE results here
- Brick and mortar businesses who want more leads
- Trade specialists – Doctors, plumbers, lawyers, electricians, etc.
- **Affiliate marketers** – We use this strategy to generate thousands per day in profits, promoting affiliate offers.

I'm sure there are other areas that this works for but those are the ones that we've specifically worked with people to help build in the past.

If you're not running ads already, we'll show you how to do it right, from the start... If you are running ads already, this will show you how to tie everything together between Google, Facebook, and any other ad platforms you want to play with.

## The Traffic Strategy In A Nutshell:

### Step 1:

Start by trying to think of things that people would search who have the problem that your product solves. Think of long-tail keywords and not really broad keywords.



For example, if you're a plumber, think of keywords people would search for where your services would help. "How to fix a leaky faucet" or "How to unclog a toilet when plunger isn't working". I'm not a plumber so I don't have the best examples. However, the simplest way to do this is to go to Google and start typing in some keywords and seeing what Google autofills in.





- how to fix a leaky **faucet**
- how to fix a leaky **juul pod**
- how to fix a leaky **toilet**
- how to fix a leaky **shower faucet**
- how to fix a leaky **shower head**
- how to fix a leaky **kitchen faucet**
- how to fix a leaky **outdoor faucet**
- how to fix a leaky **tub faucet**
- how to fix a leaky **gut**
- how to fix a leaky **roof**


Google Search

I'm Feeling Lucky

[Report inappropriate predictions](#)

Let's say you have a software solution that writes email copy for people... What things would people search for that are long-tail keywords people might search that your solution can help?



marketing email 

marketing email **template**

marketing emails

marketing email **examples**

marketing email **subject lines**

marketing email **best practices**

marketing email **service providers**

marketing email **design**

marketing email **ideas**

marketing email **signature**

marketing email **tips**

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*

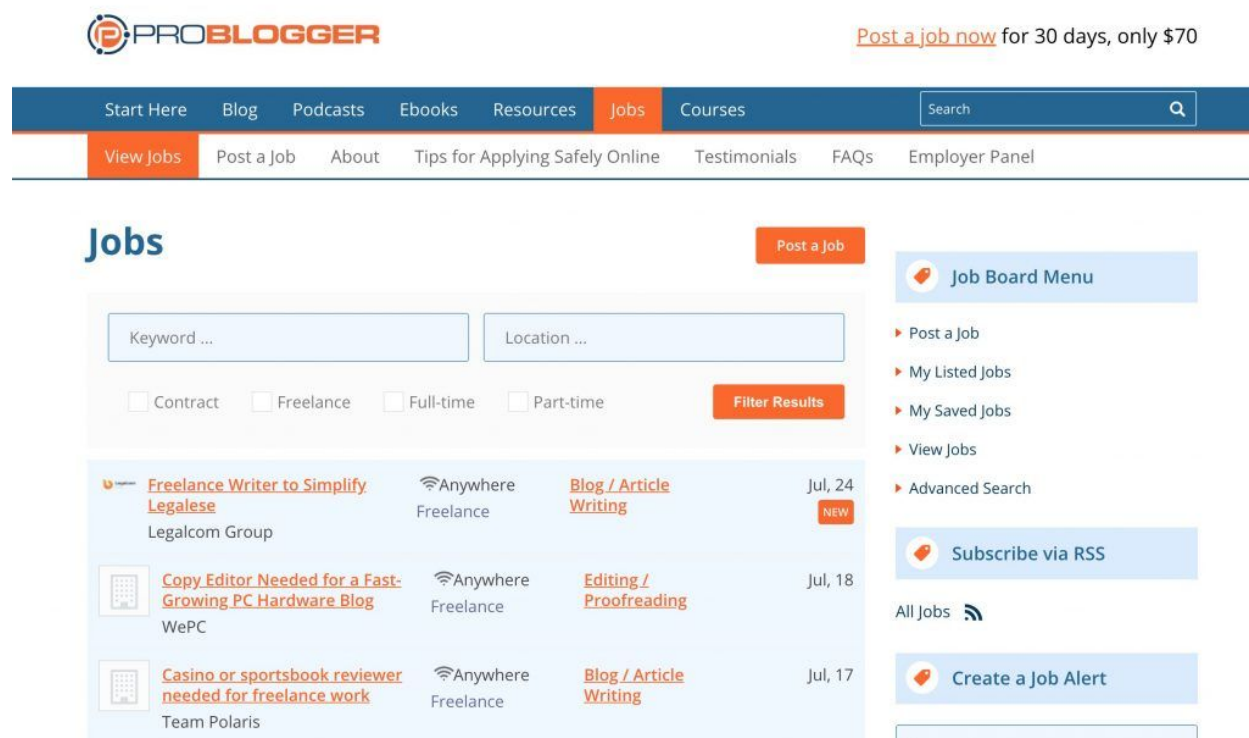
Google's suggestion will be a good start to find some of these keywords. As you dive deeper into the process, there are several other ways to find keywords to target.

However, this first step gives us ideas of things that people are searching for where your solution can shortcut the distance between their problem and their goal.

## **Step 2:**

Once you have 5 or 6 long-tail keywords that you want to start with, create a piece of content for each of them. It can be a podcast episode, a written blog post, a video, or some combination. We personally often hire a writer from the Problogger Jobs board to

write us a handful of articles around the keywords we give them. You can do whatever works best for you and your flow to get some content out.



Publish these articles to your blog (we like self-hosted WordPress blogs). We'll be using these articles to initially drive traffic to.

### **Step 3:**

In Google Adwords, create a campaign for each article and write ads promoting each blog post. We typically like to create one campaign for each country we're targeting as well. That way, if it works well in one country, we can scale by duplicating the campaign in another country.

Example for a plumber:

- Campaign: “How to fix a leaky faucet – US”
- Ad group #1: Keywords: [How to fix a leaky faucet] [Fix a leaky faucet] etc.
- Ads: Create at least 2 relevant text ads for the article so that you’re always testing

So the campaign is always the main keyword for the article. The ad groups within that campaign are based on the keywords you’re targeting. I put them in brackets “[ ]” because that tells Google that we only want the ad to show up if they search that exact term in that order. For the ads, always have 2 ads running so that you can constantly split test and beat the current control.


## Create a campaign:

Type: Search


Campaign name

How to fix a leaky faucet - US

Networks



**Search Network**  
Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords  
☐ Include Google search partners ?



**Display Network**  
Expand your reach by showing ads to relevant customers as they browse sites, videos, and apps across the Internet  
☐ Include Google Display Network ?

Locations

Select locations to target ?

☐ All countries and territories

☐ United States and Canada

☒ United States

☐ Enter another location

Enter a location to target or exclude

For example, a country, city, region, or postal code

[Advanced search](#)

Location options

Languages

Select the languages your customers speak ?

English

Start typing or select a language

## Create your ad groups:

### Set up ad groups

Ad group type ⓘ : Standard ▾

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.

Ad group name

[How to fix a leaky faucet]

[How to fix a leaky faucet]

**Match types help control which searches can trigger your ads**

keyword = Broad match   "keyword" = Phrase match   [keyword] = Exact match   [Learn more](#)

Ad group name

[Fix a leaky faucet]

[Fix a leaky faucet]

**Match types help control which searches can trigger your ads**

keyword = Broad match   "keyword" = Phrase match   [keyword] = Exact match   [Learn more](#)

+

NEW AD GROUP

▾

SAVE AND CONTINUE

CANCEL

**One exact match keyword per ad group**

### Get keyword ideas

🔗

examplesite.com

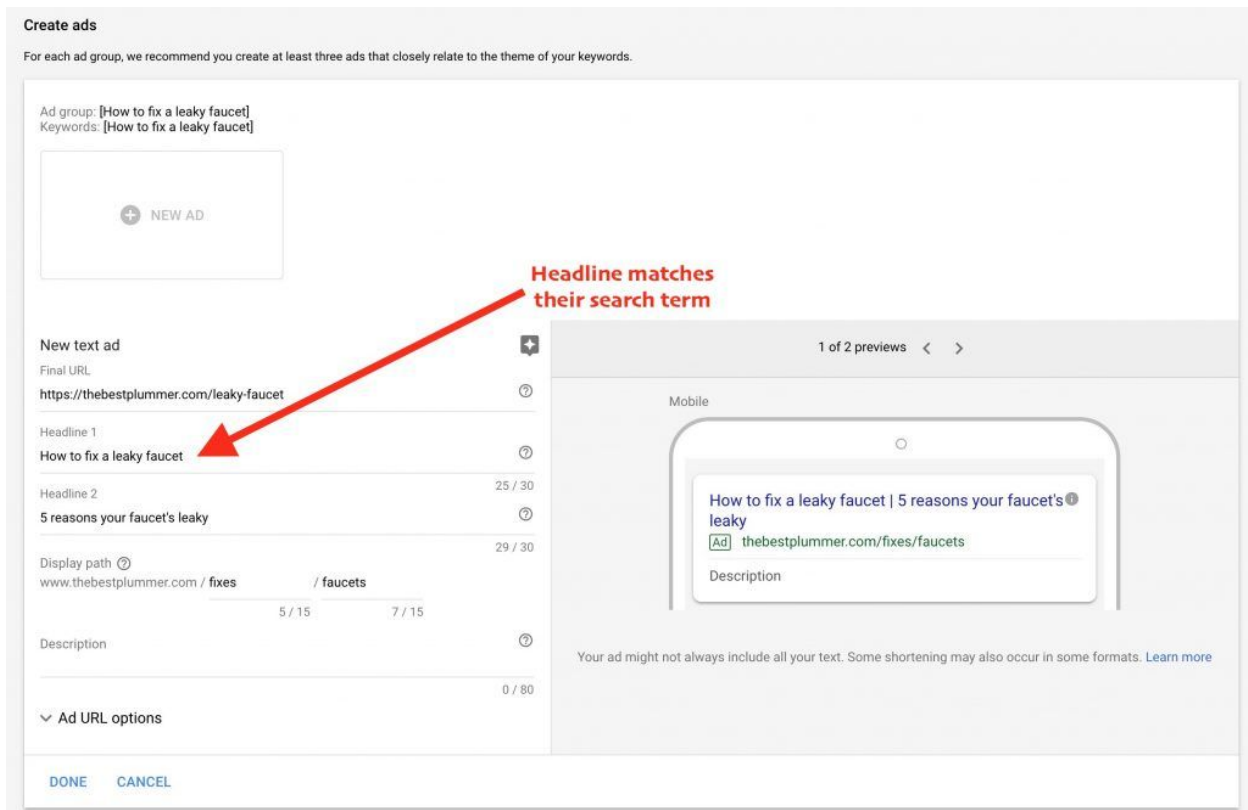
🏠

Enter your product or service

🔍

We only show keyword ideas that are relevant to your business. To get ideas, enter your landing page, a related website, or words or phrases that describe your product or service in the field above.

Create your ads:



**Create ads**

For each ad group, we recommend you create at least three ads that closely relate to the theme of your keywords.

Ad group: [How to fix a leaky faucet]  
Keywords: [How to fix a leaky faucet]

+ NEW AD

**New text ad**

Final URL  
<https://thebestplumber.com/leaky-faucet>

Headline 1  
**How to fix a leaky faucet**

Headline 2  
5 reasons your faucet's leaky

Display path  
[www.thebestplumber.com / fixes](https://thebestplumber.com/fixes) / faucets

Description

Ad URL options

DONE CANCEL

1 of 2 previews < >

Mobile

How to fix a leaky faucet | 5 reasons your faucet's leaky

Ad thebestplumber.com/fixes/faucets

Description

Your ad might not always include all your text. Some shortening may also occur in some formats. [Learn more](#)

## Step 4:

Create retargeting ads on Facebook and Google Display Network and point people to your offer.

We basically use Facebook ads and GDN solely for retargeting. Remember, I mentioned that if we use interest targeting on Facebook, we're probably interrupting people with an ad that's probably not super relevant. However, if we retarget people who viewed a piece of content that was related to their problem, we know that this offer is super relevant to them. We used the initial Google ad and blog post to get people to

“raise their hands” and say “I’ve got this problem that I need solved” and now, with retargeting, we’re putting the solution to their problem right in front of their face.

From a prospect from it looks kinda like this:

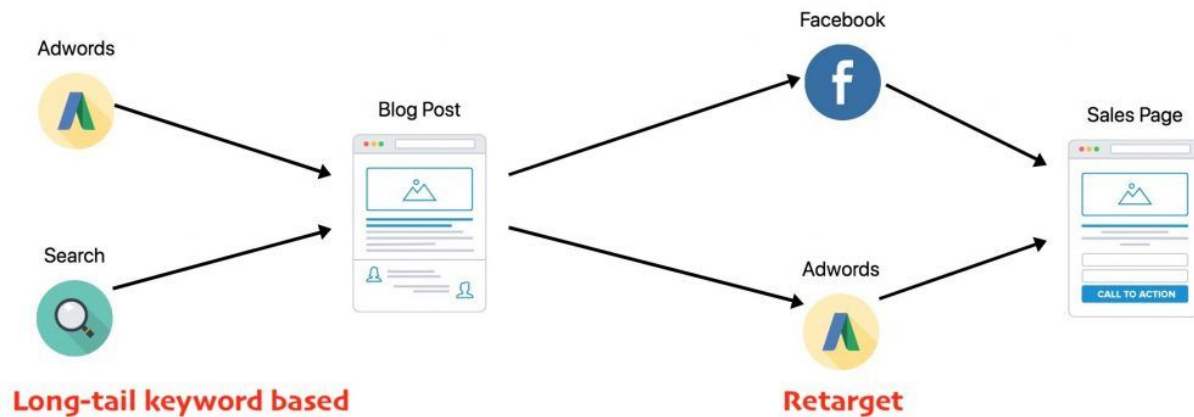
1. My faucet is leaking – I’m gonna Google it and see what my options are
2. See an article – “5 reasons your faucet is leaking”
3. Later that day, they’re on Facebook or some random blog and they see an ad: “The simple solution to leaky faucets – Get in touch with Bob the plumber”
4. The prospect thinks in their mind “whoa – how did this random ad know I needed a plumber?”
5. Prospect revisits your site – This time to your offer page
6. Prospect calls you because the ad they just saw was timed amazingly

That flow works with pretty much any business... Just replace the blog article and ad content with what’s relevant to your business.

You get them to “raise their hand” and tell the ad networks they have a problem that needs solving through search ads and quality content. You follow the “hand raisers” around the internet with your offer to fix their problem.



Here's a simplified version of this new advertising flow:



When done correctly, this honestly gets people thinking that you're inside their head. Everything looks so well timed and your ads just seem like they're popping up at the right place at the right time.

## **Why “The Perpetual Audience Growth Formula?”**

I know the name is a bit of a mouthful. At Evergreen Profits, we simply call it a “P.A.G.” We find ourselves saying to each other, “let's run a PAG to the offer and see how it performs.”

We call it that because, while you are driving a lot of traffic, you are, more importantly, building audiences that you can tap again and again in the future.

This strategy will grow your list. If you have opt-in forms on your blog, you'll see your list skyrocket. These are people you can mail over and over again with new content and new offers.

This strategy builds out Facebook retargeting audiences with qualified prospects. You can run ads to this audience whenever you want.

This strategy builds out your Google remarketing audiences with qualified prospects that you can get in front of over and over again.

This strategy grows your Facebook fan page. As people see your ads on Facebook, more and more of them will like your page, giving you access to promote organic and paid content to them.

This strategy grows your brand and name recognition. It will appear to the people that enter your ad ecosystem that you have a massive ad budget. They'll see you everywhere.

### **Real Life Example:**

We acquired a company that teaches you how to get better sleep at night and we rebranded it as SolidRest.com.

We used a keyword research tool to find a ton of keywords related to common searches around sleep.

One of the common things that seemed to pop up a lot and that had a lot of search volume was searches related to the best mattress pads to get a better night's sleep. People searching for the kind of thing are likely looking for other solutions to fall asleep as well.

So, we hired a writer to create an article called “Can Mattress Pads Improve The Quality Of Your Sleep?”



We then created a Google ad campaign around that keyword...

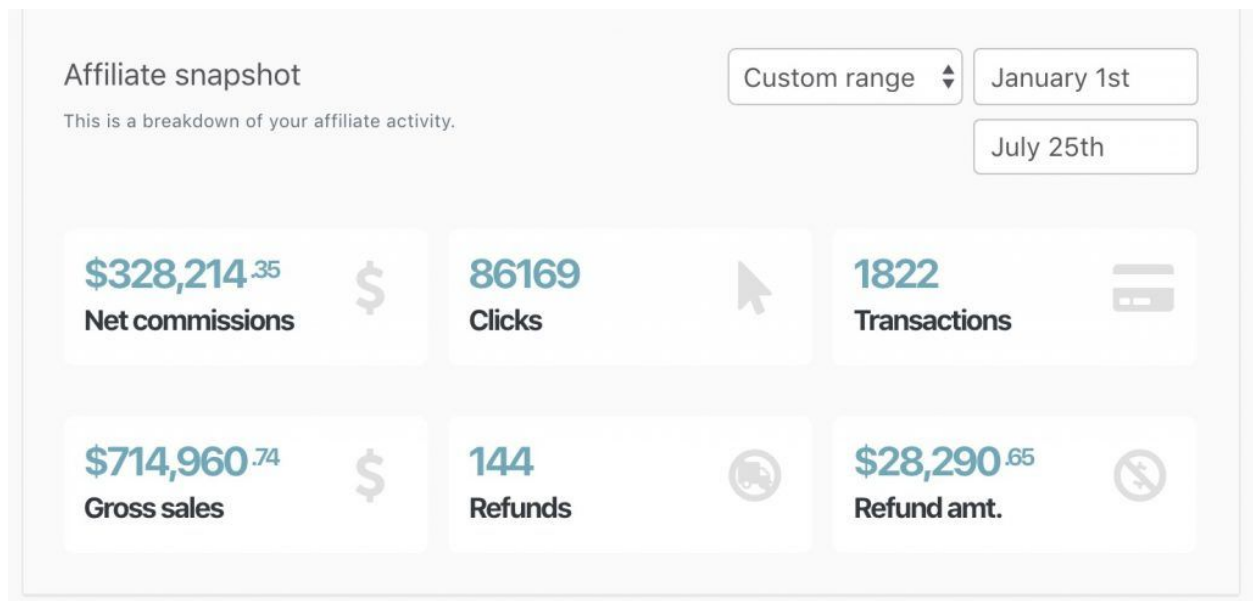


blog post, you will see our ads everywhere that link you to the offer to get our sleep course.











## Some of Our Results:











We've managed to dial this in so well that we use it to promote offers as affiliates, we use it to promote our own internal products, and we've helped set it up for clients.

Here's a screenshot from one of the affiliate promotions that we've been running on an ongoing basis:



Here's an actual look inside one of the affiliate platforms, showing that we generate sales every. single. day.:

Type	Date	Product name	Amount	
Commission	07/25/18 10:46pm		\$297.50 USD	
Commission	07/25/18 10:46pm		\$49.50 USD	
Commission	07/25/18 4:24pm		\$297.50 USD	
Commission	07/25/18 1:07pm		\$297.50 USD	
Commission	07/25/18 1:07pm		\$49.50 USD	
Commission	07/25/18 4:16am		\$297.50 USD	
Commission	07/25/18 12:41am		\$297.50 USD	
Commission	07/24/18 11:26pm		\$297.50 USD	
Commission	07/24/18 10:52pm		\$13.50 USD	
Commission	07/24/18 8:38pm		\$13.50 USD	

Type	Date	Product name	Amount	
Commission	07/24/18 4:13pm		\$297.50 USD	
Commission	07/24/18 2:23pm		\$297.50 USD	
Commission	07/24/18 2:03pm		\$13.50 USD	
Commission	07/23/18 4:51pm		\$297.50 USD	
Commission	07/23/18 4:51pm		\$47.50 USD	
Commission	07/23/18 3:11pm		\$13.50 USD	
Commission	07/23/18 12:28am		\$297.50 USD	
Commission	07/23/18 12:28am		\$49.50 USD	
Commission	07/22/18 4:49pm		\$297.50 USD	
Commission	07/21/18 5:28pm		\$297.50 USD	

Type	Date	Product name	Amount	
Commission	07/21/18 5:28pm		\$49.50 USD	stripe
Commission	07/21/18 11:15am		\$9.50 USD	PayPal
Commission	07/20/18 8:10pm		\$297.50 USD	stripe
Commission	07/20/18 8:10pm		\$49.50 USD	stripe
Commission	07/20/18 4:50pm		\$297.50 USD	PayPal
Commission	07/20/18 6:19am		\$297.50 USD	PayPal
Commission	07/20/18 6:19am		\$49.50 USD	PayPal
Commission	07/20/18 5:24am		\$297.50 USD	stripe
Commission	07/20/18 1:53am		\$297.50 USD	PayPal
Commission	07/19/18 5:49pm		\$297.50 USD	stripe

This isn't during a launch, this isn't from a special promo, this isn't even from us mailing our list. These are sales that come in from multiple different products that we promote as affiliates. They're consistent, they're reliable, we can forecast this month and the next month, and we know it's not slowing down.



This is purely from a few PAG campaigns that we set up around different affiliate products. We can take any random sample of any week and it looks similar...

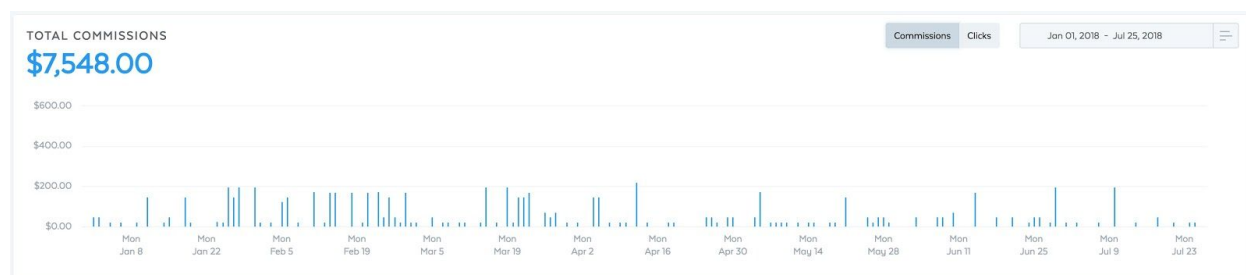
Here's a screenshot of an affiliate offer we promoted that uses Infusionsoft. (The screenshot was massive so I cut the middle) You can see that it generates fairly consistent reliable sales...

01-01-2018 07-25-2018 Refresh Ledger

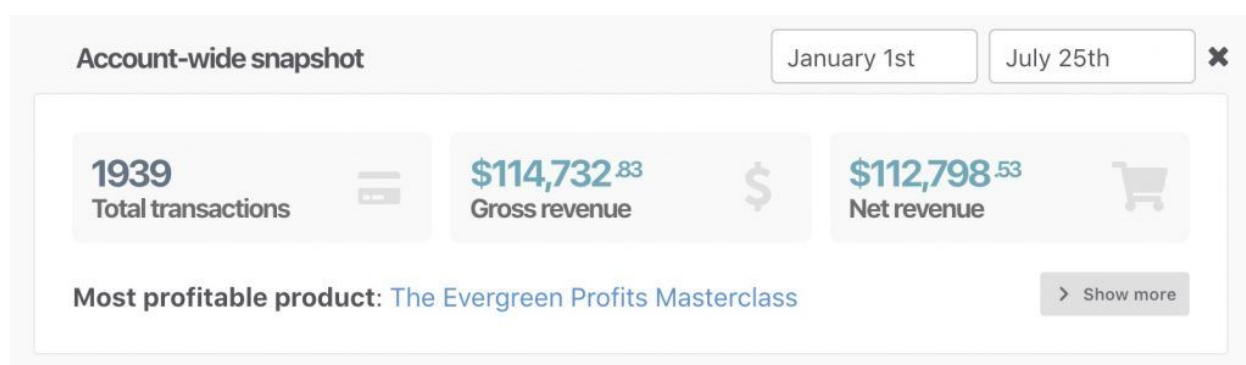
Commissions Earned For Date Range (01-01-2018 - 07-25-2018)

Inv#	Date	Contact	SoldBy	Item	Amount
#16743	1/4/2018	C	David Francis		\$57.70
#16767	1/5/2018	Jr	Matthew Wolfe		\$198.80
#16771	1/5/2018	D	Matthew Wolfe		\$198.80
#16843	1/9/2018	R	Matthew Wolfe		\$173.10
#16883	1/10/2018	Jr	Matthew Wolfe		\$149.10
#16999	1/12/2018	Ti	Matthew Wolfe		\$173.10
#17073	1/14/2018	P	Matthew Wolfe		\$173.10
#17083	1/14/2018	D	Matthew Wolfe		\$89.46
#17237	1/15/2018	S	Matthew Wolfe		\$173.10
#17293	1/16/2018	S	Matthew Wolfe		\$173.10
#17633	1/21/2018	P	Matthew Wolfe		\$173.10
#17931	1/29/2018	Jr	Matthew Wolfe	se	\$149.10
#22614	6/12/2018	S	Matthew Wolfe		\$26.70
#22624	6/12/2018	E	Matthew Wolfe		\$125.28
#22628	6/12/2018	A	Matthew Wolfe		\$26.70
#22792	6/15/2018	M	Matthew Wolfe		\$177.48
#22842	6/17/2018	A	amoci sas P/iva 03648490	Matthew Wolfe	\$23.40
#22844	6/17/2018	H	dgens	Matthew Wolfe	\$11.70
#22940	6/19/2018	R	Matthew Wolfe		\$11.70
#23036	6/21/2018	Jl	RY	Matthew Wolfe	\$26.70
#23040	6/21/2018	S	Matthew Wolfe		\$23.40
#23078	6/22/2018	K	Matthew Wolfe		\$26.70
#23280	6/27/2018	Jl	Matthew Wolfe		\$11.70
#23456	7/1/2018	Ti	Matthew Wolfe		\$26.70
#23518	7/3/2018	P	Matthew Wolfe		\$26.70
#23562	7/5/2018	Ti	Matthew Wolfe		\$11.70
#23588	7/5/2018	C	Matthew Wolfe		\$177.48
#23650	7/7/2018	G	Matthew Wolfe		\$23.40
#23586	7/7/2018	C	Matthew Wolfe		\$177.48
#23860	7/12/2018	B	Matthew Wolfe		\$11.70
#23862	7/12/2018	S	Matthew Wolfe		\$26.70
#23870	7/12/2018	A	Matthew Wolfe		\$26.70
#23996	7/17/2018	H	dgens	Matthew Wolfe	\$11.70
#24080	7/19/2018	R	Matthew Wolfe		\$11.70
#24084	7/19/2018	H	Matthew Wolfe		\$177.48
#24170	7/21/2018	Jl	RY	Matthew Wolfe	\$26.70
#24174	7/21/2018	S	Matthew Wolfe		\$23.40
#24236	7/23/2018	Jr	Matthew Wolfe		\$26.70
#24238	7/23/2018	S	Matthew Wolfe		\$26.70
#24204	7/24/2018	K	Matthew Wolfe		\$26.70
#24294	7/24/2018	Lr	Matthew Wolfe		\$23.40
#24348	7/25/2018	K			\$177.48

Here's a screenshot inside of SamCart for one of the products that we promote with this strategy... Each little blue line represents sales volume for that day...



And of course, we sell a lot of our own products as well... It's not all affiliate stuff.



And the people we've been working with are taking notice too!...



**Bob Serling**

6:12 PM (17 hours ago) ☆

to me, Matt ▾

Your traffic system is one of a kind. Other systems practically require that you make getting traffic a second career, that's how complicated they are. Yours is simple but brilliant, trimming everything down to just the essential elements that work best and work consistently. I'm a big fan of anything that lets you do a lot more with less time and effort and your system truly delivers that.



**Brad Costanzo** 5:07 PM



Yo, Matt & Joe, I have to give you guys some major credit here, your Perpetual Audience Growth strategy is some of the most effective and advanced traffic strategies I've ever seen. Started testing it on some of my offers and my clients and finally got cold traffic to work again.... and profitably!

It's advanced, but pretty simple. Which is good for a guy like me! LOL

Now quit teaching other people this stuff!

Markian Sich

6:57 PM



"I finally found a business and marketing course that gets me amped simply because of how fresh and unique the content is... I actually WANT to crush through every lesson as soon as possible and implement everything immediately. Thanks to Joe and Matt's guidance, my company's entire marketing direction shifted. Building a business while active duty military is NOT easy, but Joe and Matt reveal the exact steps towards growing and leveraging your traffic to increase profits and sustain them passively."



1



**Tom Augenthaler**

February 25

Hey everyone, thought say hi and introduce myself too. I've been following Matt for a while now and have always loved his content. Its helped me out quite a bit. About six months ago I decided to pull out all the stops and start my own online business. I'm in the Facebook ad testing phase now. Overall, I'll just tell you that starting your own business is nerve wracking, especially when you have a big monthly nut to meet (mortgage, expenses, property taxes, etc.). The cash draw down has been harsh and the retooling of my skills has taken far longer than I anticipated. I often wake up at night with "the sweats" and I often fight the feelings of self doubt. So, when I saw Matt had teamed up with Joe to start EPL, I thought it would be a good investment. After watching the video with Joe Huchison and listening to his advice about Facebook ad targeting I've already received a dividend to my investment here. I'll be implementing some of that knowledge shortly. So, thanks Matt and Joe!

# Want To Go Deeper Down The Rabbit Hole?

Are you interested in building a system that consistently finds you new, high-quality, leads?

Are you interested in build a traffic strategy that you can basically create once but pretty much always works with minimal maintenance?

Are you interested in REALLY uncovering what your prospects are searching for that leads to sales of your products?

We actually created an in-depth, step-by-step, over-the-shoulder, course that walks you through every little detail of setting this up.

In fact, we set this up with a real live site that we're driving traffic to right now. It's not demo content. It's training that was created while I was building one of these actual systems that we actually drive traffic with today.

We've never sold this course. It's never been publicly available.

Until now, the only way to get access was to be one of our private consulting clients and to pay us \$5k or more to directly work with us.

In all honesty, we built this and NEVER planned on selling it. It was meant to be given to our clients so that we didn't have to repeat the strategy over and over again to each new client. They could get on the phone with us and we could point them to this training in order to get their traffic dialed in.

As of this writing, only about 10 people EVER have seen the course.

However, we are finally making it publicly available!

Here's what the course looks like:

[Home](#) » [Courses](#) » Perpetual Audience Growth

### Course Navigation

- ▶ Lesson 1: The Grand Overview
- ▶ Lesson 2: Technical Setup
- ▶ Lesson 2.5: Testing The Pixels
- ▶ Lesson 3: Researching ideas for segmentation content
- ▶ Lesson 3.5: Segmenting Product Offers
- ▶ Lesson 4: Frictionless content creation
- ▶ Lesson 5: Setting up Google ads - Feeder campaigns
- ▶ Lesson 6: Setting up Google ads - Display network retargeting
- ▶ Lesson 6.5 - Fixing A Mistake
- ▶ Lesson 7: Setting up Facebook ads - Retargeting
- ▶ Lesson 8.1: Optimizations - Expanding Google Ad Reach
- ▶ Lesson 8.2: Optimizations - Reviewing The Feeder
- ▶ Lesson 9: Search Engine Optimization
- ▶ Lesson 10: Going Beyond The Strategy

## Perpetual Audience Growth

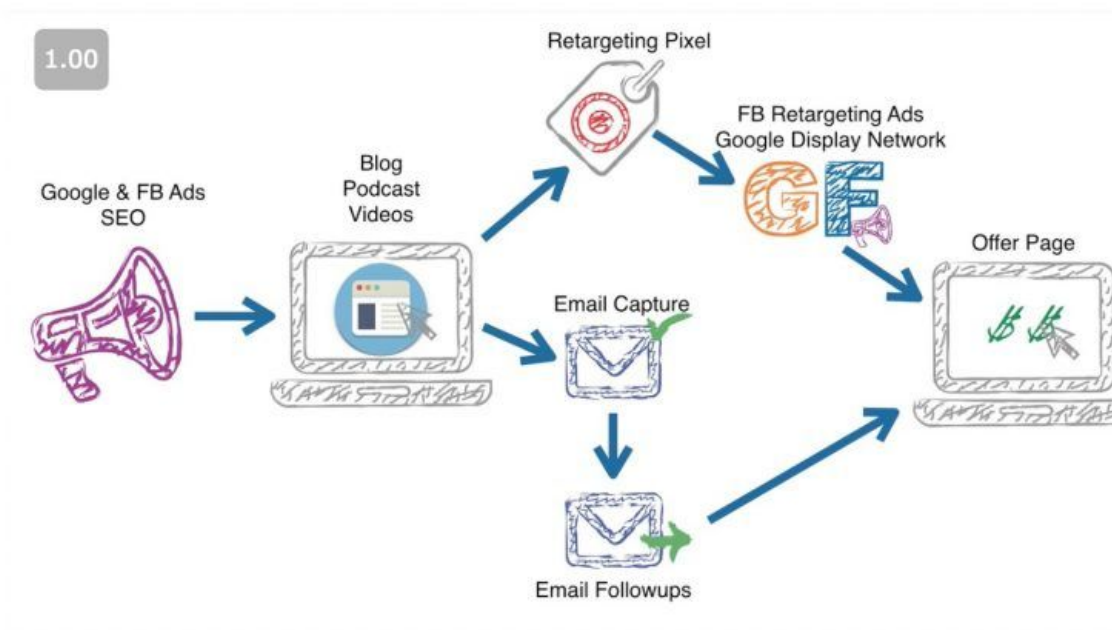
**Course Status:** Not Started

This is our traffic and branding strategy rolled into one. This is probably the strategy and targeting philosophy that we are most known for. These concepts are only available to our consulting and advisory clients and this course has never been publicly offered.

### Course Content

Lessons	Status
1 Lesson 1: The Grand Overview	<input checked="" type="checkbox"/>
2 Lesson 2: Technical Setup	<input checked="" type="checkbox"/>
3 Lesson 2.5: Testing The Pixels	<input checked="" type="checkbox"/>
4 Lesson 3: Researching Ideas for segmentation content	<input checked="" type="checkbox"/>
5 Lesson 3.5: Segmenting Product Offers	<input checked="" type="checkbox"/>

And here's a little "teaser" shot:



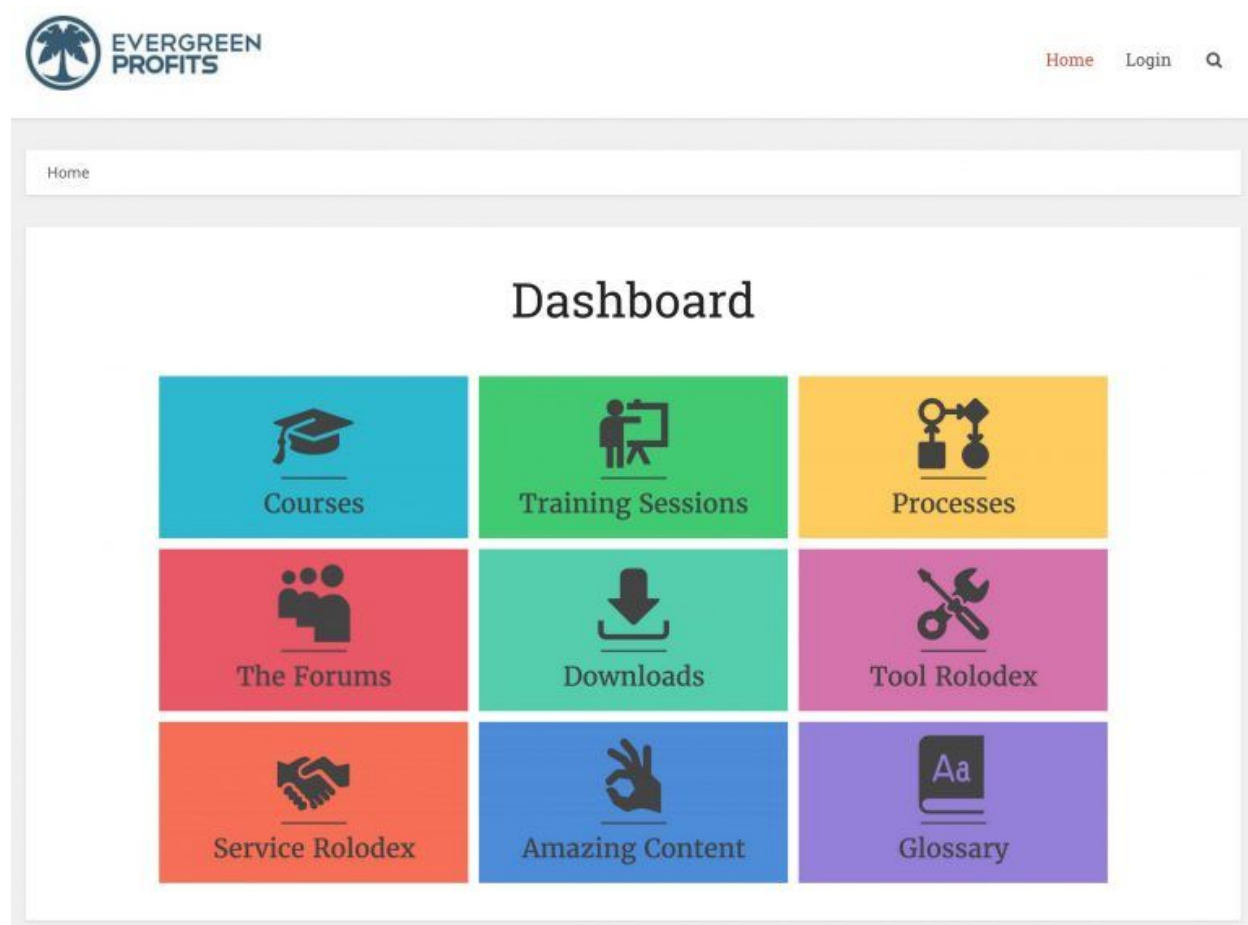


The modules aren't super long either. They are quick, to the point, and literally tell you where to click, what to do next, and why you're doing what you're doing. We keep it simple, we minimized the overwhelm, and made it so simple that anyone could follow along.

However, we wanted to make sure that you were covered and that if you did have any questions, we'd get you taken care of!

So, by grabbing this course, you'll also going to get our personal support. You'll get access to not only us, but our entire community of members. We're all there to help answer any questions you have along the way and help you scale your traffic efforts.

This isn't one of those trainings where we wish you good luck once you get in... we'll be in there with you working together and making sure this becomes a success for you!





We'd love to have you as a member of our portal and to receive in-depth access to the traffic training. However, we've got to keep spaces fairly limited. We're opening the doors to 50 new members and, once we reach that, we're shutting the doors. We login and we work personally with all of the members to have them overcome roadblocks and to get their traffic cranking. We've only got so much capacity to work with people on that level. If we put too many people in, it really hinders our ability to give every single person the attention that they deserve.

So here's the deal...

The Perpetual Audience Growth Course has only been available, until now, to our consulting clients... Most who paid \$5,000 minimum to access this training. We recently added it into the Portal and made it available on its own because we've had an overwhelming amount of people ask us about this stuff.

If you're interested in learning the exact process that we use every day to drive traffic to any offer (yours or someone else's), we're doing a super limited promo. We're opening up 50 spots at just shy of \$300. This exact system drives thousands of dollars per day through our business and, for a limited few, you'll be able to learn the entire system for less than \$300.

Why only \$300? Because we make our money doing this stuff... Not through teaching it.

We're legitimately only making this available because so many people have asked for it and we decided it was easier to sell a few serious entrepreneurs on accessing the training we've made than to explain it over and over again.

This stuff works, every day, for us and for our clients.

It's \$297 for the first 50 people who take us up on it. If you want to potentially flood your business with traffic, leads, and sales, snag the course through the link below.

[You can click here to read exactly about the Perpetual Audience Growth system and join here \(spots are limited\).](#)

And if you have any questions or are on the fence about this program, [feel free to shoot us a message here](#)! We are in live chat everyday and will make sure this is the right move for you.


Author

Posts

♥ Favorite

August 15, 2018 at 8:32 am

EDIT | CLOSE | STICK (TO FRONT) | MERGE | TRASH | SPAM | REPLY #1718



Aaron Thomson

Participant  
(108.53.122.2)

I just finished the course, for the first time, and this is the exact information we really needed. Lots of work to do but FINALLY there's a clearer picture of how things really work, what we should be doing, and how to do it, etc.. Great job guys, thank you.

Aaron

# How To Systematically Create A Never-Ending Traffic Source

Google's algorithms change. Facebook can shut you down. Ad networks can decline your ads. So how do you stay safe? Build your own audience and traffic source that you can tap into whenever you want... Here's exactly how (step-by-step).

Knowing how to drive traffic is a wonderful thing.

Once you control the flow of eyeballs to anything on the web, a whole new world of income opportunity arises for you.

If you can point loads of traffic anywhere, you can [drive people to affiliate offers](#) and earn commissions without customer support headaches.

You can drive people to your latest and greatest product or service, you can make good content go viral, or you can even drum up support for a cause or a mission.

Controlling eyeballs on the internet is a powerful thing. There are so many ways that you can take control of eyeballs as well.

You can pay for them through Google ads or Facebook ads. You can [create amazing content](#) and work on your search engine optimization so that Google will send you free traffic...

Or you can do what we do and focus on building an owned audience.

## What Is An Owned Audience?

These are audiences that you can tell where to go “at will” and almost instantly drive traffic to something.

An owned audience could be something like your email list, a direct mail list, a Facebook fan page, Facebook groups, Instagram followings, and even Facebook retargeting audiences.

These are the main audiences that we focus on.

Some other amazing platforms include LinkedIn, Pinterest, YouTube, and Snapchat.

However, we don’t have a ton of experience with those so we’re not going to dive into those in this post.

For us, it’s been all about the email list, the direct mail list, and the various Facebook opportunities.

**Pick one or two of the following strategies to focus on first and get really good at it:**

Build your own audience with one platform that jumps out at you (we recommend email) and then leverage that platform to grow another owned audience.

That’s the beauty of building a large audience on one platform.

You can now begin to direct eyeballs from there to whatever platform you'd like to grow next.

With SEO, Google can change the algorithm and your site could disappear from search in an instant.

With advertising, you can get an account shut down or quickly run up an ad spend with no results to show for it.

Building owned audiences means that you have control over the traffic source, not some algorithm or some random person in charge of approving or denying advertising.

Next, I'm going to rapid-fire several ideas and strategies that you can use to grow your own owned audience.

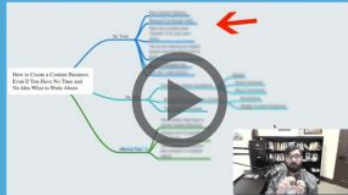
### **The Tried And True, Most Effective Way We've Grown Our Mailing List**

I'm going to start off with one that may seem obvious to some but brand new to others. However, this is still the quickest way that we've found to [successfully grow our mailing list](#).

It's the simple opt-in page, followed by a one-time-offer, with Facebook ads to drive traffic. It's so simple but so effective.

# New Video And Cheat Sheet:

"How to Create a Content Business Even If You Have No Time and No Idea What to Write About"



- ✓ The simple technique to rapidly generate **high quality content** that goes viral.
- ✓ The 4 resources that anyone can use to get **ideas for content** so that you will never run out of killer posts.
- ✓ The one thing every single blog post needs to practically **force people to share it**.
- ✓ My strategy for getting others to **do the writing and to generate the traffic for me**.

Contact us!

In the past, we've discussed the [YouTube Curation product test method](#) where you'd essentially create a basic opt-in page and, after they opt-in, send them to a pre-existing YouTube video.

You'd drive ad traffic to it and you'd test a product idea as well start building your list.

This strategy is essentially the same except for two major differences.

You are opting them in for something that you created and you are putting an offer for sale after they opt-in.

Theoretically, you could use someone else's video as the opt-in freebie but we want to create as much congruence as possible between what they are opting-in for and what product you have for sale.

The product that's for sale is simply there to try to recoup your costs of the advertising so that you can essentially [build the list](#) for free.

### **Here's a quick breakdown:**

1. Create some sort of free offer... 1 page “cheat sheets” seem to work well. Long videos, ebooks, or mini-courses don't seem to be that effective due to short attention spans and people not feeling like they'll get value from a free offer. Make it quick and to the point.
2. Create an opt-in page using [Clickfunnels](#) or [LeadPages](#) where they can opt-in for that freebie. Simple pages work best.
3. Create a sales page with a short sales video for a product priced between \$47 - \$97. This is the page they will see immediately after opting-in. The goal of this page is to make back some of the money from advertising.
4. Use your autoresponder ([we use Drip](#)) to deliver the free guide that they opted-in for.
5. Use Facebook ads to drive people to the page.

This is the tried and true strategy that we've seen work over and over again to grow our list.

We pretty much always have an ad and an offer like this running on Facebook since we're essentially breaking even on ad costs and our list is always growing. It's a free mailing list.

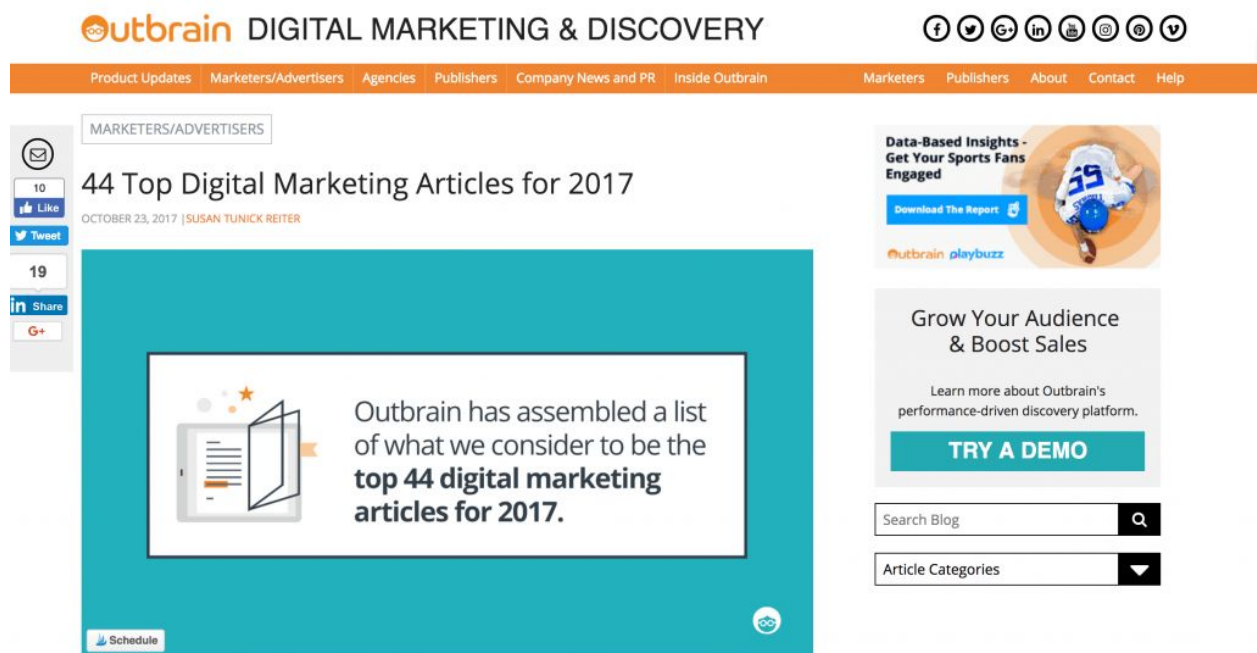
### **How To Leverage Other People's Content And Other People's Platforms To Grow Your Own Profitable Mailing List**

We recently launched our new podcast and, as part of the promotion, we offered up a “teaser strategy” in exchange for subscribing and reviewing. This is actually our second most effective strategy, after the one that was mentioned above.

## Here's how this works:

1. To start things off, you are going to create a blog post on your own WordPress website. In this post, you are going to make a list of “The Top 10 Articles About X”. X is, of course, something that relates to your niche. 10 is an arbitrary number. In fact, the more articles that you round up, the better.
2. When someone lands on your site, you are going to have a pop-up or a little slide-in where someone can download the entire article for free (in exchange for them opting-in to your email list).
3. Finally, you are going to reach out to every single person who wrote one of the articles you mentioned and let them know that you mentioned them. That’s it... that’s the whole strategy.

Here's what this looks like in practice.





This works because people love to see themselves or their websites talked about on other sites.

Most people are more than happy to share articles with their owned audience that share kind words about them or what they're doing.

We've heard it called "share bait", "ego bait", and even "induced viral marketing." Whatever you want to call it, it's damn effective and we even use it to a small degree on every article we release now.

You'll have a hard time finding an article from us that doesn't at least mention someone else or a company. That's because we know we'll get some extra shares just for including them.

### **Here's What You'll Need:**

- [WordPress](#) - To write content pieces on your own site.
- A Resource For Good Articles - We like [Buzzsumo](#) but you can pick from any blogs that you frequent as well.
- [Designrr](#) - To create a PDF version of the post.
- [OptinMonster](#) - To create slide-in email captures.
- [Drip](#) - To collect emails and to mail the list.

### **Here are the steps to accomplish this:**

1. Write a blog post and title it "The Top X Articles About Y." You can get creative with the title if you'd like but that's the basic subject line that you want. X equals the number of articles you're going to share and Y equals your niche.

2. Find at least 10 articles to curate on this blog post. We personally try to think of a handful of influencers who we'd love sharing my content. We then search their blog for the content that's closest related to my topic.
3. After we have a handful that way, we'd head over to BuzzSumo and type in my niche to see what content has gotten the most shares lately, related to my topic.
4. Optionally, you can add some extra commentary to each article on your list. We typically like to link out to the article and then write a one or two sentence comment about that article to add a personal touch. Explain why it's one of your choices as a top article.
5. Install the [OptinMonster](#) plugin so that you can add a slide-in opt-in form to your blog to collect emails. Follow the instructions with the plugin to sync it to your autoresponder. We use [Drip](#) for our autoresponder. This will allow you to keep a database of the emails and mass mail them in the future.
6. Use [Designrr](#) to create a PDF version of the blog post once it's live. Simply open Designrr, copy and paste the URL of your blog post into it, and it will spit out a PDF version. You can also add some additional links or commentary to the bonus PDF to make it even more valuable to those that download it.
7. Use Drip to have the PDF version automatically sent out whenever someone opts-in to your email list.
8. Finally, chase up all of the content creators that you mentioned in your article and let them know that you mentioned them in your list. Be sure to send them a link to the blog post and ask if they know of any other articles that would make a good fit for the list. Hopefully, the professionals that you mentioned in your post will share your piece with their owned audience.

This blog post doesn't need to be a "one and done" strategy.

You can continually add new articles as you find them and follow up with the writers once they go live.

Asking people who you featured if they know of other articles that would be a fit gives those people a reason to respond to you and it provides you with a never-ending strategy to consistently have others help drive traffic to your site.

If you can get in the habit of mentioning people or brands in your content and then making them aware that they're mentioned, you'll see your traffic spike and, as a result, your email list grow.

**Resources mentioned to help grow an owned audience:**

- [Drip](#)
- [Clickfunnels](#)
- [Designrr](#)
- [LeadPages](#)
- [Teachable](#)
- [OptinMonster](#)
- [Wordpress](#)
- [Ideas For Designrr](#)

# How To Drive Traffic To Your Content – The Experts Weigh In

In addition to the loads of experts that we have interviewed on the podcast, we went around and got leading experts to talk specifically how they drive traffic with content.

For many years, we were a content marketing agency. We learned a ton by experimenting along the way.

Today, we've stopped doing agency work, but content marketing is at the backbone of all of our traffic strategies.

Check out what these experts do to get targeted eyeballs to their content. And you know what targeted eyeballs means... it means your life gets A LOT easier when you start selling them something!

Most people don't quite understand "Content Marketing."

I think most people understand the concept...

They realize that content helps them be seen as an authority and that it might help them with the search engines but they don't quite understand how to really scale their business using content marketing.

The truth is that writing blog content is not an “If you build it, they will come” strategy.

You can’t simply put up content and expect a ton of eyeballs to just magically appear on it.

It’s important that content gets a bit of a “kickstart.” You need some way to drive the initial traffic to it, before it starts getting shared.

That initial boost is one of the biggest keys to content marketing success...

It’s also the point that most new marketers struggle with.

The truth is that there are a countless amount of ways to drive that initial traffic...

...And to prove my point, we reached out to some of our friends who are genius content marketers and asked them what their best strategy is to drive traffic.

Many of these responses will give you actionable process that you can follow right now to kickstart your traffic.

To start, we asked a handful of friends this question:

***“What is your best piece of advice for ensuring that someone gets eyeballs on their content?”***

We later revised that question in an attempt to get even more detailed responses (more on that in a moment).

Here's the responses we received:

## Lewis Howes



Lewis is the author of the Bestseller, [The School of Greatness](#), and host of the podcast by the same name. His [podcast](#), focused on business and personal development, is one of the most popular podcasts on iTunes.

When we asked him the question he gave this response:

“Create something great that adds value and helps a lot of people... Those people will make sure others see it.”

[@LewisHowes](#) | [LewisHowes.com](#)

## Sean Vosler



Sean is a marketing consultant and online educator. He's very active on social media and has some massive engagement on his content. We are constantly impressed by the amount of comments Sean gets on Facebook...

Here's what Sean had to say:

*"It needs to change your life before it can change someone else's."*

We followed up with Sean to clarify and Sean added this:

*"It's not worth eyeballs if it doesn't make an impact."*

[Sean on Facebook](#) | [Increase.Academy](#)

## ***Note from the editor:***

Both Lewis and Sean make really good points. Content marketing is not about cranking out a ton of content that doesn't add value to people's lives. It's about creating a resource that's valuable for people and is worth sharing.

Too many people just create junk and wonder why no one's looking at it...

Be valuable or your content will never gain traction.

That being said, we wanted to try to solicit some more "step-by-step" type processes that someone could follow after they've created their immensely valuable content.

We opted to change up the question that we asked slightly in order to gain and share some valuable "tactics" that you can employ after your content is already created to generate that "kickstart."

Here's the new question:

*"There's a general notion out there in content marketing that 'if you build it, they will come' and that all you need to do to succeed in content marketing is create great content. However, as we know, we need to give the traffic to that content a little kickstart to really get some traction... What is your go-to strategy to jumpstart the traffic to a piece of your content."*

We received some amazing responses from this one so get ready to take some notes because you're about to learn how to drive loads of traffic!



# Ben Adkins



Ben is someone that we are constantly impressed by. The amount of courses and content his company puts out is mind-boggling.

His company puts out a ton of online training courses and killer marketing tools. He then uses content marketing to drive traffic to it...

Here is his process:

One of the most effective ways that we've been able to get our content in front of our target audience and turn that content into sales is by leveraging Facebook's Boosted Post Feature on our Pages.

A lot of people have complained about boosted post over the past few years. Most of those people don't understand the pure power behind how Facebook has upgraded this ad option.

You need a page with at least 3000 fans for this to be highly effective. The more you have, the cheaper your ads will be right out of the gate.

So this is what we do with every new piece of content.

1) We setup a post on Facebook with a link to our blog post. That post is typically the link and a one sentence comment on what the article contains. We don't go overboard with text. We just comment on it like a normal personal sharing the article on their own timeline would.

2) We boost the post for 7 days at about \$10 per day using the targeting and boost options right on our FB Page.

During that period of time the post will "mature" and start to get cheaper clicks. (your most expensive ad click cost usually come within the first 48 hours so it pays to have less of a daily budget until the ad matures and gets engagement. This will drive your cost down per click.)

3) After 7 days we evaluate the boosted post and see how it did.

If it doesn't get a lot of interaction we just stop spending ad dollars on it.

If it does well, we take the same post and boost it again from the ad editor, but this time we set it at an ongoing rate of \$10 per day.

4) After a week of doing that we start to inch of the daily budget slowly. This keeps FB's algorithm in check. When most people try to scale an ad they put too much extra money into the ad at once. This actually throws the ad algorithm off and can result in your click cost going up.

By doing this, we get our content in front of our audience for an extremely cheap price. It typically cost us just a few cents a click in highly competitive markets where people are spending a lot more.

@BenAdkins | [FearlessSocial.com](https://fearless-social.com)

# Justin Brooke



Justin Brooke is one of the pioneers in content marketing. He is actually one of the first people that we ever heard the concept of “Content Amplification” from.

His blog posts and content over the years has had a huge impact on the way that we do our own marketing for ourselves and our clients.

Here’s what Justin had to say:

“I like to pay for eyeballs to my content. The way I look at it, if you’re hoping for traffic to your content then it’s likely because you believe it will get people to become a lead or buy something.

Or maybe you write for fun? If that’s the case, uhmmm... I got nothing for you.

So if you think your content will turn readers into leads and sales, why not just quickly pay for people to show up? Instead of waiting for the Google gods to bless

you or trying to win the “I went viral” lottery, just pay a few bucks and see what happens.

If we had zero dollars, my next best thing would be to write content that we know a specific group of people would love. For example, find a specific Facebook group. Study what they talk about for a few weeks. Then create a piece of content that they would go nuts over. For example, if it's a FB group about gardening you could write “We Asked 1,000 Gardeners for Their Biggest Secrets And All Of Them Had This One In Common.” No gardener in their right mind is going to see that as spam, let alone be able to resist reading.

In summary, write stuff that people can't resist wanting to read. And if you don't know how, then you just haven't done enough market research to know what they find irresistible.”

@JustinBrooke | [DMBIOOnline.com](http://DMBIOOnline.com)

# Navid Moazzez



Navid was actually one of the very first guests on the [Multiply Authority podcast](#). We talked about the concept of “virtual summits,” a term and concept that Navid has helped pioneer. He’s been featured in places like Forbes, Entrepreneur, The Huffington Post, Business Insider, Yahoo Finance, Ramit Sethi’s I Will Teach You To Be Rich, Eofire, So Money, Neil Patel and many more. He has a mission to show you what is REALLY working to build your profitable online business, wherever you’re starting. Find out more about his courses, summits, and expertise at <http://www.navidmoazzez.com>.

Here’s what he had to say:

“One of the most powerful books I’ve ever read was Dale Carnegie’s How to Win Friends and Influence People. And one of the best quotes in that book is,

“Remember that a person’s name is to that person the sweetest and most important sound in any language.”

That goes for seeing your name in print or on a computer screen, too! EVERYONE likes to see nice things written about them. So, write great things about great people and let them know about it.

When we write an epic blog post, epic guide, or other piece of content, we include quotes and examples from other influencers. This strategy helps on several fronts:

1. It makes the content better for the reader. More anecdotes and examples means more illustrations of the principle or concept we are trying to convey.
2. It lends authority. When you quote influencers, there’s an “Oprah” effect that makes you seem more of an expert or authority yourself
3. It makes it more likely influencers will share the content. If someone tagged you on Twitter and said, “Hey, I mentioned you on my blog today! Want the link?” we bet you’d say “Yes.” OF COURSE you want to see what someone else said... and you’d probably want to share it, too.
4. It provides value for the influencer. We always include a link back to the influencer’s site so they will benefit from the inbound link. Everyone likes inbound links from valuable content, so it’s an easy way to provide value for someone we’d like to build a relationship with.

Of course, do this in an authentic and valuable manner — don’t just stuff a bunch of names into a post. That just looks stupid.

Make it valuable for the reader AND the influencer, reach out to the influencer via email or social media, and tell them they were included in your post. Ask if they want a link. If it's a well-written, valuable piece of content, they're probably going to share it.

So here's a challenge to you: The next blog post you write, include examples, quotes, or anecdotes from 3 influencers in your niche. If you include us, tag us on social media or send an email, and let us know you took our advice. Who knows? Maybe we'll share your post!"

@NavidMoazzez | [navidmoazzez.com](http://navidmoazzez.com)



# Paul Clifford



Paul Clifford is the founder of several content marketing tools, including [Kudani](#) and [Designrr](#). Both are tools that we use quite frequently here at Evergreen Profits. (Paul gave us a coupon code for Kudani – If you grab Kudani, use the code “MATT30” for 30% off the package that you choose.)

Paul actually wrote the book, *Content Marketing for dummies* and practices what he preaches, using proven content marketing strategies to drive traffic to his various software platforms.

Here's Paul's favorite strategy:

“The easiest free way of doing this is by creating a quality curated article from trending and relevant content that solves your audience's problems. Here is an outline of the process; first incorporate influencer curation into your content. By

curating a paragraph or some key points from a post written by an influencer in your market, you are achieving 3 things.

One – you're giving your reader great value by selecting and delivering the best solutions for their problems. Two; You are giving a backlink and traffic to the influencer your curated from. Three – Better Google results as your post will rank faster.

Kudani makes the process of finding trending content easier and helps you curate content providing the correct attribution back to the source. The last big benefit is you're creating a longer article of a handful of curated elements which enables you to produce longer and more engaging articles. (Longer posts generate more SEO and traffic)

Now comes the interesting part. By now you will have curated an article from several influencers and have the opportunity to reach out to them and ask them for a mention or tweet. Most will appreciate you sending them traffic and links and will gladly tweet your post to their audience. If you have 5 influencers mentioned – then you have 5 times more potential for traffic.”

(Also check out this in-depth explanation of all of the ways that we use Designrr)

@Paul\_\_Clifford | [Kudani.com](https://kudani.com)

# Nick Loper



Nick Loper probably has a larger mental database of ways to make money than anyone we've ever met... That's because he runs Side Hustle Nation, a site and podcast about the various ways that people make extra income on the side.

His blog and podcast have become huge resources for anyone looking for “side hustle” income streams, mostly due to the content marketing strategies that he employs.

Here's his best tip:

“So it's actually similar to the round-up post strategy employed here, but the most effective posting strategy I've found this year to get a lot of eyeballs is the “Epic List Post.” My two most popular posts of the year are “[The 134 Best Udemy Courses for Entrepreneurs, Freelancers, and Side Hustlers](#)” and “[The Sharing Economy: 200+ Ways to Make Extra Money in Your Spare Time](#)”.

These posts probably both took north of 40 hours to research, write, and format, but they're so juicy people can't help but share them. It's not like 5 Things I Learned About Entrepreneurship From My Dentist or The Top 10 Things to do in San Francisco ... it's like trying to build something an order of magnitude bigger.

Plus, when you hit publish, you automatically have 100 people to message — as I'm sure you'll do with this post — and say “Hey, I featured you in my latest article.” That's *100x* more people who might like to share your work than on a “regular” post.”

@nloper | [SideHustleNation.com](https://SideHustleNation.com)

# Tony Teegarden



Tony is the host of the “Turn Your Problems into Profits” podcast. He teaches his clients how to generate high-paying clients from your blog. Not only does Tony use content marketing, he uses it to generate clients that pay him upwards of \$6,000 to \$10,000 for consulting and coaching.

Here’s Tony’s advice:

“Wrap Your “Pill” In a Piece of Cheese...

If you try and give a dog a pill that they need, they usually won’t take it and spit it out. But if you wrap it in a piece of cheese, they’ll scarf it right down.

Far too many people try to serve up content around what they think people need rather than what they actually want.

Everyone wants to get, keep, or get rid of something in their lives.

When your content implies it's something that can help them get something, keep something or get rid of something...they're way more likely to consume it."

@ateegarden | [TonyTeegarden.com](https://TonyTeegarden.com)

# Stefan James



Stefan James runs Project Life Mastery, a blog and YouTube channel about becoming a better you. He discusses topics like business growth, fitness, personal fulfillment and more. He makes over 7-figures per year through his Amazon book sales, course sales, affiliate marketing, investments and more... And he lays it all out in his monthly “goal reports”.

Over time, Stefan has built a massive platform that has made generating traffic pretty easy for him.

Here’s what he had to say:

“My strategy for getting eyeballs to my content is nothing extraordinary. Just simply ensuring that my content is extremely high quality, has a benefit-driven headline that captures attention, is optimized the best it can be for SEO, and then shared to everyone and anyone that can benefit. When you’re an influencer and already

have a following, it's easy to get eyeballs to it – as I simply just share to my following on Facebook, Twitter, Instagram, Snapchat, e-mail list, etc... and then if the content is really valuable, others will share it for you and the rest will take care of itself.”

@StefanJames23 | [ProjectLifeMastery.com](http://ProjectLifeMastery.com)



# Parham Nabatian



Parham is one of the few people who we've seen do extremely well using LinkedIn Pulse as their content marketing platform of choice. Parham focuses on building his personal brand as well as the brand of his agency through carefully crafted and researched content over on LinkedIn.

His branding and web development agency, Infinite Communication, have helped well-known companies become even larger of a presence online through creative branding, web development, and even through content marketing strategy. Parham is a guy to pay attention to in the marketing world. He's a thought leader and branding expert.

Here's his advice:

"When my content does supremely well is when it emotionally connects with people – it not only teaches people something valuable but also makes them feel

empowered by reading it. That is why I write the content for my circle, because if my circle connects to it and finds it valuable then I know they will be the initial wave of people who will share, like or promote the content.

Before I hit publish, I message my close colleagues to view, like, and share my content right away because if the content doesn't stay on people's feed then it won't have as many eyeballs. Another valuable factor is that I have strong relationships with a few influencers – so when they share my content the # of views double or triple.

Lastly my secret sauce is using a personal photo of myself as the header photo – again it's about connection and it does it much better than a generic stock photo, which I think actually turns people off.”

Parham on LinkedIn | [ThisIsInfinite.com](https://thisisinfinite.com)

# Tom VanBuren



Tom is the head of content marketing for the brilliant content re-syndication tool, Edgar. Edgar itself is actually an amazing tool to generate traffic to your content. It allows you to load up a library of all of your content and it will continually re-post that content over and over again on social media at set intervals, ensuring that your older content constantly gets new eyeballs.

Here's what Tom from Edgar had to say about getting eyeballs on content:

“Social media promotions are great and all, because you can share something again and again over time to keep a regular trickle of visitors coming in, but when you want a surge of traffic to a new piece of content, it's hard to beat email. Every week, we send out a newsletter promoting our most recent blog posts, and we reliably get a huge traffic bump on the days we send them out! (Plus, all those readers means a big surge of social shares, too.)

This is why building an email list should be one of your top priorities as a content marketer. Whether you're offering a free download, a product trial, access to a webinar, or anything else in exchange for email addresses, every person who joins your list is a person who has demonstrated interest in what you have to say. As you add more of those people to your list over time and regularly send them your new content, you can increasingly drive more traffic, get more social shares, and develop an eager fan base of subscribers who want more of what you have to offer!"

@trvanburen | [MeetEdgar.com](https://MeetEdgar.com)

# Dai Manuel



Dai Manuel is a lifestyle mentor and personal fitness educator. He uses content marketing to attract people to his training and his books. He is a speaker and has been featured all over in the media in the fitness world.

His blog and the content that he puts out is a large driver for the traffic he receives and the success he has had.

Here are Dai's words of wisdom:

"My typical strategy is to connect with like-minded people in my tribe. Over the years I've built some online communities and I continue to nurture those relationships to this day. When I write a new piece of content I share on my typical

channels including Twitter, IG, Facebook, Snapchat etc... but I tend to find some of the best shares and traffic is from the communities I've mentioned above."

[@DaiManuel](#) | [DaiManuel.com](#)

# Pat Flynn



Pat has one of the most popular blogs and podcasts on the topic of internet marketing and growing passive income. Through selling courses, affiliate marketing, podcast sponsorships, and book publishing, Pat has built a 7-figure per year online marketing empire.

All of this success is a direct result of Pat's content marketing efforts on his blog, podcast, and YouTube.

When we [interviewed Pat Flynn](#), we had a little discussion about traffic strategies.

Pat is a big proponent of building relationships and then leveraging those relationships into traffic...

Here's some quotes that were pulled from the interview:

“Getting links from other sites is important. There’s a couple of ways to do that. Obviously, just writing great content on your site so that it gets picked up... but also building relationships with other people... Or retweeting other people who look up to you on Twitter and sharing other people’s articles on Facebook and connecting with them, sending quick messages and getting on their radar.”

Pat also recommends roundup posts...

“Another thing to do to get on people’s radar is these roundup posts where you pull a list of maybe 20 of the top most influential people in your niche and have them answer one question. More than likely they’re going to share that because they’re featured on it.”

Finally, Pat also mentioned that just posting all of his content to Twitter has been a really effective traffic source for him.

@PatFlynn | [SmartPassiveIncome.com](https://SmartPassiveIncome.com)



# Jay Baer



Jay is a content marketing thought leader. He's also someone that we've learned a ton from, especially in the area of content repurposing. He did a show called "Jay Today" over on his Convince And Convert blog that he then repurposed in something like 10 different ways to make sure he was getting eyeballs on the content from everywhere. It was amazing and taught us a huge lesson in the power of repurposing your content. Jay has advised more than 700 brands since getting started in online marketing in 1993. He is also the New York Times best-selling author of five books, the most retweeted person in the world among digital marketers, the second-most influential person in content marketing, and a certified BBQ judge.

Here's his killer tip:

“Take your best content ideas and turn them into Slideshare presentations. Slideshare is one of the best opportunities for content exposure, and has the advantage of built-in lead generation tools.”

@jaybaer | [convinceandconvert.com](http://convinceandconvert.com)

# Joe Pulizzi



Joe is the creator of the Content Marketing Institute, an absolutely brilliant website all about content marketing. He is one of the leading experts and educators in the world on the topic. He's also the author of my personal favorite book on the topic, Content Inc. Here's Joe's quick piece of advice:

"Yes, spend about 5 times more on promotion than creation (paid and free).

You are correct, if you build it, they won't necessarily come."

[@joepulizzi](https://twitter.com/joepulizzi) | [contentmarketinginstitute.com](https://contentmarketinginstitute.com)

# Arthur Tubman



Arthur is the founder of D4Y Brand Builder, an agency that works with clients to create marketing campaigns which allows them to scale their businesses. In 2009, he was part of a launch called Free Blog Factory, that was part of a web based reality show featured on front page of Orange County Register. He worked with celebrity talent like Hulk Hogan and Alfonso Robiero and big companies to create more conversions in their businesses.

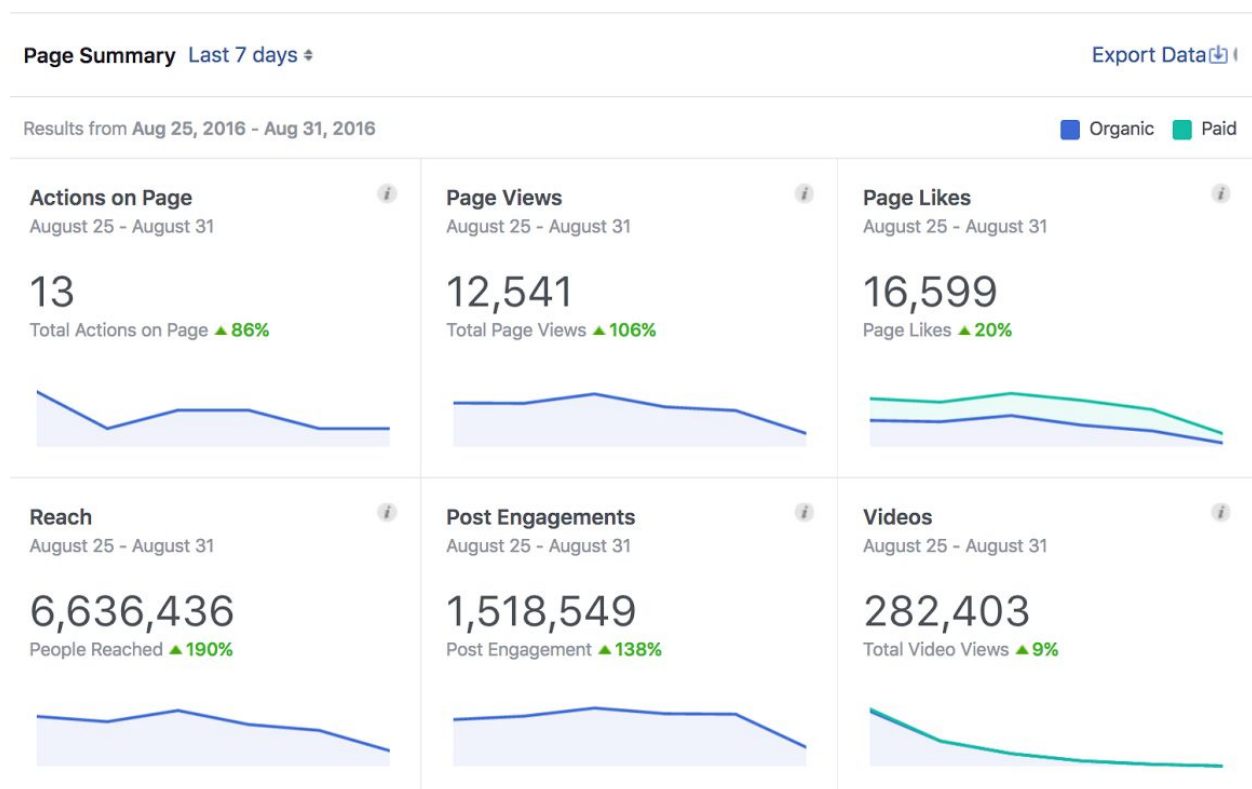
Arthur reached out to us because he had a really killer traffic strategy that wasn't yet mentioned in this post and wanted to share it with you... And we are so glad he did because this is some killer stuff!

Here is what he had to say:

"We build community pages on Facebook (not to be confused with brand pages). Things like a community of people that love talking about their favorite show, or

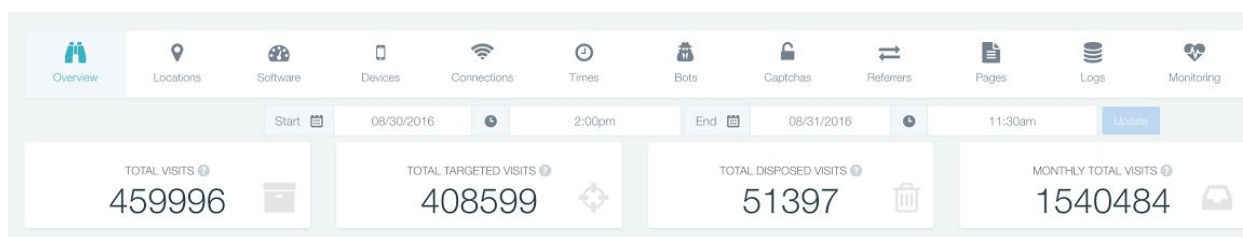
dog breed, or music genre versus a public profile, like Petco or Taylor Swift. Typically, on average, a Facebook page will have about a 10% reach rate per week, and an engagement rate that is too low to count. Most people do not put enough emphasis on interacting with their fans and providing high quality content that the audience loves to consume. Most of our pages average a minimum Reach of 200-300% of the total page likes per week, and an engagement rate of at least 80%.”

Here is an image of insights for a page in the entertainment niche with just shy of 325,000 fans that Arthur sent me:



This page has created over 1 million pageviews to our content site just in the last 7 days. And 2 of the top 4 most shared articles ever for the broad keyword on BuzzSumo.

This is the traffic on the site in the last 22 hours. We use a tool called Siphon Cloud, and its pretty epic, because what most people don't know is that a lot of traffic is not only fake and bot traffic, but not tracked by google (private, vpn, trac phones, etc). Many times 2-4 times more traffic then that tracked by google analytics... The beauty of our strategy is that we only have 11% fake traffic, compared to the average of 25-35% because our traffic builds real, and legitimate communities, people want to interact with!



@ArthurTubman | [D4YBrandBuilder.com](http://D4YBrandBuilder.com)

# Matt Wolfe



Matt's favorite strategy to make sure that he get eyeballs on his blog posts is actually multi-part.

First, in every single blog post that he write, he make sure to talk about and link to a few businesses or people. He mentions people that inspired the post or that he pulled excerpts from and then link back to their websites.

He then shoot a message to these people on Twitter and tag them when sharing the post on Facebook. This makes them aware that he is talking about them and, hopefully, encourages them to share the post (people love when others are talking about them).

Next, he create a "boost post" on his Facebook fan page, targeting an interest that he thinks would enjoy the post. Usually his boost post is between \$10 and \$15 for a 3-day

boost. He only blog about once per week, so this process only costs between \$40 and \$60 per month.

Finally, he mails his list with a link to the post.

Obviously, everyone doesn't have a list yet... Make sure you're always building one and this step will become a bigger and bigger portion of your traffic over time...

Matt has outlined a step-by-step of my favorite strategy in this [content curation post](#).

[@MattRWolfe](#) | [EvergreenProfits.com](http://EvergreenProfits.com)

## ***Note from the editors:***

After rounding up these responses from our friends, we wanted to dive deeper and find some common answers from some other big names in the marketing world...

Here's some other responses that we came up in our research...



# Tim Ferriss



Tim doesn't really talk about marketing tactics much. He's much more about deconstructing habits of people. However, back in 2009, he gave a presentation at Wordcamp called "[How to build a high-traffic blog without killing yourself](#)." In this video, he divulged some of the tactics that he used to get some initial traffic to his blog. At about 20 minutes in, Tim talks about SEO.

When he writes his first draft, he ignores SEO completely... He then goes back, uses the Google keyword tool to find popular keywords, and then replaces words throughout his posts with more highly-searched keywords.

Tim also suggests StumbleUpon as a very effective and cheap traffic source to kick off the blog (about 23:50 in). This post is from 2009 and we haven't heard much about StumbleUpon recently... However, that doesn't mean that it's not still an effective strategy. Definitely something to play around with!

Finally, Tim suggests writing about evergreen topics instead of posting items related to current events. Evergreen content will only pick up traction over time while news-based content will fade quickly.

@tferriss | [FourHourWorkWeek.com](https://fourhourworkweek.com)

# Gary Vaynerchuk



We dug and dug to try to find a concrete traffic strategy from Gary. He's obviously a big fan of social media and putting his face everywhere. In one video that we found ([which you can watch here](#)) he discussed how Facebook was a huge traffic driver for him...

Here's what he had to say:

"Facebook is actually probably one of the biggest drivers of content awareness outside of itself to other destinations in the world right now..."

"I have a pretty big foundation of 150,000 fans on that page, but there's people that I've seen post content that have 800 fans, and enough people shared it and enough people liked it, enough people commented on it and shared it not only within Facebook but outside of it, that it created a fire. Facebook is content awareness infrastructure..."

“I think it’s one of the singular best ways, and so I would highly recommend making an investment in Facebook fan pages, recognizing the distribution opportunities that it creates for content you’re putting outside of its network.”

@garyvee | [ask.garyvaynerchuk.com](https://ask.garyvaynerchuk.com)

# James Altucher



James is currently one of my favorite authors. His “Choose Yourself” books are phenomenal. He’s got a great blog and a couple of awesome podcasts... So he’s constantly needing to find ways to drive new traffic to blog posts. Luckily, he’s written quite a few times on the topic.

Here’s some tips I’ve picked up from James:

- “1. Comment on every blog related to your site. be helpful and don’t be annoying.
2. Syndicate your content to the top blogs in your niche.
3. Create a fan page for your niche and share your stuff there.
4. Self-publish a book in your niche.

5. Answer questions on Quora.

6. Link with others in your niche on LinkedIn.”

From the blog post: [How To Get Traffic To Your Site](#)

In another post, he dug deeper on the topic... The idea is to build a platform of people who pay attention to what you do... Then traffic becomes easy.

Here’s a quote where he further elaborates on syndication:

“Syndicate – write for other blogs. Write for the Huffington Post, or the top blogs in whatever field you are interested in. I’ve syndicated my material on at least 10 other popular blogs and tried to syndicate on others that said, “no” (famously, the Harvard Business School blogs where they passed around my material and I saw at the bottom of the email chain, “And yet another”).)

Do this consistently for a year. You will get a following. Note it won’t be a big enough following to generate a good living from ads. But it will give you a launching pad to think about other business ideas. Someone once told me: “all you need is 1000 true fans to build a business”. So you will get your 1000 true fans. And then you can decide what to do with them.”

The above quote is from “[How Do You Get Traction From Your Blog.](#)”

[@jaltucher](#) | [jamesaltucher.com](#)

# Content Marketing Recap

Here's some quick bullets to help distill some of the common responses about driving traffic.

1. Focus on creating high quality content first. This is the most important rule. If it's not valuable people won't read it, they won't share it, and it will never pick up traction.
2. Share your new piece of content on social media... Twitter, Facebook, and LinkedIn at the very least.
3. Don't be afraid to pay to get the initial eyeballs. Facebook boosted posts are a relatively inexpensive but effective method for amplifying your content to get the initial traction.
4. Mention others in your posts or curate other's content. You can then tell people they've been mentioned and they are more likely to share.
5. Create a community of people that are interested in helping each other out. Tap that network to help share with each new blog post.
6. Create the occasional roundup post (like this one), contributors are likely to share the post, creating a highly viral piece of content.
7. Make sure you are always focused on building a mailing list so that you can easily bring people back to the site in the future.
8. Repurpose the content that you create on other platforms to create new opportunities to be discovered.

Follow those rules along with the more detailed steps from the experts above and you will always be able to kickstart and drive a large spike of initial visitors to your content, leading to new opt-ins and more sales.

# Drive Traffic And Grow Your Brand Through Content Curation

Now that we've gone down the vein of content marketing a bit, one of our content "hacks" is content curation. Most people get this all wrong and think that just means you're stealing other people's content. WRONG!

When you do content curation right, you are creating a hell of a win-win-win for everyone. Your reader wins by reading different perspectives about the topic you're writing about. The content creator that you are leveraging is getting exposure in many new ways. And YOU are winning by leveraging other content and adding your own commentary and insights to it. #winning!

And another benefit is this is a great way to kick start some free, organic traffic to your site. It gets the ball moving if you have a limited budget. But if you do have some ad budget, then you can really start cranking traffic to these content pieces.

Here's exactly how we curate content effectively. Use this method and you will be a content powerhouse in no time and people will be wondering how you produce so much day in and day out...

We are big proponent of content curation.



It's one of the best ways to get fantastic content on your site, generate a ton of value for people, and drive a ton of traffic.

However, so many people do content curation completely wrong.

It's not uncommon to see someone just repost someone else's blog post word-for-word on their blog with a tiny sentence stating "Originally posted on some other blog."

What follows is a strategy that utilizes other people's content to create additional value for your readers, benefits the original content creator, and encourages other people to share your content.

Following this process will also build your list so you can create your own traffic "at will" in the future.

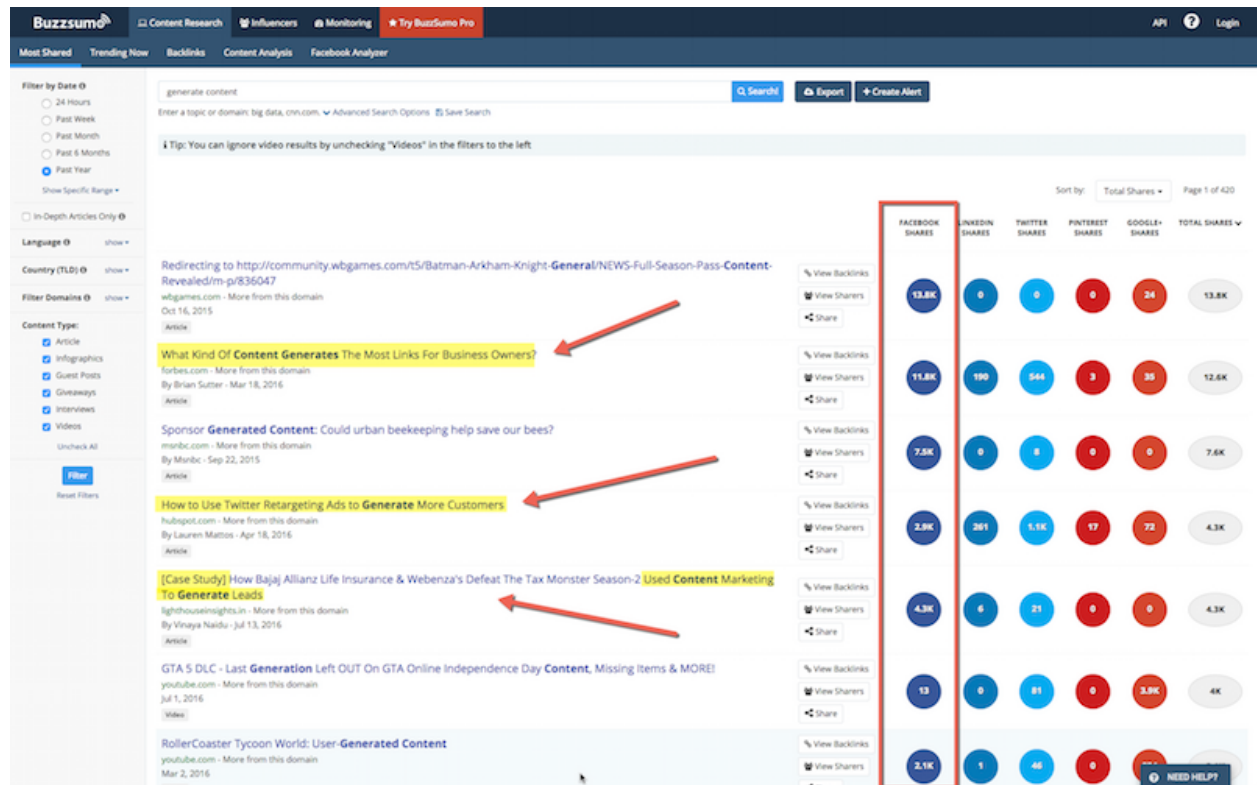
This is a process that we often create and systematize for our clients.

## **Step 1: Curate great content on your blog**

In this step, we're going to think of a topic that's going to interest our group. For a "content marketing" blog, I might pick a topic like "10 ways to generate content without actually creating it yourself".

A great place to get some ideas for blog content is BuzzSumo... Simply type in your main keyword and see what's getting shared the most.

Here's a list of ideas from typing in "Content Generation":



Now it's time to start curating.

Find somewhere in the range of 7 to 10 different blogs that discuss this topic.

I did a quick search on Google for "Content Marketing Blogs" and this blog post was one of the first...

## Top 42 Content Marketing Blogs

The Junta42 Top 42 Content Marketing Blogs list highlighted the best bloggers on the web discussing content marketing. Each blog on the list was rated by our expert staff in terms of content strength, depth, regularity, and, to a very small extent, popularity, in terms of overall best marketing blogs.



While the [last update](#) was published June 2011, this continues to be a popular list.

**\*\* If you are looking for a more recent list of content marketing blogs, check out the [resources](#) the CMI team relies on. \*\***



RANK	BLOG NAME	FOCUS
1	<a href="#">Convince and Convert</a>	Social Media
2	<a href="#">TopRank Blog</a>	Online Marketing
3	<a href="#">Brian Solis</a>	Social Media/Public Relations
4	<a href="#">Conversation Agent</a>	Marketing – General
5	<a href="#">Marketing Experiments</a>	Research
6	<a href="#">Copyblogger</a>	Copywriting – Blogs/Blogging
7	<a href="#">Social Media Examiner</a>	Social Media
8	<a href="#">Inbound Internet Marketing Blog</a>	Internet
9	<a href="#">Social Media Explorer</a>	Social Media
10	<a href="#">Heidi Cohen</a>	Marketing – General
11	<a href="#">Post Advertising</a>	Content Marketing
12	<a href="#">Web Ink Now</a>	Content Marketing
13	<a href="#">Digital Marketing Blog</a>	Internet Marketing
14	<a href="#">Ducttape Marketing</a>	Marketing – General
15	<a href="#">Drew's Marketing Minute</a>	Marketing – General
16	<a href="#">Influential Marketing Blog</a>	Marketing – General
17	<a href="#">Grow</a>	Marketing – General
18	<a href="#">Marketing Interactions</a>	Content Marketing
19	<a href="#">Direct Marketing Observations</a>	Direct Marketing
20	<a href="#">Conversation Marketing</a>	Internet

Join Over 150,000 of  
your Peers!

Get daily articles and news delivered to your email inbox and get CMI's exclusive e-book *Launch Your Own Content Marketing Program* FREE!

Send Me Updates

### CONNECT WITH US

	153,000 SUBSCRIBERS	<a href="#">SUBSCRIBE</a>
	114,573 FANS	<a href="#">LIKE</a>
	184,347 FOLLOWERS	<a href="#">FOLLOW</a>
	27,287 FOLLOWERS	<a href="#">FOLLOW</a>
	12,436 IN CIRCLES	<a href="#">CIRCLE</a>
	8,260 SUBSCRIBERS	<a href="#">SUBSCRIBE</a>
	6,303 FOLLOWERS	<a href="#">FOLLOW</a>

### HOW-TO GUIDES

 **GETTING STARTED**  
Content Marketing 101 begins

(From *Content Marketing Institute*)

We are pretty sure we can find some pretty killer blog posts to curate from some of those resources...

Now, find a blog post from each of those sites that best responds to the topic that you choose above.

Here is an article **Convince and Convert** (Rank #1 on the list above) that we might include:

The screenshot shows the homepage of the Convince & Convert website. The header features the logo, navigation links for Consulting (Influencer Marketing, Customer Experience, Content Marketing, Social Media) and Media (Blog, Podcasts, Books, Definitive), and a search bar. A sidebar on the left includes an email subscription form, a 'NOTIFY ME!' button, and sections for 'OUR SPONSORS' and 'SEE JAY SPEAK' with a live event poster for September 22-23 at Englert Theatre, Iowa City, IA. The main content area displays the article 'A Marketer's Guide to Content Curation' by Pawan Deshpande, with a bio and a social media follow button. The article's featured image shows a person in a gallery looking at a large painting, with the title 'A MARKETER'S GUIDE TO CONTENT CURATION' overlaid. The website URL 'convinceandconvert.com' is visible at the bottom of the image.

Create the blog post and quote each of the blog posts that you just found. A little bit of commentary to each post about why it fits in this blog post.

If we were to curate a post like the one above, it would probably look something like this:

“Content Curation” is one of the quickest and easiest ways to get high-value content on your site, without actually writing most of the content yourself. Pawan Deshpande put together a phenomenal guide on how marketers can do content curation correctly. Read the article [here](#).

We’d probably go slightly more in-depth with my description... But that gives you a good idea.

Repeat that 6 to 9 more times for each of your resources...

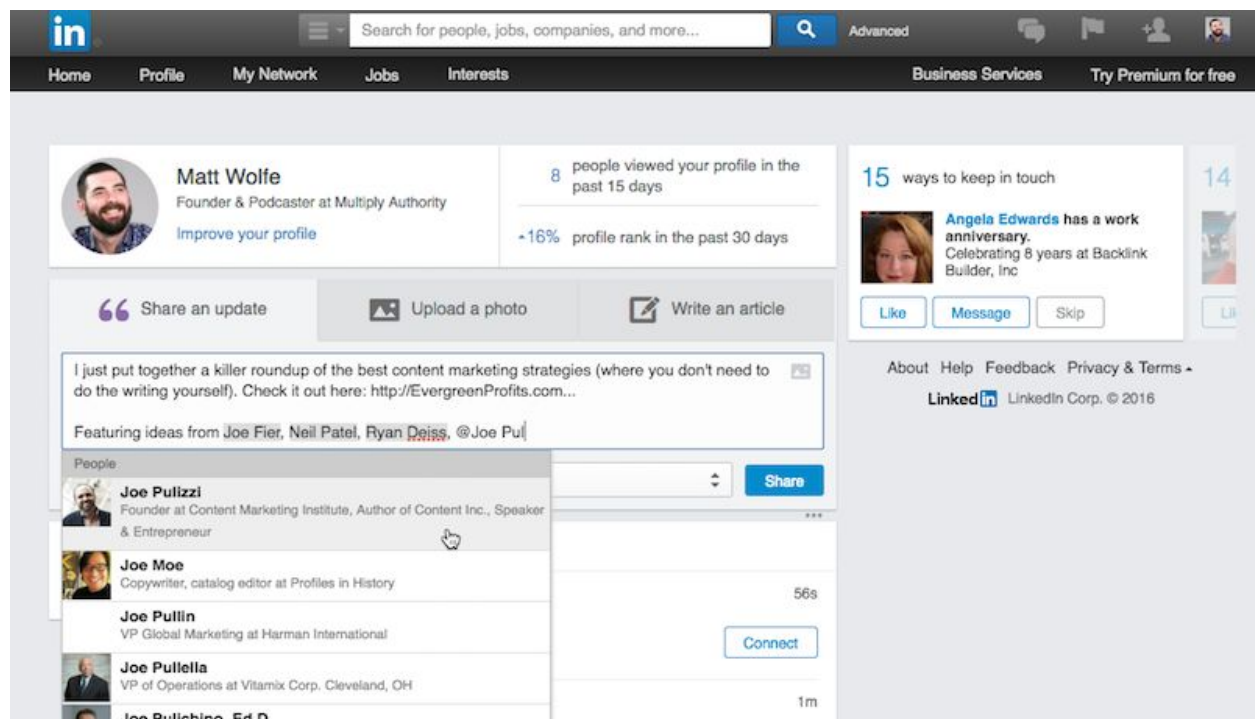
Make sure that you link out to each of these blog posts and give attribution to the original writer.

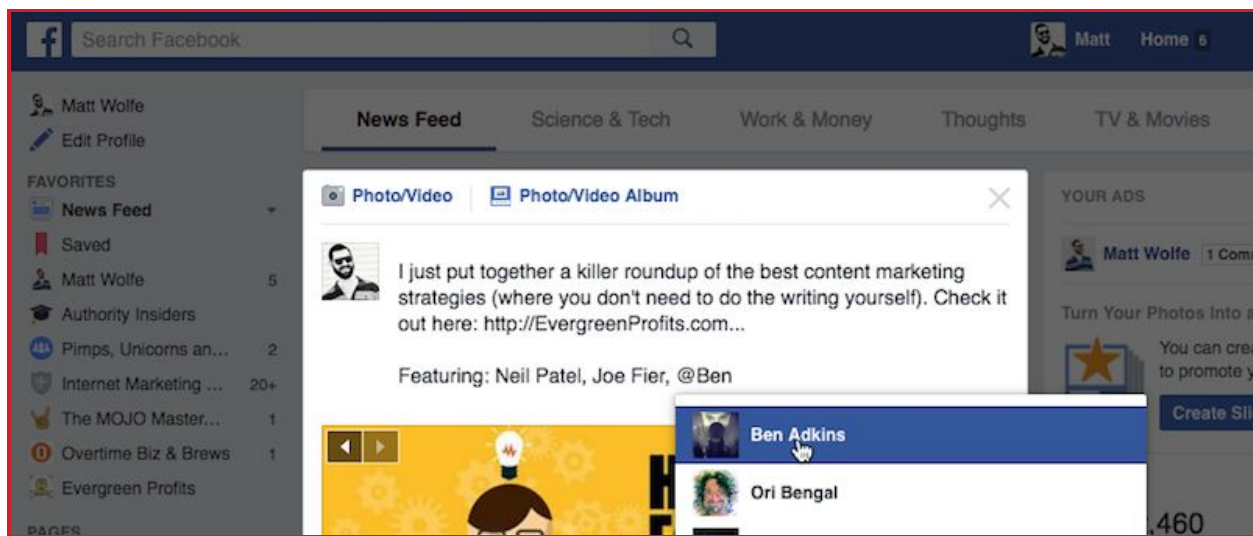
As a quick note, we use a tool called [Kudani](#) to help streamline the process of finding content to curate, posting the content, and properly attributing the content. It’s a killer tool and, if you grab it, use the coupon code “MATT30” to get 30% off. This isn’t a pitch for Kudani... we just wanted to be transparent that we do leverage that tool to help us find what to post. [More about that tool here](#).

## Step 2: Spread the word

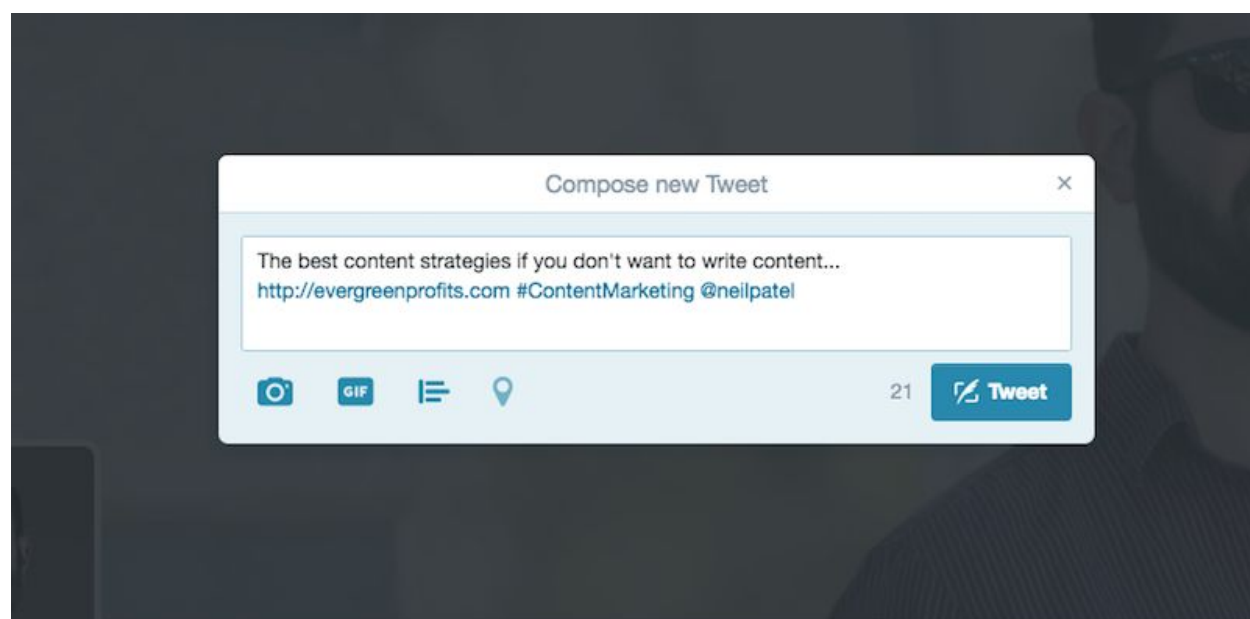
Now it's time to hit Twitter, Facebook, and LinkedIn... we like to hit all three because different people seem to hang out on different platforms, and we want to make sure that the people we mention in the post are aware of the post.

When we share the post on Facebook and LinkedIn, we'll tag every person that was mentioned in the blog post.





When we share the post on Twitter, we will create a new tweet for every single person mentioned in the post, letting them know that they've been featured.



Finally, if there are contact forms on the blogs that you mentioned, shoot the original author a quick email with a link to your post. Let them know that you featured them in a “best of” type post.



Ideally, at least half of the people that you mentioned will turn around and do a quick tweet or share of the post. People love it when others talk about their work and like to share the fact that others are talking about it...

Here's a post of mine that Sujan Patel of [ContentMarketer.io](http://ContentMarketer.io) shared of mine... He has over 30k followers and gave my site a nice little spike in Twitter traffic.



**Sujan Patel** @sujanpatel · 17 Oct 2015

How To Build An Authority Blog From Scratch [multiplyauthority.com/how-to-build-a...](http://multiplyauthority.com/how-to-build-a...) via @MattRWolfe



## How To Build An Authority Blog From Scratch

### How To Build An Authority Blog From Scratch - Multiply Authority

A step-by-step explanation of how this website will become an Authority Blog within the next few months.

[multiplyauthority.com](http://multiplyauthority.com)



8



9



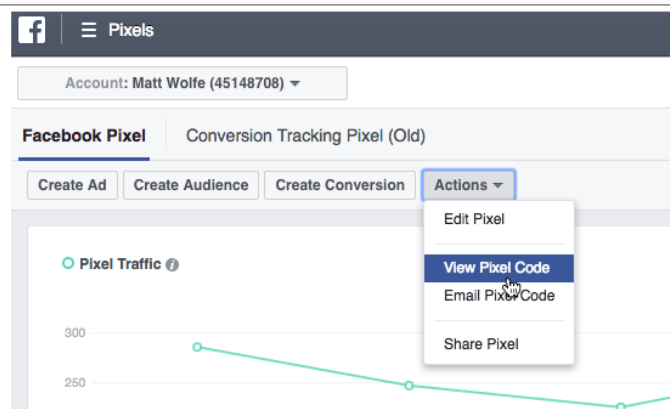
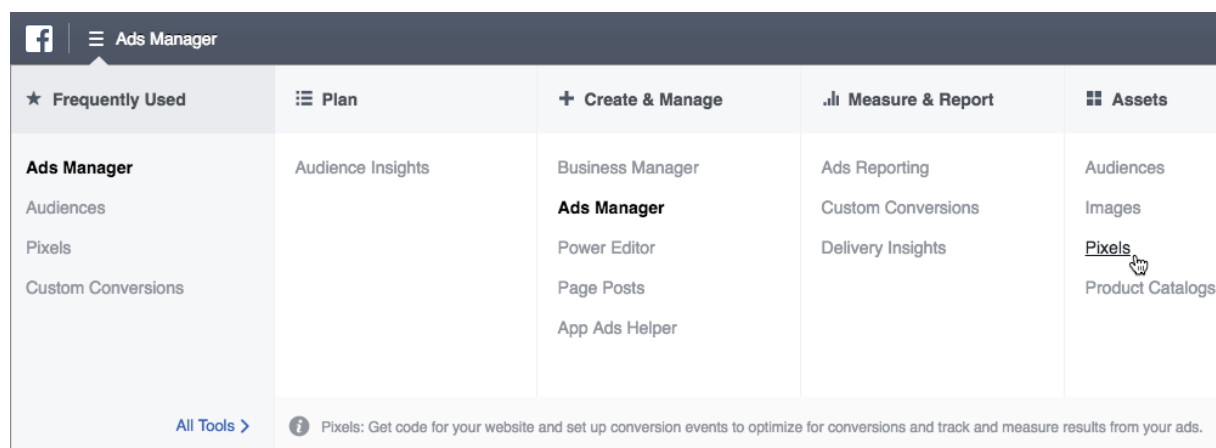


## Step 3: Build a retargeting audience.

Now it's time to make sure that we turn this newfound traffic into people that return to the site over and over again.

Start by ensuring that you're building a retargeting audience in both Facebook and Google Adwords.

Both Facebook and Google will provide you with a little snippet of code that you can paste into the code of your blog, allowing you to use your previous visitors as targets for advertising.



Now, whenever you create a new blog post, link to it from your Facebook fan page and simply “Boost” the post.



**Evergreen Profits**  
Published by Matt Wolfe [?] · August 8 at 5:54pm · 🌐

One of the best things that you can do to grow your business is to put out high-quality and informative content that builds you and your business as the true expert...

The problem is that most people focus on putting content on their own sites... It's a much better use of time and content to leverage existing large brands and their site / platform...

We put together this simple little guide to help you get published on some of the biggest sites in the world!



### How To Get Featured On The World's Biggest Websites

The Huffington Post. Business Insider. Mashable. Inc.com. When it comes to big name resources, spanning a variety of categories, these publications are the cream of the crop. As a writer, company owner, or marketing professional, you know one...

EVERGREENPROFITS.COM

**Boost Post**

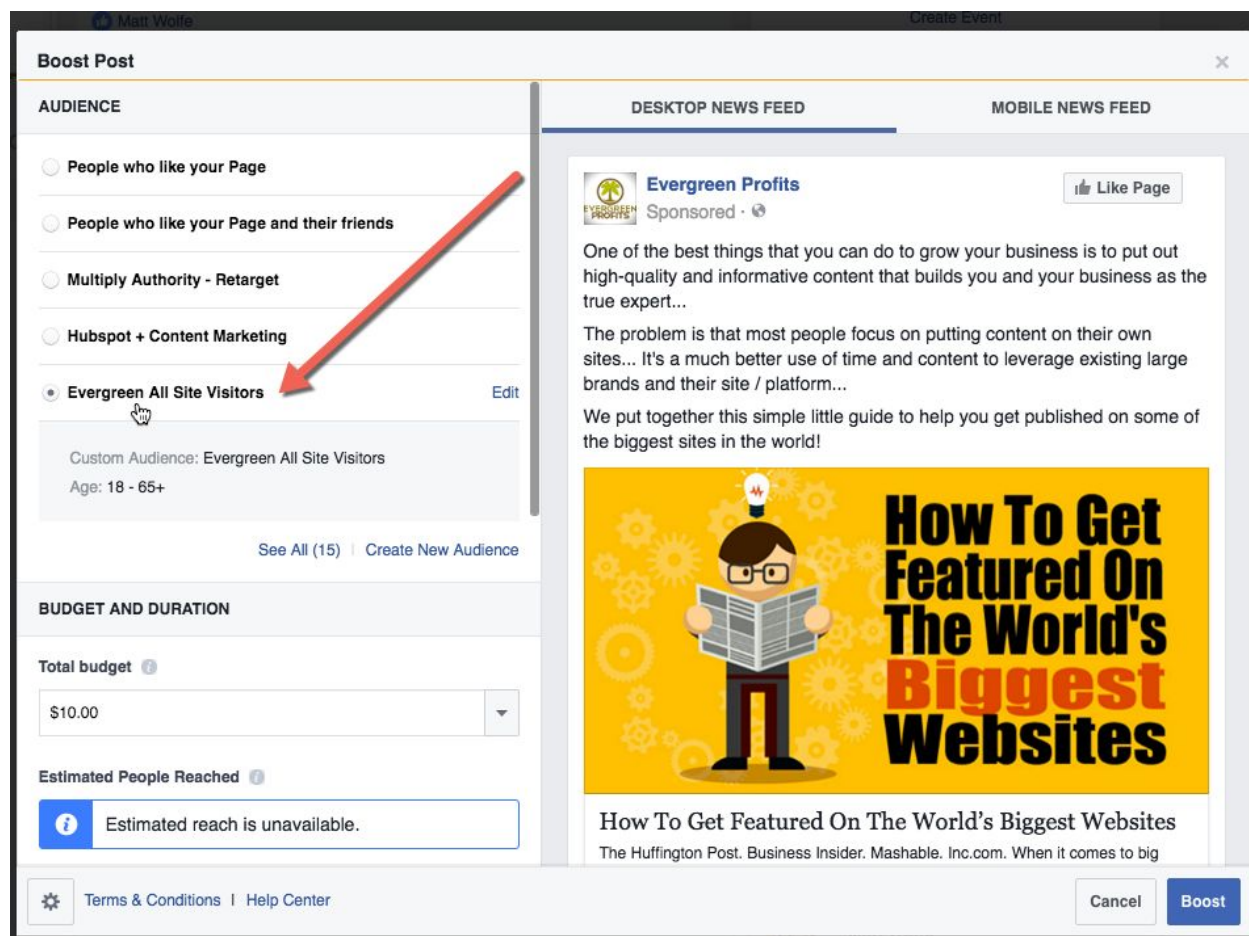
👍 Like    💬 Comment    ➦ Share

👍 Alan Beilstein and Chris Martinez

 Write a comment...  

Press Enter to post.

When you boost the post, you can choose specific targets... Make sure you're targeting the people that have previously been to your website.

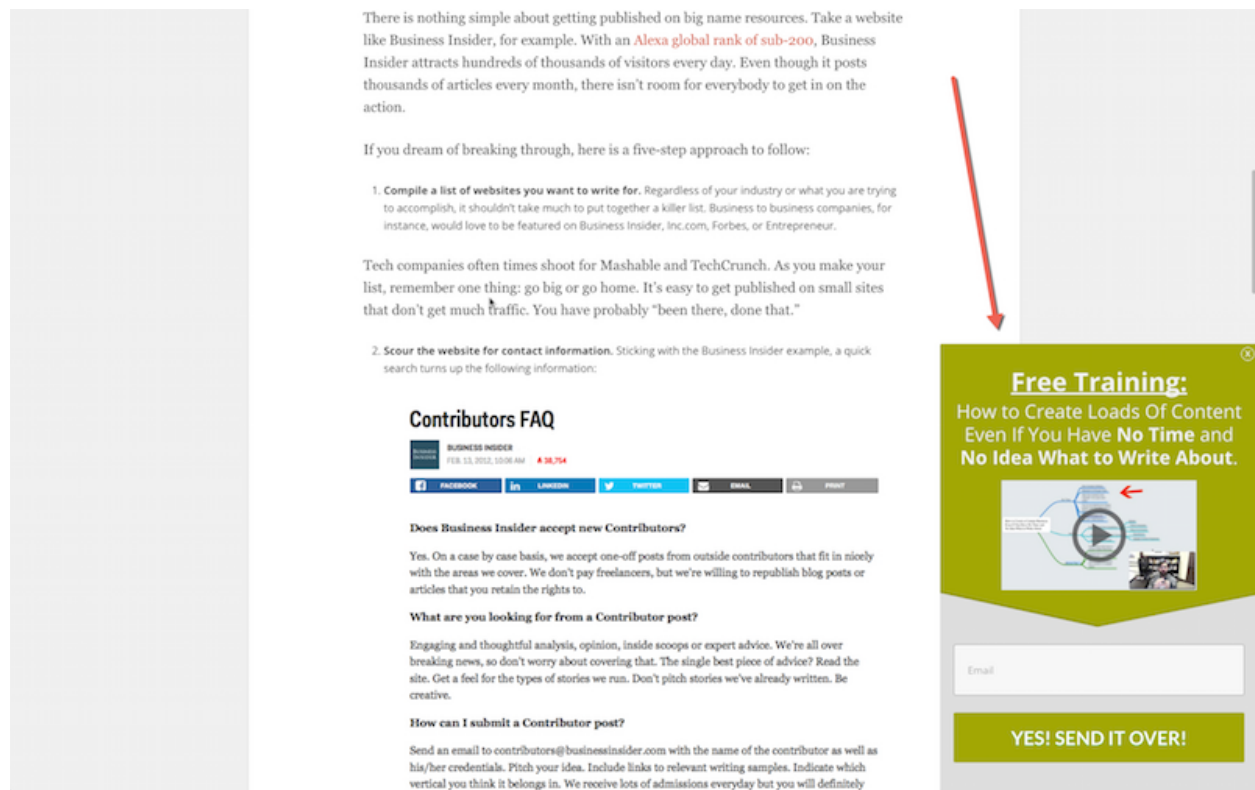


This gives people the impression that you put out a ton of content and spend a ton of money on advertising. It's amazing for building your brand and driving repeat traffic back to the blog.

## Step 4: Collect emails from your blog.

Install **Thrive Leads**... That's the tool that we love and use on this blog as well as on MultiplyAuthority.com.

My personal favorite uses are the slide-in tool and the exit-intent lightbox.



The slide-in opt-in form slides in from the bottom right of the screen once someone scrolls at least 10% into the content. This is really effective and not overly-intrusive.

The exit-intent lightbox is the popup that appears when someone moves their cursor away from the browser like they are about to leave the site. These work to grab visitors right before they are about to leave.

The image displays two examples of exit-intent lightboxes, which are popups that appear when a user is about to leave a website. Both lightboxes have a close button (X) in the top right corner.

**Lightbox 1:** The headline reads "Do You Want to **Double Your Traffic** in the Next 30 Days?". Below the headline are two buttons: a green button labeled "YES, LET'S MAKE IT HAPPEN!" and a red button labeled "NO, I DON'T LIKE TRAFFIC."

**Lightbox 2:** The headline reads "Sign Up Below to Receive Our Simple **'Content = Traffic'** Strategy:". Below the headline is a text input field with the placeholder text "Enter Your Best Email". Below the input field is a green button labeled "YES! SEND ME THIS TACTIC!".

The Huffington Post. Business Insider. Mashable. Inc.com. When it comes to big name

Make sure you have something valuable to give away for free, in exchange for the email.

## **Step 5: Contact your new audience.**

It's time to bring your newly created audiences back to the site.

Each time you put a new blog post live, mail your list about the new post and then create a Facebook "Boosted Post" that targets past visitors.

We will also often boost the post again to a "cold" audience...

We will find an interest target on Facebook that we think will enjoy the post and target them with our ads. This brings some new people to the site that could potentially opt-in as well as new people that will get added to your retargeting list.

## **Step 6: Repeat...**

You can use the process over and over again, targeting new blogs and resources with each new post.

Try to use new blogs each time. Other bloggers will, most likely, share your post the first time you do this but, if you do it too often, they'll probably become immune to this technique and stop sharing. So find some fresh blogs each time.

Fairly *unestablished* blogs work fantastic for this because they tend to be the MOST flattered when someone else is talking about them. Always try to include one or two

blogs that are somewhat “undiscovered” and watch those people become your biggest evangelists!

You can also create “roundup” posts where you send the same question to 50 different people and ask for an answer... Create a post that rounds up all the responses and links back to their website... These get a TON of shares but are a little more time-consuming to build. You will see a post just like this on Evergreen Profits next week. It will make an excellent case study.

Hire someone to write original content once you’ve got an audience built up. This will further establish credibility, build trust, and help with SEO.

## **Final Thoughts & What’s Next**

That’s it! That’s the entire process that we run through when trying to help our client’s blogs get some initial traction.

The hardest part about getting a blog going is that initial traffic to the site. Creating posts like the ones described here for the first couple of weeks will give your blog a kickstart and get a lot of people talking about it right out of the gate.

## More Traffic Tactics From The Pros

Twice per week, we interview experts on the [Hustle & Flowchart podcast](#). Since creating the original edition of this book in Mid-2008, we've had the opportunity to dive even deeper with some of the world's smartest traffic people. It would be a damn shame to not add some of our notes from our guests. Every single time we do an interview, we have someone on our team take detailed notes. We make those notes available for sale over at [EGPLetter.com](#) as well. What follows is a roundup of some of our favorite traffic notes, organized by category. These are just the sections of the notes related to traffic. With most of these guests, we chatted about way more than just traffic so definitely check out the full episodes or join the [EGP Letter](#) and get access to all of the notes.

### [Google Advertising](#)

[Justin Brooke - From Episode 220](#)

### [Facebook Advertising](#)

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### [LinkedIn](#)

[Josh Turner - Episode 181](#)



# Google Advertising

## Justin Brooke - [From Episode 220](#)

- One trick to being an effective marketer is to bid on someone else's product and own the first page of Google on their behalf.
- With Google ads, Justin's start-up recipe for paid traffic is totally scalable and great for both the beginner and the expert. He's got three main strategies: branded search, retargeting and cold traffic.
- With a branded search, you would bid on your own keywords. For example, Justin would bid on his name, his instructors' names, his product names, etc. That will make sure all the marketing you do later on, inspires some level of people searching for you.
- Lastly, with cold traffic, Justin likes to create a blog post because you can have a higher CTR with a post than with a sales letter. It doesn't look salesy either, and when the cold market reads them, they will read a CTA at the bottom which generates a lead. Only about 35% opt in, but the others are retargeted. Start with \$5 a day.

# **Facebook Advertising**

## **Dennis Yu - [Episode 85](#)**

### **Facebook Marketing**

- Dennis sees the foundation of marketing on Facebook as 1-minute videos.
- Sheryl Sandberg calls this word-of-mouth at scale.
- The News Feed is based on what your friends are doing, so you have to create word-of-mouth at scale: collecting positive quotes about you and sharing your expertise in these quick videos.
- Take In N Out – does their business grow through ads or word-of-mouth? If you realize that what powers In N Out powers your business, that will transform your marketing. But you do have to have something that people will love.
- Facebook is an amplifier. If you use 1-minute videos and \$1 a day, it's an amplifier. It keeps stacking.
- So if you don't start with that seed of love, then this won't work.
- Dennis' team spends time gathering all of their online mentions into Google Sheets, creating speaker reels, thanking people online, and boosting these snippets for \$1 a day, in addition to sharing worthwhile content.

### **Three-Part Video Funnel for Digital Marketing**

- Facebook calls this awareness, consideration, and conversion, which is the top, middle, and bottom of the funnel.
  - Dennis and his team call the levels awareness, engagement, and conversion.
  - This also aligns with “know,” “like,” and “trust, as well as “why,” “how,” and “what.”
  - No matter what you call them, these levels are about deepening a relationship.
- People almost never buy on an impulse; it usually requires seven touches.
- At each step, you create a 1-minute video.
- The first step, why: You create a series of videos that share who you are, something that happened when you were a child, your life trajectory, life anecdotes. Viewers can understand your values or can relate to your life experiences.
  - Do not make these first-step videos about your product.
- Second step, how: One piece of expertise in one minute. Maybe it's how you tune your Facebook ads, or how you maximize points on Southwest Airlines.

- Third step, what: What you're selling. Maybe you have a course on Facebook ads, or a package that implements your digital plumbing, or a course about entrepreneurial basics. This is where you finally have permission to sell.
- If you came out of the gate selling your product/service, you would be shocked. There was no relationship-building, no trust, no amplification of positivity.

## **Human Behavior & Facebook**

- Dennis has a degree in psychology. He always thought human beings were super rational and calculating, but proximity theory and game theory show that people will naturally choose what is most familiar to them even if there is no actual expertise being demonstrated.
- People have only a certain amount of energy, which is why you choose what is easiest.
- Rational ignorance is when people are intentionally ignorant because people rely on a heuristic factor to make a decision. Marketing is dependent upon maximizing the number of heuristic factors in order to leverage rational ignorance.
- How do you measure the value of your company brand? It's the sum of the positive and negative personal interactions that you, your community, employees, customers, and partners have.
- When you are building relationships/a customer base, constantly be making small deposits.
- How is Facebook deciding what shows up in your News Feed? (EdgeRank)
  - o They are deciding what content they think is most relevant to what you care about.
  - o If you recognize Facebook is using an algorithm to sort people and content, why wouldn't you align your marketing efforts along those same principles?
- Growing tomato trees is like growing brand value.
  - o Direct marketers are impatient and will not wait patiently for that tomato to grow.
  - o Gym owners can tell people their perfect body takes a while to develop, but they don't understand that brand value also takes time to develop. Just be aware that this process takes time.

## **How to Get Noticed by Publications**

- Dennis' co-founder Logan Young was interviewed by CNN about his opinion on Facebook ads and the trouble Facebook got in with Congress. How did he get

there? Why did CNN pick this guy who was driving for Pizza Hut three years ago?

- o He was featured three or four times on *USA Today*. They asked him questions that got CNN's attention. How did he get there?
  - o He taught workshops. He took pictures of himself at Facebook HQ and offices all over the world. He keynoted at conferences all over the world. He took 1-minute videos of himself at these conferences and boosted them for \$1 a day to the target audiences of the people who work at these media companies.
  - o Over time, those videos resulted in media mentions.
- How you start is you interview other people. If you're not on those shows, find people who are B-list celebrities. Find people with small podcasts, and build that influence up.
- Take Dennis' ex-student, Mark Lack. Because he was hanging out in LA with rich Hollywood kids, he realized he could interview their parents and get 100-200 views on podcasts and videos. But it wasn't getting traction. He wanted to be the young Tony Robbins.
  - o It was from taking those interviews and boosting them for \$1 a day against their own audiences.
  - o What broke through for Mark was that he interviewed Tai Lopez. He guaranteed that their interview will get at least 100,000 Facebook views. He had to get Tai to let Mark film him for 30 minutes. Tai said sure.
    - He did his research. He didn't waste time at the interview. He took those interview videos and boosted them to Tai's audience. Tai saw that, but guess who else?
    - Gary Vaynerchuk, Tony Robbins, and plenty of others. Now Mark has had interviews with tons of billionaires.
- Start small, in both speaking and interviewing, before you go in the big leagues.
- This will boost your perceived authority, and you can boost that content to the media.

## **Content Creation & Promotion**

- Promoting links that go to other people's websites rather than your own will attract attention to you.
  - o Joe & Matt followed these strategies after listening to Dennis speak and realized that any time they go to any networking event or conference, people come up to them, telling them that they see their ads everywhere and have heard about their podcast.

- o You have to treat yourself like the media because then you are saying that you have authority on which content is worth people's time, and then people will listen to you and check out your content.
- What is producing Dennis' revenue today stems from seeds planted 10 years ago. They don't need any new content. They will continue to because they love creating new content, but they don't need to, and that's what's key here.

### **Quick Tips for Facebook Ads**

- Add the "feeling" emojis to the end of a status. That works because that's the kind of thing a friend would say versus a brand or a salesperson. The more you can make your stuff NOT look like an ad, the better your stuff will perform.
- Have your ads come from a public figure page, not your brand page.
- Set up a chat bot. Dennis likes Mobile Monkey.
- Share photos with short captions.
- Don't use hashtags. Hashtags are not for Facebook.
- Do not put links inside your posts. It looks like a brand is trying to promote stuff.
- Make your posts look as user-created as possible. If you have enough social proof on your ad posts, they won't look like they're sponsored.

### **Molly Pittman - [Episode 136](#)**

#### **Latest Ad Strategies**

- One of the most successful ads Molly has run on Facebook linked to a free article about using makeup, but it had tons of ads for the makeup products she was selling. The free article was built around having very high social proof.
- Her strategy for building Digital Marketer was all about lead gen. She was producing tons of lead magnet around their products, which is a cheap way of getting people to trickle into your email list.
- They made their courses subscription based in order to make a stable income from their product. They even tried pricing it kinda randomly, like \$36.67/month, which surprisingly worked really well.
- It only took a couple months to make the course material, but what really keeps customers from dropping the subscription is the community they've built into the course. It's a real pain point for them to disconnect from a community they have become a part of.
- Molly has hit 50,000 leads and counting (about 4,000 a day!) with one ad campaign she started just a couple weeks ago. It's for a docuseries about the Keto Diet and the ad points to a free opt-in. Leads sign up for the series exploring

the Keto Diet and then get introduced along the way to the health products they are selling.

- This sort of ad strategy is very effective on Facebook because the opt-in offer has very high social proof. It's a deeply informative and free product, not a sales page, which Facebook's users are likely to click through and consume.
- Facebook has faced a lack of trust from their users over the past couple of years and they have changed their algorithms accordingly. Ad revenue used to be the top score for ad rankings on Facebook, but now social proof is the top criteria they use to judge ad content.
- Molly is reusing her old ad sets right now, reviving the ones that have the most social proof. She is getting rates as low as \$1.20/ad for ads that hit 40-50% in social shares. Facebook loves ads that get shared and will keep your rates low as an incentive to keep running them, so pour your money into ads that gain social proof, they will get even cheaper in the long run.
- The new ads she creates are very socially focused. She made one using a random selfie of herself and another with her and her business partner hanging out by a river. She is advertising how well their new ad strategies are working, but with a personal twist, and they're doing really well, much better than the highly produced ads she used to run.
- Native advertising is more important than ever now as markets get crowded and customer habits shift. People like to get behind people more than brands.
- Facebook is doing a great job with their Campaign Budget Optimization, so much so that specific targeting is less important than it used to be. It's amazing how well they are targeting an audience for you with the data they have. Make 5 ad sets tailored to your customer avatars, a little targeting, set your budget, and let Facebook do the rest. It's an easy and effective way to run a campaign.
- Molly has been working with Panda Planners and designed new ads around their testimonials. She used a customer who was looking to use her planner as a spiritual practice and another who was a mom that used it to stop missing appointments. Both ads are doing very well because the audience knew that they were hearing from real people.
- You have to know your avatars' "hooks." What important pain or problem is your offer going to solve for them? This is understanding the deeper level of your avatars and your ad copy needs to speak directly to that deeper level.
- To get started on a new campaign, make 3-4 avatars and create ad campaigns for each of them. Test 2 ads per set, which keeps everything very clean on the breakdown. See which one does better, refine and test your next ad against the previous one until you hit your goals.

## Instagram Strategies

- You definitely want to be using Instagram for your ad campaigns. It's one of the cheapest platforms to run ads and it's getting great results. You want regular content on both the feed and in stories, but the stories are where the best results are going to be.
- You need to keep your feed updated because it's the first thing people will check. For example, when someone gets a retargeting ad on Google or Facebook, one of the first things they might do is check our Instagram feed to find out more about you and your business. Content has to be current or they won't trust you.
- Stories are actually cheaper right now even though most of the user time is spent going through stories rather than the feed. People are consuming so many stories, so you also need to make ads that will stand out.
- The best practice for ad creation is always to understand the medium. Creative is always going to be different in different mediums, so think of where your ad is showing and how you want users to interact with it. Like in Instagram Stories you want the user to swipe up.
- An ad that is effective right now is to run multiple stories back-to-back that tell a little story themselves. For example, first you put up a display ad, then you circle the part you want them to focus on, finally, you indicate they should swipe up. This is one way that Instagram Stories are unique compared to other mediums.
- All in all, though, Facebook is still very dominant in her ad campaigns, but Instagram is certainly on the rise.

## Nicholas Kusmich - [Episode 172](#)

### Profiting from Day One

- Customers have to be marketed to several times but not everyone has the big cash flow.
- He creates an ad that drives someone to an opt-in page that offers a lead magnet.
- On the thank you page, they make a "godfather" offer (an offer so good, they can't refuse) that allows the right people to buy now without pissing off the others who still feel good and will buy later (with a particular retargeting follow up).
- The godfather offer is only available for a very limited window in order to make a buying decision today.

## **Differentiating the Prospects**

- Cheetahs are ultra fast – they are the “take my money now” type. Don’t make these people sit in a 90-minute webinar or make them move through a long funnel.
- Rabbits are the medium movers, these people need 7-12 touch points and need a sales funnel.
- Tortoises are slow movers, they’ll get on the list for years, often never buy, yet will reply back to emails. After 90 days – 3 years they may purchase.
- Most people ignore the cheetahs and the tortoises. Your cheetah is the trick to profits early on and tortoises are the trick to real profitability.
- The godfather offer is an irresistible offer positioned in such a way that the cheetah, who may be sitting on the fence, is pushed off in your favor. Also, a rabbit is pushed into becoming a cheetah.

## **Four Elements to a great Offer**

1. It’s discounted.
2. Stacked bonus – if you buy now, you’ll get these other things too.
3. A risk reversal guarantee – at Nicholas’s intensives, there’s a check made out to attendees for the intensive fee plus an extra \$500, which they get at end of day 1 if they feel don’t get at least 100% of the value. They take on the risk, not the customer.
4. A good reason why (Robert Cialdini said: “a reason why is better than no reason why”). Tell them why this discount exists, they want to know what the catch is. Nicholas tells the customer that he knows the moment they leave, the likelihood they will buy goes to zero and he likes to reward fast decision makers.

## **Lead Magnet Basics**

- 50% who inquire end up buying within 2 years. Of the other 50%, 15% will buy within the first 90 days and 85% will buy between day 91 and 2 years.
- If less than 3% of cold traffic is not buying in the first 3 days, there’s something wrong. This is dependent on a lot of variables such as price, etc. It may not sound like much, but 3% on cold traffic is pretty good.
- Let’s say there’s an eBook offered - as long as we get the lead, we don’t care if they read the ebook. Avoid ebooks for the previous reason, and avoid webinars, time is more valuable than money. Avoid 3 part video series or anything that’s extended over time, because the drop off is so big.
- Lead magnets should be a 1-2 page downloadable pdf that is executorial on some level.
- Lead magnets should be SAGE -



- S – Short, it should be consumed in 3-5 minutes.
- A – Applicable, people don't want information, they want insight, i.e. what to do with the information to get closer to their desired income.
- G – Goal oriented if your thing can help them get one step closer towards their goal.
- E – Easy, most people tend to overcomplicate things.

## **Retargeting Basics**

- You can have terrible marketing and a great offer and it will convert but you can't have the opposite.
- Nicholas uses a "mirror campaign". You can take any database you own and upload it to Facebook as a custom audience. For every core piece of content that goes out in an email, you mirror the content in a Facebook ad and drive it to the custom audience. The click-through rates increase as does the email open rates. If you ad in text messaging, you have 3 channels.
- Your subject line will be the headline of the ad. Your copy would mimic the email along with coming up with a relevant image for your ad.

## **Curt Maly - [Episode 212](#)**

### **Facebook's Power of Five**

- Facebook talks about the power of five. They want us to, more than anything, leave it to the algorithm to do the hard work. You should focus on working on your creatives instead of trying to game the algorithm.
  - 1- The first thing is to turn on "Advanced Matching". You want to go to the Pixel area and then go to Settings in your Facebook ads account. It's very specific to matching.
  - 2 - The next part is the automatic placements. We want Facebook to figure out the placements, i.e. letting Facebook figure out if it's going to be a good place for the Facebook feed, Instagram feed, etc.
  - 3 - Next is automatic bidding - you can tell Facebook that you want it to get conversions for under \$5 for example.
  - 4 - Next is your ad creative. For example, create 10 videos, 5 different headlines, and 5 different descriptions. Curt has confirmed with his Facebook rep that Facebook will figure out which combination of the right headline and description will match for the right person at the right time.
  - 5 - Campaign Budget Optimization - turn this on as well.

## Testing and Tweaking Ad Sets

- Here's an example campaign Curt has set up. He had created 10 different campaigns with 6 ad sets, so he had a total of 60 ads running, and your target lead cost is \$1.25. By the time you add all this up with all of Facebook's options, you are at a \$4,500 a day budget which can be scary.
- Now on day one, Facebook spends only \$210 because that's all the leads they have for \$1.25. On day two, they increase the ad spend to \$1.50 and spend \$400. This is all top of funnel traffic that is converting the same day. If he had set up these things, he would have spent close to \$8,000 testing all of this out.
- If you go to Google and search for "Facebook breakdown effect", you'll see Curt's video explaining this concept. A lot of people will see this fluctuation with their ads that they can't explain. Say you launch an ad campaign and the lead costs go up and down. Then if the costs continue to go up three weeks in, you think you need to turn off your funnel. But Facebook turns on this automation and is finding the best deals. When the lead cost rises, the opt in also goes up. It's not that your offer isn't working, you need to refresh your audience. You need to let it run to give it enough time to find the right audience and ad creative.
- When you start to scale, you want to check your CPO setting, as it's defaulted to "Lowest Cost". But if you change it to "Target Cost" then go to the ad set level and it will ask what you want your target range to be. Curt will type in \$5 for example, and Facebook will target leads in between \$4.75 and \$5.50. You may even get \$10 leads because Facebook is trying to figure it out.
- If you run lookalike audiences, every thirty days you should refresh your core audience. Look at four new core audience with specific interests. For example with teaching Facebook ads, that may be copywriters, junior copywriters that are starting out for starters. Curt would also create two new lookalike audiences from the past thirty days of people who opted in the last thirty days and people who bought in the last thirty days, and especially people who have watched his best video all the way through.
- Your cost is always going to be rising if you are not changing out your audiences as opposed to shutting off your offer.
- Having six ad sets with six different audiences makes sense, especially if you have dynamic ad creatives for each ad set.
- Imagine our goal lead cost is \$5 and we are looking for the overall campaign to average \$5. When we look at them all, and we see campaigns at different costs, we tend to lean towards turning off the expensive ads. But when that happens, you are constricting Facebook to only choose from one specific audience. Even though they gave you expensive leads, your average is still at \$5. You may trim or add with your campaign, but you can't run off of just one or two, it won't work.

- Many times before you add audiences, trim your existing audience and add new ad creatives that Facebook can optimize for. Then if you need to start a new campaign to reset that, that's when you start a new campaign with new audiences. But to really trim out that CPO, trim out your audiences at the ad set level then start creating some new ads.
- At the end of the day, Facebook's goal is to get you success, because the more successful you are having, the more money you'll spend with them.

### **Facebook Quality Scores**

- Facebook gives out quality scores and branches this into 3 different areas.
  - First, they look at how your ad compares to all the other ads to that same target audience.
  - Next, they ask if people are engaging with your ad, determining whether they watch your video, click on your ad, click the like button. etc.
  - Lastly, they are looking at whether they are spending time on your site and converting. Facebook wants the ad to be relevant, engaging and to convert. As long as we are congruent, they'll figure out all the rest.

### **The Belt Method**

- Sometimes ads can be complicated and Curt often speaks of Agora. The reason he always talks about Agora is that they don't look at changing their landing pages, but they change their story every 5-7 days. If the story works, let's run it perpetually. They've literally made billions by this.
- When Curt had the opportunity to win the coveted Masters of Marketing Championship belt award at an Agora event, he went all out. He had all his ideas documented. So he told people there if they voted for him, he'd give them the documents.
- At the VIP party he held at Traffic and Conversion Summit, someone actually stole the belt. Now people are following the story of the belt and everyone asks him if the belt really got stolen.
- The belt topic is a great opportunity for him and they wanted to make it fun. So they made an easy acronym for it to promote his training with what is now called The Belt Method:
  - B - Belief (top of funnel)
  - E - Engagement
  - L - Lead
  - T - Transact

# YouTube

## **Billy Gene Shaw - [Episode 89](#)**

### **Video Advertising Strategy:**

- Brand building is where it's at for all online marketers today, even those who are already prolific online at what they do
- You need both direct response and brand awareness to convert more clients more quickly
- Don't focus strictly on ROI for ad spend on your "brand building" video ads. If you resist placing the ads because of it, you'll go out of business
- While it's an unpopular belief in online marketing today, you can make money the first time someone sees you without all the retargeting, funnel flow through and nurturing first, but you do it with the 3 "E's"
- Entertainment is the first "E". People will buy from you in the first 2 hours of seeing you if you do this right
- Set the tone for entertainment by using music to set the mood (which you can find for cheap at Audio Jungle), filming in an unusual location your target audience wouldn't normally see, and using an oversized prop in the background
- When entertained, people will share the ad videos you make which increases your ROI via the social proof factor
- Educate is the second "E". To figure out what to talk about, make a list of your avatar's top 10 problems that you can solve, and shoot a 3-5 minute video on each of them.
- Execute is the third "E". By the end of your video, ask your audience to take action and click so they can continue to work with you (and pay you to do it).
- The three parts of your video should be to lead with a question about one of the top 10 problems they're facing. Follow up with a 2-3 minute solid solution they can use to build value and trust. Finish with the ask, the click to get them to buy or opt-in to your funnel.

### **More Tips For Video Advertising Success:**

- Meet the customer where they are at, not where you are
- Use Google Trends to drive new video content, and do things differently than your closest competitors so you stay top of mind within your niche audience
- Film yourself getting results to share with your ideal clients; it's social proof that gets them paying you and helps you build your confidence

### **On YouTube Video Advertising:**

- YouTube's advertising dashboard is similar to Facebook's; use "similar to" audiences to mimic Facebook's "look-alike" audiences
- Target your ads based on keyword search terms, the audience of leaders in your niche with a similar avatar to you, your own followers, inspirational influencers, and channels of the products or tools your avatar routinely seeks out
- You have 30 seconds of free airtime for your ad, so if the viewer clicks out before then, you're building your brand awareness for free
- YouTube gives you 5 uninterrupted seconds to make an impression on the ad viewer before they can click out of your ad to watch what they searched for
- Sell the click up to 30 seconds at the end of your videos because they will disappear

### **John Belcher - [Episode 94](#)**

#### **Where To Start When Considering YouTube Ads:**

- B2C can be very effective spending \$50-100/day on YouTube ads as long as you're very specific and hyper targeted
- Pre-roll ads can make up 99.9% of your spend; consider doing custom intent search for discovery too
- Consider building a clickable search ad with a CTA to what you're selling, spend \$15-20/day there and, if you make one course sale there, you're crushing it, but you can spend your time in niche areas with custom intent even with only \$5/day and be highly successful
- The majority of your ad spend should be on cold niche and custom intent traffic and if you've set up your tracking right, you'll spend pennies on the dollar for the retargeting traffic

#### **The Key Components Of A Great YouTube Ad:**

- Grab their attention
- Present the problem or opportunity
- Explain the product or solution
- Show how your product is the answer to their problems
- Utilize [this fillable PDF](#) to create your own 30 second video ad script

## Tom Breeze - [Episode 105](#)

### YouTube Ad Campaign Strategy

- YouTube can work at most levels of budget
- The longer you run your ads the more YouTube's AI will work for you
  - You need to Feed-The-Pixel!
  - Because campaigns are all about targeting
  - Humans can only control so many things
    - Not nearly as much as the AI can
- Two important numbers for your ad budget
  - Max Cost & Ideal Cost
  - Track those numbers to set milestones and focus your efforts
- You have to put a whole campaign around one video, not have a campaign and try to find a video that fits

### The Psychology Of A YouTube Ad

- Be helpful to the users
  - Everyone on YouTube has an intent
  - Plus you're usually marketing to a custom or interest audience
- Create your add around what your audience is searching for
  - Make the transition as smooth as possible from their search query
- The first 5 seconds with the user is always critical
  - Address them as best you can
    - Make their demographics the first image
    - Address them by their query
      - Ex. If they searched for "growing email list" then your script should start "Are you looking to grow your email list?"
    - Make 10-15 intros and test them all
- A counter-intuitive trend: the more a user watches the less likely they are to follow a CTA

### YouTube Ad Tricks and Structure

- Discovery Ads and Instream Ads
  - Discovery Ads are sponsored ads from a search
    - You only pay per click
    - So your ad still gets in front of them even if they don't click
    - Users expect content they searched for
      - Make sure your thumbnail clearly depicts your video
  - Instream Ads are like preroll

- You only pay if they watch 30sec or more
  - Structure your video knowing how Instream works and you can target high value customers
  - There is branding even if the user clicks away
- Focus on Instream, it has more reach
  - But always consider both
- Make sure your offer is in the first 30sec, so the user knows it's an ad
  - After 30sec you're paying for that view
- Your relevancy score affects your display impressions
  - Only run an ad you know is going to be penalized by Google if you're prepared to pay the extra cost
  - You can re-upload a used video as "new" to wipe its score
    - But that can still affect your account long-term
    - If so, you can consider opening a new account
  - Because sometimes ads run very effectively as ads, but poorly for what Google is looking for
- Make sure to give time at the end of a video for a website click, a or b, or cascade action
  - Countdown timers boost clicks

### **Making The Perfect YouTube Ad**

- 17% is the ideal view rate for a video ad
- Website conversion rates for video traffic are the same as any other traffic
- ADUCATE: The 7 Steps to a Perfect Video Ad
  - **Aim:** What is your customer's aim?
  - **Difficulty:** What is standing in their way?
  - **Understanding:** Emotional understanding. What they're going through
  - **Credibility:** Why should the user trust you?
  - **Action Plan:** Distill your business into a 3 step process
  - **Teaching:** Unpack an area of your business that provides them value
    - Give a counter-intuitive, super valuable piece of information and they will know you are also offering them more.
    - Pull it out of one point in the 3 step process
  - **Exit Point:** Make sure the user knows exactly what they need to do next
    - Illustrate this in your video
- As sales and conversion increase, cost will decrease
- Upping the production of videos doesn't always increase conversions
  - You need proof of concept first
- YouTube is closer to TV production for ads, unlike like social videos

- But any decent videographer with a DSLR camera is going to video good enough YouTube
- Produce for your speed of execution
  - You have to create a lot of videos if you want to test 43 different things!

## Brian Dean - [Episode 123](#)

### Youtube Seo Best Practice

- 80% of YouTube views are suggestions the platform pushes to viewers. YouTube is basically a suggestion machine.
- The algorithm on YouTube is totally different than on Google Search. It's basically about view time. You want to keep people watching to rank higher. If your video sends viewers down a rabbit hole of YouTube videos, that's the best thing.
- And not just your videos, any videos. Make a playlist for your viewers, even if they are watching other channels it's helping your channel rank higher.
- The average #1 video on YouTube right now is 18 minutes. You need longer videos to keep people watching. Consider extending your videos.
- The first 15 seconds are the most important part of your video, even if it's long.
- "They got one finger on the mouse ready to click something else... most people leave in the first 15 seconds, once they're past that threshold something magical keeps them around much longer."
- PPP Formula: Preview, Proof, Preview
  - He designed this for How-To videos but it can be applied broadly to any video.
  - Tell them what your video is, give them proof you know what you're talking about, then give them a sneak preview of something deeper into the video. That's what you need to do in the first 15 seconds.
- Unlike Google Search, YouTube doesn't really have domain authority. So it doesn't matter if you have videos that perform badly, they won't be a strike against you. Ranking on YouTube is more about indirect ranking metrics.
- Brian likes to use pattern interrupts in his videos. That means going from bored to surprised, or cutting quick shots with a talking head, even going from humorous to serious very suddenly. The top YouTubers are masters of this technique. They are interrupting their patterns every 2 seconds on average.
- It's better to go overboard than risk being stale and boring. Consider getting to the point quickly rather than crafting a long story.
- Using text on your video is great for attention metrics because people will often pause and take notes.



## Sunny Lenarduzzi - [Episode 124](#)

### Branding And Video

- Be very methodical about your branding. It makes a massive difference if you are cohesive with your branding. Always use the same colors, fonts, filters, etc... Branding is all about the long play and building a community.
- Wonder who your brand is? Well, what brands do you like? Sunny liked Apple and Virgin, so she took notes about their brands when designing her own.
- Your brand needs your face. People like to follow people. People buy from people, not brands. Everyone knows the people that are behind the brand.
- Take Oprah's Instagram for example. It's a more raw version of her overall brand, which builds relationships with her audience.
- Apply presets as much as possible, getting your colors and fonts and messages attached and streamlined into every medium you are using.
- Sunny started out doing lots of high production video, just like she was used to in broadcasting. But she got no traction at all because it was unrelatable. She had to backtrack and ditched the studio to film in her apartment instead.
- Focus on the value of your video rather than views and metrics. People don't buy anything that doesn't feel real.
- You have to deal with red light syndrome. Staring at that record light is no good, it can blank out your thoughts. The secret to getting over the fear is picturing yourself talking to just one person inside that camera.
- When your brand is out there you will start developing an invisible audience that can be bigger than you realize. Random people will recognize her at the gym and it's totally weird. She doesn't think of herself as that big a brand.
- Best practice now is just make content that is meant to be discovered. YouTube is a sea of content and you want to make videos that are going to rise to the top.
- Educational, value driven content is searchable and that's how videos get found on YouTube. That's how a video breaks the surface these days.
- What makes you you? What have you mastered in your business? What questions are your customers always asking you? Those questions are going to show you what value you have and what offers you should be making.
- YouTube is aware of keyword stuffing now, so you have to speak your keywords in your video.
- Is the top video in your niche getting old? YouTube would like a new one! They will bump you up if your video gets engagement. It's not just views that rank a video, it's also about the video's velocity.

- Choose the top 5 topics you're into and think about what content you can make for those topics. If you're not passionate about what you talk about on your videos it's never going to work.
- Make sure you keep leveraging your warm audience, remember it's a long game. She has videos 3 years old that are still generating 300 leads a day. That's what honing in on your topics can make for you.

### **Hot Script Formula**

- HOT: Hook, Outcome, Testimonial
- Keep your videos as tight as possible because you want viewers to watch the whole thing. Get into your topic as fast as possible. People get bored when you talk about yourself too much, so get to the point of your video.
- Make sure you have a place for people to go after your video. Viewers following your link will help you rank as well.
- Sunny doesn't have a go to video length, it's just about sharing the information as quickly as possible. Although, YouTube is starting to favor longer videos because it's about entertainment value.
- She only spends 2 hours a month filming her videos. It's all about prepwork and she has a great team now to make that easy.
- You have an audience that's looking for answers, use that to get them off YouTube. Have a CTA at the end of video and get them the solution they're looking for.
- You are building relationships with your brand. Sales could be years down the road so keep that long game in mind.

## **Aaron Biblow & Triston Goodwin - [Episode 177](#)**

### **Benefits & Basics of YouTube**

- Most people are going to YouTube either to consume content, or they want to learn how to do things.
- Because so many others have not stepped forward to produce content for YouTube, it's one of the least saturated places, especially as far as online marketing goes. There's a barrier to creating video content, so the competition is lower.
- The costs per acquisition there are so much lower.
- Regardless of the type of content, the audio quality is far more important than video quality. Think of Tai Lopez, - he creates cell phone videos but his audio

quality is supreme. If you can hear everything, you'll still suffer through it if the video is not up to par.

- There are 250 tests per year that YouTube tests and tweaks, so the overall strategies have been similar to both Google and Youtube.
- If anyone wants to really see where YouTube is coming from, they released a [white paper](#), titled "The Deep Neural Network for Youtube Optimization". There's a lot of information there, but one of the main points is that YouTube has trained its AI to focus on increasing the average number of watched minutes per impression.
- Every time someone sees a video on YouTube, it gets broken down into a score which takes into consideration whether someone clicks on a thumbnail they are shown, then watches the video for a certain amount of time. We want to increase this score as much as we can, and the first step is to have a good thumbnail.
- As you get more clicks and people watch more, your score goes up and the more your video will be recommended.
- When you have a negative impact, (if your thumbnail is shown but the video is not clicked) then it will be suggested less.

### **Video FlyWheel Elements**

- They put a video together for a friend who was out of work and needed a job, he was able to get 2.5 million views quickly and got a job within 2-3 weeks. You can do the same thing for course material, there's traffic out there for anything.
- Create content in formats where they are linked together, like a video funnel, based on the user's life cycle. We are feeding into that algorithm, where people watch from video to video. If there's an ad break in between, YouTube loves that.
- It doesn't matter to YouTube, whether your channel is ad-enabled or not. YouTube has lots of ways of making money, even if the video is not monetized and the channel is brand new
- Start with the end in mind, figure out what offers to promote.
- This system will work for just about everything and it works especially great for people who have an underlying system, such as consultants, people with courses, etc.
- Since it's a sales funnel, there's no tripwire, no upsell, etc. We've built up enough familiarity, it's just booking a call at the end.
- The flywheel is the underlying framework which is broken down into 6 videos. Think of it as a choose your own webinar series.
- The challenge with webinars, your guard goes up because you know you'll be presented with an offer, plus it's time-consuming. They will break down the

webinar sequence into 6-10 videos, where each topic is broken out. Then they are all linked together for continuity.

- The content is the value you put out before the offer in your sequence of videos, keeping them on your YouTube channel the whole time.
- Instead of watching one 15 minute video, they will watch three 5 minute videos. YouTube will see that you will continue to watch and will still push those videos.
- The book “The Game” by Neil Strauss, he discusses the concept of micro dates, which says a guy will be more successful if they take a girl to three different spots on a date because it creates more memories and it seems like you know the person better. They are using that strategy with the flywheel.
- Next, after the video, we want to drive traffic to the offer. But YouTube doesn’t like it when you send viewers off the platform. So they create one “sacrificial exit” video. In the video, they will say if you want to learn more, click this video and we can talk about it more. There is a hard link in the video that will go to another video that talks about the offer, with a link to the offer.
- Remove all call to actions, even audio ones within your video, in order to not be penalized. You want them to view another video and stay on the platform.
- Lastly, you want to do really good keyword research and competition analysis. Figure out what your audience’s top-level questions and answer them. Use [Vid IQ](#) to help see how often keywords are used in descriptions, so you can “borrow” traffic from other well-performing videos. If you do the research, you’ll come out better optimized.
- [TubeBuddy](#) and [Morning Fame](#) (still in beta) are two other recommended software tools.

## Organic & Paid Traffic

- If you have just one course, you will have one flywheel. So the customers will be directed to specific videos in the flywheel that pertain to questions the customers may be asking that will help solve the problem the best. When they come into the flywheel, they are hearing “In the previous, we talked about...” so they know that they are inside of a video sequence and they are given the option to go backwards or forwards. It’s all structured in a big circle.
- To recap, you’re trying to SEO commonly searched videos on YouTube that are in your niche, make a video that would be a great relevant fit for those search terms, and when people watch those videos, you are telling them to watch the next video which then pushes them to a flywheel which is a sequence of 5-6 videos. Within the flywheel, there is an exit video that you can link to from within the flywheel which has the call to action.

- There are other entry videos as well. They will target other influencers to get recommended traffic, and they will also run ads as well because the ad costs are so cheap.
- With advertising, there's one main drawback - if YouTube sees you are buying ads, you will see a dip in views for a few weeks, but it will go back to normal.
- The other cool thing you can do is set up a custom audience in Adwords based on people who have watched your video. Retargeting ads are a lot cheaper.
- Put the time into seeing what performs well and what doesn't to save money in the long run.
- It doesn't have to be a super, fancy video. The most important thing is the message of what it is that you're sharing

### **Key Elements to Optimize Videos**

- Optimize your channel.
- Optimize your title and description, don't just put social media links in.
- Spend a lot of time working on your thumbnails, keeping in mind it will be tiny on the screen. Keep it simple and clean.
- Make sure you are using keywords in the title and within the first 200 characters of the description.
- Do closed captioning for the video, don't let Google do it or it might be wrong. You can use Rev.com to get this done
- Use playlists to optimize group content, and add the same keywords to the playlist title and description to get the playlist to rank for the keyword.
- YouTube doesn't really give search traffic numbers, so any third party tool you are using for this information, it's important to keep in mind, it's not exact

# SEO

## Brian Dean - [Episode 123](#)

### Seo Strategies

- Sites that struggle don't have backlinks. You need lots and lots of links in your site to let it get crawled efficiently and rank in Google.
- Your content also has to be shareable. Make it easy to put on social media, other sites, etc... Do that and you can pretty much mess everything else up and you'll be doing a good job with your SEO.
- So don't go insane trying to optimize everything! Google has hundreds, if not thousands, of criteria they are ranking for. There's no way to optimize them all.

### Seo For 2019 / 2020

- Use one keyword per page and have that keyword or a variation in your title tag. Put it in your url too!
- Anchor text is still super important and it gets underrated.
- Internal links and backlinking is very important but without authority it doesn't really matter. You have to be giving value and generating engagement.
- Your content has to have something other sites will link to. Having "10 tips for X" isn't impressive. Having content with case studies, lots of data, etc... about a topic is great for other people to link to and get you authority.
- You need an outreach strategy! There are over 2,000,000 blog posts published on Wordpress every day and you'll never get noticed if you're not reaching out. Get yourself in front of the right people even if they don't share your stuff.
- Extensions like ".edu" don't really matter anymore for authority. They've been spammed too much so Google just stopped adding weight to them.
- Have the right keyword but focus more on making your title and content compelling. Make it so people want to click on your CTA.
- Look at what content is ranked right above you for ideas. Also, look at the ads on those pages because ads are highly optimized and will give you great information about your audience.
- When people land on your page you want to keep them on your page. Bounce rate is still pretty negative for your ranking.
- Now Brian only does 1 post per month on his blog. It used to be true that you needed tons of content but there's too much content out there and only quality content is going to get noticed. 1 good blog post is worth way more than 15 mediocre ones.

## Nate Broughton - [Episode 147](#)

### Seo Then & Now

- Nate used to drive customers to content that had an average of 800 words. He would carefully walk his audience through the purchasing process and averaged 6%-7% across his businesses. Some of them were as high as 12%.
- His old routine was making sure the title tag was very specific to the keywords he was ranking for and including a shit ton of links. It was a real volume play to scale up by buying links and emails of sites related to his keywords. He was spending over \$500,000/year just on links.
- Everything he used to do is frowned on by Google now. All the services he used to use are shuttered. SEO is a very different game now.
- SEO now is about content. Content planning, content depth, content outlines, ... You need to be writing content that is several thousand words long that is very in depth about your topic. You need to be talking about the history, the latest stats and data, what steps you need to take, etc...
- He used to spend 10% of his time on content, now he spends 90% on making sure his content is really good. The onus is really on you now, because buying links for slap dash content does not work at all anymore.
- Onpage optimization is actually much simpler than people think. A site from scratch today just needs a clean, simple structure with menus that clearly say "this is how to do X."
- Take a divorce website for example. Divorce is different depending on the state, so start by offering a list of states to pick from that sends them to a state specific page. From there it's walking them into the process for the state they selected.
- Make sure your HTML code is as clean as possible around your longform content. Use h2 tags that are targeted to your topic and keywords.
- There can be competing elements that drive you away from this clean, simple structure. Some templates, for example, can make your code unnecessarily complicated and push you in the wrong direction.
- Basically, the more your code looks like a word document the better. Get it as close to that ideal as possible to improve your organic ranking.

### Optimized Content

- He hires writers these days. He knows enough about every market he works in to conduct business but he's not an expert in say health & fitness where he has a lot of products.
- He's found great writers from lots of sources over the years. Craigslist, college boards, freelance sites, etc... Probably the best source for most niches is to hire

a former journalist. You can have a great 1-1 relationship with them and they can write about most anything.

- AI is also getting really good now and can help out your copywriters a ton. A tool he loves is MarketMuse, which is very expensive (\$1,000/month) but can replace a lot of other tools in order to generate copy, find keywords, compare the competition, etc...
- Starting a new website, Nate loves to create “voiceless” content that reads almost like a text book on the topic. Keeping your stuff as clean and simple as possible is ranking well and is best practice when you’re trying to generate traffic. Write bland stuff and worry about your voice after you have an audience!
- After you have long form content that is ranking, then you can start optimizing your CTAs. You should have opt-ins every couple hundred words on content that is gaining momentum on Google.
- For offsite optimization you need to plug into your niche’s networks and contribute valuable content that will gain you links. You also need to find vendors that will sell you articles that link to the keystone content you are building, that’s a very valuable SEO strategy.
- Academic and association links are still worth your time, but they aren’t as valuable anymore. Google has cracked down on that tactic after it was abused.

### **Stick-to-it-iveness**

- Even if your potential business isn’t in a mature market, go see if there are relevant affiliate programs or sites selling leads to your niche. If you can find that stuff then you know there’s a real market out there.
- Google Ads can also help you rank your organic ranking. Matt has an effective process of split testing a number of ads and then using the best ad to optimize the title tag of his content. He’s seen lots of content get on the front page both as an ad and organically.
- SEO can be like going to the gym. You aren’t going to see results on day one, it’ll be months to see the first results and a year or two when the full potential is actually revealed.
- Nate likes to keep a 3-6 month benchmark to start seeing results on his projects. And it’ll be 2 years, at least, before you start seeing those huge gains. That’s when you finally harvest the seeds you planted from the start.
- Established sites can go much, much faster though. For example, he bought lakerentals.com from a guy that had been puttering along for years. He was able to leverage the authority of the site to make huge gains in just 60 days.



- To repeat what he did with lakerentals.com, look for a regional site to buy that is ranking high on the keywords you want. Keep the highest ranking content exactly as it is, but streamline and optimize the rest of your site with a national focus.

## Robert Farrington - [Episode 160](#)

### Latest Seo Strategies

- PR is a major facet of his SEO strategy. There's little else that gets you better backlinks than when you are featured in major news outlets. The links are free!
- When you reach out, make it really easy for journalists. You can use HARO and just answer the questions that are out there. Refer to yourself in the third person in your response, that way they can just copy/paste it into their article.
- Links aren't the be all end all, your content needs to be really high quality. Both for Google and for other sites to link to you. The first thing he does once he has an idea is look at the top ranking content for the topic with the goal of making something even better.
- If you can add charts, video, or even just a little more word count to what's already out there then you will be able to get a higher ranking.
- Make sure your content loads as fast as possible. People don't wait around for more than a second or two before moving on.
- Often his content ideas come in these big brain dumps, like 15 ideas at a time. Whenever that happens he likes to put them all into Asana right away, which makes it easy to refer back to them later.
- As soon as a fresh piece of content goes live, make sure you're sharing it on all your social networks, putting it out to your email list, and using as much targeting as you have available. In the finance niche people are in different stages, so someone who is looking to pay off debt isn't going to be interested in a deep article on investing, so he would do his best to only send links to people on his list he knows are looking to do more investing.
- Make sure you're building links in your own website. New articles should link to relevant old articles and you want to be going back into old articles and linking them to newer content, that way it makes it easier for Google to crawl your site.
- Reddit is where it's at right now. He's pretty sure it'll overtake Facebook as the most popular social network within the next 18 months. They're building out their ad platform now and it's a great place to put in ad dollars.
- Reddit is basically a search engine, so add content you know will answer questions people will be searching for.

- Create your own subReddit to leverage your brand! You control everything on there and it's a free place to put links to all the content you want to share.
- People are natural snoopers on Reddit and they follow posts to the person who posted the content, so it's easy to move them into your brand pages.
- Reddit ads are so powerful because you can target subReddits, which makes it easy to get in front of your niche audience.
- They're continuing to build out the platform and it really won't be long before they are as sophisticated as Facebook is today.
- Quora is like what Yahoo Groups was back in the day. It's all about answering questions, so that's why you should be on there. If you're not answering questions then you won't get the upvotes that build your profile.
- But you can add links to your site to answer those questions! His formula is to write one paragraph that basically answers the question, but provides the link to his content if they want to follow up with more in depth information.
- Quora ads are great because they show up like native content in people's feed. Plus you can target topics, because that's how it's curated. The only downside is it's relatively expensive, starting at \$0.50 a click for most topics, but it's worth it because of how targeted those ads are.
- Quora is also perfect if you don't have money for ads. Just answer questions! Do it like he described above and they're just as good as ads, if not better.
- Whatever your strategy, double down on what works for you and get it right. Once you have something working, then start experimenting until you find what you want to build out next.

## Stephan Spencer - [Episode 164](#)

### Seo Strategies

- You can't outsmart an A.I. You can't use your brain to trick it. Even the engineers don't know the hot points in the systems they are creating. So what do you do? The short answer is you use another A.I. The future of SEO is going to be about machine learning.
- An easy way to start using A.I. in your SEO strategy is to use tools that already incorporate machine learning, like MarketMuse.
- Link building, keyword research, etc... All those SEO tactics are going to become old school, though they will remain valuable. For example, you'll always need to know the language your audience is using.
- High-quality content is everywhere now. If you want your stuff to rise above the rest, then you need to be making remarkable content. That means content that's

worthy of remark. You need to find a hook or angle that makes your content stand out or else it's going to land dead in the water.

- Looking at Google's salient score for your pages, which looks at not just keywords but lots of criteria like how natural your language is overall is going to be more and more important for ranking. Check out [Google Cloud - Natural Language](#) to find out more about what your salient score looks like.
- Google actually keeps a rap sheet not just on websites but on businesses and content creators. We've already created these webs between our different websites and they can build a profile for your specific business now. Making fake content is going to be less and less effective. Plus, if you are tagged for say onsite blackhat tactics they will assume you're doing offsite stuff too and kill the ranking from your backlinks.
- Google has an army of SEO reviewers scoring websites. That work is also feeding their A.I. and improving its machine learning. But it still comes down to an engineer having to push that big red button to kill your rankings.
- There are two sets of criteria that are very important right now.
  - EAT - Expertise, Authoritativeness, Trustworthiness. Those 3 qualities define your rankings and essentially it means building links to other sites that rank highly in those three things while keeping your site's SEO optimized.
  - YMYL - Your Money Your Life. This mostly refers to any financial or medical advice, which Google wants to be very careful about or else they put their users at great risk. But the businesses that fall under this umbrella is growing, so you should remain aware.
- Check out the [Google Search Quality Evaluator Guidelines](#) if you'd like to go more in depth about how Google is evaluating your website.
- YouTube is the #2 search engine in the world and it's a different animal than Google Search.
  - For one, you need videos in order to rank. So storytelling and your episode structure is way more important.
  - Watchtime is the biggest metric of all. Your goal should be to get people to watch your videos beginning to end, that's seen as gold.
  - Watchtime also refers to how long a viewer watches in a total session, not just your videos. Get viewers to go down a rabbit hole and you'll rank quickly.
  - Many YouTube channels get almost all their traffic through recommendations seen on other videos. Other channels get most of it from searches. Rarely are they optimized for both, but they should try to do both at once.

- If you just bought a new domain, here's a great strategy Stephan learned from a friend at CAT5. As soon as you buy a domain put up some sort of viral campaign, something funny and entertaining. That way you're generating at least some traffic rather than letting the domain sit there, which hurts your ranking score.

### **Common Seo Mistakes**

- If you have an existing site, the best thing to do is get an SEO audit done. Bad SEO juju always ends up baked into a site and you want a pro looking at it to fix those problems you aren't even seeing.
- There are really crazy, weird things it takes an SEO expert to figure out. For example, he had a client who wasn't ranking at all. He found out that a very old site redirect had a disallow directive that was stopping Google's bots from crawling their sites. Days after fixing that one thing they shot to #1 on search.
- The biggest mistake he sees businesses make is they won't do keyword research. Or they are using the wrong tools. Like Google Planner isn't as good a tool as it seems. Check out [Google Keyword Planner's Dirty Secrets](#) to learn why.
- You need to be making content for the Linkarati. That means making content for big sites even when it might alienate some of your audience. Some people don't like it, but it's what Google is looking for.
  - For example, a friend had a life insurance business as a client. He found an article with 20 facts about death. "You're still alive 10 seconds after you're decapitated," that sort of stuff. He basically paraphrased the whole thing, threw it up on the Reddit Of The Day, which was Digg, and the alpha geeks ate it up.
  - The insurance company buried the article on their site, just an orphaned page so their audience wouldn't see it but it instantly ranked them onto the first page of any life insurance search.
- The most common offsite mistake people make is not seeing link building as a collaboration with influencers. You have to be giving them value in return. Also, never exchange money for links. That's way easier for Google to figure out than you'd think.
  - Forbes is putting a "no follow" on all its links now because of contributors who have been selling links for thousands of dollars a pop. It'd become that big a problem.
- High trust links are king, so put the work into getting those links. Just one link from a highly trusted and popular site is going to do way more than a hundred low-level links.
- The Evil Twin Strategy

- If you publish an article like “7 Best SEO Tactics”, repurpose that into an article called “7 Biggest SEO Mistakes.”
- It should be super easy to write if you’ve just written the first one yourself.
- This is how you avoid duplicate content which can end up being a big mark on your SEO ranking.
- When looking for a good SEO expert you want to throw a few questions at them to see if they’re just full of BS. A good one is to ask, “What’s your meta-keyword plan?” The only answer to that is, “Meta-keywords have never had anything to do with ranking.”

## Matthew Woodward - [Episode 210](#)

### 5 Point SEO Audit

- You need to understand what to look for and understand how to fix it. When Matt sends out anything that says “SEO Audit” to his list, the open rate is terrible. But very few pages he sees have the on-page right. He is showing people that if they just apply his SEO audit, they are able to increase their search traffic by 45%.
- You have full control over an SEO audit, so it’s something you should pay attention to. But since they sound scary and technical to most people, Matt has created his 5 step, common sense audit so anyone can do it.
- Once you build a solid foundation that Google loves, the value of all your other efforts such a link building and off-site efforts, will be amplified ten times and you’ll save money because you’ll have to invest less money in link building as you’ll attract links naturally.

### Step 1 - Listen to Visitors

- Before you use a tool like [SEMrush](#), you need to listen to the people visiting your site and figure out what they want. Use your access to your visitor base and ask them what content they want to learn about, how do they want to consume that content and what do they like or dislike about the current site. Once you have that data, even if it’s just from 10-15 people, it gives you a good SEO strategy on where to head. No tool can give you that information.
- Matt will use [Survey Monkey](#) to conduct his surveys. If you are just starting out you can use [Google Forms](#) as it’s free. If you haven’t got a list, but if you have some type of connection, such as with social media, use whichever way you have to get in front of their eyeballs.

## Step 2 - Make Your Own Manual Observations

- Go through the feedback on your site on a tablet, go through it on the phone, and go through it on the desktop. Matt categorizes the information by hand as he absorbs it better that way. Ask yourself how does it operate, is the experience the same? Once you learn that, it changes the perspective of how you look at your sites.

## Step 3 - Do Your Own Technical Spot Checks

- Test with mobile indexing to start. One of the things Matt learned was that things looked shabby on mobile. The reason mobile is important is that Google recently moved to a mobile-first index and if your mobile site looks bad, or it has a bad user experience, or it has higher bounce rates, then that will be reflected in the performance of your desktop in Google search results.
- As for optimizing for AMP (Accelerated Mobile Pages), as a general rule, Matt does not pay attention to this as it takes away from your opportunities for monetization and if you look at Google searches, you'll see that there aren't that many AMP results. But Matt does pay close attention to mobile page speed.
- You also have to appreciate not everyone has 4G speed, so the site has to work for everyone from a mobile perspective. You should take your homepage, a category page and a page that's heavy with images and content and do a couple of basic checks.
- First, Google has a [mobile-friendly test](#) that you can check.
- Second, Google also [has another test](#) to check your mobile page vs. desktop page speed. These are just scores, it doesn't reflect how they are running in the real world. But you want to make sure on mobile devices you are getting a score of at least 65 and with a desktop you want to be in the mid 80's
- Next, check how it performs in the real world. You can use tools like [GT Metrix](#) and [Webpage Test](#) and have that tell you how quickly your site is loading on various devices. If you can get it under a second, you're a god. If you can get it under 2 seconds, you should be very, very proud. Anything above 3 seconds, you really want to look into. The quickest way to fix this is if you are running Wordpress, install the [W3 Total Cache](#) plugin, which is free or Matthew's preferred method which is [WP Rocket](#) which costs money but has a lot of extras. You can then use a program like [Short Pixel](#) to optimize your images or [WP Smush](#) which is free.

## Step 4 - Structured Data Check

- Again, Google has a [structured data testing tool](#). If you don't have it, adding structured data is a plugin away and you can add more information about your

business address, movies, your articles, etc. If you do have it, you should check for any errors.

- At this point, you'll have a very good idea of the things that need to be fixed. This is the point where you can scan your site with a big tool such as [Ahrefs](#), [SEMrush](#), [Website Auditor](#), [Deep Crawl](#) or [Screaming Frog](#). SEMRush is the most user-friendly because presents everything in a nice interface and tells you what's wrong on what page, plus it explains things well. You can also set it to run every month.

### **Step 5 - Create A Plan of Attack**

- No two audits are ever the same, but once you have your list of all the issues your site is facing, you should rank them of order which will make your users the most happy. A better user experience automatically means a better experience for search engines.

### **Optimize for People First**

- Often our best content gets buried. Matt's entire strategy was to look at forums and record how to fix those problems. Then he'd go back into those forums and offer advice, and eventually push them into the tutorial. Eventually, people would link back to his tutorials all over the place.
- Sometimes we forget about humor. Optimize for the people first.
- Matt's site used to be more focused on him, but now you can see after putting out his survey, how he changed the content on his homepage to reflect what people wanted to see, i.e. topics regarding increasing search traffic, blogging tutorials and how to get started online.

### **Link Building**

- Matt's process is to steal competitor's backlinks. Ahrefs has the best tool for this. Just work through the site, observe how they got the link, and replicate it. This strategy works because it's based on what's working right now. Matt has spreadsheets you can download on his blog to assist with this as well.
- One on-page trick is FAQ rich snippets. Right now, they are performing well in Google search results. Instead of having just a result in Google, you'll also have an expandable list of answered questions in the search results. Matt has built a tool for this that you can find on his site, just click "To increase search traffic" and under the "On-page SEO" box you'll see "[FAQ rich snippets](#)". Watch that tutorial and you'll learn how to instantly increase the visibility of your site on Google's first page of results.



# Podcasting

## Steve Olsher - [Episode 103](#)

### The \$1,000 Podcast Funnel

- He's been on 500 podcasts as a guest over the last three years, needed a way to make sure it was worth the time he spent doing it to generate revenue for his business
- Podcasts are an advertising platform, you get to plant seeds about your ecosystem with the host's audience so if something you say entices them that they want to learn from you to help them solve a problem, they'll eventually purchase
  - It only happens once you get the audience into your ecosystem
  - It's kind of like an infomercial, in that you spend an hour chatting about a system or process, and you have a call to action at the end for the audience to join you to learn more
- Automated funnel that earns him \$1,000 in immediate revenue for each appearance he makes
  - Sometimes it's more or less, but that's before the continued marketing campaigns to the new contacts he gains
- *What Is Your What* digital download is free to get them into the ecosystem
  - Upsell to the physical copy just pay shipping and handling is next
  - Invite to an online course, *Reinvention Workshop*
    - All three are the same product, just different methods of consuming them
- On average he generates about 250 leads per show that get the free version
  - 20% will then go onto purchase the physical copy (\$8)
  - Then 25% of the people who purchased the print book will buy the OTO of the online workshop (\$49)
- Tested the workshop price at \$29, \$49 and \$97, since \$49 was almost as high as \$29 conversion, they stuck with that
- It all starts with the lead magnet, it has to add value
  - Has to be free
  - Does it further the conversation you're having
  - A dead simple and easy yes (he has 80% conversion on his free version of the printed book)
- Your final piece doesn't have to be a new course at the \$49 price point, it can be a condensed version (or a module or two) of a more expensive course you offer to get them interested in spending more for the higher ticket item



- There's an implied endorsement when you appear as a guest on a podcast that the host recommends your product and it makes sales/funnels easier to convert the traffic
- When you are a guest on other people's podcast, you have to treat it as the privilege that it is, provide the value that the host implies by inviting you in to speak to his/her audience and not turn the episode into a pitch fest

### **The Best Way To Get On Someone's Podcast**

- Ask your network who they may know that you're interested in connecting with
- Have the person who gave you the referral provide you with a warm intro to the host
- You can do the same process with your network and ask who you think would be a great guest for your podcast
- The power of an active referral network is second to none to be able to connect to the people you need at the exact time you need to connect to them
- If you have a real relationship with an influencer and the timing is right for you to promote something new, that relationship will allow you to open the door and appear on their show if you just ask
- Get into mastermind groups or events where influencers can gather to get to know each other to expand your network

### **Esther Kiss - [Episode 179](#)**

#### **Podcasts & Marketing**

- Podcasting has grown quite a lot over the last 5-6 years, especially in the online marketing/entrepreneurship niche. For clients who have a niche business, podcasts can really help you build a strong relationship with your audience.
- Understand what your goal is with your publicity campaign. With a book launch, you'll plan far ahead of time for example. Do you want to ramp up pre-orders? Do you want to have credibility in your market, by having those "As seen on TV" logos on your campaign?
- With articles being published to [Forbes](#), [Entrepreneur](#) or [Inc.](#), Esther will use those articles as content in their ads. She targets the leads with those content pieces and those types of conversions take client's costs down by as much as 90%.
- First, Esther meets with someone to determine their publicity goals. Then once they get them on some shows, interviews, podcasts episodes, in articles, etc., she collects these assets and tracks them on a spreadsheet to see which ones, would make sense to warm up cold leads with as well.

## In the Beginning

- When starting out, you should focus on building your relationships first. It's very hard to get on a big podcast, without having a good story and a proven track record.
- Then start connecting with smaller podcasts first. You don't want to be a guest on a really new podcast though, which has hardly any listeners at all. Esther always looks at podcasts who have been consistent for at least three months and looks at the host to determine if they have built a successful business before.
- Next work your way up to the bigger podcasts. You can network by going on [iTunes](#) and leaving reviews, join their [Facebook](#) group and leave comments, and reach out to help them in some way without pitching.
- When the time comes, after you've built a relationship, then you can pitch them.
- If you are looking for credibility, to have those big name media names on your website, look at television and radio and magazines depending on your niche. If you are in the business space, it might be Forbes, Inc., etc, otherwise, it might be [MindBodyGreen](#), [Medium](#), or [Elephant Journal](#).

## Nicole Holland - [Episode 217](#)

### The Power of Getting on Other Shows

- We use [Wicked Reports](#) to track the effectiveness of our marketing channels. It turns out that us going on other people's podcasts have been the most profitable thing we've done. From almost all of the referrals, \$2,000+ have come from people that have heard from us on other podcasts and summits and have been the biggest catalyst for growth over the last two years.
- The reason for this is due to having the tracking and processes in place. Most people don't though, even though they want to get out there, expecting graduate levels results with a kindergarten education. You need to get the support behind you and the understanding of nuance systems in place.
- Guest podcasting is the most lucrative thing you can tap into because when you have a podcast, you've got to plan it out, edit, produce it, get the notes, etc. But all you are doing as a guest is talking about stuff you already know about. Even if you don't share it, the podcaster is still putting out your content to their audience and that is producing amazing potential clients for the guest.

### How to Get Past the Gatekeepers

- For someone who wants to be on a particular podcast, ask yourself first why you want to be on the show. If you can't come up with something deep, you need to

ask yourself why and dig deeper and figure out what is that desire you have that would be fulfilled by being on the show.

- Next, ask what the podcaster's desire is to bring guests on their show. If you've got ten things that the host digs into, ask which one would get to the deepest possible level of what motivates the podcaster to have them on the show. It's not something you'll get quick results on. It may take years, but as long as you are following these steps, you will get what you want.
- Just drill in the possibilities. Let's say you've gotten to a point that's fundamental to their interests like sending them tickets to an MMA event or getting his favorite fighter to sign something for him. Or you could figure out where he's going to be, buy a ticket and get to know him. Or tap into your network, and see if anyone has a connection for an introduction.
- Listen to the show and leave them a 5-star review that's considerate and thoughtful. Tweet out or use a social platform that you have a significant presence on and that the host does as well and tag them while sharing the podcast. Even if they don't personally see that, the team will start recognizing your name and it's just good karma.
- Sending Instagram videos is so effective as no one is doing it. Start rapport building and after you've engaged, get creative and be you. Unexpected notes or gifts are always welcome.
- Figure out what their goals, values, and desires are and deliver that without expecting anything in return.
- You want to know what your CTA is for that audience but be flexible to change in the moment. When you're in the middle of a conversation and someone asks you about something that is a hot topic or will take a significant amount of time, you can let them know you can answer it but after the interview, you'll pull some resources together that's only available to your paying clients. And direct them to a URL, where they can get that special resource.
- The worst thing you can say is to go to your website. Better than sending them there, send them to a specific URL, make it custom, and put together resources that are applicable to the conversation you had on that page. This helps support your tracking as well.

# LinkedIn

## Josh Turner - [Episode 181](#)

### Using LinkedIn Groups to Establish Authority

- The first step is to figure out who your very best prospects are, then figure out what they actually care about. If you can speak their language and stay in front of them with pertinent content, they will be more likely to stay in tune with you.
- If you are constantly talking about yourself all the time, you've either got to be amazing like [Gary Vaynerchuk](#), which is a rare breed, or you're going to be like the financial advisor who is constantly talking about their services, which no one cares about.
- Try to have a good mix, sharing good stuff about others 80% of the time, and talking about yourself 20%.
- Once you know who your best prospects are, you should create a [LinkedIn group](#), which should be something that your prospects will want to be a part of, and not just be all about your subject matter expertise.
- Most of the people who join the group are people they have sent an invite to. As the group reaches a few thousand members, they don't need as much push and will grow more organically. You can promote groups to your email list, and run ads to it as well.
- If you appear as more of a peer and leader in the market, others will be much more open to connecting with you. The group will be a good place to get lots of prospects and the start for lots of first degree connections. They are nurtured for a little while to build up goodwill, not just inviting people into sales connections right away, which typically has given LinkedIn a bad rap (the leg humpers). The results are much better than people who jump right in a way trying to get sales without having the long game in mind.

### LinkedIn for Advertising Purposes

- LinkedIn ads are really taking off as well. [Dan Martell](#), for anyone in the SaaS world, is a great person to follow. His LinkedIn ads are outperforming Facebook ads. This is partly because more people are spending more time on LinkedIn and Facebook ads are increasing in cost. They make sense in a B2B market as well, because you can target in specific ways that you can't necessarily do on Facebook. [Sponsored Inmail](#) is crazy cheap right now.
- You are targeting business professionals and very busy people. You're not going to see a lot of people commenting and posting, but you will see that people are

seeing the content. Your main priority is positioning yourself in a way to get people to connect with you, so the engagement is not as big a factor.

- For most people it's not going to be a good traffic driver, it's more of a tool to position yourself as an authority. If you've got high ticket offers, with coaching, etc. this is a good tool to use.

### **LinkedIn for Beginners**

- Make sure you have a good headline that speaks to the types of businesses you want to work with and what kind of results you'll get for them (as opposed to just "President at XYZ"). It should make people want to click through and learn more about you.
- Make sure your image looks good, not something stupid or goofy.
- Make sure your summary section includes something to drive them into the next step with you. For example, include a link to get a free book, or to sign up for a webinar.
- When Josh didn't have a lot of connections at first, he would accept them all because it's important to build up first, second, and third-degree connections to show up in more search results. Once you have tackled that, if someone doesn't include a personal note, he just ignores it.
- He's got 100 requests a day on average now and is showing up as a recommended connection now. In general, though, it's not going to hurt you to be connected with more people. It all depends on your preference.

### **LinkedIn Best Practices**

- A lot of media buyers feel the ads are the most expensive clicks out there and in a sense, it's still true. But not all clicks are created equal. Josh focuses on companies who want to use ads to get more sales appointments as opposed to getting people to sign up for a webinar. It's really meant for people who have higher ticket offers and are willing to spend a few hundred a piece for those appointments.
- Sponsored inmail is being used with some campaigns at \$50 a piece and with others, \$500 per appointment. For people who have high price points and understand the lifetime value of customers, it's worth it.
- For anyone who is considering using LinkedIn, you should have a small budget allocated to retargeting. Josh is retargeting site visitors with a sponsored inmail, and the cost per message is really low right now. Very few people are doing this right now, so it stands out and it's working very well. In most cases, it's generating leads at a lower cost. The options are similar to Facebook.

- With running ads to cold audiences, the biggest thing is coming up with a compelling hook. It can be a little tricky with businesses like IT recruiting. But from there, it's a lot of the basics. A lot of the same things that work on other platforms work on LinkedIn as well.
- There's a lot of smart marketers on Facebook with compelling images and hooks, but on LinkedIn, that's not the case, so it's a good opportunity to stand out.
- With ads, you target based on job titles, interests, groups, company size, etc. It's similar to Facebook and if it's in their profile, you can target it.
- If you bring people together, they will look at you as a trusted person. Also with the group strategy, you can turn it into a real-world group and invite people to a live event.

# Let's Go Deeper

We hope you enjoyed this deep dive into how we run traffic for our business as well as how our numerous guests are running traffic for theirs. The key here is to take at least ONE of the strategies and put it into use. Start planning **right now**.

And remember, these traffic strategies work for not only your own offers, but for affiliate offers, too. It doesn't matter your niche or if you are an online business or brick and mortar, you can make this work.

If you want to really dive in deeper and scale things with a step-by-step plan, [you should watch this video and read this quick page. Just click here.](#)

Thank you VERY much for reaching this far. We appreciate you and would love to hear what you think.

Want even more strategies and tactics? Make sure you're subscribed to [The Hustle & Flowchart Podcast](#) as well!

We appreciate you and are looking forward to growing your traffic together!

Matt Wolfe and Joe Fier

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Hosts of the [Hustle & Flowchart Podcast](#)