

THE

FREE WEBSITE TRAFFIC GUIDE



CHECKLIST ✓

Free Website Traffic Checklist

Most people like "free". If you are a small business owner, you would probably love plenty of targeted, free traffic from Google and other search engines, rather than having to pay for it. Getting eyeballs on your products or services can turn into a financial nightmare with paid traffic, one that has no guarantee and can easily under-performs if you don't know what you're doing.

So, how do you lower your reliance on pay per click advertising, solo ads, and other potentially costly paid traffic sources?

□ **Make Google happy.**

Optimizing the content on your site to appeal to Google's web crawling spiders improves your rank for keywords relevant to your business.

□ **Let Chrome Store Know**

Let the Chrome Web Store know about your site. This is a veteran move that gets you traffic you would otherwise miss out on.

□ **Optimize Your Website**

More people search on mobile than desktop PCs, so if your site looks ugly or is difficult to navigate on a tablet or smartphone, you are missing out on free traffic.

□ Build An App

Build an application (app) and publish it for free in the Google Play Store. With 15 million new users to the Android platform every day, that is a lot of free traffic.

□ App Stores

Add your app to the Amazon Appstore, Apple App Store, etc. These stores have mobile and desktop platforms, Apple is the primary store for mobile devices, and Amazon is home to the world's largest retail shopping search engine, so you should be giving away your application here as well.

□ Write Guest Content

Offer to write a guest post for a high-traffic website relevant to your industry or niche.

□ Write Original Content

Publish fresh, original content regularly. Google and your target audience demand and reward constant engagement.

□ Social Media Managed

Let us help you manage your social media from post creation, schedule strategies, and automation. **Starts at \$99 per month.**

[Click here for more details](#)

□ Write Better Headlines

Write better headlines. The best content and offers in the world won't get read if your headlines stink.

Here's a tool we use everyday to analyze our headlines:

<https://www.aminstitute.com/headline/>

□ Build Links Internally

Link internally. Google, and the other major search engines, love it when content on your website links to other content and pages on your site as well.

□ Don't Ignore Email

Don't ignore the free traffic that comes from email marketing. These are people who have already showed an interest for your products or services, and a simple, short email can generate immediate and free traffic.

□ Harness Blog Comments

Harness the free traffic power of blog comments. Answer questions and engage readers on blogs and websites relevant to your market, and you can drive traffic back to your site.

□ **Crunch the numbers**

Don't ignore the free traffic that comes from email marketing. These are people who have already showed an interest for your products or services, and a simple, short email can generate immediate and free traffic.

□ **Get On YouTube**

Yes I said it. YouTube isn't just for your kids. If the thought of making videos frightens you, get freelancers and outsources involved. YouTube is the second largest search engine on the web. Google bought them, so YouTube videos do very well in search engine rankings for the keywords you are looking to target.

Host Web Course

When your audience can see and hear you, you drive more engagement than with a simple blog post.

Host Live Event

When your audience can see and hear you, you drive more engagement than with a simple blog post.