25 Proven Ways

TO DRIVE TARGETED TRAFFIC TO GET MORE SUBSCRIBERS AND MAKE MORE MONEY ONLINE IN 2023

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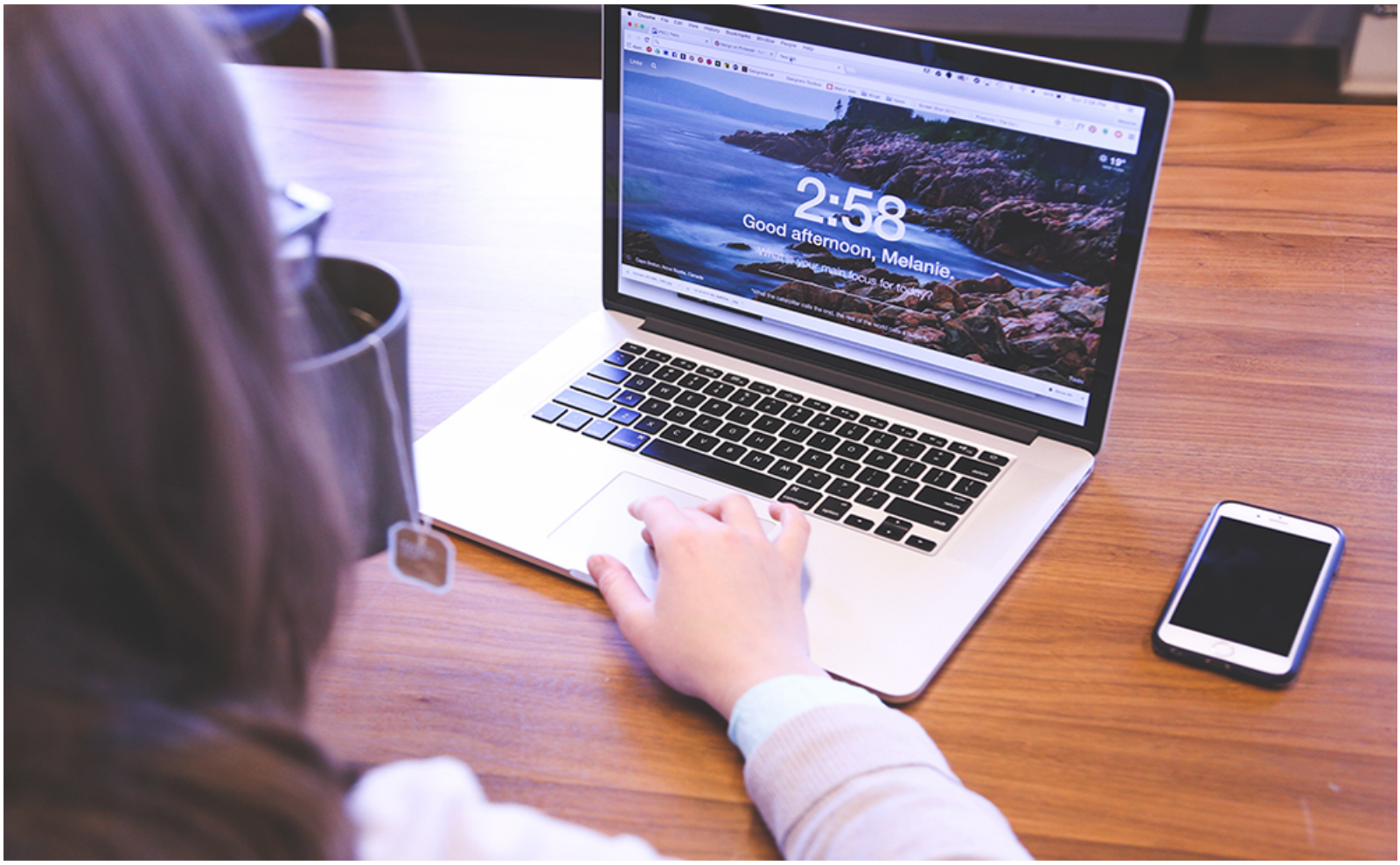

INTRODUCTION

What Traffic Methods Should I Use?

Find a Few Favorite Methods and Stick with Them

I have listed below a bunch of ways to drive traffic to your site. The key is to pick 1, 2 or maybe 3 ways, at most, to drive traffic to your site to stick with it week after week, month after month. Get good at it. Practice, Test and Tweak

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each method until you find out how each method works best for your niche and your audience.

For instance, method #1. You could become a regular, helpful, authentic poster or commenter on a relevant forum and post several times a week. Method #2. You can post your own photos and motivational quotes and memes on your Instagram account every single day. And, method #3. You could use your Android or iPhone to post a couple of helpful, instructional or motivational 3-minute 'Selfie Videos' to your YouTube account every single week.

You can master, or get a good grip on, one form of traffic generation (for example: posting in forums) and then, a month or two later, add a second form of traffic generation (for example: YouTube 'Selfie Videos') once your first form of traffic generation has become routine.

So, you can end up with 2 or 3 forms of traffic generation that you enjoy, you are good at, become fairly routine for you, and generate dependable, targeted traffic for you.

Organic traffic can be excellent but could take some time to build up. If you want lots of targeted traffic to arrive at your site immediately, paid traffic is the way to go. Your paid traffic marketing budget could be as little as $5 to $10 per day for YouTube ads or Facebook ads. However, you can learn a lot about traffic by first trying out the free organic methods first, before you pay for your traffic. In this way, you will probably have a better feel for how to run your paid traffic ad campaigns, if you've already tried to generate

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quality traffic without spending any money at all. In other words, learn the game you're in before you start spending money on it.

For instance, build up your Instagram account before paying for Instagram ads. Or, upload some YouTube videos for free and try to get some organic views, 'Comments, Likes and Subscribers' before you start paying for YouTube ads. I believe that you'll get a lot more out of your paid advertising campaigns, once you have a better feel for the medium in which you are running your ads.

The list below is merely meant to let you know what methods of traffic generation are out there and 'actually work' to attract visitors to your website or landing page. I've tried to give you a decent overview of each method. Once you narrow the list down to one or two or three methods that you would like to use, you will probably want to do a search on Google or YouTube to get more details on exactly how to implement those methods effectively. There are usually lots of free and paid courses and tutorials out there on each method of traffic generation giving more details on how to properly implement those methods. After you've created your list, you need to create the Opt-in Form in AWeber (or GetResponse or whatever email list building, autoresponder software you use) that you will place on your WordPress Opt-in Page, Landing Page, Squeeze Page, etc.

One single AWeber email list may have more than one AWeber Opt-in form to get on that list. You may put an email

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list signup form (opt-in form) on the Landing Page, inside a sidebar widget, inside a footer widget, or after every blog post. Since you may end up creating more than one Opt-in Form for the same list, you should make sure that the names of the forms that you create will make sense if you look at them 6 months or a year later, in case you need to make changes or updates to that opt-in form.

20 Ways to Drive Traffic to your Site

1. **Add Website to Signature File in every email** that you send out! Your 'signature file' in your email looks something like this:

Take Care,
Jimmy Joe
JimmyJoesMarketingClub.com (NOT A REAL WEBSITE)
Jimmy Joe's Marketing Club – Online Marketing for Newbies

Make sure the link to your website is active and clickable!

You can very easily program most email programs like Microsoft Outlook or Gmail or Yahoo Mail, etc. to include the above information at the bottom of every single personal email that you send out.

This is a simple, easy, effortless way to share your website or landing page link with people. I have received many emails over the years from people in business who did not list their website

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address anywhere in their email to me. This happens more often that you think, and it's a wasted marketing opportunity. Very frustrating when I needed to look up their website in the Search Engines and couldn't find their website because I had no idea what it was and I couldn't even find it in the email they had just sent me.

2. **Make sure all your social media profiles (like LinkedIn, Facebook, Twitter, YouTube, Instagram etc.) have links to your Website.** You would be surprised to see how many people have no link in their social media bio to their website, or they have an old, outdated website link in their Facebook 'About' page. Very sad. When I check out someone's Facebook profile, the first thing I do is see if they have a website listed in their 'About' section and then go see if the website link still works. This is one of the ways that I decide if I want to accept a friend request from someone or want to do business with them in some way. These Social Media profiles could easily end up being listed in Google and other Search Engines (which means more traffic to your website), so that's another reason to keep them up to date.
3. **Regular Helpful and Useful Webinars.** Webinars can be as short as 15, 20 or 30 minutes. There is no rule that says every webinar must be an hour long. Excellent webinar software to try: gotowebinar, https://zoom.us/, https://demio.com/ , etc. A great strategy is to provide weekly webinars that provide helpful content (not sales pitches). A few times during the webinar you can mention how the webinar attendees could get even more great information about this particular topic by

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visiting your website and then give them your website address. You could also offer a discount only for live webinar attendees. Webinars are even more powerful than videos because attendees are connecting with a live person and can even ask questions and such, if you choose to be more interactive. You absolutely, positively do not need to be an expert at anything to present a webinar. You just need to know more than your listeners and have a sincere desire to teach and help others.

4. **Create Your Own Podcast.** Some people have become famous simply because people love their podcast. Your podcast could be 5 minutes or 50 minutes or longer. There is no perfect length for a podcast. BlogTalkRadio.com is a way to start your podcast at no cost. Anchor (https://anchor.fm/) is another great podcasting platform. It's easy to get your podcast shared and listed on iTunes. Just do your research online before picking a podcasting platform. If you love to talk, this could end up being a dream come true for you and a great source of traffic for your website. A friend of mine, Mark Newsome, aka Mr. Marketing, has done very well driving traffic to his site by become a Guest on other people's podcasts. You can simply search on the Internet for podcasters looking for guests to interview for their podcasts. That's a real easy way to get started in the world of online podcasting.
5. **Share PowerPoint Presentations on SlideShare.net** Presentations on Slideshare.net may be found on Google. So

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there's that. But most importantly, Slideshare has tons of traffic to it and is totally underrated as a source of generating traffic for your website. You can convert any type of blog post or webinar to a PowerPoint or Keynote Presentation and upload it to SlideShare. Very easy. Very Powerful.

6. **Build Your Instagram Account. Instagram is Huge.** Lots of traffic and lots of engagement. You can upload pictures and quotes and memes and even short videos (called 'stories') to Instagram. Most of your posts should be of the non-selling variety. They can be a combination of inspirational, motivational, entertaining, and instructional posts. Then you can share some of your Instagram posts promoting your website and the product or service that you offer on your website.
7. **PAID Advertising on Instagram.** Once you feel that you have an understanding of who your audience is on Instagram and what they are looking for, you may want to try your hand at paid Instagram Ads. for more information on Instagram advertising check out -- https://business.instagram.com/advertising
8. **YouTube Selfie Videos.** I call it a selfie video when you are talking into the camera. You can hold the iPhone or Android in your hand and talk into the camera in the smartphone, you can buy a selfie stick for about $10 to hold the phone, or you can have a friend hold the camera while you talk or do your demonstration. If you don't have someone to hold the

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camera, you can buy a tripod. There is free and paid software that you can use to edit the video on your smartphone or on your desktop. YouTube also allows you to do some editing to videos you've uploaded to your YouTube Channel. You can use selfie videos to talk about how to be more successful in your niche. You can also demonstrate products or techniques in your niche (like making healthy muffins or the proper way to stretch or how to use gym equipment). The possibilities are endless.

9. **YouTube Webcam Videos.** These are also selfie videos, but you shoot these videos using a webcam (attached to your desktop or built into your laptop) and not your smartphone. These can be easier to create because you just need to sit down at your desk, turn on the lights, turn on the camera and start talking. When using webcams, you can see exactly what you look like (by looking at your computer monitor) while you are shooting the video. After shooting the video, the video file is already on your desktop or laptop computer, so you can just start editing immediately and upload to YouTube, or Vimeo or whatever video hosting site you so choose. You can shoot a video or two per week on how to be successful in your niche, or how to stay motivated or inspired, or stories about what's working for you right now in your niche. This is another way to build up a huge following as long as you are consistent and stick with it.
10. **YouTube Screencasting Videos.** I love screencasting because I love teaching. Screencasting is when you simply

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record everything that happens on your computer screen. So, if I show you how to install a WordPress plugin, or how to do Search Engine Optimization using my computer screen, then everything that I do on that screen is recorded and becomes a video tutorial. That's screencasting. Just record your computer screen as you teach and move the mouse and click here and there. Very simple. You can record those screencasting videos with free software like Screencast-o-matic or paid software like Camtasia. Camtasia is not cheap, but it's very dependable and considered the industry standard for screencasting. I've used Camtasia for years and love it.

11. **Paid YouTube Ads.** Any selfie or screencasting video that you can upload to YouTube can be promoted using YouTube paid advertising. You could even create your own short video selling your own products or services and then promote your own short video 'commercial' using YouTube paid advertising. You can start with a budget of $5 to $10 per day and cancel or pause the ad anytime you want. There are all kinds of free and paid courses and video tutorials on how to run YouTube paid advertising. You can search for them on YouTube or Google. YouTube ads can be very affordable and very effective when you're ready to take the leap and are recommended if you are comfortable with creating your own videos.
12. **Paid Facebook Ads.** You've all heard of Facebook ads. You can run ads for $5 to $10 per day to check them out.

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There are tons of courses out there on how to create and use Facebook ads. Facebook ads can be particularly effective for local businesses.

13. **Get Your Product listed on JVZoo.com or other affiliate sites.** This will get you free exposure AND will allow you to have affiliates promoting your product or service offered on or through your website. Clickbank.com , CJ.com, Shareasale.com, Rakuten.com The free exposure comes about when people go to these popular websites looking for products to buy or to promote. You will also get free exposure when someone becomes an affiliate of your product and promotes that product to their followers and subscribers. This will, of course, drive free traffic to your product and services and your website.
14. **Search Engine Optimization. SEO** can be a solid long-term strategy for having your website pages and blog posts found in the Search Engines. There is tons of information out there on how to SEO optimize your pages, posts, images, home page, sales pages, etc. using keywords, H2 tags, backlinks, etc. There are also lots of free videos and articles on SEO that may be found in the Search Engines and on YouTube. Content that you create and optimize today may be found in the search engines and still driving traffic to your site 2 or 3 or 4 years from now.
15. **Repurposing Content** can be another way to drive more traffic to your website. You can take one thing you've created and turn it into different forms that can be marketed on

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different mediums. For instance, you can take a webinar recording or a short video that you've created and submit it to rev.com (or temi.com which is much less expensive). Rev.com will then transcribe the video into text for you for a fee (you can search for less expensive alternatives to rev.com if you like). You can then take that text and turn it into a blog post. You can take some of that text and create a slide presentation and share that on SlideShare.net. You can take some of the slides and share them as quotes or memes or images on Instagram and Facebook or Pinterest. You could take short parts of the video and add them as 'stories' on Instagram. You can also take the same original video and submit it to Vimeo.com and other video hosting sites in addition to YouTube.com.

16. **Write about influencers and how they've helped you** or how their product has helped you or do a fair review of their product that they can share with their email list. Then tell the influencer so they will promote your article or honest review to their followers. What am I talking about? Well, what if you watched a video or webinar from someone with a decent sized following and the information in that video helped you make a positive, significant change in your life or your business? You can do a blog post documenting how Mr. or Miss Guru's information cured your back pain and allowed you to go back to work, or their information allowed you to get 1,000 more email subscribers last month. Then share the article with Mr. or Miss Guru and encourage them to share

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your article with their subscribers. Free advertising for you and your Guru. Total Win-Win provided that you are honest and sincere in your product assessment.

17. **Post Content to LinkedIn.** LinkedIn is known as the world's largest professional social network. It is now also a valuable publishing platform. Posting your content on LinkedIn on a regular basis is a great way to increase your profile within your industry and drive more traffic to your site.
18. **Post answers to questions on forums in your niche.** Your Forum article or post can often be found on Google Searches for forums in your niche. To find forums so post in, you might search Google for "forums on health and wellness" or "forums on home-based businesses", etc. Find one or two forums that look active and useful and also allow you to (eventually, if not right away) attach your 'forum signature' to every forum post or reply that you create. Your forum signature will have a link to your website to drive more traffic to it. Help forum members solve their problems by posting in the forum. They can click on your website link in your signature to contact you directly or buy one of your products or services. The forums are not a place to spam with links to your products, or you will be kicked out. Become a legitimate, helpful, knowledgeable, respected member of the forum community, and people will be visiting your website to learn more about you and the products and services you offer.
19. **Guest Blogging.** If you are allowed to post your blog post or article on a blog or website that already has tons of

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engaged and targeted traffic, then you are going to get lots of people learning about you and your website. Period. It can also be helpful in providing a high-quality backlink to your main website. Guest Blogging could be a huge quick boost to your website traffic. You can Google terms like "where to guest blog for online marketing or health and wellness, etc." to find blogs that allow guest blog posts.

Below is a list of websites in different niches that accept guest blog posts. Harsh Agrawal updated this list on March 2018 and removed all low-quality blogs and those blogs which have discontinued accepting guest posts. Harsh Agrawal has also included many new blogs with high engagement. Harsh Agrawal has promised to keep on updating this list. So, bookmark this page the link below: https://www.shoutmeloud.com/list-of-50-best-blogs-that-accept-guest-posts.html

20. **Add Blog Posts to BizSugar.com** BizSugar delivers the content that small business owners, managers and entrepreneurs care about, without all the noise:

* You share your business blog posts, videos and other content, so that others can learn from you. Benefits: you reinforce a reputation as a thought leader and bring online visibility to your content.

* You discover what others have shared. Benefits: you make networking connections with other business people and stay informed.

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The BizSugar voting system curates content through the wisdom of the crowd. The community votes on member-submitted tips, advice and other small business information, advancing the highest-quality posts to the home page. From there the top stories make it into the BizSugar Top 10 widget, weekly Top 10 newsletter, and Twitter feed where they get even more visibility.

The popularity of your blog post or article is free advertising for your website, generating even more traffic to it.

5 Easy Ways to Build your Email List

1. **The EXIT POP-UP.** Exit-intent technology® detects a user's mouse behavior and can easily sense when a visitor is about to leave the page or close the browser window. At the precise moment a visitor is about to leave the page, a pop-up will occur asking the visitor to join your email list. Your EXIT POP-UP can contain images of your lead magnet eBook cover or CD cover, etc. Here's an example:

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EXIT POP-UP's are cool because they will never pop-up when someone is in the middle of reading an article or watching a video on your website, which can be quite annoying to the visitor.

OptinMonster.com is among the pioneers of exit-intent technology, and users have seen increases of 200 - 600% in email signups utilizing this powerful behavioral intelligence. You can also search the Internet for other software that will create an Exit Pop-Up Opt-in form for you and connect it to your list building software (like AWeber, for example).

2. **After Blog Post or Inline Opt-in Forms.** The user who is reading your content is already engaged in your content. They are paying attention. You can have an opt-in form (typically wider than it is tall) right in the middle of a page or blog post. You can also add one immediately after each blog post. Here's an example of an opt-in form that appears after every blog post at JupiterJim.CLUB

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OptinMonster can be set to add an opt-in form automatically at the end of every blog post, so you don't have to. On average, these forms convert better than the sidebar forms.

3. **The Click-Controlled Pop-Up.** This is when you have a visitor who clicks on a link or an image on your page to receive a lead magnet (example of a lead magnet: a free PDF report, a free webinar replay, etc.). Once the visitor clicks on the link or image, an email opt-in box appears in the middle of the screen (similar to a pop-up, but it is triggered by you clicking on something). They now have to fill in the email opt-in form to get the lead magnet they were hoping for.

   This technique is so powerful because of something called the

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Zeignark Effect (that is, that those who initiate a process are more likely to finish the process).

So, visitors are more likely to click on the image to get a lead magnet rather than start filling out the typical sidebar opt-in form to get it. Once they click on the image, the opt-in form appears. Yes, it's still an opt-in form, but since the visitor is the one who clicked the image and started the process, they are much more likely to just go ahead and fill out that

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To Get
Targeted Traffic
More
Subscribers

annoying email opt-in form, anyway according to the Zeignark Effect.

Example:
Below is a screenshot of the footer area of JupiterJim.CLUB. In the far-right widget area, you can see the widget title "Click Image Below to Get on My List".

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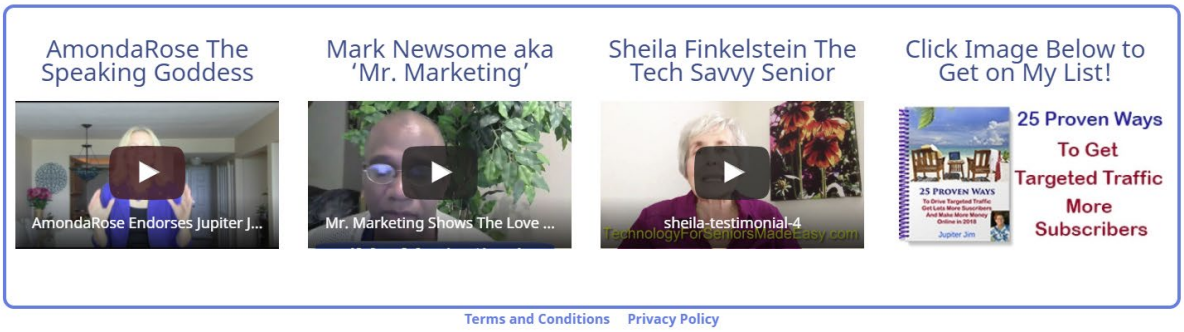

And if you click on that graphic image, you will get the Opt-in Pop-up that you see below. In this case, the Opt-in Pop-Up is the same as the Exit Intent Pop-Up, but it could be completely different. The choice is yours.

This process is built into OptinMonster software and is called MonsterLinks.

4. **Mobile-friendly Pop-ups.** Most lead generation solutions come with mobile-friendly responsive templates which work

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just fine.

But if you really want to boost mobile conversions, then you should seriously consider creating pop-ups with targeted messages designed specifically for your mobile audience. OptinMonster allows you to easily create pop-ups and messages that are tailored specifically to mobile devices. Here's an example of a pop-up that appears if you visit the website JupiterJim.CLUB on a mobile device:

5. **Create a Lead Magnet with Real Value!** Gone are the days that you can just give away a 'free report' in

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exchange for someone's name and email address. Today you must solve a real problem or answer a burning question for people that are in your targeted niche. Don't be afraid to give something of Real Value. You are not losing money by giving away something worth $27 for example. **You are gaining an email subscriber for life,** or until they unsubscribe, which could be many months or years from now. You could create a short audio or video or PDF report that solves a real problem. You could create a short 2-page list that solves a problem for your visitor. Your Lead Magnet, or giveaway, does not have to be long and complicated.

Your list could be the list of 'Top Ten WordPress Plugins'. You could create a list of the hardware (lights and cameras and microphones) and software (video editing software) that you use to create your dynamite YouTube videos. You could create a list of the top ten healthiest dog foods or the top ten walking shoes or running shoes, or graphic design software or anything. The possibilities for creating exciting, interesting, helpful, in-demand lead magnets is endless.

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In Conclusion

The most important thing is to take action. Try different traffic generating and list-building strategies until you find the ones you like best. Then you must remain consistent and persistent in order for them to work for you and bring you a steady online income.

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