
GENERATE TRAFFIC TO BUILD A LIST



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List building is one of the most lucrative, long-term strategies you'll undertake as a senior online marketer. It's primarily based on two things – your ability to create an enticing offer and your ability to generate targeted traffic.

A mailing list is a list of subscribers and their contact details that have given you permission to email them. You can message them with information about your business, new products that you're launching, your latest blog posts and any affiliate recommendations that you make.

The readers who come to your site via search engines or social media will be presented with your opt in offer, which is the lead magnet you hope will convert them into subscribers.

Understanding the Concept of Getting Found

In order to get subscribers to your list, you first have to be seen by them. This means that you want to be driving traffic to your site. Without traffic, no one finds your blog and no one subscribes to your list.

The first thing to keep in mind is that you want to use strong titles on your website and in your blog post. These titles should tell your audience what you'll be teaching them. For example, a bad title would be "Good dog, bad dog."

It's too vague and could be anything. A better title would be, "How to Stop Bad Behaviors in Dogs." The first title tells the audience nothing about what they'll see when they click on your website.

But the second title promises pet parents who have misbehaving dogs that they're in the right place. When creating content for your blog posts, you should break it up into sections.

Each section should have its own subheadings. Like titles, you want these subheadings to tell your audience what content they can expect. Use keywords in your subtitles that you want to use in search engines in order to be found.

You'll want to think about the terms that your audience will be searching for and use those as your primary keywords. If you're not clear on which words may be relevant, you can use a keyword tool - but you can also use an online thesaurus to spark new ideas for keywords.

There are two types of keywords: broad and longtail. The best sites use a mixture of both in their content to draw in traffic and turn that audience into subscribers. Broad

keywords are typically short, made up of one to two words and are very general in nature.

A broad keyword would be weight loss, dog training, or fitness. A longtail keyword is a phrase made up of three to six words that are specific to your niche or topic. An example is weight loss for seniors, dog training for kids, or fitness for busy moms.

Many online marketers use social media to drive traffic to their business site. This is organic, free traffic that you get simply by posting and using that to direct people to your posts.

In order to get more visibility for your posts, you need to use hashtags on social media sites. Hashtags are a lot like keywords. They serve the same purpose. Some social media sites encourage the use of hashtags - such as Twitter and Instagram.

Other social media sites such as Facebook and LinkedIn use them less frequently. Don't use hashtags that aren't relevant or are cutesy. For example, if you're doing a social media post about dog training, don't use the hashtag #weightloss in an effort to get more visibility.

This will backfire because users and the site's algorithm will recognize your post isn't relevant. Then they may bury it in peoples' feeds so that it isn't shown as frequently, if ever.

Consistent Blogging to Bring in Search Engine Traffic

One of the best ways to get free, organic traffic is to start a blog. Many marketers make the mistake of starting a blog with enthusiasm, then abandon it after a week or two when they get bored or think they run out of things to say.

So they move on to the next shiny object they think will help them with their business. But if you really want consistent traffic, then you need to blog regularly. Search engines like blogs that have fresh content.

The bots that search engines use will crawl your site slowly at first - meaning it takes a longer time for your website to be found high in search engine results. However, the more often you put up new content, the more it triggers the bots to revisit your site.

This means you're found in search engines a lot faster and you're ranked higher. Plus, the more consistent you are, the easier it is for people to find you because of how the algorithm works.

The trick to blogging often is to create a schedule and stick to it. But this schedule can't be too intense or you'll experience burn out. Or, you'll find that you don't have as much time to blog as you thought you did.

It's better to set a consistent schedule rather than to aim for something that may be beyond the time you have available. Keep in mind that not every blog post has to be really long.

What's important is that your blog posts provide value to your audience. To set up a schedule, determine how often you feel you can handle working on the blog. For some people, this means they can blog every day.

That may not work for you. Others may post every other day. It's best to aim for fresh content a minimum of two to three times a week, but if you absolutely can't do that, then at least blog on a weekly basis.

You don't have to blog from scratch every time you set out to do this. Instead, you can schedule your blog posts so that they drop automatically for the date and time you set it up for.

The topics that you cover on your blog are important. You can blog about things that are relevant to your niche. An example of this would be whatever trends are going on in that niche.

Or, it could also be a post on tips for success or mistakes to avoid in the business. You can also blog about specific tools or resources that you've found that were helpful and can also help your audience.

Using FAQ posts are also very popular in blogging. This means that you take the top 10 questions around your topic or niche and answer them for your readers. If you're not sure what these questions could be, then take some time to look at the sites where your audience is hanging out or look on Quora.

There, you'll find people asking questions for things they need help with or are curious about. You can gain a lot of information just by spying on consumer questions all over the Internet and then using those as a starting point for your blog topics.

Set Up Social Media Accounts for Increased Traffic

To boost the amount of traffic to your site, you're going to want to use social media. It might be helpful to have a number of different accounts. That's because some members of your audience will prefer one social media site over another.

For example, one reader might love Facebook and only follow you on there. But another reader may love Instagram and prefer to keep up with your posts there. You can post on both accounts using the same general content so it's not that much more work.

Even subscribers who follow you on multiple platforms are unlikely to see every single post you make. This means that it's important for you to get the word out about your blog or business on as many networks as you can.

For Facebook, you'll get the best return on your time by posting text with images as well as videos. Short videos that are less than sixty seconds are more likely to grab attention and they're easy to create.

At the end of your video, encourage viewers to go to your site. Don't use hashtags on Facebook because they're not as popular there. On Facebook, you can create groups for your audience to connect with you and drive traffic to your site.

An example is if you have a fitness website, you can create a group for members where you give out advice or answer questions. Pinterest is a visual search engine and a social media network.

It's often popular with buyers who go there with the intent to make a purchase. This means it's an ideal place to promote your products and services as well as your mailing list.

You can create pins that share valuable information and link them back to your website. What many marketers do is write a lengthy blog post on a topic that their audience cares about, then they add a graphic to it and drive traffic through Pinterest.

On Instagram, video content is also popular. You can create short videos called stories. Viewers can engage with your story by clicking a like button or by sending you a direct message.

This allows you the opportunity to have good one on one conversations and invite your commentors back to your website. Tik Tok is another video platform that's become very popular.

Currently videos are limited to less than three minutes for some people and 60 seconds for others. Tik Tok has recently been giving users who provide valuable content more time for their videos.

But first, you have to post regularly and get people engaging with your content. You can do this by writing witty captions that are less than 150 characters. The 150 character count also includes your hashtags so you may need to get creative when using them.

You can use your profile on this site to drive traffic to your website. Some people on social media will drive traffic to a specific landing page that's optimized for mobile users. This lets you gain more people on your subscriber list because this page can have your email sign up form.

Position Yourself on YouTube to Generate More Free Traffic

YouTube is the second biggest search engine. That's because there are some topics that people naturally want to see rather than to read about. For example, if you're learning how to cut hair, then you need a visual tutorial rather than a lengthy blog post filled with text.

Having a presence on YouTube means that you can bring in traffic to your site. But there are some key strategies that you should follow in order to get the most benefit from your video marketing efforts.

Before you begin, it can be helpful to think about what type of videos you want to create. One video style is the talking head. This is where you're on camera talking to the audience like you're in the room with them.

It's great for building a personal connection. However, many introverts struggle with this style of video marketing. They're uncomfortable and dread doing it. There is an option to doing videos this way.

You can show videos of just your hands. For example, if you're in the planner niche, you can just show video of your hands as you decorate a planner page. You can also do a presentation style video where your face isn't seen, but you're talking while graphics show on the screen.

This can also be helpful if you have a lot of information to share and hate the idea of showing your face. The only thing to remember in this style of video is to stay enthusiastic when you talk because if you use a monotone voice, people will get bored and click away.

To create these presentation style videos, you can use PowerPoint, or Canva. They have templates so you don't have to create from scratch. This will save you time. A final option for video styles is a screenshot video.

In this type of video, you're showing your computer screen to a viewer. This is helpful if you post tech tutorials or other digital content where your audience can benefit from seeing what you're seeing.

To record these, you'll want to use Camstudio or Camtasia. Whatever video style you prefer, write a lengthy description of each video that you post. You may think this is a waste of time, but this is a way to get your keywords in.

Search engines pull from the description to know how relevant the content is for users. Another way to drive traffic to your site using YouTube is to do live videos. These are videos that are being streamed to the Internet as you make them.

They boost interaction with your audience and they're great if you're a perfectionist who constantly edits your material to the point that nothing ever gets published, because you won't be able to do that.

When you post a video on YouTube, you can watch for comments and interact with your audience. This can also help drive traffic as it shows the bots that your content is engaging other viewers.

Paid Traffic Options

You can also drive traffic using paid options. The advantage of using paid options is that you tend to get more traffic, faster. Plus, if you know what you're doing, you can keep your costs low while building your growing email list.

There are many types of paid advertisements. The first type is search engine placements. This is when you pay a search engine to have your link appear at the top of a page for a certain keyword that you've chosen.

The second type of paid advertisement you can choose is social media ads. You can place ads on sites like Facebook or Pinterest. You can also have ads on Twitter or Instagram.

The advantage of using these kinds of ads is that you can target your specific demographic. In order to succeed with paid traffic options, you need to have a strategy. Take time to learn the platform before you set up a bunch of ads.

Otherwise, you'll lose money. Each social media site has a tutorial page to guide users on how to use their ad services. You can also use paid traffic options with solo emails. This is when you create an email campaign for someone else's email list, usually within the same niche, that benefits you.

Building a List Once You Get the Traffic Flowing

The best way to build your email list is to have a free gift that visitors to your site can sign up for when they become subscribers. For example, if you're a content writer, then you could create a free report on the top writing mistakes to avoid.

You want to have this freebie ready because if you have people sign up and then weeks or months pass and you haven't contacted them, they'll lose interest in your business and you'll lose that contact.

Create a free lead magnet that is relevant to the niche you're in. For example, if you're in fitness, create a lead magnet on the top five exercises that can help to burn belly fat. As soon as you've created whatever your lead magnet is, set up a dedicated landing page for it.

You want to give your audience plenty of chances to subscribe. The more people see the option to opt in, the more likely they are to sign up. People need to see the offer repeatedly.

Because of that, you should have the opt in form on the sidebar of your blog. But you also need to make sure that you put it under each one of your blog posts. This way, once the viewer has read the post, at the end, they see the form to sign up again.

Building a list is easy for any new marketer. Get a reputable list building tool like Aweber or GetResponse. Install the opt in form and begin blogging and sending targeted traffic to those posts to showcase your value and make them want to learn more from you!