Traffic Generation Checklist

5 key marketing channels that will start bringing leads into your business
TRAFFIC GENERATION CHECKLIST

Use the checklist below to start your traffic generation efforts

SEARCH ENGINE OPTIMISATION

☐ Use Google’s keyword research tool
☐ Look for long-tail keywords
☐ Pick one keyword per page
☐ Write your blog post or page content without worrying about the keyword
☐ Edit the page by adding your keywords to your content where it sounds natural
☐ Install an SEO checker such as Yoast SEO or All In One SEO Pack

CONTENT MARKETING

☐ Brainstorm a big ideas list for your content
☐ Create a tentative schedule for creating and publishing content
☐ Identify websites that you think have quality content and take notes for what to incorporate in your own content
☐ Create at least one piece of content and post it either on your website with links to other pages, or offsite with links to your site

EMAIL MARKETING

☐ Scour the web for freebies and email lists in your niche and sign up to get ideas
☐ Research and select an autoresponder program
☐ Brainstorm a list of giveaway ideas
☐ Brainstorm message topics for your email list
SOCIAL MEDIA

☐ Find out what social media sites your customers use
☐ Join the major social media sites
☐ Formulate a social media strategy, including where you’ll post updates, how often, and what links you’ll include

PROMOTIONS / GIVEAWAYS

☐ Brainstorm a list of giveaway ideas that are feasible for you and valuable for your audience
☐ Consider the promotion options you brainstormed and choose the most suitable for you

Good luck with your traffic generation efforts!

If you want to share your successes, or have any questions, just email me on cathy@yourwebtoolkit.com

Cheers!
Cathy