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SPECIAL REPORT:

THE 4 LAWS OF TRAFFIC FOR WEBSITE OWNERS

NOTHING HAPPENS ON THE WEB WITHOUT TRAFFIC – PEOPLE VISITING A WEBSITE. AND ULTIMATELY IF YOU CAN'T GENERATE TRAFFIC THEN YOUR WEBSITE – NO MATTER HOW GOOD IT MAY BE – WILL NEVER MAKE YOU ANY MONEY.

IN FACT, IT'S WORSE THAN THAT – WITHOUT TRAFFIC YOUR WEBSITE IS NOTHING MORE THAN A COST – A DRAIN ON YOUR PRECIOUS RESOURCES OF TIME AND MONEY.

GENERATING TARGETED TRAFFIC IS THE LIFEBLOOD OF YOUR WEBSITE – AND IN THIS SPECIAL REPORT YOU'LL LEARN THE 4 LAWS OF TRAFFIC EVERY WEBSITE OWNER NEEDS TO KNOW...

LAW 1: THE EASIEST – AND OFTEN THE BEST - TRAFFIC STRATEGY IS SIMPLY TO BUY IT

Banner advertising, pay-per-click advertising, renting email lists and paying for offline advertising are all ways you can BUY traffic.

Nothing earth-shattering there, you may be thinking. But trust me, I speak to tons of business owners who have spent months and even YEARS trying to generate ‘free’ traffic – a total false economy.

If your website is effective at converting visitors into business, then paying for traffic at economical levels is a no-brainer (and if your site isn’t effective at converting visitors into business, or you just don’t know whether it is or not, you can get the resources you need to make it so in my [VIP Membership](#)).

Pros: paid traffic is immediate, potentially very targeted, and takes up minimal amounts of your time. This in itself should be enough to put buying traffic near the top of your list.

Cons: there’s only one obvious con – the cost involved.

I believe every small business should experiment with pay-per-click advertising (or ‘PPC’) because **I consider it – in all seriousness – to be a *miracle* of the information age.**

Google Adwords (where your ads are typically shown alongside Google’s ‘natural’ search results) is the 800 pound gorilla of the PPC jungle, but Bing Ads (incorporating Yahoo! search), Facebook and LinkedIn all offer PPC opportunities too.

Yes, PPC can take a little time to master (which is why I provide a fully detailed training manual in my [VIP Membership](#)), but the benefits are ENORMOUS:

1. **PPC advertising is pay for performance.** You, as the advertiser, only pay when a potential customer actually clicks on one of your ads and is directed to the webpage of your choice. Forget the days of billboards and hopeful directory listings – this is the real deal, paying only for something tangible.
2. **After some initial set-up activity, PPC can be *automated*.** This is HUGE. After you set up a campaign, PPC can be working for you 24 hours a day, 365 days a year, delivering you targeted traffic, signups, and business. This, truly, is a miracle of the information age!
3. **Gives you direct access to a massive audience - with a need.** Most PPC advertising runs alongside ‘natural’ (i.e. unpaid) search engine listings, a massive global audience but

also one where by definition everyone who sees your ad is actively *looking* for a solution to a *problem*.

4. **Ultra-targeted by keyword.** Most PPC opportunities have complete control to ensure that your ads are only seen by those searching for pre-defined 'keywords' directly related to your offer.
5. **Ultra-targeted by demographics.** You choose who sees your ads by geographical area, day of the week, time of day, even age and gender (and, with PPC from LinkedIn, job title) so you can home in on your ideal prospect.
6. **Cost-effective.** Being well-versed in a great many advertising and promotional methods, both on and offline, I can tell you that well-managed PPC campaigns must be THE most consistently economical advertising there is.
7. **Easy to get started.** You can have your first PPC campaign up, running and delivering targeted traffic via text ads in minutes – no programming, design skills, or software necessary.
8. **Low cost (often no cost!) to get started.** PPC allows anyone to get started with a tiny amount of money: a mere £10 or £20 can deliver you considerable traffic, depending on your niche. That's if you don't first take advantage of the massive number of free vouchers available that give free credit to new accounts.
9. **Completely accountable.** If you take the time to set up proper conversion tracking, you'll be able to tell exactly what each 'conversion' costs you, which ads and keywords make you money, and which don't.
10. **Targets buyers.** By choosing 'long tail' keywords (very specific words or groupings of words) in your campaigns, PPC allows you to target people who are well 'down the sales funnel', or in other words, looking to *buy right now*.
11. **Generates a wealth of data useful for natural SEO and more.** The volume of useful data thrown up by even a basic Google AdWords campaign is incredible, and the insights you'll gain from it go way beyond PPC into market intelligence, search engine optimisation, content strategy, landing page optimisation and more.
12. **Great for testing.** With its fantastic reporting and management tools, and immediate access to a potentially massive audience, PPC is the ideal way to test different marketing approaches reliably, quickly and at minimal outlay. Want to get a steer on the ideal product name or email subject line? Smart use of PPC gives you that opportunity.

Should you advertise on Facebook?

Facebook's PPC platform is called 'Facebook Adverts', and it can certainly offer some neat targeting options. **Remember all that stuff you said you 'liked' on Facebook? Well, advertisers**

can target you on the basis of those things, so in theory Pepsi could target everyone on Facebook who 'likes' Coke.

And with 1 billion users worldwide at the time of writing, and the average user visiting 40 times per month for a whopping 23 minutes each time, this should all be adding up to a fairly compelling advertising solution, no?

Well, not in my book.

On Google AdWords, you can expect a clickthrough rate (CTR) of 3% plus if you work on your ads and go for suitable keywords. Getting clicks isn't generally a problem, even if – as I do – you like to operate at around the £0.04 per click rate.

On Facebook, using ads I'd already refined over on AdWords, guess what my clickthrough rate was? A poor 0.055%, making my AdWords CTRs at least 50 times better. Still – bar the waiting – I guess in a sense it doesn't matter as you only pay for the clicks you DO get, right? Well, that's on the basis of £0.13 a click too.

The fact is, people aren't searching for solutions when they're on Facebook – but that is the ONLY thing they are doing when they hit Google's search engine. Facebook Ads may have some value for you, but master Adwords first.

LAW 2: YOU CAN CREATE TRAFFIC – BUT IT REQUIRES WORK...

Creating or 'curating' content – whether that be blog posts, articles, tweets, YouTube videos, Pinterest boards – allows you to 'create' traffic too.

Search engine optimisation (SEO) and social sharing are the icing on the cake that make it easier for other people to find and share your content.

You can also use your existing resources to create traffic – for example, writing to your offline customers to direct them to your website.

Pros: needn't cost any money, and helps you to establish your brand and reputation along the way.

Cons: takes often considerable time and knowhow.

Producing original content is fast becoming mandatory for nearly all types of business who want to succeed through the internet. But it can be daunting for small businesses, so here are some basic tips:

1. Don't be overambitious.

It's easy to get excited about content marketing. Too many marketers think they'll post here, there and everywhere with the greatest stuff. Then reality sets in and they find they can't keep the pace up. The result is Facebook pages with no content, Twitter accounts with no messages in months... all of which looks BAD to the audience you wanted to impress in the first place. Start small with your content and grow it from there.

2. Schedule specific 'content time' for producing content.

Your content can become your most important sales and marketing tool. So it's important. Set a day and time when you (or a member of your team) will do the work, and make it sacrosanct. Many people find that scheduling a task for first thing in a day works best for getting the job done reliably. But whenever you do it, book an appointment with yourself, turn email off, turn the phone off, and get on with it.

3. Keep a running content ideas file.

There can be no telling when inspiration will strike, so on your PC, or even in paper form, keep a file where you can store up ideas for interesting content as and when they come to you. When it comes time for you to produce content, select what appeals to you from that ideas file to write about – chances are that doing this you'll be more inspired, your enthusiasm and interest will come through, and you'll write a better article.

And as for search engine optimisation or 'SEO'?

This must be one of the most misunderstood marketing strategies out there.

The internet landscape moves fast but for now the ability of a positive placement on a search engine results page to guarantee valuable traffic is not in doubt. But many website owners are still labouring under some damaging misconceptions about SEO which mean they are likely wasting a lot of money and effort. Here are the top 3 biggest myths in SEO.

Myth 1: SEO is free.

It's certainly true that it isn't necessary to hire a professional SEO consultant to improve your website's search engine ranking. By learning about SEO and undertaking a range of 'on page' and 'off page' tactics, it's quite possible for any website owner with a little technical competence to do it all themselves. And, of course, the traffic that comes in from a search engine results page costs you nothing per se.

But I must at this stage disabuse you of the notion that the traffic you get from good SEO is in some way 'free'.

It's not!

There's no such thing as 'free' traffic. You either spend money, or time, getting it, and SEO is a case in point.

Because it may not cost money to 'get on Google' but it sure as hell takes work. SEO is a highly competitive field requiring a significant, ongoing time investment in 'on page' and 'off page' tactics, and increasingly in producing the kind of fresh, original, high quality content that search engines value more and more.

SEO - unfortunately for you and me - is neither a quick fix nor free.

Myth 2: SEO is a task you can 'do' and be finished with.

I've lost count of the number of business owners who've told me that they, or more usually the web designer they employed a year ago, have 'done' their SEO, as though it's the same as decorating their kitchen – something you can do once and then forget about for five years.

SEO is an ongoing process. It never really ends, for at least three very good reasons:

- Your competition is fluid. Even if it were possible to make your website perfectly understood by search engines, your competitors will be launching new sites, creating new partnerships and coming up with fresh content all the time.
- Search engines change their mathematical algorithms (the formulas on which they will rank your site) all the time. Like every other smart business, the big search engines are seeking all the time to improve their services.
- After Google's 2012 algorithm updates, search engines increasingly value fresh original content. To really succeed with search engines now, you must be producing original content for your site on a regular basis. You must be, in effect, a publisher in addition to whatever else it is you do!

Myth 3: You don't have a prayer without SEO.

Don't get me wrong, good SEO can provide a wonderful source of targeted traffic.

But it is FAR FROM the only game in town!

In fact SEO is very probably NOT where most new or smaller businesses should put all their online marketing efforts in the short term.

Effective SEO is a marathon, not a sprint. It can take MONTHS before even the best SEO campaign may start to bear fruit.

A much quicker fix for 'getting on Google' is to use Google AdWords, as described above.

If you haven't yet done any SEO for your site, I'd even recommend you kick off a Google AdWords campaign instead, not least because the amazing rich data it will provide you with will be priceless when it comes to your SEO project.

LAW 3: YOU CAN BORROW TRAFFIC – AND SHOULD MAKE THIS STRATEGY A PART OF YOUR TRAFFIC MIX

In essence, 'borrowing' traffic is about doing deals with other people so that they either act as affiliates for you, or you do some kind of marketing swap (e.g. I tell my website visitors about an offer you have, and vice versa).

Pros: can deliver targeted traffic at no additional effort once the deals are set up.

Cons: you need to find and do the deals, and keep up your end of the bargain.

One of the neatest – and most instant – ways I've found of borrowing traffic (assuming you have a Twitter account, which you should do) is **Just Retweet** (<http://www.justretweet.com>).

It's essentially a bit like a traffic exchange – you earn points by following other user's Twitter feeds, or retweeting their pre-prepared messages to your Twitter following. You can then spend those points on getting people to follow you or having other people retweet YOUR messages.

LAW 4. YOU CAN MULTIPLY YOUR EXISTING TRAFFIC 'VIRALLY' – THE SMARTEST STRATEGY OF ALL BUT THE ONE WEBSITE OWNERS DO THE LEAST

Multiplying existing traffic with a 'viral' mechanism is precisely what I'm doing with this special report.

By using viral concepts like 'tell a friend', giving away viral ebooks (whereby you entitle others to distribute or sell an ebook you've created that contains links to your site), Pay With A Tweet (see below) and other methods, you can create new traffic out of the traffic that's already coming to your website.

Pros: generates additional 'free' traffic from the traffic you're already generating, has viral potential and can potentially run and run once set up.

Cons: you need knowhow, time, and occasionally money to set good systems up.

Here are a couple of useful free services that allow you to multiply your traffic. Both work in a similar way:

- **Pay With A Tweet** (<http://www.paywithatweet.com/>)
- **CloudFlood** (<http://cloudflood.com/>)

In essence what you do with both of these services is to give away something of value (like a voucher or interesting free report or video) in return for a visitor posting your link to their social profile – which has the potential to multiply your original traffic many times over.

(In some ways, this is similar to what I do with my Facebook page – because by 'liking' The Tyson Report's page on Facebook (an action that often shows up on Facebook to a person's friends and therefore has a viral element), visitors get access to an exclusive free report, ['7 Free Tools To Rock Your Facebook Business Page'](#).)

For comprehensive tutorials and resources on creating a compelling website and building targeted traffic, [check out my VIP Membership programme](#). Thanks for reading!