

# The 7 Key Online Traffic Generating Strategies Guide



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# Introduction

The one thing that successful businesses online have that unsuccessful ones don't have is lots of traffic coming to their website or online shop. Many small businesses have little or no traffic and have no idea how to increase that traffic. They dabble in a few things such as putting keywords on their website, setting up a Facebook page, running a Google adwords campaign because they got a voucher from Google and so forth, but they have no real plan or idea where they should be focusing their efforts on to get traffic and how to maximise the return from this traffic. In this short guide I am going to summarise 7 strategies which most businesses should be focused on both now and in the foreseeable future to ensure they get lots of targeted traffic coming their way.

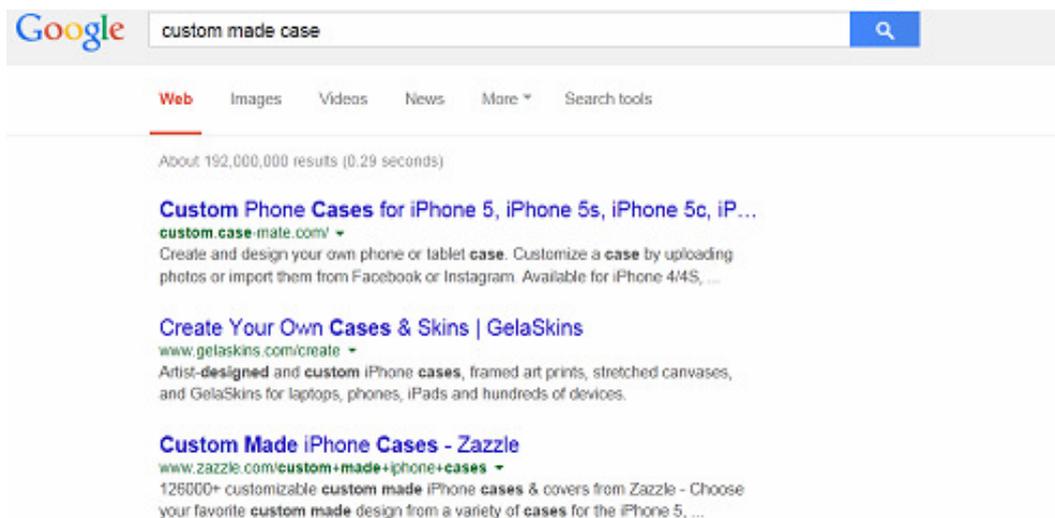
The 7 key online traffic generating strategies for Success Online are as follows:

- Google
- Facebook
- Amazon
- Twitter
- Email Marketing
- Content Creation and Publishing
- Reputation Marketing

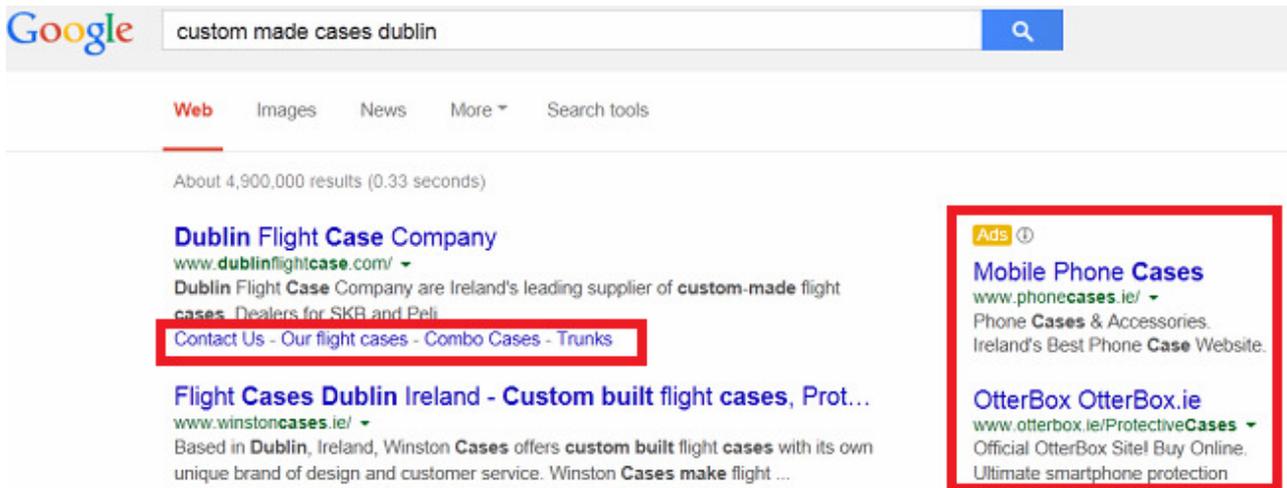
# Google

Google continues to dominate the search engine world even though Bing has been making inroads into their market share in some countries. Whenever someone is looking for something or needs help with something, they automatically go to Google to research the topic and they do this by entering in a word or number of words in the expectation that google will display results that match their search.

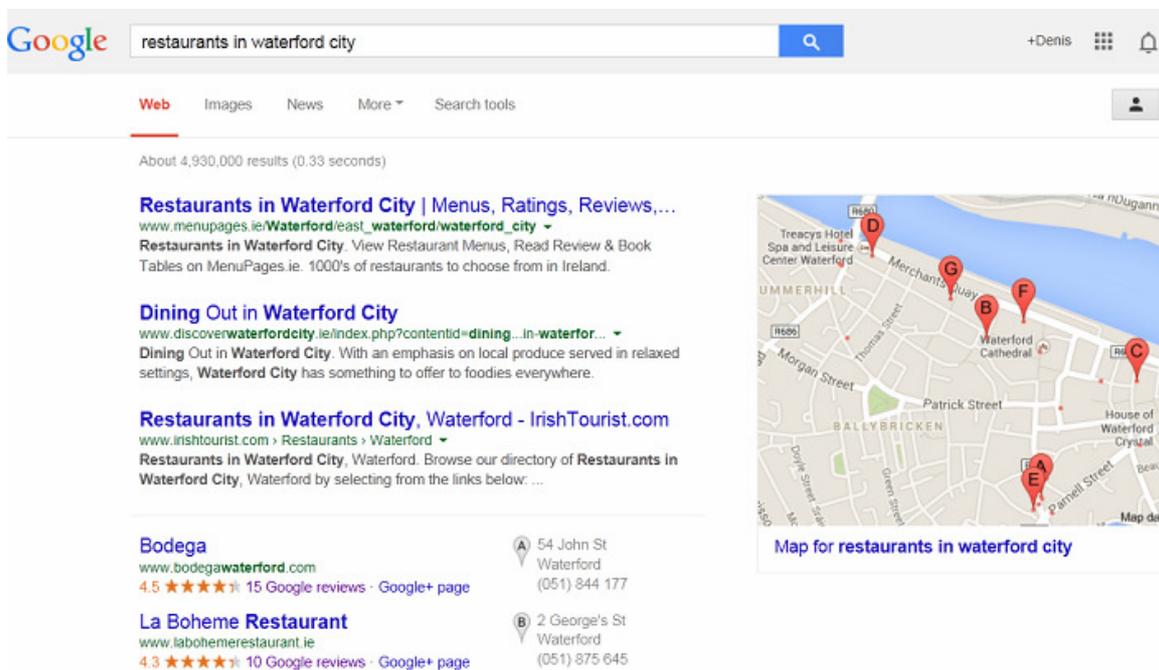
If you are a business owner selling a product or service you want to be found at or near the top of the list when one of your prospective customers makes such a search – for example if you are selling a custom made case and an engineer is looking for something to hold all his tools in, then this could be the perfect situation to attract a new customer and sell a case.



If you have been to Google recently you will notice that things continue to change at the top of the search results. Paid or sponsored ads continue to take up the top 3 positions and also appear down the right hand side, but as well as this Google now allows advertisers to have 'expanded' listings so the top ad will normally have links to other pages and content. This is great if you are in that position, but it also means that the non paid listings are pushed further down.



You may also see the Google Map appear on the top right of the page where the search is for something in a specific region such as Dublin in Ireland. Up to 7 businesses appear on this map and they come from having your business registered with Google+ Business pages and your ranking is determined by a number of factors, particularly your location, how well your page is set up and optimised as well as the number and quality of reviews your page has got. These business pages also get displayed in the organic (regular) listings and so you often see the same businesses showing on the 1<sup>st</sup> page in 2 places.



Also you will often see links to images – particularly when searching for products; you tube videos, and local directories where again the search is for a local service or product.

So being ranked on page 1 of Google for any search term is no longer just a case of optimising your website, you must ensure your site and business is being found on all the different Google products.

## Facebook

Many business owners wonder about the effectiveness of Facebook for growing or supporting their business. They hear so much about it and the fact that most of their customers are on it, makes them feel that they should be promoting their business through Facebook. This may very well be the case but each business is different and resources are often limited, so it shouldn't just be leaped into lightly. You must have the time and willingness to share information such as pictures, news, videos on a weekly or more frequent basis to build a rapport with your audience.

Like Google Facebook now has options to run paid ads and because Facebook has lots of information about its users such as age, location, interests, the ads can be targeted to appear in front of the people whom you are targeting.

For example if you were a high end bike shop supplying bikes and bike accessories to racing enthusiasts and you had a new lightweight helmet which was extra strong and easy to wear, you could position an ad to appear in front of the cycling enthusiasts in your local area or country. You could test the ad against different age categories to see which one was most interested and likely to buy and then allocate your budget to this age category to ensure a higher conversion and thus get a return on your investment.

Here are 3 good ways to target your ads depending on your product category and your customer likes and it's only when you test the 3 that you can tell which will work best for your business.

The 3 ad types are:

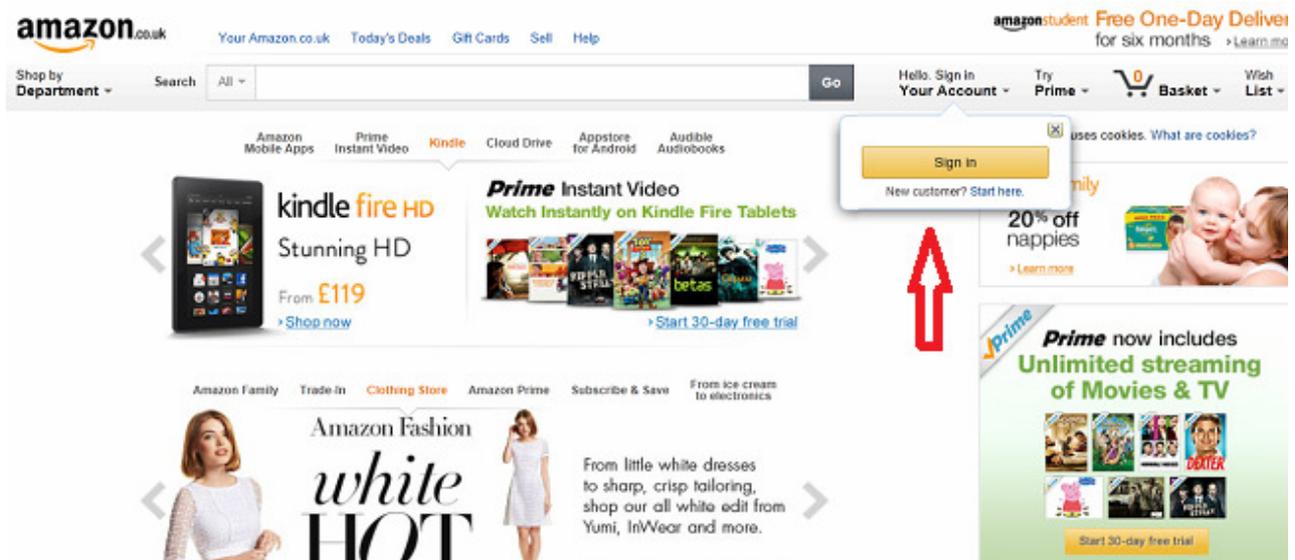
- ad goes straight to a webpage
- ad goes to Facebook news feed
- ad goes to a Facebook tab such as the Like tab

Most marketers advise businesses to grow their likes and post pictures and status updates to build rapport with their audience. While this is important it won't necessarily result in an increase in sales. Therefore if this is a strategy you are investing time and resources into, you should ensure you that you are getting as many of the followers onto your own database (email or mobile) so that you can market to them outside of Facebook and also to monitor through your analytics what return you are getting from your Facebook visitors.

## Amazon

Amazon is the most well known online store and sells virtually any product you require. It continues to grow at a substantial pace and there are opportunities for businesses which manufacture and/or distribute products to open up an account on Amazon and start selling it's products through their marketplace. The advantage of this is that Amazon helps on marketing of your products and delivery of your products. There are different Amazon sites for different countries, so if you are targeting Ireland or the UK go to [www.amazon.co.uk](http://www.amazon.co.uk) or internationally [www.amazon.com](http://www.amazon.com)

When people go to Amazon they are going there to buy something, unlike Google and Bing where they are often going to research and obtain information. So if you can start selling through Amazon it opens up some exciting opportunities. The disadvantage of course is that there is often a lot of competition and easy comparison can be made on prices and so it can be difficult to obtain the margins you require. That said if you present your product really well, optimise your listings to help searchers find your products and obtain multiple reviews from happy customers then you will have the advantage.



## Twitter

In late 2013 Twitter went public and the success of their initial sale placing shows that Twitter is a growing business with lots of potential, so it should definitely be considered as one of the communication and promotion tools you use in your business. Twitter is a communication tool which limits the communication to 140 characters. While it has led to a lot of irrelevant content being posted in the past, businesses are now finding that it is a great way to communicate with its customer base. Unlike blogs and other social media posts, a twitter post can be prepared and sent quickly because of the 140 character limit. Also a link to a webpage, blog post can be included for your customers to be sent to a longer article, video promotion code etc.

The successful strategy with Twitter is to share information on a much more frequent basis than with other social media channels. Once a day or even several times a day is a good plan and it is also considered appropriate to tweet the same message more than once as with a global audience your message might not get seen by everyone at the same time. Anyone with a lot of Twitter followers will be receiving lots of tweets and may easily miss your tweets.

The Goal should be to build a growing list of followers who you can keep

share information with and let them know of special offers, new products and benefits your business can offer them.

### Bord Gas Example:



check out their Twitter success story at <https://business.twitter.com/success-stories/bord-gais-energy>

## Content Creation & Publishing

Creating content has always been difficult for me and for most small business owners I know. It reminds me of having to write essays at school, it always seemed like too much effort and so it never got done until the last minute and then only the bare minimum. However, with content being hugely important to helping your business get found online and becoming even more important with all the social media channels and Google changing its algorithms to take account of all this content and even insisting on business owners assigning authorship to their content, it is important that you address this urgently.

You have two choices – create the content yourself or outsource the creation of the content.

So what exactly is meant by content creation. It used to just mean writing text to put on your website or articles to publish online. However, it now includes pictures, video, webinars and social media posts. Every business owner can talk non stop about their business, its products, their customers and how they add value to the economy. So the only issue is to get that content into a form that can be published online. Therefore good ways to do this is to record conversations they have with their customers, suppliers and staff. With today's technology this is relatively easy as you can record via smartphones or digital cameras; or get a 3<sup>rd</sup> party to conduct an interview.

Then get a student or staff member to transcribe it and create articles and video clips which can be published online. If this is not something you want to do, you can always pay someone to create the content. These professionals may not know the business as well as you the owner but they will have the copywriting skills to make it good quality.

## **Email Marketing**

Following up with your prospects and customers is essential. And as the most successful marketers will tell you 'the money is in the list'.

Most businesses use Microsoft Outlook or Gmail to receive and send emails in their day to day communications with their clients and friends. However, this is mostly all one to one email and not mass communication to all your contacts. This is fine when you are carrying out work for a client or supporting their businesses when individual communication is required. But in order to market your business effectively and keep in constant contact with all your customers and prospective customers, you need to have all their contact details in a database so that you can send them monthly newsletters or even more regular communications with snippets of useful information.

By saving all your contacts in the address folder of your email system such as Microsoft Outlook you can do this. However, there are more effective

systems available which not only allow you to send emails to many people at one time, but also track the emails so you can see if people are actually opening your emails. You can also set up pre-prepared emails which get sent out automatically on a given day. These can be triggered to be sent when a prospect takes some action on your website, such as downloading a brochure or entering their email in order to get on your list. There are many packages available for this but the most popular ones are Constant Contact, MailChimp, Get Response, Newsweaver and Infusionsoft.

Let us take an example of an Insurance Broker targeting young drivers buying their first car. They would prepare an ebook/report with advice on what to consider when buying your car that could save hundreds in your insurance fee. They would market this to young drivers/learner drivers and get them to optin from their website to get this free report. They could then have this optin linked to the email package and have prepared a series of emails to automatically get sent out to the prospect over the next few weeks. These emails would be building trust with the prospect and helping them to make their purchase of a car with all the relevant information they need to not get caught with an unexpectedly large insurance quote afterwards. This will then give the insurance broker a more than better chance of getting the insurance business from them after they purchase the car.

## **Mobile Marketing**

Over the past few years there has been a huge evolution in mobile phones. They're now called Smartphones as along with the normal phone functionality, they can access the internet from anywhere, run programmes, software and Apps. In 2013 Apple updated its whole operating system to what they call iOS7 with a faster system and new features. They also released 2 new iPhones and faster iPads. And their competitors were also keeping pace with lots of new products and updates to their systems.

This has meant that as mobile continues to dominate, websites must either move to responsive (web design resizes to display properly on

different size screen resolutions) design or have a dedicated mobile presence. This is what your mobile strategy needs to start with.

When you look at the analytics from any website, particularly sites selling products you will see a huge jump in traffic from mobile devices in recent times. So with this trend expected to continue to grow rapidly over the next few years, it is essential that part of your business strategy to get more customers and grow your business should include mobile marketing. While a lot of the same tactics apply as to traditional computers and laptops, there are some significant differences to consider. For instance, putting less content on your web pages, the size of your images and how you incorporate flash and video.

Look at analytics to check your web visitors – where they're coming from, what interests they have, their demographics. With this information you can put in place a proper targeting strategy to grow your traffic from mobile devices in the coming year.

## **Reputation Marketing**

The final strategy to consider is your online reputation. Buyers online will be checking for reviews, testimonials and any other information online about the business and the products it intend to buy before taking out their credit card. Regardless of how well your existing customers think of you, they don't tend to go online after they've received their goods and post a glowing review. However, the odd exception where a customer was not totally satisfied with the transaction is when they will go online and post a negative review. This can have huge consequences for your future online business. Therefore you must be proactive and set up a system to encourage customers to post positive reviews.

So how might you implement such a strategy? One way is to integrate with a 3<sup>rd</sup> party software such as Trusted Reviews who will follow up with all or a sample of your customers after they have received the goods they ordered from you. They will send a simple email asking for the review and giving them a link of where to go to post the review.

Alternatively if you don't want to use such a service, you can put in place your own system to email or phone the customer after they received the goods and ask for a review. You can use incentives such as a discount off their next purchase or entry into a competition in return for them leaving the review.

I hope these 7 strategies for generating online traffic for Success Online will be of benefit to you and your business in 2015 and beyond.

If you would like further information on any of this please contact me at [denis@successonline.ie](mailto:denis@successonline.ie)