



Getting Traffic To Your Website

	Yes	No
<i>It's important to have a way to get people to know about your business. So you need to have a Traffic strategy. See our steps towards getting traffic below.</i>		
1 Start with Free Traffic by adding your website everywhere you can. Your social media profiles, your business cards, some people even put their websites on their car to promote their business.	<input type="checkbox"/>	<input type="checkbox"/>
2 Pick a content marketing strategy, this could be regularly posting on social media, blogging, making videos, or even a combination of all these things.	<input type="checkbox"/>	<input type="checkbox"/>
3 Make a schedule for your content marketing and stick to it. Let your audience know when to expect stuff from you.	<input type="checkbox"/>	<input type="checkbox"/>
4 (OPTIONAL) Pick a paid traffic strategy you want to use.	<input type="checkbox"/>	<input type="checkbox"/>
5 Once you've picked one, make sure you create a profile or account (or whatever is necessary to advertise) and get familiar with their platform.	<input type="checkbox"/>	<input type="checkbox"/>
6 Start thinking of a reason people would want to visit your website (i.e. discovery call, free report, business assessment, free video training, blog post).	<input type="checkbox"/>	<input type="checkbox"/>
7 Create an ad (or possibly multiple ads) and send traffic to your offers.	<input type="checkbox"/>	<input type="checkbox"/>
8 Test your ads by starting off small and only scaling when you see an ad converting consistently.	<input type="checkbox"/>	<input type="checkbox"/>

