

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #6 - Traffic Tools: 7 Online Sites And Services That Help Get Visitors To Your Site

Before you start implementing your traffic strategy plan, you'll want to look at what sorts of tools are out there to help you generate and convert your traffic. Below you'll find seven of my favorite sites and services that will help you get visitors to your site.

Take a look...

Tool #1: Ad Platform - Facebook (Meta for Business)

You likely already know and use Facebook personally and/or professionally. But if you haven't used their ad platform yet, you're missing out. That's because the Facebook ad platform is very powerful in that it lets you select a highly targeted audience. You can select your audiences based on their interests, their demographics and their behaviors.

For example, if you're selling a dog training book, you can pick your audience based on their expressed interest in dogs, whether they follow certain dog-related pages and more. Then you can further narrow your audience by location and other demographics.

You'll also want to take advantage of the platform's retargeting campaigns, where you show your ad to someone who's already been to your site or has interacted with your audience in some other way. For example, if someone came to your sales page to look at the aforementioned dog training book but didn't buy, you can show them a special ad to bring them back to your sales page, such as one offering a discount or a bonus with their purchase.

Learn more at <https://www.facebook.com/business/ads>

Other advertising opportunities to consider: Google Ads, Bing Ads, Twitter Ads, YouTube Ad and Reddit Ads.

Tool #2: Testing and Tracking - SplitTestMonkey

If you're doing any split-testing, then SplitTestMonkey.com is a good choice. That's because it's easy to use, it's all web-based (*nothing to download or install*), and you don't need to know anything about statistics or other technical details in order to use it. Be sure you test one variable at a time, and run your test for its full duration so that you can be confident about the results.

Learn more at <https://splittestmonkey.com>

Alternative: See Google Analytics if you're an advanced user.

Tool #3: Keyword Research - WordTracker

If you're doing keyword research for SEO (*search engine optimization*) purposes or to set up a PPC (*pay per click*) campaign, then you'll want to use WordTracker. WordTracker is especially good for SEO campaigns because it gives you an idea of how competitive a keyword is. Indeed, the tool will help you find the low-hanging fruit – those words that are relatively easy to rank for since there isn't much competition, yet they still get a decent amount of traffic.

Learn more at <https://www.wordtracker.com>

Other keyword tools to add to your toolkit: Google Trends, BuzzSumo and SEMrush.

Tool #4: Social Media Tools - HootSuite

If you've got a robust social media marketing strategy in place, then you need a robust social media marketing tool. HootSuite.com fits the bill. HootSuite works with a wide variety of social platforms including Twitter, Facebook, Instagram, LinkedIn, Pinterest and more.

HootSuite provides a wide variety of features that you'll want to take advantage of in order to make the most of this tool.

For example, you can use the tool to help you uncover trends in your

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niche, plan and schedule content, and analyze your results. It's an all-in-one tool that makes it faster and easier for you to manage your social campaigns.

Learn more at <https://www.hootsuite.com>

Alternatives: SocialPilot, Buffer and Sendible.

Tool #5: Product Research - Amazon

Before you create any kind of product, you need to determine if there is any demand in your niche for that product. A good way to do this is to see what people are already buying, and a good place to do this is Amazon.

What you'll want to do is enter your broad keywords into the Amazon search box. If you're focusing on infoproducts, then you can search for *"books," "Audible books"* and *"Kindle books"*. You can then sort by *"featured," "most reviews"* or *"average customer reviews."* Alternatively, you can browse categories.

Either way, you'll be able to see how well a particular product is selling based on its ranking, any awards it has received, and its reviews. You can also check that any popular product has plenty of competitors, which is further evidence that the topic is popular. Be sure to also read the customer reviews as that will give you some insight into what people like and dislike about particular products.

Start researching at <https://www.amazon.com>

Alternatives: ClickBank.com, eBay.com, Udemy.com and JVZoo.com

Tool #6: Surveying – SurveyMonkey

In order to create ads, content and offers that really resonate with your audience, you need to get some insight into how people in your market think and feel. As part of your research, you'll want to do some surveying, and SurveyMonkey.com is a good choice.

One benefit of SurveyMonkey is that it's built to work across a wide variety of platforms so you can collect survey responses from your website, on social media,

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via email and from people using their mobile devices. Be sure to use SurveyMonkey's template feature so that your survey looks professional, which will make it more likely that people will answer your survey.

Another way to boost survey response is to keep your survey as short as a few questions. While you obviously want to gather as much information as possible, no one is going to be all that interested in filling out a long survey. As such, prioritize your most important questions and be sure respondents can complete the survey in a minute or so. As a nice bonus, SurveyMonkey is free if you're doing short surveys.

Learn more at <https://www.surveymonkey.com>

Alternatives: Alchemer.com, Zoho.com.

Tool #7: Ad and Graphic Design - Canva

Whether you're creating graphical ads, infographics or any other graphic-based content for marketing purposes, you'll want to use Canva.com. This graphics and design platform includes a wide variety of fully customizable templates across a variety of categories, so it's point-and-click easy to create your own graphics. You don't need to be a techie to do it, but of course, it helps to have an eye for design.

Learn more at <https://www.canva.com>

Alternative: Graphic design not really your thing? You can outsource this task to a freelancer on Fiverr.com instead.

Conclusion

As you just discovered, there are plenty of tools, websites and platforms that you can use to help you with your market research, traffic generation and more. *End result?* These tools make it faster and easier for you to create ads, track them, and do more of what's working really well.