

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



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

Tool #2 - Top 10 Ways to Get Completely Free Traffic

Oops, you just took a peek at your bank account or budget and using a lot of paid traffic methods just isn't in the cards right now.

No worries as there are plenty of ways to generate free traffic. And best of all, some of these methods create warm *"ready to order"* traffic – so good that you couldn't buy it even if you wanted to.

Check out these ideas...

1. Run a Contest

There are two types of contests you can run to help boost your traffic.

- ⇒ The first type of contest is a contest for your niche audience. Everyone *"registers"* for your contest by joining your list. You can even further boost traffic by adding a viral component to the contest, such as offering an extra entry if the entrant shares the contest details on social media. (*The Rafflecopter.com app automates this process.*)
- ⇒ The second type of contest is an affiliate contest. Here you set up a timeframe in order to promote, and the affiliates who get the most sales during that specific timeframe will win a big cash reward. If you pair this with a coupon sale for customers, you're sure to see a nice surge of not only traffic, but sales too!

2. Post Guest Blog Articles

The idea here is to get your high-quality content published on high-traffic, targeted and active blogs. You can find these blogs by running a search for your niche keywords (*such a "golf" or "organic gardening"*) alongside words such as:

- ⇒ Guest blogging
- ⇒ List of blogs accepting guest content

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- ⇒ Submit guest content
- ⇒ Guest article guidelines
- ⇒ Guest blogging guidelines

And similar. Be sure to review the blog to ensure its high quality and then create an exclusive article that matches the style of articles currently on the blog.

3. Work With an Affiliate Manager

A good way to get free traffic is to set up an affiliate program as you only need to pay your affiliates when they make a sale – so there is no out-of-pocket cost to you. If you want to really rev up this traffic method, then get an affiliate manager. This person will help you recruit affiliates, manage them, and motivate them. You can negotiate payment, such as a cut of the profits (*again, no upfront cost to you*).

4. Start a Niche Group

Another good place to generate traffic is via social media, such as Facebook, Twitter, LinkedIn, Reddit, Instagram, YouTube and similar. You can and should set up a strong presence on two or three of these platforms.

In addition, you'll also want to start a niche group on Facebook. This gives you a chance to establish your expertise, build trust, and drive your group members back to your own website.

5. Find JV Partners

This strategy is all about working with marketers in your niche in a mutually beneficial way.

For example, if you sell wedding-planning content, you might team up with a wedding decoration supplier. You can then trade blog content, co-endorse each other on your platforms, do webinars together, and do other activities that benefit both of you by bringing traffic and sales to your sites.

6. Get Interviewed

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The idea here is to offer yourself as a guest expert on notable podcasts and webinars in your niche. These interview opportunities let you showcase your expertise, and you'll also get a chance to tell listeners to visit your website. Be sure to send them to a lead page where you can offer them a valuable gift, such as a free report, video, app or similar.

7. Give Talks

For this strategy, you set up free talks for your audience on in-demand niche topics. At the end of your talk, you point the audience towards your website (*preferably the lead page*) where they can get more information.

Take note that you can do this both online and offline.

For example, you can do webinars or teleconferences, or even set up talks on ClubHouse (*an audio-based social media site*). You can also do talks offline, such as giving a talk about weight loss to a local weight-loss support group. (*Check Meetup.com to find relevant niche groups in your area.*)

8. Get Google Traffic

Another way to get free traffic is by optimizing your webpages and content for the search engines. You first determine what words your audience is inputting into search engines by using a keyword tool (*like WordTracker*), being sure to pick words that get a decent number of searches, yet they aren't too competitive. Then you create content around your keywords and optimize your webpage itself for the keywords (*page title, URL, meta description, navigation, etc.*).

9. Generate Referral Traffic

Your existing satisfied customers are some of your best brand ambassadors. That's why you'll want to set up a referral program where you reward your customers for telling their friends about your business or specific offers. Better yet, you can reward the referrals too when they become paid customers.

For example, if you have a membership site, you can set up a two-way referral program where your existing customer and their referral each get a free month in the site when the referral pays for their first month of membership.

10. Distribute Press Releases

The final way to generate free, targeted traffic is through press releases. You can distribute these releases directly to local media, plus you can distribute them across press-release distribution sites like PRWeb.com.

TIP: When distributing press releases online, you'll want to include your niche keywords in the release as the search engines will index the releases.

The key to a good press release is to be sure it's "newsworthy" versus being promotional. Check local media – such as the business section of your local newspaper – to see how to craft a newsworthy release. You can also check PRWeb.com to see what angles others use for their releases. *(But view PRWeb releases with a grain of salt as many of these releases will never get picked up because they're uninteresting or too promotional.)*

Conclusion

As you just discovered, you don't need to break the bank in order to get targeted visitors to your site as there are plenty of completely free ways to do this. Go ahead and put these ideas to work in your business as soon as possible.