

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



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

Tool #8 - Traffic Generation FAQs Answers To Why This Isn't Working And How To Fix It

Once you get started with traffic generation, you may find yourself running into a few problems. The following FAQ will help you troubleshoot and fix some of the most common problems.

Q. There are a lot of traffic methods – where do I start?

A lot of marketers make the mistake of starting up a bunch of traffic methods all at once, and then they're disappointed when none of them really work.

- 1.** What you want to do instead is start with one and only one method and give it your full focus until you're getting results.
- 2.** You can study this method if you don't know how to apply it, then implement what you've learned, and finally tweak if needed until you're getting results.
- 3.** Once you're getting good results, then and only then should you add a second method to your overall strategy.

Which method should you start with? Start with a quick and easy traffic method that doesn't have a big learning curve.

For example, guest blogging is relatively simple to do for a beginner, whereas something like SEO takes longer to learn about and implement.

Q. I'm getting a lot of traffic, but no one is buying – what now?

If your traffic is targeted, then you need to focus on optimizing your conversions. Otherwise, you're just wasting good traffic.

Optimizing means doing split-testing in order to boost conversions. You track and test one variable at a time, tweaking that variable until it's getting good results.

Tool #8 - Traffic Generation FAQs Answers To Why This Isn't Working And How To Fix It

Once you're happy with your results, then you can track and test a different variable (*while holding all other variables constant*). You can use a tool like SplitTestMonkey.com or similar to run these tests and optimize your conversions.

For example, on a sales page, you'd test the following main factors:

- ⇒ Headline.
- ⇒ Opener.
- ⇒ Product title.
- ⇒ Product price.
- ⇒ Product graphics.
- ⇒ Any bonuses you offer.
- ⇒ Guarantee.
- ⇒ Overall list of benefits.
- ⇒ Product positioning.
- ⇒ Overall web page design.
- ⇒ Price justification.
- ⇒ Call to action.

While you can tweak just about anything, the above factors will have the most impact.

TIP: If you're not skilled with writing sales copy, then you might hire a professional copywriter to create your sales pages and other landing pages. That way you're starting with a better-quality page so optimization likely won't take as long.

Next...

Q. I have targeted traffic and an optimized landing page, but my conversions are still pretty low. What's wrong?

The question is does this audience WANT your offer? If you're not sure, then you need to do your market research. Find out what they're already buying in your niche and then create something similar, yet better.

TIP: You can check out sites like Amazon.com, Udemy.com, and ClickBank.com to find out what people in your niche are already buying.

Q. When I first started generating traffic, I got this huge surge – but now I hardly get anything. What's going on?

Here's another common mistake: some marketers think that getting traffic is a “*set it and forget it*” type activity. The truth is you need to work on it constantly and consistently. Indeed, I suggest you do something every single day to generate traffic.

For example, you can:

- ⇒ Place a new paid ad.
- ⇒ Optimize your existing ad campaigns to get better results.
- ⇒ Find new marketing partners and ask them to promote.
- ⇒ Publish SEO content on your blog.
- ⇒ Post a viral video on social media.
- ⇒ Run a contest.
- ⇒ Write a press release.

And so on – there are dozens of steps to take, and you need to commit to doing something every day to grow your traffic. It's a good idea to develop a traffic plan,

create to-do lists around that plan, and then schedule time every day to work your plan.

Q. I'm getting some traffic, but I want it to grow more quickly. What should I do?

If you want to grow your business more quickly, then you can outsource some of your traffic-generation activities. For example, you can hire someone to:

- ⇒ Create SEO content for your blog.
- ⇒ Write content for your mailing list.
- ⇒ Optimize conversions on your website.
- ⇒ Manage your ad campaigns.
- ⇒ Manage your affiliate program.
- ⇒ Design viral content.
- ⇒ Manage your social media strategies.

And more. If you've got a task, then you can probably outsource it. This grows your business faster than you could grow it on your own, and it frees up your time to focus on other important tasks.

TIP: *Where do you find these freelancers to help you?* You can do a Google search (e.g., "hire freelance blog writer"), you can ask colleagues for recommendations, or you can even post a project on a freelancing site like Upwork.com, Fiverr.com, PeoplePerHour.com and similar. Just be sure to thoroughly research each potential freelancer before hiring so that you're only working with reputable freelancers who do good work for you.

Conclusion

Tool #8 - Traffic Generation FAQs Answers To Why This Isn't Working And How To Fix It

It's quite common for beginners (*and even seasoned marketing vets*) to run into problems with generating or converting traffic. Use the above FAQ to help you avoid the most common problems, learn to identify others, and fix any issues that arise.