

BLOG BIZ

101 FREE WEBSITE TRAFFIC IDEAS



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Getting targeted traffic to come to your website is important because the more people you can get to come to your website that wants what you offer, the more people who will sign up for your email list and the more people you'll make sales to. This means your revenue will increase in a number of ways.

1. Study Keywords

You need to understand as much as possible about keywords. It can make all the difference to not only how much traffic you get, but to whether they stick around to consume your content or not.

2. Start a Message Board

You can use various systems like DelphiForums.com to start a free message board that can be used to build a community that will want to come to your website.

3. Join Someone Else's Message Board

If you join someone else's message board and participate in the community by asking questions, answering questions, and commenting when relevant you'll get more traffic. Let your bio and signature speak for you, overtly selling on someone else's message board is not cool.

4. Start a Facebook Group

A free way to start a group is with Facebook Groups. Make it open to the public, share all your blog posts to it, plus ask questions, answer questions and comment on other people's discussions.

5. Join Someone Else's Facebook Group

Many groups cater to your ideal audience. Join them and become an important part of the community. Never promote without permission in someone else's groups.

6. Start a LinkedIn Group

You can also start a free group on LinkedIn. If you take time to create a great description, people are more likely to join. Make sure to share content regularly that links back to your website.

7. Join Someone Else's LinkedIn Group

Search for LinkedIn groups that interest your target audience. Join one or two at a time. Participate in the groups for a few weeks or months. Leave the groups that don't suit your needs.

8. Build Your Email List

When you have your readers and website visitors on your email list, you can send them to your website whenever you post something new on it to bring them back to it.

9. Use Email Marketing

Use your email to market your website to others by adding the right email signature, plus ask them to share and visit.

10. Join HARO

This is a handy website called Help a Reporter Out, that helps you find and become a source for others including journalists and the media.

11. Guest Blog

Find influential places that accept guest blog posts. Create a unique and original post for them with a good image. Include a topic related bio to help you build your reputation and get click-throughs.

12. Start a YouTube.com Channel

YouTube is a fabulous traffic generator if you edit your video to include your URL, and include it in the description and even as a linkable comment. (Note: include a verbal CTA as well)

13. Guest Appear on Someone Else's YouTube

Many YouTubers, who are popular in your niche, often collaborate in joint projects with other YouTubers. If you can guest appear on one of these popular YouTubers accounts, you can generate more traffic.

14. Host Google Hangouts

Google Hangouts are free, and anyone can watch. You can also record it to use later. During the hangout mention your site and describe it in the description too.

15. Offer To Be Interviewed

Lots of experts need to fill interview slots. Make your availability known. Send emails to influencers and tell them the various topics you're an expert in and what you've done.

16. Create Better Headlines

The headlines on your blog posts and content in your website matter a great deal. Don't use click bank, you'll get the wrong type of traffic. Instead, make the headline as close to accurate about the inside content as possible using keywords that they'll use to find the information.

17. Join a Professional Blogging Community

Many professional communities do charge a small fee, so in reality this is not always free. Some are free, but even if there is a small charge consider joining in order to get traffic to your website.

18. Meet Local Bloggers

In your local area, there are bloggers that probably meet for drinks or some sort of after-hours events. These can work to help you get more traffic just by helping you get your name known.

19. Link to Other Relevant Posts under Each New Post

Internal linking is an important traffic increasing strategy. It will also keep the traffic you get on the site longer, thus giving them more opportunity to know about your offerings.

20. Write for Huffington Post

If you can get a relevant article published on Huffington post, you're sure to get a good amount of traffic from it. It can actually be super overwhelming if your post goes viral, so make sure you're ready.

21. Optimize SEO

Search engine optimization is essential to helping you get free traffic to your website. There is both on and off page SEO. Learn as much as you can about it to ensure that you're doing it right.

22. Create a Site Map

A site map is really just a list of pages on your site that you want indexed by the search engines. If you use WordPress as your content management system, you can get a plugin to help you create a sitemap.

23. Use Google Webmaster Tools

Google webmaster tools has a lot of training, and information for website owners to help them succeed at getting more traffic. They literally tell you exactly what you should do.

24. Put up Flyers

You might be surprised that a flyer will work wonders. While not technically free due to the cost of ink and paper, it's not enough to notice. Post flyers at the library and local businesses that have customers that you want.

25. Go to Local Meet Ups

Go to Meetup.com and find meet ups within driving distance that you can attend. Become part of the group before you start marketing to them. But, if you let them know your expertise they'll help you share on and offline.

26. Attend Live Events

A great way to get traffic is to become a familiar face in the live event circle. Going to live events doesn't have to cost a lot of money; you can volunteer to work at the events you want to attend.

27. Host Live Events

Hold up, this can be free. Here's what you do. Get sponsors and charge attendees. Invite speakers. Share news and updates on social media, as the event happens. Send out a press release and watch the traffic flow in.

28. Become a Speaker at Live Events

Create a good script on a topic. Record yourself after some practice and maybe a little editing. Then send it to organizers and volunteer to speak at live events. When you speak make sure you give them a reason to go visit your website.

29. Submit Your Posts to Reddit

Each time you publish a relevant post you feel will have widespread appeal post it to Reddit. Be ready for the onslaught of traffic should it go viral.

30. Do a Blog Tour

To conduct a blog tour, contact blog owners that cater to your audience. Offer to write a very specific and unique blog post just for their site that you'll both promote. Give them an affiliate link to your website so that if anyone in their audience makes a purchase the blog owner will be paid.

31. Call out Influencers in Your Posts

When you write a blog post about a topic you read about somewhere else, such as on another blog or in a book, tag the source in the post you write. If the source comments on it, their audience may see and read it.

32. Check Your Metrics

Some people will say that the data doesn't matter, that only engagement matters. Engagement is imperative, but studying the numbers matters a great deal. How can you know if what you're doing is working if you don't look?

33. Connect With Competitors

It might seem counterintuitive to connect with your competition but it works. You can both encourage and market each other via newsletters, blog posts and more.

34. Use The Right Keywords

It takes some understanding of how keywords work to understand which ones to use. It might seem like you should use the most obvious keywords but that would be wrong. Use low competition keywords that people are looking for. You can learn more by using Google Webmaster Tools.

35. Use Long-Tail Keywords

Three and four word keywords are called “long-tail” keywords. They are also called keyword phrases. You can discover these simply by starting your keywords in Google Search.

36. Comment on Other People’s Ads

On Facebook there is promoted posts, and sponsored ads that appear in your feed. If the advertisement is relevant to your needs, try to make a good comment on it. People may click on your profile and then use the link there to go to your website.

37. Do Facebook Live

People love live events and you can host one anytime you want to. Try to come up with a topic that you know your audience will like and ask your viewers to share.

38. Publish video On LinkedIn

Putting a good “about me” type video on your LinkedIn profile is a great way to describe what your website is about, what you do there, what type of content you share and a juicy offering will help encourage viewers to come to your website.

39. Write for Kindle

A great way to bring traffic to your website is to publish a Kindle book that you know your audience will love, sell it for only 99 cents. Include links to various blog posts that you’ve written and even make an offer they can’t refuse within the pages of the book.

40. Write Round Up Posts

The top ten posts on your blog, the blogs about a particular category, how to blog posts – these are all good ways to create a “top ten” list with your own blog posts that people might want to read. This is also a great way to revive older content.

41. Create a Facebook Page

Make a page for your website so that you can easily promote your posts on Facebook. You're not supposed to use your personal FB page to promote anything so this is a necessity. Create a "learn more" tab that goes to your website.

42. Overlay Your URL on Your Blog Post Images

When you create images for your content use a service like Canva.com to create an overlay that includes your URL so that they know exactly where to go to find more when the image is shared.

43. Join AllExperts.com

Join All Experts and you can ask and answer questions that people ask. You'll create a profile that includes a link to your site and you can make the questions public so that people see your expertise and want to know more about you.

44. Start an Affiliate Program

You can use various plugins and websites to create a free affiliate program that enables you to let other people drive traffic to your website in hopes of making a sale of one of your products. As long as you break even after paying them, it's technically free.

45. Put Your URL on Your Business Card

You already have business cards. Make sure you put your website URL or a QR code that will take recipients straight to your site.

46. Respond to Blog Comments

When you get blog comments, always respond to them. It makes your website more interactive and helps create more user-generated content, which will draw more search engine traffic.

47. Respond to All Social Media Comments

When people comment on things that you say on social media, be sure to make a comment back. Keeping the discussion going is a great way to get more people to visit your website.

48. Answer Other People's Questions

In groups, forums, and on social media, ask questions. Be the expert that answers them. The more you can establish yourself as an expert the more curious they'll be about you.

49. Answer Questions on Yahoo Answers

This is a great way to continue to increase your reputation as an expert, in addition to getting reputable links back to your website. Spend a little time looking for relevant questions and answering them.

50. Answer Questions on Quora

This is the same thing, you can spread the knowledge that you're an expert in your niche by answering questions in an intelligent and educated manner without overtly selling or asking people to come to your site.

51. List Your Blog on alltop.com

Listing your blog on reputable listing sites is still a good way to get back links to your website. But, you want to ensure that the site is reputable and relevant to your audience.

52. Write How to Posts

A How To blog post is very attractive to the newbies in your audience who want to know how to do things. Try to write at least one how to post about each aspect of your niche.

53. Write Long Form Posts

A long form blog post is a very authoritative post that goes deep into a topic. Instead of being general in nature, these posts explain, in detail, a topic of interest with graphics, charts, definitions, and internal links to more information.

54. Include Video In Your Blog

Today, video is very popular and is more likely to be shared than text. By including video on your website, you can dial into that type of audience member and use it to explain tough concepts or just to let your audience know you better.

55. Create Response Posts

When a blogger with a contrary opinion to yours posts about something you disagree with, respond, and send them a copy of the post and call them out on Twitter so they'll go to it. (Hint: Their audience will go read it too.)

56. Curate Relevant Content

You don't have to write all the content yourself, you can also be the go-to place to get any information in your niche from other bloggers, online magazines and so forth by simply collecting links to the content and providing a blurb about each bit of content you're sharing. Because you're sending your competition traffic they may even send some your way too.

57. Host a Webinar

People really do love webinars and you can host them free using Google Hangouts, or you can use another service and charge them to attend. That makes free and profitable. You'll increase traffic to your site as you collect email addresses, add people to your list, and remind them about new blog posts in email updates.

58. Be a Speaker at a Webinar

When someone else hosts a webinar on a topic that your audience would want to see, volunteer to become a speaker at the webinar. Look for industry specific "call for webinar speakers" to find more opportunities.

59. Host a Teleseminar

This is similar to a webinar except it's on the phone. You can host weekly teleseminars, based on various topics within your niche. If you offer excellent information and content, you can draw a lot of traffic as people share the link, channel, and details.

60. Be a Guest on a Teleseminar

Just as you can be a guest on a webinar, you can be a guest on teleseminars too. In fact, people who host regular teleseminars are always looking for guests. Put the word out that you're available.

61. Network with Influential Bloggers

Get to know high traffic bloggers with a similar audience. Work with them in some way. This allows them to get to know you and grow to like you. When the influencers like you, their audiences will probably like you too.

62. Connect With Your Audience Live

There are varieties of ways to connect live. Tell people you'll meet them at a restaurant for a meet up. Host or attend a FB Live or YouTube Live event. Live participation helps you build trust, which helps you build traffic.

63. Create Relevant Categories

On your blog you can create categories for your posts, create categories that make sense to your audience. This helps increase traffic by making it easier for people and search engines to find the content they want to read.

64. Comment on Industry Blog Posts

When you comment on industry blog posts, depending upon the system they use, people who read your comment and are impressed can click on your name and find out information about you, including a link to your website.

65. Interview Influencers

Start finding high profile influencers, make a list of them with their contact information that you can find online. If possible pick up the phone and call them to ask for an interview (be prepared to record at that point in case they want to do it right now). Interview, post the interviews, and name names.

66. Interview Audience Members

When you invite your audience to be the star, you can create buzz that you never thought of. After all, your audience will love hearing from someone who is just like them. The interview can be shared and to bring like-minded members to your website.

67. Interview Your Competition

Yes. That's right. Your competitors will want you to interview them to get access to your audience. At the same time, you'll also want to give them an interview to get access their audience members. When done correctly, it's a win-win situation.

68. Subscribe to Other Blogs That Your Audience would Like

When you subscribe to other blogs, you can learn what they're talking about, how popular the topics are, and what readers think from looking at the comments. This can give you the opportunity to comment and use the information as inspiration for your blog posts.

69. Turn Your Data Heavy Posts into Infographics

If you have any data centric posts you can turn them into infographics. Watermark it before you share it, so that people can find your website.

70. Invite Influential Guest Bloggers

Nabbing guest bloggers can be hard to do today. However, if you can get some influential guest bloggers on your website's blog, you'll get a lot of traffic from their audience. You may need to figure out something to give them in return, if you don't have a high traffic blog or website yet.

71. Post Content to LinkedIn

LinkedIn now allows you to post articles and you should do it. You'll get a lot of reach if you share those posts with your groups and on your profile page and include some form of call to action.

72. Make Sure Your Blog is Responsive

It's more important than ever that your audience can reach and particulate in your blog and website from their mobile device. In addition, remember that Google Search doesn't index non-responsive sites the same as it does responsive websites.

73. Check Your Website's Load Speed

How fast your website loads is very important. If it takes longer than a few seconds to load, not only will you miss out on traffic but on search engine indexing too.

74. Build a Community

However you do it, through groups, comments on your page, a forum, live events – a community creates not just new traffic, but loyal fans who will yell your praises to everyone they know.

75. Locate Your Competition

Find your competition and follow them, and get to know them. If you can comment on their blog posts, congratulate them on their successes publically, and perhaps sell their products you can get their attention and end up with some of their traffic.

76. Create Viral Content

While you may not think it's easy to create viral content, you can actually plan it by knowing your audience, and spending the time creating it, then promoting it and you can make it go viral.

77. Know Your Audience

You can't create traffic generating content if you don't know who your audience is. If it helps, create audience personas and as you create the new content think of that one person to make it more targeted.

78. Create an App

Apps are useful for generating traffic. But wait, that's not free. Well, it is if you charge for it. It's more than free for you; it's profitable and drives traffic to your site within the app.

79. Send Influencers a Gift

You don't have to pay money for gifts. Find a good article they'd like, or notice a TV show on that they might like. Send them a link to it with a note from you. More than likely, they'll thank you by calling you out on social media, which will send more traffic to your website.

80. Get Testimonials

Ask your audience to send testimonials in text, video, audio or memes. The testimonials will be shared by them, and by others, and help send more traffic to your website.

81. Publish eBooks

Write small eBooks, put them on your website using a service like Gumroad.com and then allow them to pay as little as they want (as low as a buck) and then market them on social media. People love paying what they can afford. If the book contains links back to your website, that's even better.

82. Create a Viral Video

Video that is funny, awkward, quirky, exciting, and short can often become viral. But, you have to create it, promote it, and be ready for the traffic. (Hint: don't only promote it once, promote it many times)

83. Write for Print Publications

There are many publications looking for both paid and free contributions. Even your local newspaper might need content. All you can do is find the publications that your audience likes to read, and then pitch content to them.

84. Become an Important Online Community Contributor

Any community, whether yours or someone else's can provide an opportunity for you to be a star. Start contributing freely without concern of selling. Your name will be their guide to finding you.

85. Put Links in Your Social Networks

You can put links to your website in your profile, and tabs, in action buttons and more on social media. All of these including your shares are ways that you'll earn more traffic free.

86. Share to Google Plus

Google plus is still a good place to share your blog posts and content. Share often, but be sure to write a nice introduction and invite comment too about the content to get the discussion rolling.

87. Ensure Your URL is Relevant

When you create each page of your website, and each blog post (which to search engines is like a page) ensure that the URLs are relevant with the right keywords that tell the reader what's in the content.

88. Publish an Article in Popular Email Newsletters

Many people send out newsletters to their email list. They often need content. Subscribe to proper bloggers' newsletters to watch the type of content they publish then offer to write relevant content for their newsletter. Even offering a testimonial can get you traffic.

89. Get Listed in Relevant Online Directories

There are many online directories that are free and still legitimate. Find the directories that your audience likes to look at before posting.

90. Publish in Local Publications

Local magazines, newspapers, newsletters, and blogs are good places to publish your content. Make it relevant, unique, timely, and useful to draw a lot of traffic from the exposure.

91. Publish in Industry Magazines

Find industry magazines that are directed toward your audience. Read them for a couple of months. Write to the editor in charge of contributors. This info can usually be found in the back of the magazine. When you're published, promote the piece and the magazine.

92. Send Direct Mail

Yes, this does cost a stamp. But, that's practically free and direct mail still works as long as it's not a purchased list. Start collecting addresses from your email subscribers and send them something in the mail. Post cards are even less expensive. Remind them about your website and they'll come back.

93. Connect With Indirect Competition

People who talk to your audience but promote complementary products and services and are not direct competition are wonderful people to Joint Venture with. When you JV with others you get access to their audience, their lists, and their popularity.

94. Start a Podcast

A podcast is an audio show that you can post in numbers places from your website, to iTunes and more. One of the great things about a podcast is that it's portable. Your audience can listen while traveling, exercising, or working. Podcasts also give you additional links to your website, which people will click, if they like what they hear on the podcast.

95. Use a Link in Your Email Signature

Email signature links will get clicks from a variety of people. It's important to include these informative contact links for all your emails whether from your personal account or from your autoresponder.

96. Send Out Press Releases

The good “old fashioned” press release still works and is still important. When you win an award, launch a new product, do something awesome. Write and send out a press release about the honor.

97. Get Recognized

Praise from third parties is a great way to get traffic. If someone does a story about you, offers to feature you on a TV show and more this is a great way to get more traffic.

98. Pick Up the Phone

If visitors and community members have an issue or problem and you have their contact information, ask them if you can give them a call. Very few people care enough to make the time for a personal call. Doing this may shock them a bit at first. However, the impression it leaves with them is priceless.

99. Host a Contest

Contests are awesome ways to get attention. This doesn't have to cost you a thing if your prize is a digital product you've created, or a service you do yourself. Ask for videos, stories, testimonials and more that you can share with your audience, ask them to share with theirs and the winner is the one who sends the most traffic and gets the most votes.

100. Create Effective Navigation

If you only do a few things on this list, make this one of them. If your audience can't navigate your site, they're not going to be able to share it with others proudly nor will the search engines want to share your content either.

101. Post More Content

Don't just post any content, post relevant, unique, helpful content directed toward your audience in a way that makes them know, like and trust you enough to tell others about you.

If you want free, yet targeted traffic, be sure to keep the content on your site interesting, updated, and full of relevant quality information for your targeted audience. Before you incorporate any of these tactics to increase your traffic, ensure that your website is ready for the new volume of traffic. Double check your hosting package to make sure your bandwidth is not limited to a small amount. You may need to go with a larger package if this is the case.