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The Purpose

I created this guide to point you in the right direction, and to **put traffic building into perspective.**

You'll discover a few helpful tools that will help you research your niche, and I'll offer guidance on where you should be spending your time.

I'll also share why the popular "Be Everywhere" motto can be an intimidating phrase to someone starting out.

And if you're discouraged because you feel you're too late to the party or your market is too saturated, this will offer a different perspective that will motivate you.

By the time you finish this ebook, you're going to help you understand **why you don't have the traffic you desire, and how to move in the right direction without feeling so overwhelmed.**

Let's get to it!

The Misconception About Traffic Building

People often look at building traffic as this **one-size-fits-all process** that everyone can follow and achieve similar results with the same strategies.

It doesn't really work like that.

Why?

Because your success will depend on how well you do the following...

- 1) Match your unique strengths with the right platform
- 2) Stay committed to your goal and execute
- 3) Focus on the platform where **YOUR** audience hangs out



So of course, results will vary from person to person.

That's why **you've probably found it difficult** to find a specific step-by-step traffic guide that you can follow.

Trust me. If I could come up with an exact, one-size-fits-all guide that worked perfectly for everyone, I would have created it by now! 😊

Haven't you ever noticed that when you listen or read success stories, the traffic building story often varies from person to person?

Yes, there are general marketing principles you can follow, but **the details of the traffic journey are typically unique to the website and person.**

What works well for some, may not work as well for others for a variety of different reasons.

Google Changed The Traffic Game

In 2011, Google began making it more difficult for smaller businesses to get found in the results.

Once upon a time, you had more control over where your site ranked by simply writing about the topics you wanted to be found for.

Heck, you could even create your own backlinks and they would directly impact your rankings almost immediately.

Today, **your site's natural popularity (links and shares from others) largely influences where you rank**. So if your site is new and you want to target worthwhile keywords, it's important that you understand this.

Don't let that discourage you. There are still plenty of ways to drive traffic to your site. You just need to figure out what is going to work best for you.

When it comes to learning how Google ranks websites, [this is the only guide](#) you really need. It spells out exactly how search engine optimization works and best of all...

It's free!

Don't bother paying for any shady Google traffic systems or schemes. The above guide is thorough, accurate and from a very reputable source in the SEO space.

You Don't Have to Be Everywhere

A lot of marketers will tell you that in order to be successful online, you have to use the “**be everywhere**” strategy.

That means to develop a presence on many of the popular spaces online. It could be YouTube, Twitter, Facebook, Snapchat, Instagram, etc.

Feels a little overwhelming if you're just starting out, doesn't it?



But you have to remember. Marketers who say this have usually **been around awhile**. Often times there weren't as many social networks and options to choose from when they started.

After they became popular on one platform, creating a following on subsequent platforms was much easier.

And by the time you discover them, you immediately equate your own potential success with gaining a following as large as theirs.

You may even become obsessed or overwhelmed with the task of growing your numbers on multiple platforms.

But you here's the real truth...

You don't have to be everywhere.

That's a myth.

All you need to do is **start with one platform** and go from there.

It's much better to focus **100% of your attention** on one place than to focus 20% on five different networks.

That doesn't mean you completely ignore the other sites forever, but when you're starting out, **you should narrow your focus.**

Consistency & Focus are Key

I don't know about you, but I struggle with the ability to stay focused. And in this fast-paced digital world, it can get even more challenging.

I have to make to-do lists for the day, and that helps me a lot!

You may be the same way with your traffic-building methods.

Does this sound familiar?

You set a goal to start a YouTube channel. You make two videos.

Then you read another article about how Pinterest is a great platform for traffic. You setup a few boards, pin some images, follow some people and after a week you're already wondering when is this all going to take off.

Don't be fooled. You don't really have to master everything right now.



If I could do it all over again, I would have not spent as much time trying to be active on every social network.

I would have focused more on one (YouTube, for example) and been more consistent with what I do best.

As successful as I've been on YouTube (**over 11 million views on [my videos!](#)**), I've never had a consistent production schedule.

When you remain consistent with your production on any platform, you keep building momentum. But when you're trying to spread yourself too thin, it's more difficult to do that.

Did you know that **YouTube adjusted the subscribe feed to highlight channels you engage with more?**

So you're more likely to see videos from channels you watch and engage with frequently and **miss videos** from channels you don't engage with a lot.

That's another reason to keep a consistent production schedule because if you stop, your subscribers may miss future videos.

Got FOMO? Not Me!

You may be struggling with FOMO (**fear of missing out** on every social network), but I'm here to tell you, **it's much better to remain focused on one... two at the most** – especially when you're starting out.

I did a [podcast](#) about why I haven't joined Periscope yet. I'm done joining networks just for the sake of joining.

When I **do** join, it will be for a purpose. It's all about staying focused!

I can't tell you how freeing it is to **not** have that pressure of joining every network that comes out.

Wait...Who Are You Talking To?

Some of you are struggling with traffic simply because **you never took time to define who your audience is.**

I hear statements like this all the time...

“Lisa, I want to create a site that lets people download movies.”

Or...

I want to create a membership site.

There are two big problems with these ideas:

- 1) They are very vague and **they don't target a specific kind of person.** People don't typically go to Google and type “membership site.” And if they do, what kind of site are they looking for? Who are these sites targeting?
- 2) There are already gazillions of download and membership sites in several niches, so what will be different about these?

Don't make the mistake of focusing so much on your idea that you disregard **WHO** would actually need your information or product.

You need to think about **both.**

When you approach your idea from the angle of solving a specific person's problem or need, it automatically encourages you to define **WHO** your audience is.

Need help with that?

This is probably one of the [best articles](#) I've read on how to research your audience.

So, let's go back to that previous example about the membership site.

A better idea would be to **create a membership site for mom's who have teens who are bullied on social media.**



Ahhh! Now you're cooking!

Suddenly your audience is taking shape.

Based on that one statement alone, we know a few things about this demographic:

- They are women

- They are moms
- Estimate age range: 35 - 55

Now that your audience has a face, you can begin researching ways to reach these people.

Women in this demographic love Pinterest and Facebook. So you could pick one of those and begin experimenting with different ideas.

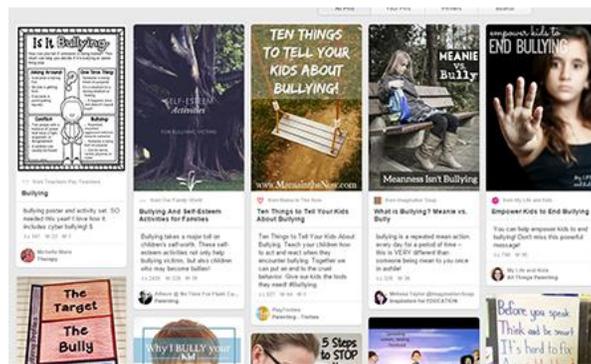
Researching Your Platform

The easiest way to discover what types of content works for various platforms is to use the good ole' search feature.

Look for signs of popular content (lots of shares).

Going back to the membership site idea...

Search for “bullying” on Pinterest and you’ll find tons of popular memes with lots of re-pins (shares).



Determine why this content works. Is it the message? Is there something specific about the images? Do certain sizes outperform others?

Follow other boards on this topic and begin sharing other people's content as well as your own.

Each image on Pinterest can link back to a web page. This is one way to get more eyeballs on your site.

And if you don't have graphic software, you can create high quality images on sites like [Canva](#) and [PicMonkey](#).

There's even a free app called [Memematic](#) that lets you create your own memes right from your phone.

The images you create on Pinterest, can link to pages of your website/blog. Then you can use your website to funnel traffic to the membership section.

And if you're one of those people who believes Pinterest doesn't drive **REAL**, sustainable traffic. Think again!

I've had several people comment on my natural hair blog or join my forum who found my site on Pinterest.

That network has brought so much passive traffic to that [site](#). I talk about strategies I use in this [podcast](#).

Are you enjoying this guide so far? If so, please share the following link...

<http://www.2CreateAWebSite.com/trafficguide>

Or you can use [my Click to Tweet link](#) and instantly share it on Twitter.

Align Your Strengths With The Right Traffic Platform

When my YouTube subscribers started growing in early 2008, people often asked how I got so many subscribers.

I hated that question because I didn't really have a very detailed answer.

It felt a little smart-alecky to say "I just started making videos." But honestly, that was all I did.

I never set out with a strategy to get a lot of subscribers on YouTube. I just loved being on camera and creating video tutorials. People found the advice helpful so they subscribed.

Once your videos show signs of good engagement (good watch-time/retention), YouTube ranks them high and recommends them to people who have watched related videos.

Video was also a perfect match for what I was teaching (website-related tutorials.)

So when you combine my love for being on camera and teaching with the right platform, it was like a match made in heaven!



That's what I mean by **matching your strength (or enjoyment) with the right platform.**

Video might not work as well for you due to what you enjoy or the nature of your topic, but I bet something else will.

Here's an example...

Meet Lindsay...



She has a blog about how to relieve stress and has a book that she wants to sell.

Like a lot of you, she's tried blogging regularly and always ensures her site is SEO-friendly, but she's just **not getting the traffic she hoped for.**

Lindsay has a wonderful speaking voice, but is terribly shy. The thought of being on YouTube scares her half to death.

So with minimal Google traffic and no desire to be on camera, what can she do?

Well, if you go to iTunes, and do a few searches, it's easy to see that people interested in the self-help topic like to listen to podcasts.

So this is one avenue she could use to put herself and site on the map.

Once again, she's combining a talent (great speaking voice) with a platform that's relevant to her niche.

I guarantee you're good at something. You might be a great speaker, writer, teacher, perhaps you are great at talking to people or interviewing others.

There's a platform out here for you!

And if there's a skill you want to develop, you can always do that too!

“But It’s Too Crowded!”

Have you ever felt discouraged about creating a blog, YouTube channel or podcast because it seems there are already too many people in your niche occupying the space?

Let me tell you why you shouldn’t let that stop you.

Almost any niche/topic worth diving into is going to be crowded.

Technology has lowered the barriers of entry when it comes to creating a site or blog. As a result, everyone can be a blogger, vlogger, or podcaster in just a few simple steps.

But it’s not about being the ONLY one. It’s about being one of the **BEST** and finding your angle/approach that’s different from most.

Just because there are 500 podcasts in your niche doesn’t mean there isn’t room for you.

I guarantee 450 of those 500 podcasts are probably covering the same topics and in the same way.

Find a way to stand out! That’s what is going to help you get noticed.

One thing that really helped me get found on YouTube back in 2008 was there were very few people keeping it real when it came to making money online.

Most people in the space were making shady videos about cash gifting and other worthless get-rich-quick schemes.

Instead, I laid it all out and talked about how making money online actually takes work and warned people about get-rich-quick schemes.

I started reading comments on my videos like...

“You’re a breath of fresh air.”

“Finally! Someone telling it like it is.”

“I like the way you keep it real.”

So that was the angle I used to stand out from the other video makers in this space.

I certainly wasn’t the first to make videos on this topic, but my angle set me apart during that time.

You could be that breath of fresh air for **YOUR** niche! That’s really the key.

Don’t let the crowded space intimidate you. **I guarantee a lot of the content in your niche is just fluff and redundant noise.**

Mediocre Content Won't Cut It

If you choose to focus on blogging to build an audience you should know...

The bar has been raised for “**quality content.**”

That mediocre, keyword-stuffed content won't get you very far today.

Work on creating more **pillar content.**

That's an in-depth article, guide or video that often teaches people how to do something, but they provide an **insane amount of referenceable, detailed tips and advice.**

People tend to share and reference this type of content more.



Neil Patel's article about [how to build a successful YouTube channel](#) is a perfect example of great pillar content.

What's ironic is **Neil doesn't even have a large presence on YouTube**. But what makes the post effective is he pulls in stellar examples of other successful YouTubers who illustrate his points.

So if you're thinking you don't know enough about something to write a great, pillar post, think again!

You don't necessarily have to be the expert on everything you write about. You can also **look for great examples** that support message.

Pull it all together with some nice visuals and voila.... You've got a great, sharable post!

If you want to stand out today, you've got to step up your content game. The blogosphere is noisy, so move beyond the mundane, Wikipedia-like posts that anyone could write.

Here are some ideas...

- Add a video tutorial
- Publish an in-depth tutorial like [Neil's](#)
- Create amazing visuals with [Canva](#) (infographics, graphical quotes, etc)
- Offer a relevant, downloadable guide
- Include your own personal experiences and proof/results

- Open with a story. Storytelling is an art, but can make for an engaging blog post. Fortunately, this skill can be learned. Here's a [great guide](#).
- Relax and be yourself! **You're not a robot, for goodness sakes**. Don't be afraid to inject some fun and personality into your posts.
- Always focus on fulfilling a **NEED** or solving a problem.

Go For The Buzzworthy Topics

Another way to stand out with your blog is to create content on topics that are hot in your niche.

Pick newsworthy items, and if they are controversial, that's even better!

Why?

Controversy gets people talking.



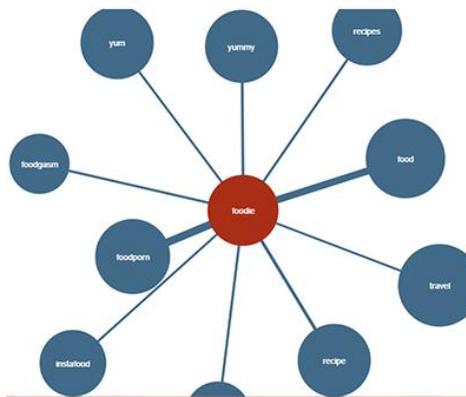
When Google penalized the heavily popular My Blog Guest site back in 2014, I immediately [created a video](#) because I knew it was a hot topic that would elicit varying opinions.

I've done the same thing with topics regarding Google – like [“Ban Gate” and AdSense](#).

So, what's trending in your niche right now? If you're going to focus on YouTube to build an audience, you can start by covering trending topics in your niche.

[Hashtagify.me](https://hashtagify.me) is a handy tool for finding trending hashtags and topics on Twitter.

You enter a search terms and it creates a map of hasthtags that are related to the main word you searched. Check out the graphic below...



You can click on each hashtag to reveal relevant Tweets alongside the map.

Blog about it and tell people where you stand on the issue.

[Buzzsumo](https://buzzsumo.com) is another app for finding popular content in any given niche.

Always Build a List – No Matter What!

I am so happy I started a list because it's the only source of traffic I can truly depend on when I launch new blog content.

For a long time I ignored the list-building advice, but in today's times **you need a list more than ever.**

With Facebook now limiting your post visibility (reach) to encourage ad spend, and Pinterest also doing something similar since they announced Promoted Pins, one thing's for sure...

You can't rely on social media for traffic.

In fact, you can't rely on **any** site you can't control.

But the one thing you **do** have control over is your website and email list.



Even if you don't have anything to sell yet, you should start collecting emails.

[AWeber](#) has a Blog Broadcast feature that automatically notifies your subscribers every time you publish a post.

Your readers will receive a snippet of the post in the message with a link over to the full post.

I've been using this strategy since 2013. I love it because it's a traffic stream that can't be easily taken away.

It's not dependent on anything Google does or what happens with social media.

When social media started becoming popular in 2009, you often heard bloggers state that email marketing is dead or dying.

Boy, were they wrong.

Now that people are seeing what's happening in the world of social and search, they are now realizing how **list building is one of the most dependable traffic sources for the long run.**

You can't lose your email list the way you can lose Facebook views or Google traffic.

NOTE: *I am an affiliate for AWeber. So if you sign up at <http://www.2createawebsite.com/aweber>, I will earn a commission. I only affiliate myself with companies and products I trust and like.*

Should You Create a Blog Broadcast Like Me?

Not necessarily.

Using the broadcast feature for new posts is not ideal for everyone.

If you blog daily or a few times per week then that could overwhelm your subscribers with too many emails.

The key to making the Blog Broadcast effective is to **let people know how often you will be sending emails.**

I do this on the automatic follow-up email that is sent as soon as people subscribe. You can [sign up for my list here](#) to see how I set it all up.

Setting expectations for your list is a must. That way people know how often you will be messaging them.

You also have the option of sending out summaries. If you blog a lot, you can send a weekly or monthly recap instead.

I like what Amy Lynn Andrews does with her [Useletter](#). That's a clever name, right? She sends out an email every Saturday with some of the best free tools she's found.

This is a superb example of **having a specific purpose for a list.** And she monetizes it with affiliate links.

Let's Sum It Up

I hope this guide has put you at ease about building traffic, and at the very least... given you a starting point.

1) Remember, you don't have to be popular everywhere. You just need to **start with one platform**.

Choose one that **aligns with your strengths** and make sure your audience is there too.

If they hang out in multiple places, that's OK. **Pick one** for now.

Stay focused and consistent with the traffic building method you choose in the beginning. It's **easy to get sidetracked** and feel the need to jump on every new network that launches.

Not to mention, staying focused is much less overwhelming. You've got enough to learn with your new website, so you might as well keep it simple, right?

Remember, **it's better to spend 100% of your time mastering your first platform than to spread yourself too thin with multiple sites**.

2) If your site doesn't really have a target audience, you'll need to step back and redefine your market.

You may feel that it's best to target everyone, but you'll quickly find out that **targeting everyone means you actually target no one.**

Amazon can get away with selling everything because they are an established brand. **You are starting from scratch** so it's easier to target a specific demographic than to try to sell to everyone.

When you know **WHO** is likely to visit your site, you can talk directly to them and understand more about what they will buy.

3) Ask yourself, *Why would someone come to my site over others on this topic? Am I solving a problem or fulfilling a need?*

4) Use [Buzzsumo](#) to seek out influencers and popular content in your niche. Follow the influencers and see what they're up to. What are they doing well? And is there something they are **NOT** doing that you can do?

5) Build a list. Even if you don't have anything to sell yet, you could send a weekly or monthly summary. Or at best, highlight your most important content from time to time.

You could also create lead magnets to get more people on your list. In other words, they must sign up for your list to download a guide or access a video.

6) If you want blog traffic, write more **pillar content** instead of mediocre articles that can be found on Wikipedia.

This ebook would also be an example of pillar content. It's something you can reference and it's fairly comprehensive.

Below you'll find a cheat sheet that will keep you moving in the right direction.

Your Traffic-Building Cheat Sheet

1. Who is your site targeted to?

You should be able to write down specifics like “women who want to lose weight after pregnancy.” If you can’t answer this succinctly, you need to go back and define this.

Remember, people don’t just search for generic phrases like “forums” or “stores.” They look for solutions to problems, help and advice.

The reason I keep focusing so much on what you do **BEFORE** you start promoting is because not having a target audience is the reason so many people never get much traffic.

2. What proof do you have that there is a need for what you want to write about or sell?

If there is no proven need for what you’re putting out there, how do you expect people to find your site?

Scour forums, YouTube, podcasts, blogs, etc. and look to see if there are people discussing this topic.

Look for common questions that come up over and over again.

3. How Can You Stand Out?

Are there particular problems that aren’t being solved or covered well by influencers (popular people) in the niche?

Are they neglecting platforms like YouTube that could be helpful for teaching?

Can you approach the topic from a different angle?

When I started my hair site, I noticed there weren't a lot of hair bloggers focusing on going natural without cutting most of your hair off first.



I knew from being active on a few hair forums that was something women wanted to do. So that was my angle/focus in the beginning.

I was also able to accomplish that task myself, so **that added instant credibility** and proof that it can be done!

That helped set my blog apart from so many other natural hair sites that only focus on hairstyling and products.

4. Assess Your Strengths

Everyone has them. Yes, that means you too! Jot them down.

Are you a good writer? Speaker? Interviewer? Teacher/Trainer?
Are You Entertaining? Funny?

How can you use your strengths to get your message across?

(Video, podcasting, blog, Blab, Periscope, etc.)

5. Choose One Platform to Start With

Now that you know who your audience is, the needs they have, how you can help, and what your strengths are, it's time to pick a platform.

Make a commitment and a set a goal.

Let's go back to the self-help blog example from earlier. You could commit to doing 3 videos per week that help people deal with anxiety.

Each video can end with a **call to action** to sign up for your email list that broadcasts your new blog content.

After a few months, assess your progress.

Just remember, **traffic building is a marathon, not a sprint**. It's an ongoing journey that involves some testing, learning and patience.

You shouldn't try something once or twice and conclude "it doesn't work" just because you didn't see instant results.

Stick with it. You've got this. Don't give up! 😊

Thank You For Reading!

If you enjoy my content and teaching style, you can get more of my training on Udemy.

I have several courses on a variety of different topics including [customizing Your WordPress site](#), [Spreadshirt](#), [Affiliate Marketing](#) and [Photoshop](#).

My course landing page is...

<http://www.2CreateAWebSite.com/courses>

I'd love to have you as a student.

If you enjoyed this guide, [please click here to share it on Twitter](#).

All the best,

