



7 STRATEGIES TO INCREASE TRAFFIC TO YOUR WEBSITE

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Strategy #1: Send More Email

My Database is _____ contacts, with an 8% click thru I can drive _____ website visits!

Email Campaign Planner

Main Topic to Convey: _____

Call to Action: _____

Link Destination: _____

Sub Topic 1: _____

Call to Action: _____

Link Destination: _____

Sub Topic 2: _____

Call to Action: _____

Link Destination: _____

Write 5 Potential Subject Lines, Use the Best One:

1. _____

2. _____

3. _____

4. _____

5. _____



Strategy #2: Write Great Blogs

Many of you are currently writing blogs, but blogging for the sake of blogging is not necessarily helping you achieve your goals. The challenge is to blog on topics that will get you found by prospects at the early stage of the buying cycle. Blogs should serve the purpose of answering questions and leading the reader to your website where you can convert them.

Blogging Idea Generator

What are ten questions prospects always ask during the early stages of the selling process?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

What are seven of the bigger picture topics for which prospects are trying to solve?

(risk, transparency, efficiency, quality assurance?)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

These are your first 17 blog posts! Whew, glad to have those figured out



Strategy #3: Use Social Media to Stay Top of Mind

_____ and _____ are the social media platforms I want to focus on.

I'm going to get great photos to share from _____.

I'm going to frequently post about and tag these 5 pages to build referral relationships:

1. _____
2. _____
3. _____
4. _____
5. _____

Strategy #4: Do the SEO Basics to Succeed (at the least)

I'm ranked letter ____ on the map for my primary target keywords

The proper format for my Name, Address, Phone Number (NAP) is:

Name: _____ Address: _____ Phone: _____

I've double checked all my directory listings and confirmed they are all correct. _____

Strategy #5: Have a 5 Star Review Strategy

My primary focus is to get more Testimonials and Customer Stories on _____.
(Website, Google+, LinkedIn, etc.)

Use checkout autoresponder emails to automate. Remember to ask for the 5 Star Review. I'm going to use _____ to automate this and save time (MailChimp, Review Express)



Strategy #6: Set Goals for each of your areas

My Goals for 2015 Are:

Email Marketing

In 2014 I got _____ visits from email marketing. My goal is to increase that by _____% to _____ visits.

Blogging

In 2014 I wrote _____ blogs that resulted in _____ visits. My goal is to increase that by _____ blog posts per week resulting in _____ visits.

Social Media

I post _____ times per week on social media and have _____ followers. In 2015 my goal is to post _____ times per week on social media and have _____ followers.

Search Engine Optimization

In 2014 I got _____ visits from organic search. My goal is to increase that by _____% to _____ visits.

5 Star Reviews

I presently have _____ customer stories that are current and relevant and _____ customers who are willing to speak via phone with our prospects. Going forward, I want to increase this to _____ customer stories and _____ customer who are willing to serve as a resource to potential buyers.

Tip: you can keep older customer stories fresh by refreshing the interview (is there stronger ROI now?) and updating the asset.

In 2015, these strategies can increase traffic to my website by _____ visits!



Strategy #7: Review Your Analytics at Least Monthly

First Step - I'll review my year over year Google Analytics to analyze which areas require the most focus for improvement.

Going forward - I'll review my Google Analytics _____ times per month.

Have Questions or Feeling Stuck?

Let us know how we can help. Email unstuck@weragile.com

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