



32 ways to

# Drive Traffic To Your Website

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by Kaz Johnson

# INTRODUCTION

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Thank you for downloading the '32 ways to drive traffic to your website'.

Hi, my name is Kaz Johnson and I am the founder of The Success Club. I first started my online training business in 2004. I had no clue what I was doing, but after many trials and tribulations, (and I am still learning) I have a little system set up to bring traffic to my website on a constant basis. Things in the online world changes so quickly, it really is hard to keep up these days.



There is so much noise out there online these days, sometimes all we need is a quick checklist of the things we need to concentrate on.

So I have create this 32 checklist of just some of the ways you can drive traffic to your website, after all, driving traffic to your website or blog must be the number 1 thing you need to be working on each and every day, without people visiting your website, you have no sales funnel, and without a sales funnel you have no customers and in the end, no business.

# CHECKLIST

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1. Create a blog - I have a free course to do this in the Success Club which you can access for free.
2. Write consistent on your blog - aim for writing once a week, each and every week consistently
3. SEO each post - use something like Yoast to make sure that it is fully optimised
4. Use long tail keywords on your posts
5. Start a mailing list - make sure you have a call to action on each post
6. Guest post
7. Backlink each post, both internally and externally
8. Share on social media - use a tool like [Meetedgar](#) to automate it
9. Re-share evergreen content - use a tool like [Meetegar](#) to queue posts to go out again and again
10. Create a podcast show
11. Get interviewed on other people's podcast
12. Create an ebook
13. Publish your ebook on Amazon as a psychical book
14. Publish your ebook on Amazon as digital book on Kindle
15. Create an audio book
16. Turn your ebook into and audible book
17. Host a webinar
18. Offer a checklist (like this one)
19. Offer downloadable templates
20. Start your post on LinkedIn, then do a ...<More section at the bottom and link it back to your blog
21. Start a Facebook Group
22. Join and participate in other Facebook Groups
23. Teach an online course
24. Use Facebook advert for your freebie
25. Use Facebook's retargeting ads
26. Use Facebook to promote your post

- 27.Focus on link-building
- 28.Speak at a conference
- 29.Host a networking event
- 30.Attend networking events
- 31.Launch a Youtube channel
- 32.Use Twitter and host Twitter chats on a particular day and time

Try to do one new thing each week, before you know it, you will have increased your traffic to your website and will have started the beginning of your sales funnel.

By capturing peoples email addresses, you can now start a relationship with people by sending out a weekly newsletter, or putting them into your sales funnel with an automated email.

Then you just need rinse and repeat.

The Success Club has a free [Lite membership](#) you can join where you can get access to further resources, free courses and online networking events, all free to help you plan, build and grow your online business.

[Click here](#) to get your FREE Lite membership