# "3 EASY WAYS TO GET FREE TRAFFIC TO YOUR WEBSITE"

## Website Transformation Workshop

by Christina Hills

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# Introduction

Getting traffic to your website is so important! You can use email marketing to do so many things! It can help you build your list, educate your audience, nurture and develop the relationship, sell your products and programs, and more.

But if it's not done right, it could just take up so much of your time without yielding results.

The trick is, you need to have the right tools, a flow that gives your audience a great user experience, and a thought-out strategy that is right for your business.

In this module, you will deep-dive into how the email marketing works and how to integrate that with your WordPress site.

Print out this document, and check off each item as you complete it.

Embrace the power of social media, search engine optimization and email marketing and learn how to incorporate them as a part of your online marketing!

To your success,

*Christina Hills*

Christina Hills
Your Teacher/Mentor/Coach for WordPress
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# ❶ Get Traffic from Social Media

Do you have these social media accounts?

- o Facebook:

- o Twitter:

- o LinkedIn:

- o Pinterest:

- o YouTube:

- o Google+:

- o Instagram:

- o Other:

Do you have social media "share" buttons on your website?

Do you have social media "follow me" buttons/links on your website?

What is the social media platform(s) you mainly focus on?

- o

- o

If I run a private membership site it **does not** have any social media sharing tools (if applicable)

All of my thank you/download pages **do not show** any social media sharing buttons

I always make sure to **add a featured image** to any blog post or page in WordPress


Use the checklist space below for any additional things you need for your sites:

_____

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# Special Section for Sharing on Facebook

## Facebook Debugger

Normally, when you post a link to your blog post on Facebook, you'll see a thumbnail image for that blog post show up automatically with it. But sometimes, it pulls in a wrong image or even no image at all.

There are a few possible reasons for something like that happening:

1. You did not specify the featured image for the page or post you are sharing. That's the image Facebook normally uses when you post a link.
2. Facebook is pulling in cached information, not reflecting the current information of your blog post, including the image.
3. You didn't set the image for the main domain name (your whole site)

To fix the #1 above, check to see if the **featured image is correctly set** for that particular post.

In the case of #2, we need to tell Facebook that they need to come visit the post to get the up-to-date image. Facebook provides a tool called **"Debugger"** to do this.

1) Go to https://developers.facebook.com/tools/debug/og/object/
2) Enter the URL of the post/page you'd like Facebook to show the correct image for, then hit "Fetch new scrape information"

3) In the next page, you will see the data Facebook fetched from the URL you entered along with how a Facebook post will appear when the link to that URL gets posted.

In the case of #3, we need to tell Facebook which image to use. Your theme may have a specific way to do this, so check with them first. Otherwise, use a plugin like Yoast SEO to set your image.

## Yoast SEO Plugin to Add Open Graph Meta Tags

Facebook (and other social media) uses something called "Open Graph" to get data like what you see above. Open Graph is various meta tags added to your website, enhancing the way website URLs get displayed in social media posts.

There are several ways to add Open Graph to your website. A very popular Search Engine Optimization plugin Yoast SEO comes with "Social" module that makes adding Open Graph very easy. It also lets you specify the image to be used when sharing a page/post that does not contain any image. See the Yoast SEO plugin here: https://wordpress.org/plugins/wordpress-seo/

**Inside the Yoast SEO Plugin Settings**
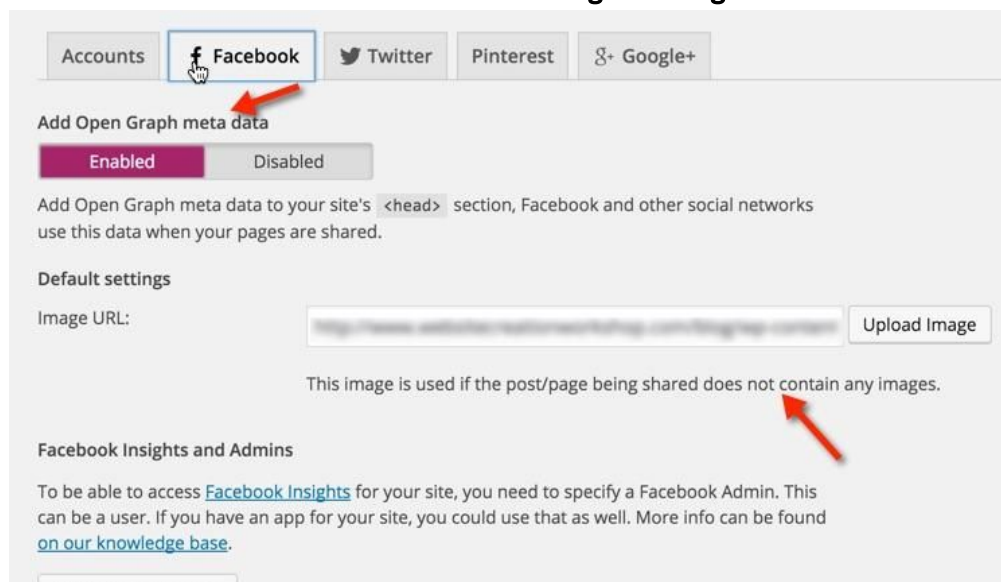


You can learn more about the **Yoast SEO plugin here:**
https://wordpress.org/plugins/wordpress-seo/

Here are a couple of other plugins you might try:
**Facebook Open Graph, Google+ and Twitter Card Tags**
https://wordpress.org/plugins/wonderm00ns-simple-facebook-open-graph-tags/

**WP Facebook Open Graph protocol**
https://wordpress.org/plugins/wp-facebook-open-graph-protocol/


## The Yoast SEO Plugin is the Best!

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## Changing Thumbnail Images When Posting to Facebook

When posting a link to Facebook, especially when you are posting a page (ie. Instead of a post with a featured image), Facebook may pull in any of the images that are on that page.

When that happens, simply click on the arrows shown below to go through the thumbnail options that Facebook provides, and choose the image that goes along with the message you are posting.
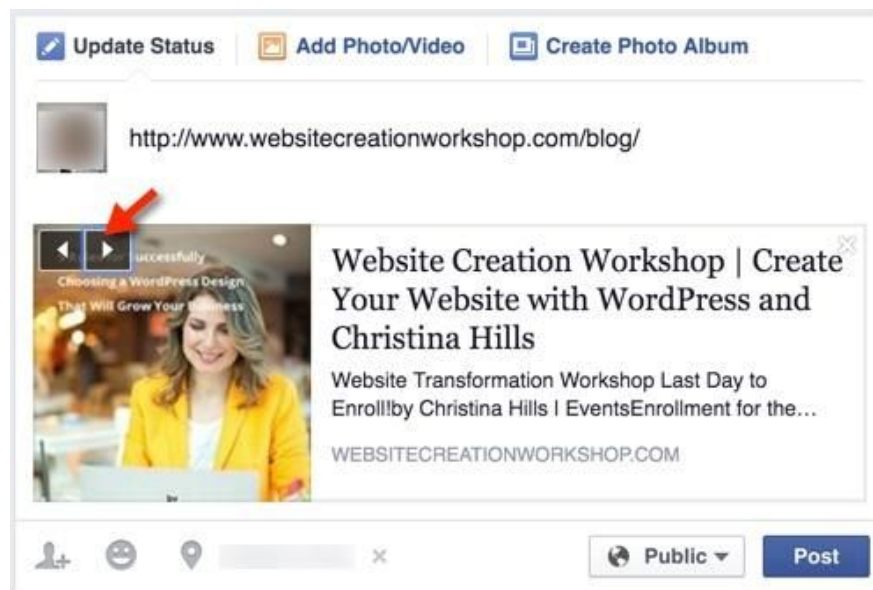
## Resources

Social Media Plugins for WordPress:

Monarch
http://ChristinasResources.com/monarch

Free social media plugins
https://wordpress.org/plugins/search.php?q=social+media

## ② Get Traffic From Search Engine Optimization

## Decide on Keywords

Research keywords that are appropriate for your website. (See resources at the end of this document.)

Decide on main keywords for your site and list them in the space below:

## Optimize Your Site's Title Tag

Enter a keyword-rich title tag for the site in Appearance - Customize - Site Identity. (This might be different depending on the themes. You can also do this by going to Settings – General)

Install the free "Yoast SEO" Plugin and set your site's Title Tag:
https://wordpress.org/plugins/wordpress-seo/

## Optimize Titles and Headlines for Pages and Posts

Review pages and posts to make sure keyword-rich titles are used.

Review pages and posts to make sure keyword-rich headlines (h1, h2, etc.) are used.

## Optimize Images in your Pages and Posts

Use your keywords in the image file names.

Use your keywords in the Alternative Text field of images (Image details – Alternative Text)

## Reviewing Inbound and Outbound Links

Find ways to increase the number of quality inbound links to your site. (Optional: note that this is "offsite" SEO and is not simple to accomplish yourself)

Review your outbound links to see if they are relevant.

## Your Site's Permalink Settings

Check your permalink setting in Settings –> Permalinks.

Update the permalink settings, if they are set to the default. Pick any of the other settings you like.  The simplest one to pick is "Post name"

## Notifying Search Engines

Check the **"Discourage search engines from indexing this site"** setting
(Make sure there is no checkmark in Settings –> Reading –> Search Engine Visibility)
* However: Keep it checked for your Student Project website!

Submit your website URL to Google at
https://www.google.com/webmasters/tools/submit-url

(or use Google Search Console tools at https://www.google.com/webmasters/ and run "Fetch as Google")

Make sure http://rpc.pingomatic.com/ is in Settings - Wrting "Update Services" so that WordPress is set to notify search engines when new content is added to your site. (Note: by default it should be on, so you should not have to do anything)

## Reviewing/Updating Individual Page Titles and Slugs

Review your individual pages/posts and update the url individually to include your keyword, if appropriate.

## Reviewing/Updating Individual Page/Post Content

Include your keywords in your page/post content. (Do not overdo this to the point Google might see it as manipulating.)

## Create Google Sitemap

Check if you already have a Google sitemap plugin. (If you have Yoast SEO plugin installed and activated, go to SEO –> XML Sitemaps.

If you don't use the "Yoast SEO" Plugin, use a different plugin to create a Google Sitemap (see resources).

# Resources

Google “Add URL”
https://www.google.com/webmasters/tools/submit-url

Google AdWords Keyword Planner
https://adwords.google.com/select/KeywordToolExternal

[Video] How to use Google AdWords Keyword Planner
https://youtu.be/8Jyk-bIGOeY

WordTracker
http://www.wordtracker.com/

Yoast SEO Plugin
https://wordpress.org/plugins/wordpress-seo/

Google XML Sitemaps
https://wordpress.org/plugins/google-sitemap-generator/

Google Search Console (Formerly Called “Google Webmaster Tools”)
https://www.google.com/webmasters/

# ③ Get Traffic From Email Marketing

## Opt-In Process for the Visitor
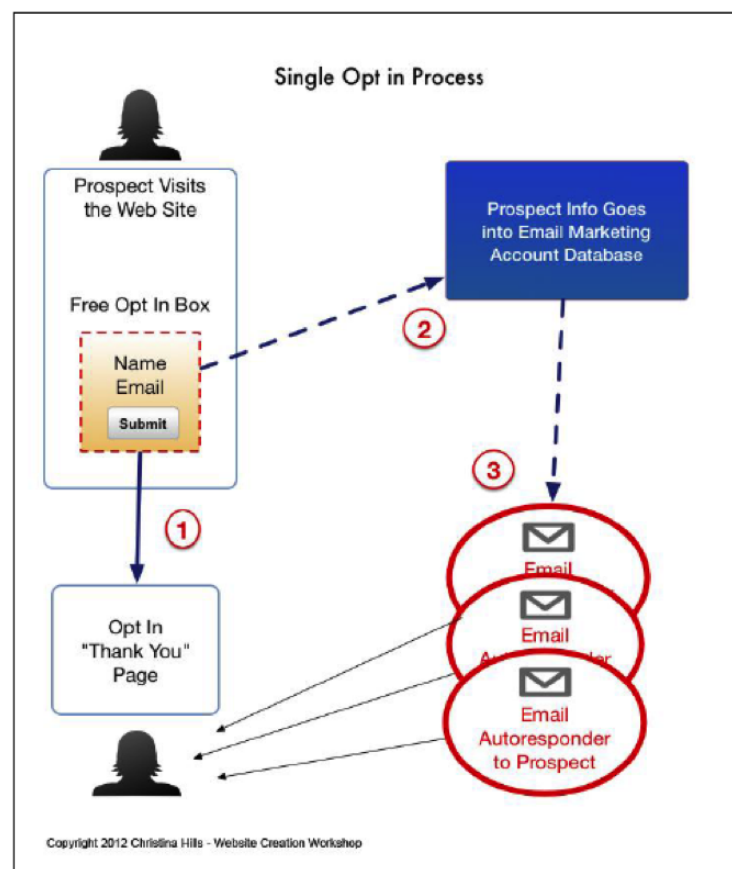


1. Prospect visits the website and enter his/her information.
2. Prospect is sent to the opt-in "Thank You" page. At the same time, prospect information goes into email marketing account database.
3. The email marketing system starts sending autoresponder emails based on the schedule the business owner sets up.

## Checklist for the Business Owner

Brainstorm your opt-in offer to your website visitors. If stuck on this, just create something simple like: "Get our latest news and tips"

My Topic will be:_____

My website domain name is:_____

Write your email message(s) in your favorite text editor. (Write at least one)

My From Name and Email Address that I'll send out will be:
Name:_____
Email:_____

I have created my email address in my web hosting account so that it comes from my domain name.

I have verified that my email address (listed above) can receive email in case anyone replies to me.

Open up an account with an Email Marketing Company (See resources below)
I have chosen this company:_____

My snail mail address for the CAN-SPAM compliance law is:
Street_____
City_____
State_____ Zip_____

Copy your email messages that you wrote in your text editor, into your Autoresponder follow up sequence in your email marketing system. You do this inside your Autoresponder system. (Text only Autoresponders are the easiest)

Create your Opt-In "Thank You" webpage in your WordPress site.
The URL of my "Thank You" page is:_____

(Optional) If you are using [AWeber](#) (or other email marketing systems), then create your "you are already subscribed" Thank You Page. Note: to keep things simple this can be the same page as the Thank You page above.

Copy the URL of the "Thank You" Page into your email system where they request it.

Get the Opt-In box form code (copy the code) from your email Autoresponder system. This will be a bunch of text.

Paste your Opt-In box form code into your WordPress page (in Text view)

Create a Sidebar widget Opt In Box (Optional)

Create "Fly In" Opt in Box (Optional)

Create "Hover Pop" Opt In Box (Optional)

## Blog Post Scheduling

Have editorial calendar for the blog posts. (you can use a plugin for this)

Have habit to publish blog posts on a regular basis.

## Post Excerpts

Create the post excerpt every time a blog post is published/scheduled so that the content that shows up in the blog broadcast is a small summary

# Resources

AWeber for Blog Broadcasting and all Email
Marketing
http://christinahills.AWeber.com

Mail Chimp for Blog Broadcasting and all Email
Marketing
http://www.ChristinasResources.com/mailchimp

Constant Contact for Email Marketing
www.christinasresources.com/constantcontact

iContact for Email Marketing
http://www.christinasresources.com/icontact/

1ShoppingCart/Marketers Choice System for Email
Marketing
http://www.marketerschoiceonline.com/

Infusionsoft for Email Marketing
www.christinasresources.com/infusionsoft/

Ontraport for Email Marketing
www.christinasresources.com/ontraport/

Website
Transformation
Workshop

Bloom eMail Opt-In Plugin (premium)
http://www.christinasresources.com/bloom/

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