HOW TO ATTRACT THE FIRST 1000 VISITORS TO MY NEW WEBSITE

The tips and tricks of traffic generation
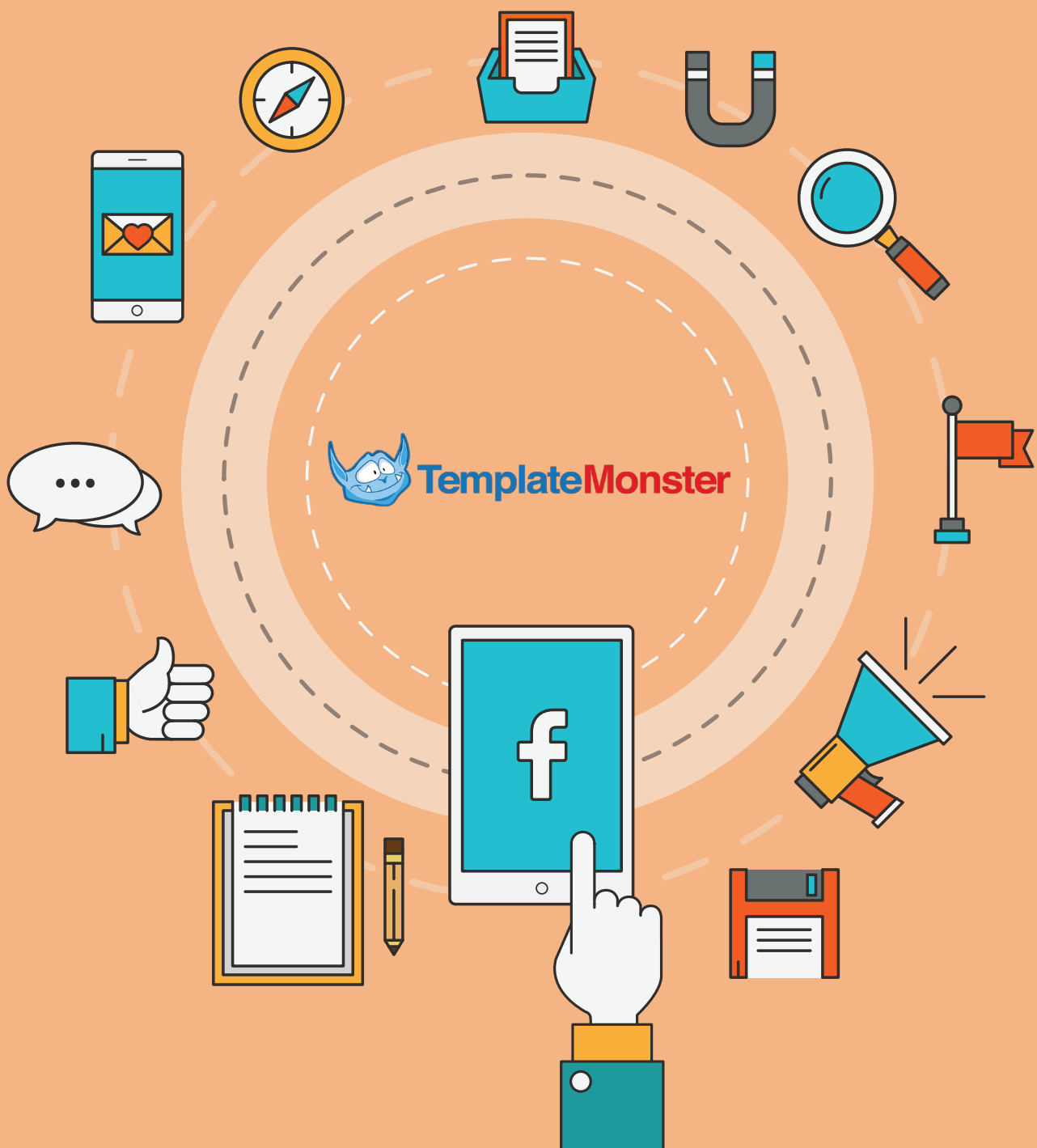
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Setting the right goals: how much traffic is enough?

Let's start with setting the right expectations. The question that you're probably asking yourself right now is how much traffic you actually need. For instance, are 1000 monthly visitors enough?

To find out the answer, have a look at these two examples:

Amanda Orton is a marketing coach and a blogger

Lily Rockwell is a professional florist in Corvallis, Oregon

Amanda uses her website *amandaorton.com* to sell webinars and attract new customers. She also posts regularly about her ideas, the news related to her business, and similar stuff.

Lily owns a shop where she sells lovely bouquets and posies. She also has a website, *lilllys.com*, which she uses for online orders, showcasing her works, and writing small posts about flowers.

Now that you've got acquainted with Amanda and Lily, I have a question for you:

Do amandaorton.com and lilllys.com need similar amounts of traffic?

Try to answer this question yourself before you look for the answer on the next page.

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Factors to consider

So what was your answer? I'm 100% sure you've answered "No, they don't" and you were 100% right. But let's dig into this question in detail. There are four points to consider.

1   How do Amanda and Lily monetize their traffic?

"Monetization" is a term that you'll stumble across pretty often. Basically, this word means "generating income with your website and its audience". Websites of different types monetize their audiences in different ways.

Amanda generates a large part of her income through webinars and posts. She offers paid subscriptions for her webinars and displays ads on her blog. In both cases, the more views *amandaorton.com* gets the better.

Lily, on the other hand, earns her revenue by selling her products in a brick-and-mortar store. Her website *lilllys.com* helps her attract new customers, but there are only so many orders that Lily can process.

2   What are Lily's and Amanda's target audiences?
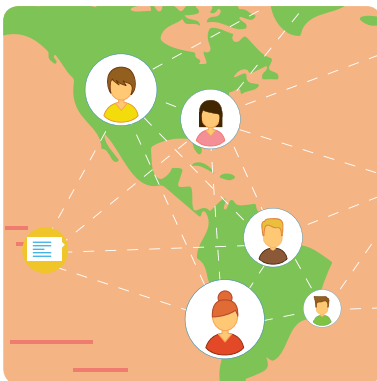
In a nutshell, **"target audience"** means "your potential customers". For Amanda, any person seeking marketing insights is part of her target audience no matter where these people come from. Consequently, *amandaorton.com* targets the visitors from around the world.

Lily's target audience mostly narrows down to people from Corvallis, Oregon because that's where her shop is. This means *lilllys.com* needs to target the 50,000 people living in the city. Of course, Lily can also attract visitors from other places to boost the popularity of her site, but these visitors are less likely to convert into buyers.

3 How much revenue do Amanda and Lily get from every conversion?

A **conversion** is the thing that happens every time your site's visitor turns into your customer.

In the case of Amanda's website, conversions occur when someone signs up for a webinar or clicks on an ad. In case with *lilllys.com*, a conversion takes place when a visitor makes an online order and pays for a bouquet.

Online products are often inexpensive, so let's say Amanda charges $10 for a monthly subscription. An average ad revenue per click is somewhere between $0.1 and $3. As far as Lily is concerned, a typical price of a bouquet ranges from $20 to $130.

Consequently, Amanda needs to attract and convert more visitors than Lily to get the same revenue.

4 How much time do Amanda and Lily invest into traffic generation?
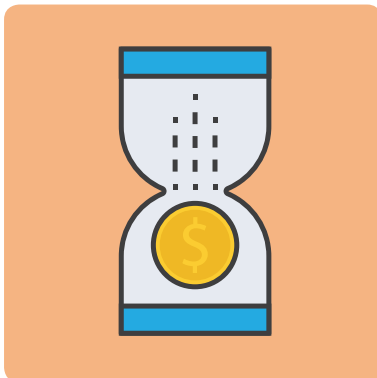
The term **"traffic generation"** encompasses everything you do to attract new visitors to your site.

Almost every aspect of Amanda's work contributes to traffic generation. Amanda's website is her primary source of income, and the content she produces regularly is the thing that attracts new visitors to her site.

As far as Lily is concerned, working on her traffic is an extra *activity* — remember that she also needs to take care of her shop and craft all those bouquets and posies.

Numbers aren't everything

As we've learned from the example with Amanda and Lily, different websites require different amounts and types of traffic. Besides, businesses differ in the way they generate traffic.

Amanda works with a global audience, and almost everything she does professionally brings traffic to her website. However, she also needs way more than 1000 visitors per month if she wants her business to stay afloat.

For Lily, 1000 unique monthly visitors are a more or less solid audience. However, Lily has less time to spend on traffic generation, and she needs to target local audiences. For this reason, getting 1000 unique visitors every month is more challenging for Lily than for Amanda.

What the example with Amanda and Lily teaches us, is that traffic isn't just about numbers. If you want to turn your website's traffic into revenue, you need to ask yourself the following questions:

- Who are the people constituting your target audience? Where do they come from? What is the size of your target audience?
- How much time and effort can you invest into traffic generation?
- Are there multiple ways in which you can monetize your website or is there just one?
- How much revenue do you expect to generate from every conversion?

Setting your objectives

Okay, now you know that 1000 monthly visitors are enough for some businesses, and just a starting point for the other ones. Still, reaching the 1000-visitors milestone is important for any website including yours. Let's see what you can do to reach this milestone.

In this book, we will focus on the two sources of traffic that are free and available to every website owner:

- Google and other search engines. In this part, we will discuss how to give people reasons to check out your site when they find it on Google.
- Social media and outreach. This part includes tips and tricks on working with social media platforms like Facebook, Twitter, Tumblr, etc.

Even though this book mainly caters to beginners, it also provides a number of pro-tips that you can use to attract more traffic at a faster pace. If you have the basics set up and running, head to page 12 for advanced tips on search traffic. You can find the social media pro tips on page 22.

In addition to the basics and pro tips on attracting traffic through search engines and social networks, we'll cover one content marketing strategy that can help you attract audiences at a faster pace. This strategy is based on reaching out to top-tier bloggers. To read more about this strategy, go to page 25.

Part 1. Getting more traffic from Google
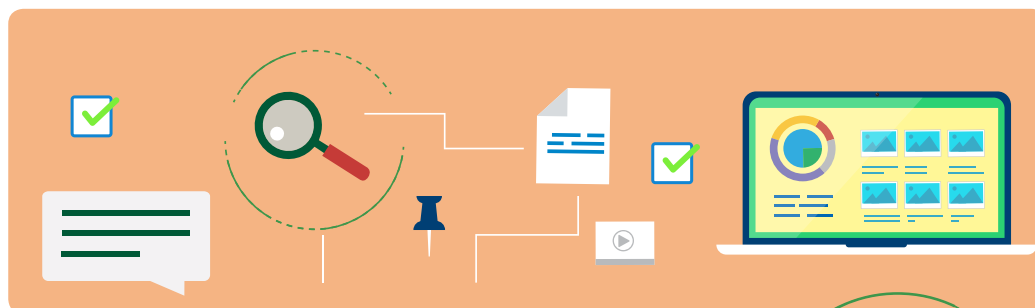
Search engines (like Google or Bing) can provide you with tons of high-quality traffic. If you do your search engine optimization (SEO) correctly, your site will show up every time your potential customers search for products or services that you offer.

Now, this section isn't meant to teach you SEO (actually, Startup Hub has a separate book covering this topic). Instead, this section will provide you with a couple of tricks that you can use to boost your search engine traffic.

Write click-worthy title tags and meta descriptions

Title tags and meta descriptions contain short texts that tell search engine users what your web page is about. What's more important, these texts are the first things people learn about your site when they see it on Google. The more engaging these texts are, the more people will land on your website from search engine result pages.

So how do you write engaging content for title tags and meta descriptions? Read on and follow the tips on the next page to make your title tags and meta descriptions stand out.

Two approaches to title tags

Most title tags are 50–60 characters long. As far as word count is concerned, that's about 7–10 words — the same as the length of an average headline. Just like headlines, title tags must be informative and laconic. Here are the two approaches that you can use when writing content for your title tags click-worthy:

1 List all essential keywords

Keywords are key concepts mentioned on your webpage. According to every SEO specialist out there, placing your primary and secondary keywords into title tags will help search engines figure out what your web page is about.

As a matter of fact, keywords in title tags provide the same kind of value for your potential visitors. For this reason, it is a good practice to start with your primary keyword followed by secondary keywords. In some cases, you will want to mention your location (if you are a local business), and/or your brand instead of the secondary keywords. Check out these examples:

- Webinars on digital marketing from Amanda Orton
- Florist & flower delivery in Corvallis | Lillly's

2 Prioritize human-friendliness

The examples above are laconic and informative, but can you say they are catchy? Chances are opting for something that's more human-friendly will provide you with more clicks. So why don't you include a call to action into your title?

Some of the long-tail keywords that you'll use incorporate calls to action. When looking for digital marketing webinars, some people will type "learn digital marketing" into Google. Queries like "order bouquets" or "buy bouquets" will work for a florist's shop:

- Learn digital marketing from webinars by Amanda Orton
- Order bouquets and posies in Corvallis at Lillly's

You might've noticed that this approach implies omitting the secondary keyword. However, it also allows you to optimize for a more specific and purchase-oriented query. People using these queries are more inclined to actually view webinars or order bouquets. For this reason, testing title tags of this type might provide you with more conversions.

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Meta descriptions: what you need to know

Title tags and meta descriptions contain short texts that tell search engine users what your web page is about. What's more important, these texts are the first things people learn about your site when they see it on Google. The more engaging these texts are, the more people will land on your website from search engine result pages.

So how do you write engaging content for title tags and meta descriptions? Read on and follow the tips on the next page to make your title tags and meta descriptions stand out.

Mention your features, focus on your strengths

By describing your features, you will get your visitors' curiosity. By listing your benefits, you will have their attention. Your benefits and unique sales points (USP) are your strengths. They will help you stand out and provide you with better chances of people clicking on your website when they see it on Google.

Let's get back to our example. As a marketing coach, Amanda can describe how her courses helped her clients. As a florist, Lily can mention that she sells both locally grown and rare, imported flowers:

- These webinars on digital marketing helped my clients double their customer base in 6 weeks. Learn how you can achieve the same result for your business.
- A florist in Corvallis, Oregon. Visit Lillly's, and you'll find lovely bouquets or posies made with local-grown and rare imported flowers.

## Whenever possible, use numbers

With so much information online, many people don't have time to actually read every text they see. Instead, they scan content and see if something catches their eye.

Numbers are among these eye-catching elements that make us pause and look at the text more carefully. Here's how Amanda and Lily can integrate numbers into their meta descriptions:

- Watch this webinar and increase your traffic by 150% in under 8 weeks. The digital marketing course from Amanda Orton has already helped 50+ businesses.
- Bouquets or posies starting at $19, with a $5 delivery. Order online or visit Lily's florist shop in Corvallis and buy locally-grown or rare imported flowers.

Inspire action
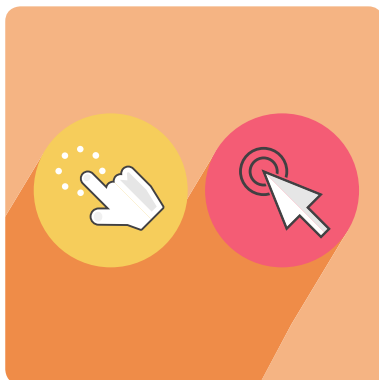
Notice how some of the examples above begin with verbs like "learn", "visit", or "watch"? Calls to action (CTA) of this kind tell your visitors what they can expect from your website. Naturally, you can try combining CTAs with other elements and test these combinations:

- Watch this webinar and learn how you can boost your digital marketing efforts. Attract 150% more visitors and double your conversions in under 8 weeks!
- Order posies and bouquets from one of the best florist shop in Corvallis. Local-grown and imported flowers starting at $19, with a $5 dollar delivery.

Evoke curiosity

Evoking curiosity is another powerful way to prompt people to choose your website over similar search results. Ask your potential visitors a question and show them that your website contains the answer. Here's how this approach can work for Amanda and Lily:

- Are you capable of doubling your customer base in 6 weeks? With the insights from this webinar, you will be! Boost your online marketing with Amanda Orton.
- What flowers suit best for a Mother's Day bouquet? Visit our florist's shop and find out. Lillly's accepts online orders and handles delivery in Corvallis.

Don't forget about keywords
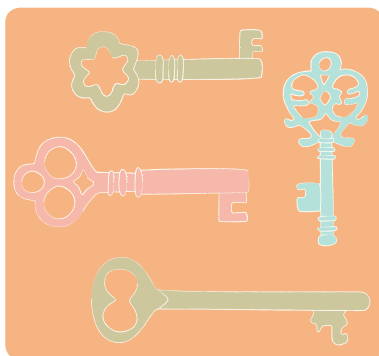
As you might've noticed, each of the examples above has primary keywords included. Even though you need to come up with something creative for both titles and meta descriptions, you also need keywords to rank. Besides, keywords tell your visitors that your site has what they're looking for, which is essential for clicks that turn into conversions.

Title tags and meta descriptions: pro tips

Now that we're through with the basics, lets proceed to the pro tips. How do you tell if certain title tags and meta descriptions work better that the others? One way is to use Google Analytics to see if it actually works for you. Besides, there are a couple of tricks that can help you choose the right content for your title tags and meta descriptions:
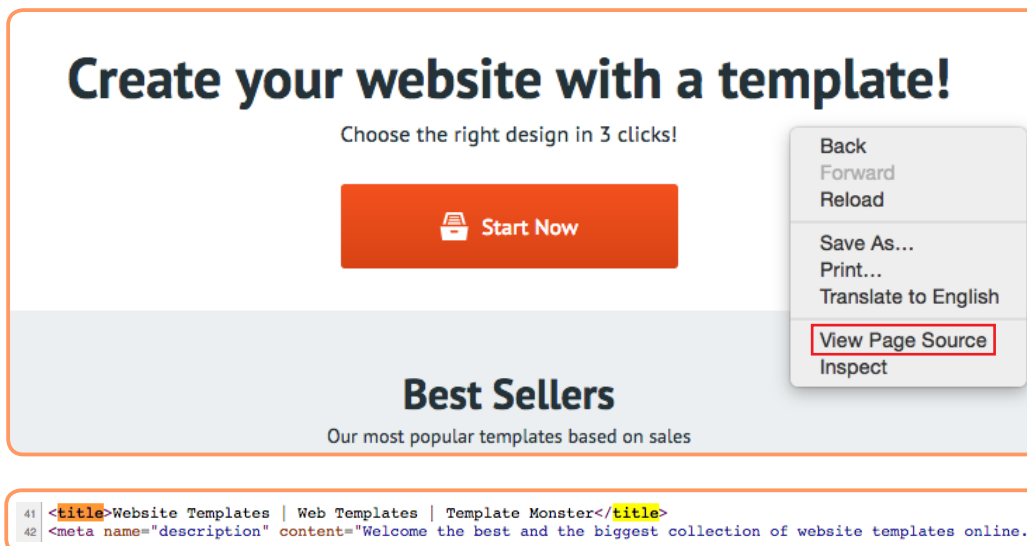
1 See what works for your competitors

It's easy to see what titles and meta descriptions your competitors use — just google them. However, how do you tell if these texts actually work for your competitors? The simples way to do this is to check if their website has been using the same title tag and meta description for a long time.

To perform this kind of research, use the Wayback Machine at web.archive.org. This online service makes a copy of websites every time their owners change their structure. To see if your competitor has been using the same title and meta description, paste their address into the search bar, hit "BROWSE HISTORY" and select one of the recent copies.
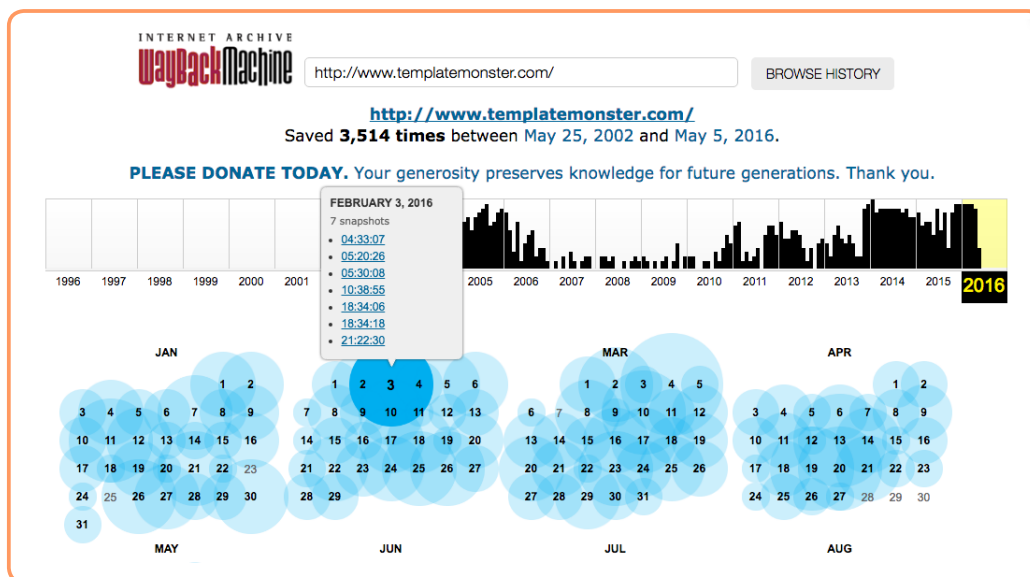
Once you're through with the previous step, view the HTML of the saved copy. To do this, right-click on the copy of the website and select "View Page Source". After that, press CTRL+F (Command+F) and paste "<title>" into the search bar. To view meta description, search for 'name="description"'.

Now that you see how this trick works, you can use it for any title or meta description that you like. But beware — in some cases, people don't change the content of their titles and descriptions simply because they don't have time for this. So be selective when it comes to competitor research.

2   **Borrow texts from search ads**
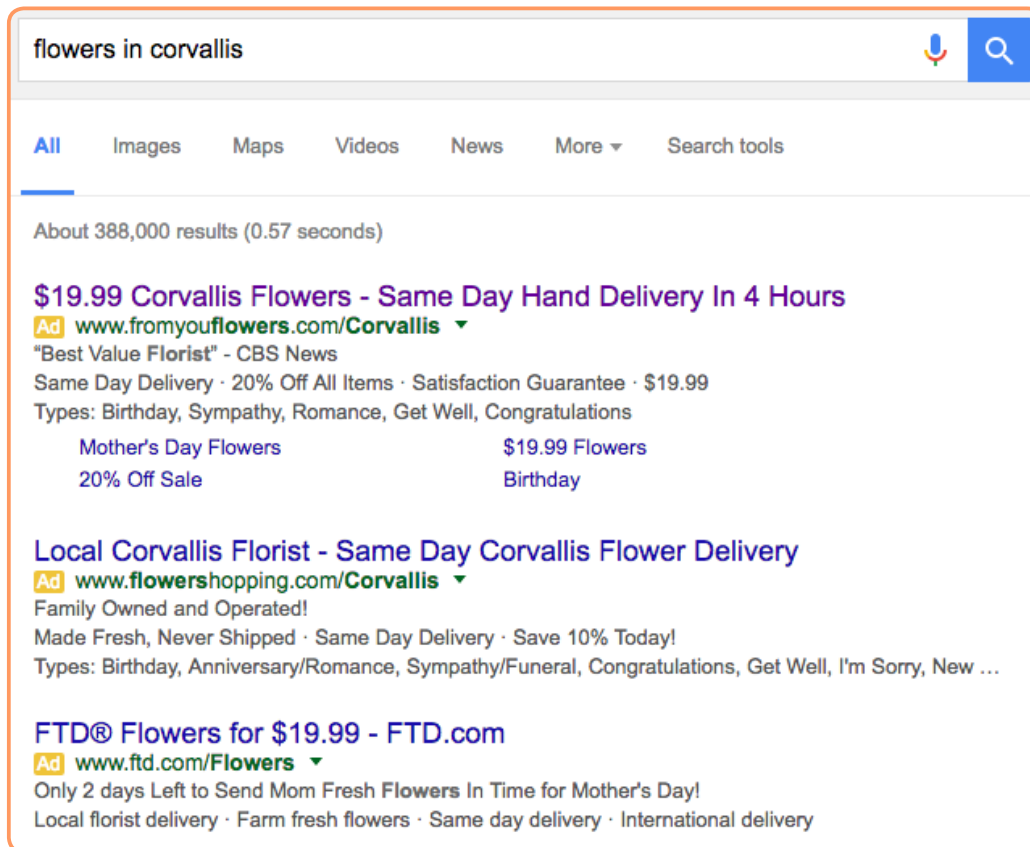
Have a look at the image above. You can find search ads of this kind in most business niches. In case with large businesses, ad copy is often composed by professional marketers and copywriters. Moreover, big companies typically test the efficiency of their advertisements and update their ads.

What this all means for you is that you can use the texts in these ads as a source of inspiration for your own texts. For instance, something like "same day delivery" and "made fresh, never shipped" might work for Lily's flower shop.

Register at Google My Business

This tip is for local businesses only, but it's worth mentioning. To improve your chances of getting more traffic via Google, you can have your company featured on Google Maps and in local search listings. Have a look at how this works for flower shops:
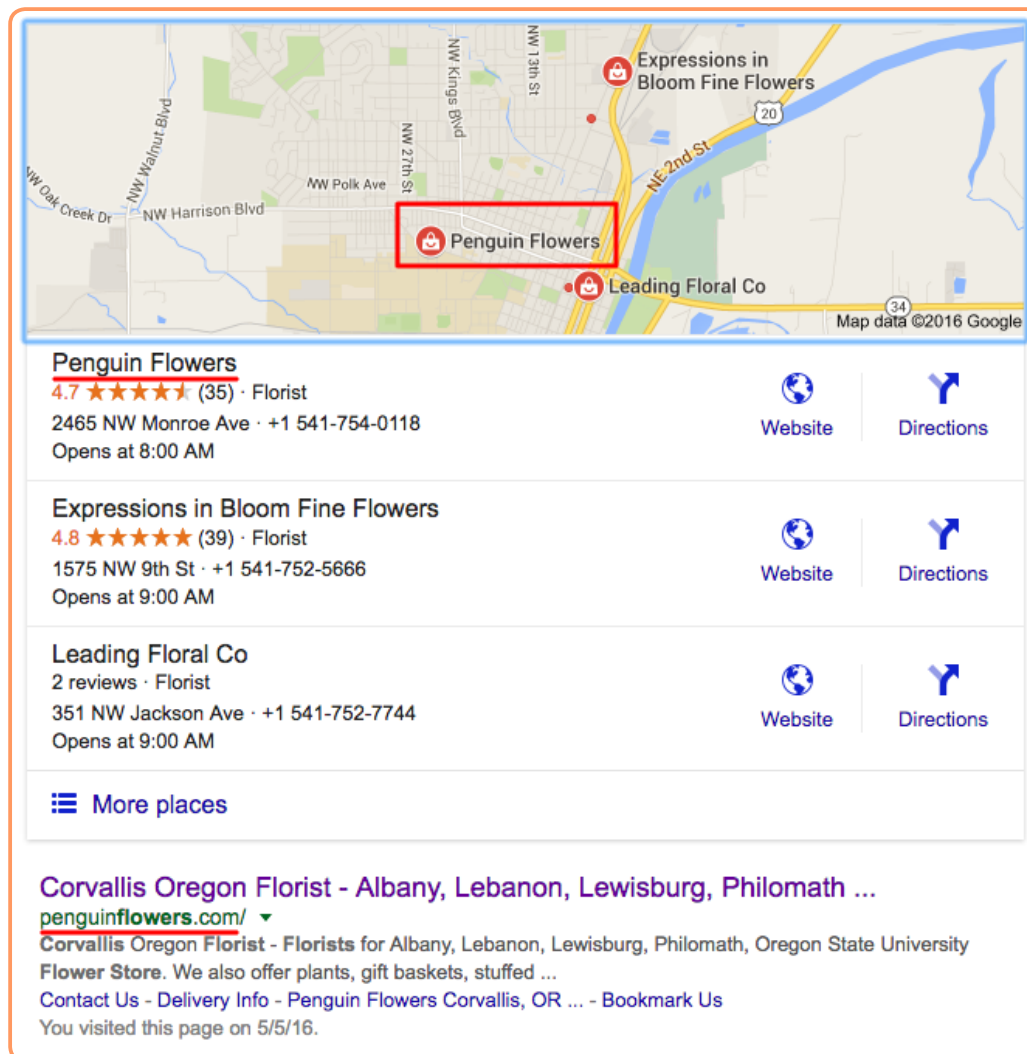
See how Penguin Flowers is featured on the map and in the local search listing, along with the regular search results? Greater visibility translates into more conversions — that's a rule of thumb. To achieve similar results, start with registering your business at Google My Business.

Part 2. Creating outreach and social media presence
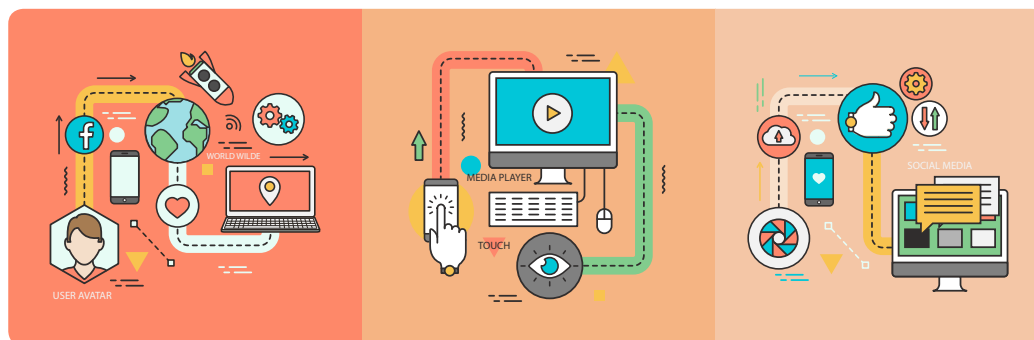
Google and other search engines can provide you with tons of traffic, but it's just a fraction of clicks, visits, and conversions that you can get from social media. When it comes to traffic, social media platforms are Klondike and El Dorado combined. Here are a couple of stats that prove this:

- There were about 1.654 billion Facebook users and 1.3 billion Twitter users as of the first quarter of 2016.
- Pinterest has roughly 40 million monthly active users.
- In average, 208 people follow a single tweet.
- 89% of 18–29 year olds are on a social network.
- Reddit has 11,464 active communities and attracts 231 million unique visitors on a monthly basis.

There is a number of tactics that some of the top social media marketers use to boost the amount of traffic they get from Facebook, Twitter, and other platforms. We'll focus on these tactics in this part of our guide.

1 **Be selective about social media platforms**

Have a look at the stats below. As you can see, this chart covers the top platforms based on the number of active users. Most of these platforms provide excellent opportunities for traffic generation, but this doesn't mean that you should be on all of them.

Platform	Users
Facebook	1,590
WhatsApp	1,000
Facebook Messenger	900
WeChat	697
Tumblr	555
Instagram	400
Twitter	320
Baidu Tieba	300
Skype	300
Viber	249
Snapchat	200
VKontakte	100
Pinterest	100
LinkedIn	100
Telegram	100
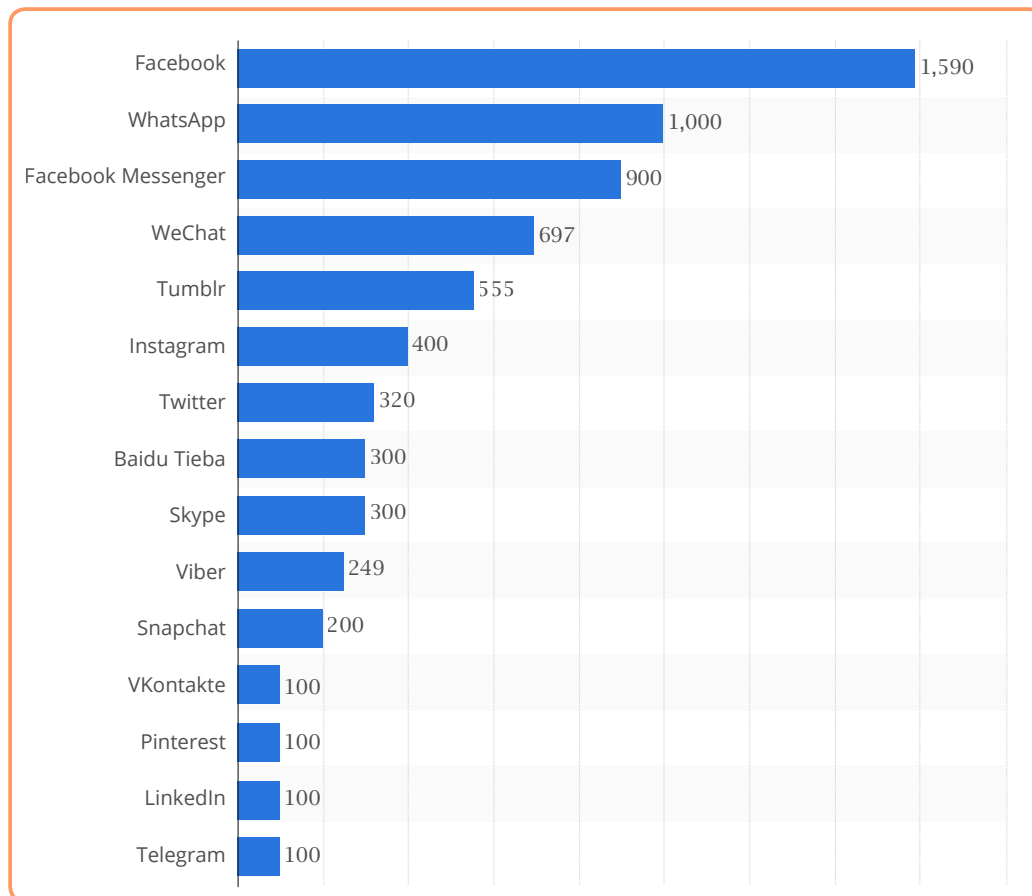
Trying to build presence on every popular platform isn't a viable option because you'll simply have no time for this. A more realistic approach is to choose 3–5 platforms based on their popularity, their audience, and the content that you can share via them.

The advice above may sound too general, so let's get back to our example with Amanda and Lily and see how they can use it:

- Both Amanda and Lily will use Facebook and Twitter because of the size of the audiences of these platforms.
- Also, both of them can produce video content (etc. webinar samples and tutorials for florists) which means YouTube may prove an excellent choice for both businesses.
- Amanda's posts and webinars resonate with marketers and entrepreneurs, which means she should also share her content via LinkedIn.
- As for Lily, she can post the photos of her bouquets on Instagram, Pinterest, Imgur, and other platforms that focus on visual content.

Now that you can see how this works, take a look at a couple of additional tips that can help you build a solid social media strategy for the platforms that you'll choose.

2 Be proactive about following people
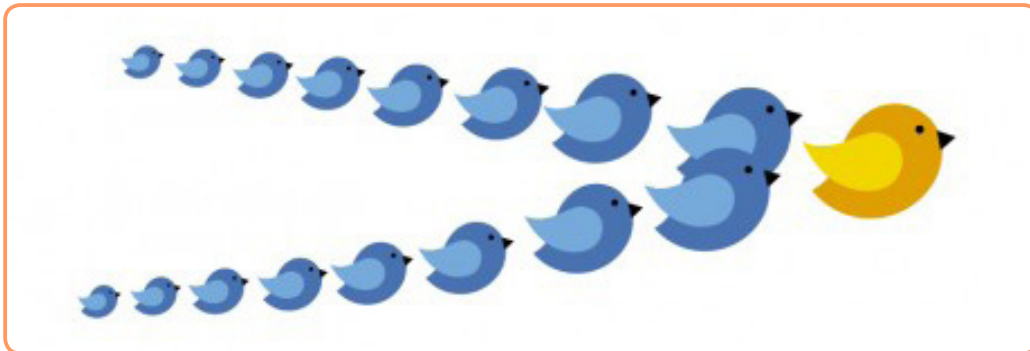
Expecting people to come to your Twitter account or Facebook page without any marketing effort on your part is a widespread beginner mistake. In reality, you'll have to spend time targeting the right audience before your Facebook posts, tweets, and other content start to gain traction. So how do you generate social media audience the right way?

Begin with identifying groups and communities that are relevant for your website. Once you've done that, start following the users who participate in these groups and communities. You'll notice that some of the people you follow will follow you back. These users will constitute the core of your social media audience.

3 Post regularly, repost other people's stuff

Regularly update your social media accounts with new content if you want to keep your existing audience and attract new followers. Ideally, you'd want to post something new every day on Facebook and make at least two or three tweets a day.

Now, you're probably wondering how you can keep up with this rhythm. The answer is pretty simple: repost other people's stuff along with your own content. In case you find something that's really amusing, funny, or useful, why not share it with your community?

As long as it's relevant to your site, reposting other people's stuff is a great thing to do. As a matter of fact, this way you'll actually engage with your audience, instead of just marketing to them. Believe me, your audience will notice the difference.

4 Comment

Another important — and often overlooked — way to make your social media presence human-friendly is to comment on other people's posts. Again, this needs to be something that you actually find amusing or noteworthy. Your comments should feel natural while being relevant to your website and/or your business.

5 Ask people to like and share your content

In case with some posts, it makes perfect sense to explicitly ask people to like and share your content. Say, you have a really cool blog post, and you're 100% sure this post can help your customers solve a particular everyday problem. Prompting people to repost the valuable content of this kind is absolutely normal — every other business is doing this and so should you.

To make the most of this advice, make sure your site has social sharing buttons. Besides, it might prove a good idea to finish your posts with calls to action prompting your visitors to repost your content.

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6 Ask people to follow you on social media
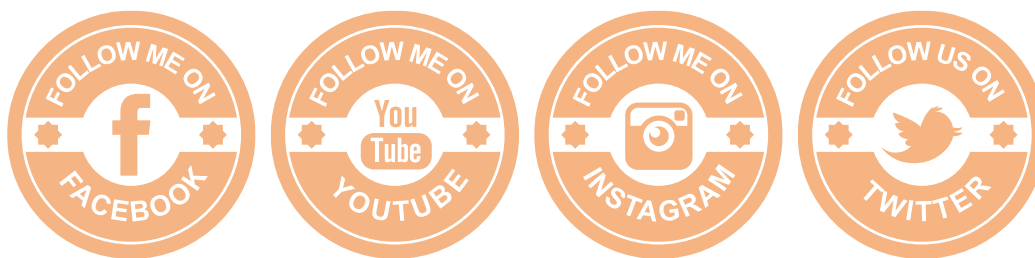
Another actionable advice that many website owners overlook is asking their visitors to follow them on social networks. Let's see why this works and why you need to do it on your website.

First, converting your site visitors into your followers will increase engagement. After joining you on social networks, your visitors will see you and your content in their newsfeeds. Second, if they like or share it, their friends will also see it in their newsfeeds. Some of these people will read your content and start looking for more on your website or your social accounts.

7 Use hashtags

Hashtags can help you amplify your reach beyond the list of your followers. Anyone looking for posts with a particular hashtag has a chance of seeing your content if it has the said hashtag.

Using 1–2 hashtags per tweet can double your engagement rate and provides you with a 40% better chances of a retweet. On Instagram, a hashtag may provide you with 15% more likes.

But be warned, you need to research the meaning behind some abstract hashtags to avoid blunders. Another thing that you'd want to avoid is using too many hashtags. As a rule, 1–2 hashtags per post ore optimal for most social networks.

Pro tips on outreach and social media

Once you're through with the basics of social media, try to follow some of the pro tips outlined below. Most of these recommendations require out-of-the-box thinking, but they will surely help you attract more visitors within a shorter timeframe.

1 **Use power-words and platform-specific CTAs**

When working on your messages, you can use platform-specific power words to prompt more people to engage with your content. You can get a short list of these power-words from Quick Sprout. Besides, some of these words are listed below:

Facebook	Twitter	LinkedIn
• Warn,	• Win,	• Create,
• Inspire,	• Free,	• Reduce,
• Discount,	• Follow	• Increase,
• Submit,	• Twitter,	• Develop,
• Tells Us,	• Social Media,	• Research,
• Amuse,	• Retweet,	• Accomplish,
• Deal,	• How to,	• Win,
• Comment,	• New blog post,	• On Time,
• Winning.	• Check out.	• Under Budget.

2 Share the same content multiple times to increase your traffic

This may sound counter-intuitive, but you can share the same piece of content multiple times on the same social platform.

For instance, you can share a post immediately after publishing, mention it in your status update on the next day, and include it into a digest of some kind in the end of the same month. Here's an example of the posting schedule used by Kissmetrics' Ryan Salomon for his posts:

A Social Sharing Schedule Timeline
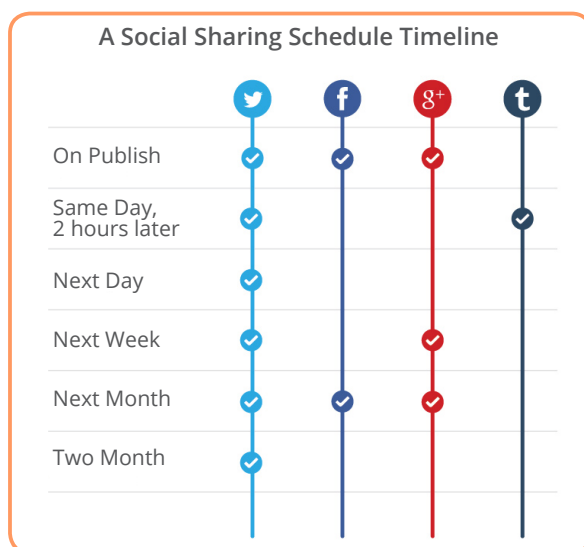
As shown in the image above, you can share the same piece of content up to six times on Twitter. You'll need to come up with a different sharing message for every platform and every instance of sharing, but the result is worth the effort. With this approach, you can easily double your traffic with the same amount of content.

In case you want to learn more about this sharing strategy, there is a blog post by Ryan Salomon on Kissmetrics.

3 If you can produce video content, consider live-streaming
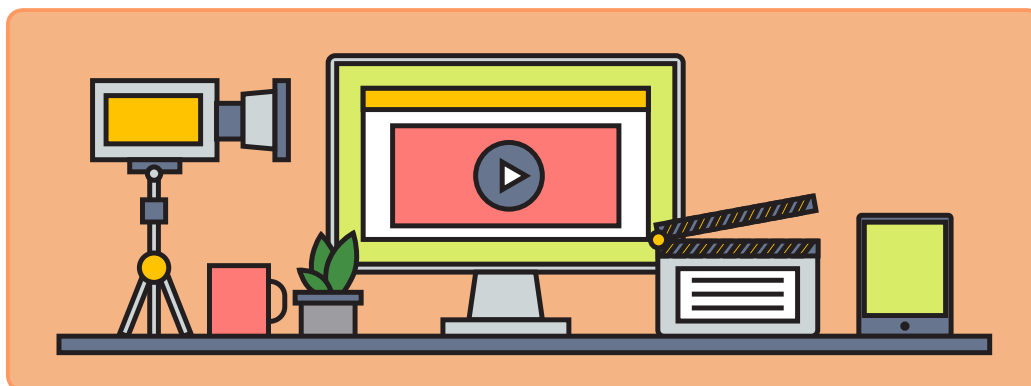
In case you produce video content regularly, try live streaming instead of regular videos. Live-streaming creates a sense of urgency which makes some people more willing to actually view the content and subscribe to your website.

While live-streaming is possible on YouTube and Facebook Live, there are dedicated platforms like Periscope and Meerkat. Have a look at this comparison to see which one suits you better.

4 If you target youths, use Tumblr and Snapchat
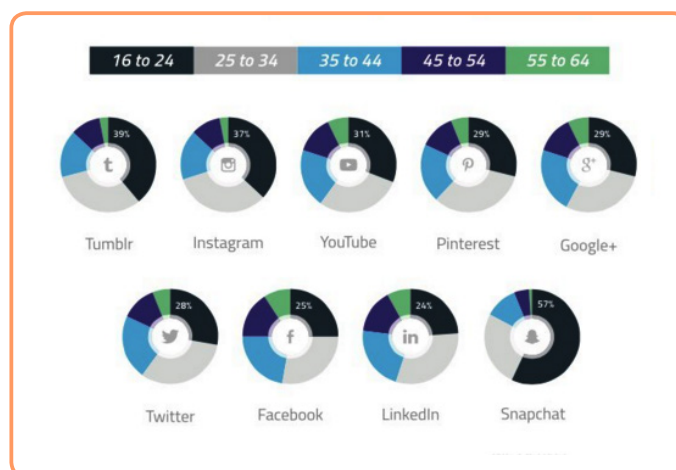
Chances are a large part of your audience falls within the 16–24 years-old range. If that's the case, consider making an account on Tumblr and start working on your marketing strategy for Snapchat. Even though these platforms are more difficult to master than Facebook or Twitter, they may provide you with better engagement rates if you do everything right.

Part 3. Reaching out to thought leaders

The downside of the techniques outlined above is that most of them take months before you can see actual results. If you want to grow your audience faster, there's an approach that you can use. This approach comes down to reaching out to thought leaders, A-level bloggers, and social media celebrities and asking them to promote your website.

The underlying idea of this approach is pretty simple: instead of growing your audience from scratch, you can find a readymade one. To do this, you need to find top-tier bloggers in your niche and get them to promote your content and/or your website. Here's how you can do this and what you can ask them about.

First, identify the A-level bloggers

There are multiple ways to find A-level bloggers in your niche. Here's a short list of options that you can experiment with:

1. Google a list of top 10 or top 20 bloggers in your niche. If doing this will provide you with a relatively recent listicle, you're good to go.
2. Google a term or a headline that's related to your website or business niche. Most of the top results that you'll get are the leading blogs and websites that are relevant for your business. To make sure you're dealing with large online resources, you can check the amount of their traffic with SimilarWeb.
3. Use Buzzsumo to identify the most shared content in your field. The authors of the top 10 posts that you'll see are likely to be the people you're looking for.
4. Think of the most popular online magazines and newspapers that cover your business niche and try to find the authors and contributors of the most popular posts.
5. Research the social media communities (like Facebook or LinkedIn groups) and hashtags that are relevant to your niche.

Second, get their attention

Again, there are several ways to do this. The most intuitive one is to find their address or contacts on the Web and try to pitch them a letter or a message. If you choose this route, here's a letter template from Neil Patel that you can use:

Dear A-list blogger,

Thank you very much for the high-quality content that you publish every day. It's really been a benefit to my life and my blog.

I was wondering if you would be okay if I wrote a guest post for you. In the last six months, I've written for X, Y and Z blogs.

Here's a link to my blog.

Sincerely,

Your name

Naturally, you wouldn't want to copy and paste the whole text — things don't work this way. Ideally, you should come up with your own text that has similar structure and size.

While email pitches seem like an intuitive solution, they don't work as often as you'd expect them to. You see, the problem with A-level bloggers is that they are too busy to read every letter they get.

What this means for you is that you can get their attention in some other way – for instance, by commenting on their posts or replying to their tweets. If you come with a really good idea, your chances of getting noticed will increase drastically.

Third, offer something valuable

Now that you've managed to reach out to a couple of top-tier bloggers, a question arises: **what do you ask them about?**

As you might've guessed from the letter template on the previous page, guest posts are a viable solution. By offering to write a guest post for someone, you provide value to their website which means there are mutual benefits. Basically, any form of cooperation that you will offer to an A-level blogger should be of value to both parties.

Another popular idea comes down to interviewing the blogger and posting the interview on your website. Besides, you can ask thought leaders about their expert opinion on a particular topic, cover this topic in your post, and cite them in it. If you manage to create quality content, chances are the experts will share it via their own social media accounts.

Of course, you can always come up with your own model of cooperation. In fact, the more creative you can get, the higher your chances of success will be. To learn more about blogger outreach, read this post from Neil Patel and this article from Brian Dean. Both of these pieces provide a detailed description of what you can do to get other bloggers to promote your content.

Thanks for reading this book

Hey, there! My name is Eli Davis and I'm the author of this tutorial.

If you've managed to reach this far, congrats, you're through with this book, and now you know how to attract the first 1000 visitors to your website.

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Sources

- How To Get Your First 500 Loyal Blog Visitors

- Blog Traffic Secrets – The Fastest Way To 1000 Visitors Per Day

- The 7 Dumbest Mistakes You Can Make When Launching a New Blog

- The Real Secret to 1,000 Blog Subscribers in 60 Days or Less

- The Surprising Words That Get Content Shared on Social Media

- The Ultimate Guide to Hashtags

- 10 Ways to Get 100 Unique Visitors a Day on your website

Images

- Vecteezy.com

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