



How To Boost Website Traffic With *Awesome* Content

www.BrilliantDirectories.com

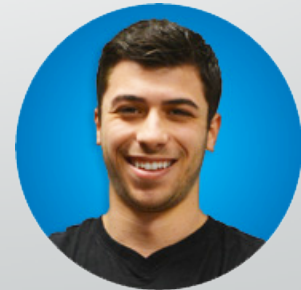
We will begin shortly...

Today's Presenters



Jason Haloossim, Co-Founder

David Rocklin, Digital Strategist





Brilliant Directories Marketing Strategy Network

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8 Ways to Easily Maximize Member Sign Ups
WORKSHEET 

This worksheet will review the information that was covered in Brilliant Directories' "Discover 8 Ways to Easily Maximize Member Sign Ups" webinar. By answering the following questions, this worksheet will also act as a roadmap that you can follow for making changes to your website. These changes will help you attract more visitors to your website who you can then turn into members. Feel free to refer to the webinar slides to help you answer these questions. Good luck!

WHY YOU SHOULD MAXIMIZE SIGN UPS

What are 3 goals of your website?

1. _____
2. _____
3. _____

What are 3 unique benefits that you offer to members?

1. _____
2. _____
3. _____

If you were a random visitor to your website, what info would be most important for you to know?

1. _____
2. _____
3. _____

If you were a random visitor, does your website's design & content clearly address your previous 9 answers?

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Today's Topic

How To Boost Website Traffic With *Awesome* Content



What's The Goal?

Leverage Content to Drive Traffic



How Do We Reach This Goal?

Create Unique, Sharable Content



Without Wasting Time



What We Need To Understand:

Smart Content = More Traffic

Smart Content = Efficiency

More Traffic = More Success



Topics That Will Be Covered

- **HOW** to maximize content creation
- **HOW** to motivate others to write for you
- What **NOT** to do & what to avoid



Who Will This Work For?

Anyone who manages any type of website or has an online presence and wants to maximize traffic and visibility



What Industry Will This Work In?

The strategies discussed today will work for **ANY** website
– **ESPECIALLY** when first starting out

- Any Industry
- Any Location
- Any Target Demo



WARNING: These Are Not The Only Ways To Drive More Traffic:



- Word of Mouth Referrals
- Spam Email & Social Marketing
- Expensive Online Advertising
- Paying For an Expensive Article Writer
- Waiting for Search Engine Optimization



If you don't know how to publish content to drive traffic, **it's not your fault...**

Because:

- Managing websites is not something we are taught
- Most of us did not study marketing
- There are new strategies to learn every day
- We spend time managing other parts of our business



Here's The Good News!

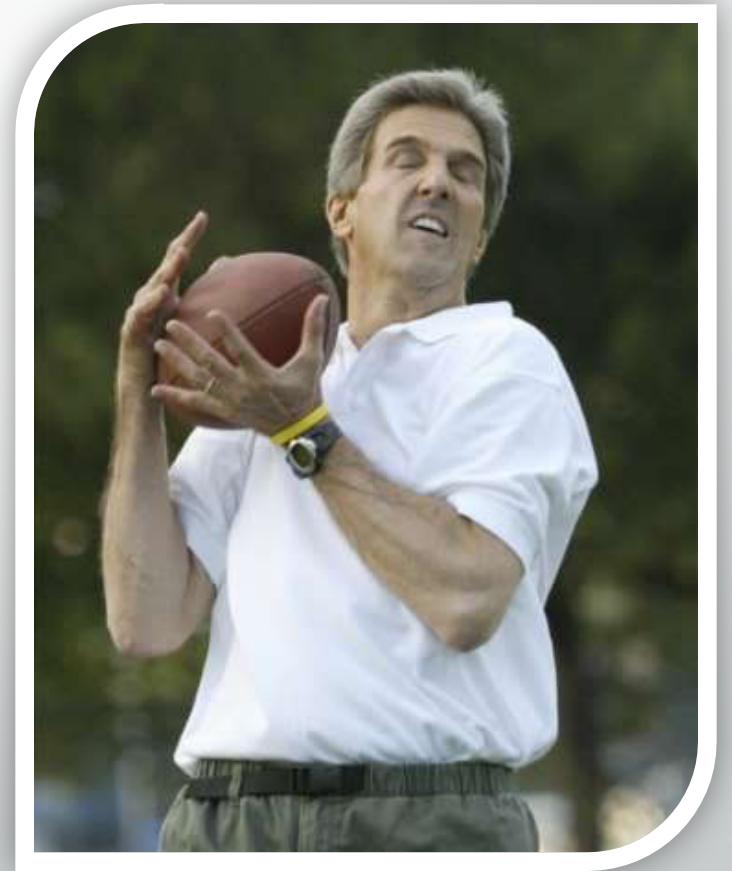
You can attract more website visitors by publishing content online without wasting time and money.

And you don't need to be a marketing expert!



But Here's The Catch

- You need to have content that people **WANT** to consume
- You **MUST** be able to encourage your visitors to participate on your site
- You need to utilize the tools that are **ALREADY** available to you



So What Does This Boil Down To?

Ultimately, this is all about
one simple thing...



Being Resourceful



Being Resourceful Through:

- Clear Messaging
- Encouraging Participation
- Rewarding Participation
- Producing Awesome Content

We will show you how to utilize tools that we all have access to



What You **WILL NOT** Learn Today

How To:

- Use spam marketing techniques
- Deceive people into visiting your site
- Complex content creation
- Over-working yourself to get visitors



What You **WILL** Learn Today

How To:

- Encourage & incentivize member participation
- Create simple yet valuable content
- Make your content more appealing
- Utilize social media to drive traffic



Today's Outline

1. 6 Keys to Boost Website Traffic
2. Fundamental Do's & Don'ts
3. Question & Answer Session





6 Keys To Drive Website Traffic

1. About / Mission Page
2. Member Content
3. Incentivize Contributors
4. "Listicle" Articles
5. Spotlight Articles
6. S.M.A.R.T. Social Media




Part 1

About Page – State Your Mission

- Create an “About” page on your website
- Talk about:
 - Who your website is for
 - What people will gain from website
 - Why your website is unique
 - Ways visitors/members can participate
- Call to Action
- Supportive image(s)



Example About Page – Darren Rowse



Start HereBlogPodcasteBooksResourcesJobsEventsSpeakingSearch

About ProBlogger

Welcome to ProBlogger.net – a Blog that helps bloggers to add income streams to their blogs.

My name is Darren Rowse and I'm a full time Blogger making a living from this new and dynamic medium from blogs like [Digital Photography School](#).

I'm also an [author](#) and [speaker](#)... but more of that shortly.

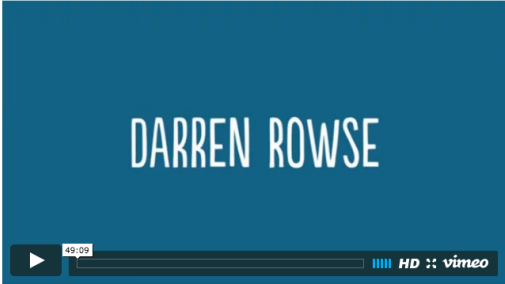

From Hobby to Profession

Back in 2002 I stumbled upon an article about 'Blogging'. I didn't know it at the time but that moment changed my life. I know that statements like that belong on those cheesy 'buy my \$1000 training program' sites (don't worry I'm not selling anything more than a book) but it is actually true.

Within 24 hours of reading the article I had [started my own Blog](#) – a personal blog where I've explored issues of Pop Culture, Spirituality and Blogging ever since. I've learned so much from the experience of that blog that I've since started many other blogs.

As my blogs have grown in popularity and have begun to generate income Blogging has grown from a hobby (some would say an obsession), to a part time job through to a fully fledged business in recent times. I have slowly built my blogging into an income source that has enabled me to dedicate more and more time to the medium to the point where I am currently a full time blogger – a ProBlogger.

If you want to read an extended version of my story I've written it at [Becoming a ProBlogger](#). You might also like to visit my [ProBlogger in the Press page](#) or if you have a few minutes check out this keynote I gave at the World Domination Summit in which I share some of my story.



49:29 HD :: vimeo

Darren Rowse from [Chris Guillebeau](#) on Vimeo.

Why ProBlogger?

This site is dedicated to helping other bloggers learn the skills of blogging, share their own experiences and promote the blogging medium.

I started ProBlogger in September 2004 mainly because I wanted to keep a record of what I was learning about blogging for money and because I wanted to connect with other bloggers making money from their blogs.

Since then I've added well over 8000 articles, tips, tutorials and case studies to my archives here. In 2015 I also started a podcast for those of you who prefer to learn through listening. You can [find the ProBlogger Podcast here](#) or on [iTunes](#).

If you would like more information on ProBlogger please get in touch through my [contact page](#).

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Please stay in touch with what ProBlogger.net is up to through one of our [subscription methods](#). Also feel free to connect with me on [Twitter](#), [Facebook](#), [Google+](#) and [LinkedIn](#) if you're active on those networks.

Get ProBlogger... in a Book

In 2008 I was approached by the publisher Wiley who asked me to write a book version of this blog. I joined with fellow blogger Chris Garrett and together we authored [ProBlogger the Book](#). In short – it's a condensed, updated and logically ordered version of this blog – specifically written for new bloggers (or those wanting to start blogging). Since 2008 the book has been updated twice – it's now in it's 3rd edition with all the latest information we could put together.

In 2009 I also released [31 Days to Build a Better Blog workbook](#) (and since updated it in 2012). A resource for bloggers who want to kick start their blogs with a month long series of exercises. We've also since released the [Copywriting Scorecard for Bloggers](#) and [ProBlogger's Guide to Your First Week of Blogging](#) and a few other [eBooks and resources](#).

ProBlogger Events

Lastly – if you're in Australia you might also like to check out the ProBlogger training events that we hold for Aussie bloggers. We've been holding them for several years and they're a great opportunity to get together with hundreds of other Aussie bloggers to learn and network. [Check out details of our next ProBlogger training event here](#).

I also speak both around Australia and the world – [more information on my speaking can be found here](#).



BENEFITS of a Strong “About” Page

- ✓ Often the first place visitors go – builds a **RELATIONSHIP**
- ✓ Visitors learn exactly what YOU do – establishes **TRUST**
- ✓ Visitors learn what THEY can do – inspires **PARTICIPATION**
- ✓ Social proof shows **CREDIBILITY**
- ✓ Will get you recurring **TRAFFIC**



DRAWBACKS of a Bad “About” Page

- ✗ Visitors will **Not Learn** exactly what you do
- ✗ Visitors will **Not Learn** what they can or should do
- ✗ **Fewer Members** will join your site
- ✗ Your brand will **Not Appear Credible**
- ✗ You will be less likely to get recurring visitors



Part 2

Member Content

Getting members to publish content on your website is half the battle



What Content Can Members Publish on Your Brilliant Directories Site?

- Business Listings
- Upcoming Events
- Specialized Articles
- Classified Ads
- Coupons & Deals
- Job Listings
- Photo Albums
- YouTube Video Libraries
- Products / Merchandise
- Real Estate Properties
- SoundCloud Audio Clips
- Customer Reviews



Let's See an Example...

www.DemoBootstrap.com



BENEFITS of Member Content

- ✓ Members can add content autonomously
- ✓ More members = more content
- ✓ More content = more traffic
- ✓ More traffic = more members
- ✓ And the cycle continues...



When Members Don't Publish Content

- ✗ You will be doing all of the hard work
- ✗ It will take longer to create traffic-driving content
- ✗ Less content = less traffic
- ✗ Less traffic = less members
- ✗ Less members = slower growth



Part 3

How Do You Encourage Members to Publish Content For You?



Education + Incentives



- **EDUCATE:** Tell Members **What** To Do
- **INCENTIVIZE:** Show Members **Why** To Do It



Telling Members What to Do

How to Tell Them:

1. CTA – Join or Register
2. Create Your Listing
3. Add Additional Content

Where to Tell Them:

1. Page on Your Website
2. Email Marketing
3. Social Media Platforms

TIP: Create a sample listing to show members final product



Incentivizing Members

Explain Incentives:

1. Increased Online Visibility
2. Increased Credibility
3. Increased Authority

Show Incentives:

1. Featured on Homepage
2. First in Search Results
3. Receive More Leads

TIP: Create a sample listing to show members final product



Let's See an Example...

How to Feature Members on Your Homepage



Part 4

Managing Your Company Blog

Don't over-work yourself by writing complicated articles that most people do not want to read.

Write “Listicles” Instead!!!



What Are Listicles?

Listicles are the new top writing trend. They turn regular lists into useful and easy to read articles.

Meet The 20 Dogs Who Took Over This Year's Sundance Film Festival

From a Chihuahua in snow boots to Christina Hendricks' new fluffy BFF, here are the up-and-coming pups we met at this year's festival in Park City, Utah. Movies? What movies?

 Erin La Rosa  5 hours ago  12 responses



24 Ways To Get Siri To Bring Out Her True Sassiness

Is this what happens when a computer gets too smart?

 Mackenzie Kruvant  6 hours ago  561 responses

18 Celebrities You Didn't Know Were Really Short

Especially when they're next to Taylor Swift.

 Kimberley Dadds  7 hours ago  344 responses



Which Title Stands Out More?

13 Wonderfully Cozy
Cabins You'll Want
To Live In



Wonderfully Cozy
Cabins You'll Want
To Live In



Listicle Examples

- [7 Predictions for Content Marketing in 2016](#)
- [The 12 Best iPhone Apps of 2015](#)
- [10 Things Successful People Do Differently](#)



Why Write Listicles?

- ✓ Easy to write & easy to read
- ✓ Make lasting impressions
- ✓ Great for busy people
- ✓ Shared more often
- ✓ Attract more readers

- ✗ Harder to read
- ✗ Waste time creating clever titles
- ✗ No instant reader gratification
- ✗ Shared less often
- ✗ Less readers = less traffic



Part 5

Spotlight Articles



Spotlight articles feature a person or company and showcases the good work they've done for their industry



Who You Can Write About

- Seasoned Industry Experts
- Industry Up-and-Comers
- Professionals You Admire
- Your Own Website Members
 - Top content contributors
 - Members with big social followings



Before Moving Forward, Lets See an Example

blog.BrilliantDirectories.com



BENEFITS of Spotlight Articles

- ✓ Introduce your audience to people you admire
- ✓ The subject will share the article with their followers
- ✓ Your site will appear in relevant search results
- ✓ Easy and simple to write
- ✓ You will get more traffic & gain a new connection



DRAWBACKS of Not Posting Spotlight Articles

- ✗ Climb an uphill battle without any help
- ✗ Waste time writing generic, complicated articles
- ✗ Articles will not get shared as quickly on social networks
- ✗ Readers will not be introduced to a valuable resource
- ✗ Won't get help or attention from an influencer
- ✗ You will not get more traffic



Final Tips About Spotlight Articles

- Be genuine and sincere
- Don't ask for anything in return
- Share the article on social media and tag the person / company who the article is about



Part 6

S.M.A.R.T. Social Media

- **Specific:** Appeal to your audience
- **Measurable:** Track progress & growth
- **Attainable:** Set goals you can reach
- **Realistic:** social media is a great marketing tool, but it's not magic
- **Timely:** Post often, but not too often
- Goal is to send people to your website



Do's & Don'ts of Social Media

- ✓ Keep it fun & interesting
- ✓ Share your website's content
- ✓ The shorter the better
- ✓ Publically respond to commenters
- ✓ Hashtags, images, videos & links
- ✗ Post business 100% of the time
- ✗ Bombard your followers with ads
- ✗ Write long posts
- ✗ Refuse to interact with people
- ✗ **Don't Overthink it**



Presentation Recap

- ✓ Have an “About” page
- ✓ Members Publish Content
- ✓ Incentivize contributors
- ✓ Write “Listicle” articles
- ✓ Write “spotlight” articles
- ✓ S.M.A.R.T. Social Media



**MORE
TRAFFIC**



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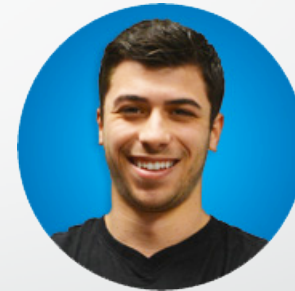
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Questions & Answers



Jason Haloossim

David Rocklin



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