

WORKSHEET



This worksheet will review the information that was covered in Brilliant Directories' **“How to Boost Website Traffic with Awesome Content”** webinar. By answering the following questions, this worksheet will also act as a roadmap that you can follow for making changes to your website and marketing strategy. 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 CAN BOOST TRAFFIC WITH CONTENT

Do you currently publish unique & engaging content on your website?

YES NO

If you answered **no**, why not? If you answered **yes**, is it helping to attract traffic?

Why will publishing unique content help drive visitors to your website?

Being resourceful is important. What are 4 ways you can be resourceful in order to boost website traffic?

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

What are 4 approaches you should stay clear of when trying to boost website traffic?

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

HOW YOU CAN BOOST TRAFFIC WITH CONTENT

Does your website currently have an “About” page?

YES NO

If you answered **no**, why not? What can you incorporate into this page so that it helps you build a relationship with your visitors? (Tip: Make it unique and engaging!)

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

What are 8 types of content that your members can contribute to your Brilliant Directories website?

- | | |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |

What types member-generated content do you think would best benefit your website?

1. _____
2. _____
3. _____

Do you currently encourage members to publish content?

YES NO

If you answered **no**, why not? Can you benefit from member-published content?

Education & Incentives are needed to encourage members to publish content for you.

What are 3 ways you can tell members what to do?

1. _____
2. _____
3. _____

What are 3 ways you can incentivize members?

1. _____
2. _____
3. _____

Do you currently have a company blog?

YES NO

If you answered **no**, why not?

Make a list of 5 “listicles” that you can publish on your company blog. (Tip: Be sure these topics are interesting and relate to your **target audience**.)

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

Make a list of 5 influencers who you can write about in “spotlight” articles on your company blog. (Tip: Be sure your **target audience** can benefit from these influencers.)

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

What are the 3 important tips to keep in mind when writing “spotlight” articles?

1. _____
2. _____
3. _____

What are S.M.A.R.T. social media practices?

- S:** _____
- M:** _____
- A:** _____
- R:** _____
- T:** _____

What *should* you be doing when posting on social media?

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