

101 TRAFFIC HACKS



NicheHacks
NICHE DOMINATION SHORTCUTS



Nichehacks

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INTRODUCTION

I think you'll agree with me when I say:

Getting **TRAFFIC** to your blog,
or online business is **really** hard.

Especially traffic that converts into email subscribers
and buyers.

Or is it? It turns out you can send your
sites traffic through the roof just by
picking a handful of quick and easy
"traffic hacks"...and this traffic converts
into subscribers and sales like crazy.

In this guide I'm going to show you
101 of these traffic hacks and exactly
how you can use them to drive endless
traffic to our site.

BECAUSE HERE'S THE SECRET:

Traffic is about 3 simple things only. What I call the

3 W'S OF TRAFFIC

1. Knowing **WHO** your target audience is
2. **WHERE** they hang out online
3. **WHAT** you'll do to get them back to your website

When you know that you can work out which traffic sources works best for you and
master them. And that's all going to be revealed in this guide.

So are you ready to discover these traffic hacks and get some ever melting traffic?

Good, then read on...

THE GUIDE IS SPLIT INTO 5 MAIN SECTIONS

1 Content marketing

Without good content no one will pay attention to your website and that means no traffic

2 Email

Email is the backbone of any online business and the #1 traffic driver for almost every profitable website

3 Social

People are addicted to social networks so you have to have a presence, they are also a great source of traffic

4 Outreach

networking is crucial for your business to grow. The competition is not your enemy but someone you can work with who can send you traffic

5 SEO

contrary to what many believe search engines are not the only source of traffic and whilst unpredictable shouldn't be entirely ignored either

These are the 5 main sources of traffic and we'll cover them all and why you should focus on them.

CONTENT MARKETING

So you're probably thinking:

CONTENT MARKETING

is **HARD** and and takes **A LOT OF TIME**

And that's true to an extent.

BUT

What if I told you there were some quick and easy "**hacks**" to make this process effortless?

Here's the top content marketing hacks that will bring you more traffic with ease....

01 CREATE EPIC CONTENT THAT PEOPLE CANNOT HELP BUT RECOMMEND

Your content has to be **REALLY** good if people are to link to, read and comment on it.

Make every single piece you post count.

Epic content doesn't come in a one size fits all package. It takes different forms.

However it tends to be bigger and better than other content on the topic, 1000+ words, have a lot of actionable content the reader can go and try for themselves and reference other authorities or epic blog content in the niche.

Think 'ultimate guides', '101 lists', 'video tutorials', 'in-depth posts'.

The sort of stuff regularly posted on Backlinko, Quick Sprout, Matthew Woodward, Smart Passive Income & Viper Chill for example.

02 LINK TO OTHER BLOGS SO THEY LINK BACK

Linking out to influential blogs and key players in your niche is a great way to get on their radar and get them sharing or linking to your content.

Link to show where people can find more information, a similar topic or find an opposing view.

Be sure to let people know on social media that you've linked to them.

This works best on Twitter, in my experience, as they can easily hit re-tweet and share with their audiences.

My Ultimate Guide To Blogging: How To Start A Blog That's Epic was shared over 100 times across social media by other bloggers I'd featured using this method.

03 REFERENCE & QUOTE EXPERTS SO THEY SHARE YOU BACK

To back up your stats and statements reference experts and quote them then let them know you've done so via twitter and watch them re-tweet.

People love being referenced as an expert and want to share that with their audiences.

04 MAKE IT EASY TO SHARE SO THAT PEOPLE DO IT INSTANTLY

Include social share buttons at various points throughout the post not just at the bottom where people might not make it to (even when reading a great post people get distracted)

Use the Digg Digg social share plugin to add a moving sharebar at the side of posts. Include share buttons at the top and bottom of the post.

Add social locked sections to posts (see the example below - it's just an image it won't unlock anything).

These have increased my posts social shares by up to 50%.

Give people bonuses or additional content if they share, it can be anything from a PDF copy of the post, additional worksheets, bonus content or free downloads.

Have a 'Buffer App' button on your site so people can publish your content at the best possible times of the day.

05 SYNDICATE TO OTHER BLOGS FOR PASSIVE TRAFFIC

Source out blogs in your niche which accept syndicated content.

It takes a bit of work to build up a list of sites who both accept syndicated content and like what you write about but once done you'll have a list of sites that will re-publish your post and allow you to tap into their audience.

It's one of the best ways I know to 'steal' traffic from your competitors without doing anything illegal.

Simply reach out to them on social media or via email and ask if they haven't already mentioned it on their blog.

It tends to be much easier to find people willing outwith the IM niche

06 GUEST POST TO BECOME AN AUTHORITY AND DRIVE TRAFFIC BACK

Often talked about and often done wrong.

I'm talking about guest posts. This is one of the best traffic generation strategies I know of, but also one that needs more work on your side.

Put out your best work and publish it on another blog to get the biggest results.

Your own blog may have no traffic yet, but the popular blog you submit your post to does.

If you establish a relationship with the blog owner he might even allow you to post again or promote some content on your blog.

You could also work together on future projects, do interviews or roundup posts and more.

Guest posting often is the next step after commenting and helps a lot with networking.

Maybe the blogger can introduce you to somebody you didn't know before? A single influencer connection can make it or break it.

07 WRITE BLOG POSTS THAT ARE PROVEN TO GET SHARED

There are some blog posts which are more likely to get shared and linked to than others meaning increased traffic

They are:

- [How to posts](#)
- [List posts](#)
- [Personal stories](#)
- [Link round up posts](#)
- [Case Studies](#)

See another 15 post types here:

<http://nichehacks.com/20-types-blog-post-drive-traffic-blog>

08 PODCASTS HELP YOU BRAND YOURSELF AND DRIVE TRAFFIC

The main strategy here is - if you can't get on someone else's blog, get them on yours.

There are some incredible benefits to podcasting with (or interviewing) industry names and leaders:

- Access to their audience
- Valuable content
- Networking Opportunities
- Access To A Different Type Of Audience:
- Time Saved On Content Creation

Which are all much more effective strategies of building your traffic, spending your time and getting your niche site off the ground.

Which goes to show that Podcasting and Interviewing can have a huge impact on the quality of traffic you can get.

09 WRITE CLICKBAIT STYLE HEADLINES LIKE THE VIRAL NEWS SITES DO

Headlines are the most important thing that you write. Without them no one will read your article or even know what it was about.

Yet most of us don't put nearly as much thought into them as we should.

Look at viral sites such as ViralNozz, BuzzFeed and UpWorthy for ideas of what works.

We've also covered them here:

<http://nichehacks.com/copy-and-paste-headline-formulas/>

10 ROUND UP POSTS (OF BEST CONTENT) ARE PROVEN LINK MAGNETS

Roundup posts attract social shares like magnets, because they provide exposure and links to other bloggers who gladly share your post with their followers.

The two main types of roundups are,

- **Weekly/Monthly/Annual Niche Roundup:** Find the best posts in your niche during a certain time period, list them all in one post, add your quick thoughts on each of them and publish.
- **Topic Specific Roundups:** Choose a burning topic in your niche and create a roundup linking to the best posts across the web.

Once you publish a roundup post, Tweet it to your followers mentioning all the featured bloggers. Also send a quick email letting them know about the post. Here's a sample email for you

11 LINKBAIT & EGOBAIT TOPICS DRAW IN TRAFFIC

Ego-baiting works by appealing to the ego's of those in your niche in order to try and generate links and shares.

It can be done by featuring them in expert roundups, top 10 lists, or in numerous other ways like I did here with this World Cup themed post:

<http://nichehacks.com/linkbait-brazil-world-cup-2014/>

When you tell the world that someone is awesome that person usually wants to tell the world that other people think he's awesome. This leads to webmasters sharing it on their sites and social profiles which will result in more traffic from you.

12 INTERVIEW WITH EXPERTS DRAW IN READERS

Interviews are also a form of roundup posts but I'm listing them separately because of their impact.

Readers love to hear from all the top industry experts in one post. Interview roundups get lots of shares because all the experts featured in the post share them with their followers.

But to make it work perfectly, limit your interview to just one question. It'll drastically improve your chances of getting a reply.

Send it to as many experts as possible and ask for their brief response.

Once you have the responses from most of them, combine them in one post, with the pictures and Twitter handles of all the experts featured, and publish it.

It does take time to create interview roundups, but once they go live, they can bring in lots of high quality traffic.

Here's a great resource on creating super effective interview roundups by Matthew Woodward

13 GET YOUR LINKS ON RESOURCES PAGES

All over the web are resources pages linking out to good resources and websites across the web.

Finding them is as simple as doing a Google search like "[NICHE KEYWORD] + Resource page" or "Tool page"

Then contact the webmaster and tell them about your own great website or content and suggest the link to it.

14 GIVEAWAY FREE TOOLS TO YOUR READERS

[Quicksprout.com](#) do this with their free website evaluation tool.

It's such a valuable resource (and it's free) that people naturally link to it. All those links are pointing to their websites home page sending them hundreds of thousands of visitors.

15 TURN POSTS INTO AUDIO FILES FOR THOSE WHO LIKE TO LISTEN

The biggest advantage of an audio file over other forms of content is that people can listen to it passively while multitasking.

The process of creating an audio file is very similar to a video file - you will need to draft a script, record and edit it using an audio editor like Audacity from SourceForge.net.

The only difference here is that you will need to rely heavily on sound to communicate your message.

Once you have finished your audio file, you can publish it on SoundCloud, Podomatic, Libsyn, or BuzzSprout, each of which has their pros and cons.

16 HELP A REPORTER OUT AND THEY MIGHT JUST HELP YOU BACK

HARO stands for Help A Reporter Out and is a resource for journalists to find stories and industry specific people

You sign up and tell them about your niche expertise and you'll be notified whenever a reporter is looking for information on the topic.

If you send them something valuable or link them to a resource on your site you can expect a link from their content when live.

17 PEOPLE LOVE WEBINARS

Webinars are a great way to interact with your audience and build trust. They are easy to run because of software like GoToWebinar.

You can even tell other bloggers to invite their audiences for some free training and steal some of their traffic

18 PUBLISH RESULTS BASED CASE STUDIES

Let's say you've just landed on [Backlinko.com](http://backlinko.com) and read his Skyscraper Technique post:

<http://backlinko.com/skyscraper-technique>

Then you go out and try it for yourself and receive a few thousand visitors in a short space of time.

That's a pretty valuable case study right there. You can either write about it yourself then let Brian (or whoever else) know so they link to you or share it with their audience.

Or you can send the details to Brian with what you did, the results and the screenshots and hope he turns it into a case study .

19 SUGGEST YOUR POST TO ROUND UP POSTS

Many blogs publish weekly or monthly round up posts.

“The best content from around the web” type stuff.

It’s easy enough to find good content. You probably follow plenty of blogs yourself in your niche so know when it’s posted.

But even if not looking for popular / viral stories on sites like Reddit, Digg, Stumbleupon, Growth Hackers, Inbound and so on help you find it easy enough.

Compile the best stuff into a regular post and be sure to let anyone who’s featured know about it. It’s an instant ego boost and they’ll likely share with their audience.

CONTENT MARKETING

SUMMARY

So now you’ve mastered content marketing, what’s next?

Well, you might have:

- Viral content
- Tons of social shares
- Loads of traffic
- And even a boatload of links

BUT...

Imagine you could send traffic to your website at any time you wanted? All with a couple sentences and a click of a button.

It turns out you can with email marketing....

EMAIL TRAFFIC

Without **EMAIL** you can forget about ever having truly passive traffic

Traffic that you can turn the taps on and off for whenever you want a flood of it.

With these email traffic hacks you'll be unstoppable...

Here's the best email traffic hacks you can use right now for instant traffic

20 WRITE BLOG POSTS THAT GET ARE PROVEN TO GET SHARED

Sending a broadcast email to your list as soon as you publish a new post is the best way to get a flood of traffic to it

Traffic from emails I send to my list are my #1 source of traffic by a long way.

Your list signed up to hear from you so send them a message and let them know.

21 ADD EMAILS TO YOUR FOLLOW UP SERIES FOR CONSISTENT PASSIVE TRAFFIC

Also don't forget to add a follow up message to the end of your autoresponder series promoting the post so it continues to receive traffic over time instead of being lost in the archives.

22 ASK PEOPLE IN YOUR NETWORK TO SHARE WITH THEIR LIST

If you post several times a week this isn't something you can do every time as people's patience will wear thin with you.

But if you've just posted a really epic piece of content that you know another blogger's audience will love don't feel bad about suggesting they mail their list about it.

It works particularly well if the blogger is featured in it.

23 CONTENT UPGRADES GETS NEW SUBSCRIBERS

Adding content upgrades, i.e. relevant additional content related to the post in exchange for an email is a great way to build your list fast.

Use these to build up your list then send them through a series of emails linking back to posts on your site related to the content upgrade they just signed up for.

You'll get tons of targeted traffic flowing back to all our content.

EMAIL MARKETING SUMMARY

When you master email marketing that's when you really see your traffic (and profits) soar.

- Your audience trusts you more through constant communication.
- You expose them to your business and message more often.
- They visit your site regularly.
- And they start buying your products.

**Email is a key driver of traffic.
And it's quality traffic too.**

But what about if you want FRESH traffic that's not on your list?

Well you can find it below.

SOCIAL TRAFFIC

Most people think getting traffic from **SOCIAL MEDIA** is just about about posting to your own **FB GROUP** or **TWITTER FEED**

In my experience whilst it brings some traffic..

It just isn't effective enough.

So what should you be doing? Here's the deal...

24 SHARE WITH YOUR OWN SOCIAL FOLLOWINGS AND WATCH IT GO VIRAL

Use the time saving SNAP plugin for WordPress to automatically post your content to all your social media accounts.

It can post to more than any other including all the main hubs like [Facebook](#), [Twitter](#), [G+](#), [Pinterest](#), [Tumblr](#), [Linked In](#) and more.

SNAP can be set to continually publish your content every 'X' days so that fresh people see it.

If you're continually adding more followers and fans this is essential.

25 REDDIT HAS THE POWER TO MAKE YOUR CONTENT VIRAL INSTANTLY

Reddit has 'sub-r eddits' in thousands of different niches that allow you to share good quality content including your own.

It's a great way to get wider exposure with little work for your new blog posts.

Just enter your niche or keyword of choice into the search bar and see if there's a relevant sub-Reddit then check the rules on sharing content, most allow it but some do not.

It's best to get involved with the community first BEFORE you post your own content as Reddit users are very strict about this.

26 BLOG ENGAGE LET'S YOU ENGAGE YOUR READERS

BlogEngage allows you to submit your blog posts to BlogEngages RSS feed and get access to several thousand potential new blog readers.

They have different levels of exposure you can get access to so choose the one that suits you best.

Another easy way to get more eyes on your new posts.

27 SHARING SITES MAKE IT EASY TO GET NEW FOLLOWERS

Depending on your niche these sites will be different but in the online marketing area you can syndicate your content to the following sites and build a buzz around your new blog posts...

[Inbound.com](#) – online marketing news.

[Kingged.com](#) – internet marketing content and products.

[BizSugar.com](#) – small and online business news.

[AffPosts.com](#) – affiliate marketing news.

28 SHARE TO POPULAR FB GROUPS

There are FB pages and groups with huge amounts of fans which allow you to share your content or have simply been abandoned by the owners and are a free for all.

Log into [Facebook](#) and type your keyword or niche into the search bar then choose to search for groups, pick any with over 1,000+ followers and see whether users can share content or not (some are locked).

Share your new blog posts with these groups and you're 'hacking' your way into existing audiences.

29 SHARE TO G+ CIRCLES

Being active on [Google Plus](#) and sharing your newest blog post with relevant 'circles' or groups can not only drive traffic but generate discussion and engage new readers.

These kind of communities can drive some serious traffic if you get your hands dirty and give value to the group.

You need to participate by answering questions from other members, help out with links (not your own links only!), +1 other peoples comments and so on.

After some time, you will earn respect from the group.

Now you can start spreading your own links into the discussion, but never stop interacting on other posts.

I already recognized large groups aren't necessarily the best, sometimes small groups are more active.

Share free tools you know of, posts from authority blogs and simply be helpful.

It may be some work in the beginning, but it definitely pays big time. Similar tactics can work for Facebook groups, but I'm not experienced there.

30 TUMBLR IS VIRAL IN THE MAKING

[Tumblr.com](https://www.tumblr.com) has over 90 million users mostly in photo and picture rich niches like cooking, fashion, style, food and more.

You can easily build up your own tumblr blog using the SNAP plugin just by syndicating your existing content.

You can also suggest your content to other people's blogs and if they like it they will share driving their readers to your new posts.

Just search for relevant groups using their search bar and then hit the "suggest" button.

Tumblr ranks well, has a huge internal audience and content goes viral FAST so there's multiple benefits to using it

31 BE A REBEL (MOUSE)

To add content to this site is a one click and for get method and it has internal audiences which can drive traffic back to our site.

It has a Google Chrome Addon you can add to your browser that with one click any piece of content you're enjoying can be added to your page.

It doesn't take long to do but brings in new visitors so is worth the 2 minutes or so it takes.

32 TARGET FLIPBOARD'S 90 MILLION USERS

Flipboard is a mobile app turned web based platform that has over 80 million users.

It turns your content into stunning magazine style formats and taps into their 80 million users with just a couple of clicks.

Sign up for an account and with one click you can submit your blog posts and Flipboard will turn them into magazine style layouts without any extra work from you.

Build up a digital magazine that shares the best content across your niche. Big name blogs like Copyblogger are already in on the act.

33 GET THE SCOOP WITH SCOOP.IT

Scoop.It allows people to share content they find online in a magazine style format.

The great thing about Scoop It is that you can suggest content to other peoples groups and if the content is good you can be sure they will share it.

This is a fantastic way to get high quality links and droves of traffic to new posts.

On Scoop.it go to the search bar at the top of the page and type in a keyword related to your blog.

Hit search and wait for the results to pop up.

A list of 'scoops' (blog posts / stories) will come up. It will say "Scooped by USERNAME onto PAGE NAME".

Click on the page name and in the right hand corner it will tell you how many views the page has - look for pages with over 1,000.

Sadly there isn't a way to sort by 'most popular' pages as far as I know so it's manually searching through pages.

At the top of the page is a green 'suggest' button. Click on it and it will allow you to suggest the URL of one of your blog posts for the page owner to consider featuring on his page.

If they like it they will feature your page and you'll get a flood of traffic and a nice link from the page.

Make sure you 'follow' any pages in your niche so you can more easily submit content to them.

Once you are following you can install the Scoop.it button to your browser and hit 'Scoop' on any web post (your own included) and instantly choose to suggest to any Scoop pages you follow.

Easy way to get great links and traffic if you're putting out good quality content.

34 AGGREGATE YOUR CONTENT FOR PASSIVE TRAFFIC

Sites like [Digg.com](#), [AllTop.com](#) and [Technorati.com](#) are content aggregation sites that you can add your posts to for effortless traffic

Simply sign up and 'submit your link' and watch as people discover them without any effort on your part.

35 GET LINKED IN INSTANTLY

Sharing content to related Linked In groups can help new people discover your content that otherwise wouldn't.

Go to Linked In Groups and search for your keyword. You'll be surprised at the amount of niche groups available for discussions and content sharing.

Check the rules before posting and try not to spam or endlessly self promote.

36 PIN IT TO WIN IT!

Images tend to go viral much easier than written content does so be sure to post any images, infographics or even videos to shared Pinterest boards.

You can post your blog posts too and watch your content get shared.

37 **SULIA.COM CAN SEND SERVER BUSTING TRAFFIC!**

Sulia allows people to share content they like with people with similar interests.

Someone shared my post "How To Start A Blog That's Epic" on the site and it instantly became one of my top 5 traffic sources overnight.

Sign up for an account and state your interests (i.e. blogging for example).

Then choose the pencil logo in the top right of the screen and write a headline and a post snippet, share a link saying they can find more by clicking the link.

Choose to share with other people interested in blogging and anyone else with that interest will be alerted to your content.

38 **FORUMS ARE NOT DEAD**

Being an active and useful member of niche related forums is a fantastic way to find targeted traffic for your site.

Whenever you add a new post update your forum signature to point to the new post with a clear call to action and spend 30 mins answering questions and being a valued member.

It will encourage people to click on your link to find out how else you can help them.

Some forums will even allow you to share your content in the forum through a post giving a summary of what's they can find in the post with a link directly to it IF you're a valued member.

Others have 'download' or 'freebie' sections where you can share your blog posts in PDF formats.

Places like the Warrior Forum, Blackhatworld, Digital Point in the IM sphere have market places where you can give away reports for free in exchange for an email opt in or even charge for - it's easy to turn a high quality post into a report or guide.

39 SHARE YOUR SLIDES FOR BOOSTS OF TRAFFIC

Sites like Slideshare, DocStoc and Scribd allow you to share PDF files and documents.

These sites have huge internal audiences seeking out new content. Turn your blog posts into PDF files and add to these sites to reach new markets.

You'd be surprised about the internal audiences these places have.

40 VIDEO IS VIRAL

Get in front of the camera and give people a teaser of your post asking them to jump over to your site to see the rest of it.

If you're afraid to be filmed then you can find surprisingly good video makers on [Fiverr.com](https://www.fiverr.com) who will make you a 30-60 second video for just \$5 or even make animations and whiteboard videos.

Upload to Youtube, Vimeo and Daily Motion which all have huge internal audiences.

Alternatively build up your video channel with high quality content and use it to drive people back to the site for "content upgrades" or additional information.

41 PEOPLE LOVE INFOGRAPHICS

Turning posts into infographics and sharing on sites like [Visual.ly](https://www.visual.ly), [DailyInfographic.com](https://www.dailyinfographic.com), [Coolinfographics.com](https://www.coolinfographics.com) and [Vizualarchive.com](https://www.vizualarchive.com) can bring in new visitors who react well to visual content.

Creating an infographic and offering it to other bloggers in your niche with a custom written paragraph also works for getting traffic and links

To make your infographic go viral see Brian Dean's guestographic case study:

<http://backlinko.com/how-to-get-backlinks>

42 STUMBLE YOUR WAY TO VIRAL TRAFFIC

There are several things you can do to open the floodgates for Stumbleupon traffic each time you hit the publish button.

- [Write awesome content of 700+ words](#)
- [List posts with lots of images do very well](#)
- [Choose the right category. Food, animals and photography is huge on Stumbleupon](#)
- [Make your content visual using unique pictures and videos](#)
- [Have a catchy headline](#)
- [No ad stuffing \(AdSense\)](#)
- [Pay for Stumbles, when you see it gains traction](#)

There's a lot more to it, but you are off to a good start when you implement these quick tips.

43 SHARE PLUGINS MAKE SHARING EASY

This is one of my biggest traffic drivers right now. Just install a plugin like Frizzly or Monarch to get nice sharing buttons on image hover.

I create images to illustrate posts, use them for internal linking through post thumbnails, featured images and more. All of these also show up in my Twitter cards, Facebook updates and so on.

These days it's quite easy to create nice images without being a graphic designer. Here are my favorite resources:

- [Canva.com \(free drag and drop image builder\)](#)
- [101 Free Stock Photo Sites](#)
- [Pinwords.com](#)
- [Piktochart.com \(Infographics\)](#)

It depends on your preferences, but with some stock photos and Canva you can come a long way. To make them even smaller and load faster on the web I use a free webresizer and the Kraken image compression tool.

And you'll also want to add a floating social bar from the likes of SumoMe to your site so people can easily share.

44

SHARE MULTIPLE TIMES ON SOCIAL MEDIA SO ALL YOUR AUDIENCE SEE IT

The folks over at Buffer recently posted an article where they analyzed the benefits of sharing content more than once on your social media channels.

Especially on Twitter this works exceptionally well.

You can reach followers in multiple time zones this way or just people who weren't online when you shared it the first time around.

This can result in more re-shares, increased blog traffic, higher CTR and many other positive effects.

Bufferapp can help you to automate this, but there are also several other tools you could use.

45

CLICKTOTWEETS MAKE SHARING ON TWITTER EASY

Tweetable quotes are punchy, high impact quotes or statements (around 120 characters) from within the content of your post that can be instantly tweeted.

Over the last couple of years, they've proved to be really effective in generating more Tweets and bringing more traffic

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AUTOMATE YOUR SHARING WITH BUFFER FOR AN EASIER LIFE

To be able to generate maximum engagement on social media, you need to be active all the time and share valuable stuff from around the web with your followers.

Of course, you can't stay up online 24/7.

But you can still remain active by scheduling your social shares via Buffer.

Its free plan allows you to schedule up to 10 posts at a time. If you need more, you can go for the paid membership.

47

USE TWITTERFEED TO AUTO-NETWORK

Social media influencer and popular blogger, Jeff Bullas instantly gets hundreds of Tweets on his blog posts just minutes after publishing them.

I asked him the secret to this and his answer was Twitter Feed.

With Twitter Feed, Jeff Tweeted the latest blog posts from other bloggers through their RSS feed.

He also made sure he mentioned the users whose content he was Tweeting.

In just a few months, Jeff had several hundred of his followers using Twitter Feed to Tweet his blog posts.

I've personally found Twitter Feed great for networking and attracting followers on social media.

If you can spend a little time using it, you can significantly increase your blog's social shares in just a few months.

48

PUT THE JUST RE-TWEET PLUGIN TO USE

If you've been blogging for a while, you must have some great archive content that is not getting as many visitors or social shares as some of your newer posts.

But you spent hundreds of hours creating those posts.

You can't just let them rot like that.

The Evergreen Post Tweeter is the perfect WordPress plugin to solve this problem.

You just need to configure some basic options like Tweet frequency, categories etc. and this plugin will keep your blog archives alive by Tweeting them regularly.

This is a great way to make the most of your archive content and generate more social shares from it.

49

CONNECT WITH NEW AUDIENCES ON TRIBERR

Triberr is a community of internet marketers where they share each other's content, discuss new ideas, build relationships and increase their influence.

Some of the biggest names in the digital marketing space use Triberr for networking.

Just like Facebook and LinkedIn groups, Triberr also thrives on discussions.

Ryan Biddulph is a great example of how regularly engaging influencers on Triberr can win you more followers and social media love.

50 RUN COMPETITIONS AND GIVEAWAYS FOR MASSIVE TRAFFIC

If you offer free giveaways on your site, you can use them to boost your social media following and exposure.

Create social media specific giveaways and ask your readers to follow you on Twitter to get a chance to win.

You can offer additional entries for each Retweet a user gets. This way you can make your readers a part of your promotional strategy and use them as social advocates.

The effectiveness of such giveaways can be increased tremendously if you hold them in partnership with several other bloggers.

This way, each blogger promotes the giveaway in their own circles and generates much more social buzz.

51 INSTAGRAM WORKS WITH IMAGE HEAVY NICHE

Instagram works well with image based niches and is more aimed at women than men. Food, fashion, and so on.

If you sell products in a niche like this be sure to upload them to your Instagram account with captions directing users back to your site or offering discounts.

52 LET THE MEDIA KNOW WITH PRESS RELEASES

Press releases are a great way to let the wider world know about your website and maybe even pick up some exposure from the media.

Whenever something big is happening on your site be sure to release a press release about it. PRWeb and PRNewsWire are 2 reliable companies.

53 DON'T BE SHY. HELP OUT ON Q&A SITES

There's endless Q&A sites out there like [Yahoo Answers](#), [Quora](#), [Answers.com](#) where people who don't know how to use Google ask questions.

Most have topics related to all niches. Find relevant questions and provide helpful answers occasionally linking back to your own site.

You can have these opportunities delivered to your inbox here:

<http://nichehacks.com/get-opportunities-promote-niche-website-delivered-inbox/>

54 RSS IS DEAD?

Isn't RSS dead?

Well no apparently not. Feedly gained over 12 million users when Google dropped Google Reader back in 2013.

You can use your own and others RSS feeds to automatically drive traffic back to your site.

This would be a whole product in itself so just read this guide:

<http://www.matthewwoodward.co.uk/tutorials/rss-more-traffic-backlinks/>

55 TAP INTO THE KINDLE MARKETPLACE

Steve Scott makes over \$40K a month from selling Kindle books. He also used them to send traffic to his own websites by linking to them from inside the book.

It's very easy to type up a kindle book into a Word document and have it formatted correctly on [Fiverr.com](#)

Read more about his system here:

<http://www.stevescottsite.com/make-money-amazon-kindle-books>

56 MAKE AN APP. WE'RE ALL ADDICTED

Everyone has a smart phone these days. We're all addicted to them.

If you can create an app which solves a problem or entertains people relating to your niche and list it in the [Google Play](#) and [Apple Store](#) then you can use this to promote your website and drive traffic back to our site from inside the App.

57 SOCIAL METADATA ISN'T SEXY BUT IT WORKS

One traffic generation technique that is totally passive - but works really well - is applying social metadata. Like rich snippet markup for Google there are equivalents for social networks.

Here are the most popular I use and I recommend for you too:

- [Twitter Cards](#)
- [Rich Pins](#)
- [Facebook Open Graph](#)

This will set you up to get more traffic from Pinterest, Facebook, Twitter and even Google+ without working harder. It allows your shared articles to include images and look nice.

I use a plugin called WP Social (Pro) which allows to customize nearly everything related to social metadata.

You can also get some of the above-mentioned benefits using [Yoast WordPress SEO](#) which is a popular free plugin.

58 MAKE DIGITAL PAPERS WITH PAPER.LI

Paper.li is similar to Scoop.It in that you can curate and suggest content from around the web to other people's pages.

SOCIAL SUMMARY

OK, so you've successfully "hacked" your social traffic to the point your website is viral.

Now what?

It's time to focus on outreach.

I know what you are thinking:

That sounds daunting and like hard work, right?

It can be but...not when done correctly using the outreach hacks I'm about to share with you.

So here's the deal...

OUTREACH TRAFFIC

Did you know...

OUTREACH is probably one of the most **EFFECTIVE WAYS** of getting **TRAFFIC**

Yep, it's true.

And here's how to do it effectively without it being daunting or hard work...

59 NETWORK WITH AUTHORITIES AND WATCH THEM SEND YOU VISITORS

One of the best way to get blog traffic to our post and become known to the authorities in the niche is to network with them.

Scope out the big name bloggers, product creators and social media hub owners and get known to them.

Share their stuff, link to them, do stuff for them without asking for anything in return and they may repay the favor over time IF you're creating content worth sharing.

NicheHacks has had links, social shares and blog comments from big name bloggers like Ana Hoffman (TrafficGenerationCafe.com), Matthew Woodward (Matthewwoodward.co.uk), Brian Dean (Backlinko.com), Kristi Hines (Kikolani.com), Ramsay Taplin (BlogTyrant.com) to name but a few from doing just this - and they all help promote the blog and drive more traffic

It's a great way to 'hack' your way to success and get your blog posts shared.

60 TWEET INFLUENCERS AND GET THEM TO SHARE YOUR CONTENT

If you've created content that you think an influential player in the niche will like or more importantly their readers will like then tweet them and tell them.

If you've mentioned them in your posts then let them know.

Chances are they will hit re-tweet if it's high quality content. Bloggers are interested in sharing great content with their audiences.

I've found Twitter outreach is great for getting instant blog traffic due to the re-tweets but email outreach works better for attaining links.

I hit the manual outreach hard for my Ultimate Guide To Blogging resource.

The tweets I sent were a mix of telling individuals I had featured them and 'group tweets'.

61 EMAIL INFLUENCERS AND ASK FOR LINKS

Messages on social media can be easily be lost in the clutter but people read most of their emails.

Send out a quick email telling people you've mentioned them. Many will go on to share or link back to you.

Even if they don't link or share you've made a connection with them and they've seen your blog.

62 USE SKYSCRAPER TECHNIQUE TO CREATE GUARANTEED VIRAL CONTENT

Before creating content be sure that it's going to be something that people want to read, share and link to.

You can do that by finding the best content in our niche (i.e. the content with the most social shares and links) and improving on it.

You can do that by using:

- Simple Google Searches for your keywords or niche and see what's ranking
- Entering your keyword into BuzzSumo
- Entering the URL of popular sites into Moz OpenSiteExplorer
- Browsing sites like AllTop.com
- Checking content share sites like Inbound, GrowthHackers, Kingged or similar in your niche

Then reach out and suggest to people who have already linked to similar content that they might be interested in it.

63 FIND INFLUENCERS ON TOPSY AND PERSUADE THEM TO SHARE

[Topsy.com](#) allows you to search for people who shared specific content or keywords on Twitter.

Search for people who have shared content similar to yours then contact them on Twitter to recommend your resource. If they re-tweet you'll get an instant burst of traffic

64 COMMENT ON HIGH TRAFFIC BLOGS FOR INSTANT TRAFFIC

After you've added a new blog post you should be checking your RSS feed for updates from blogs you follow in your niche and where relevant leave a link back to your post.

Not only does it put it on the radar of the blogger but their audience will see it too.

If you get in early with a comment you can get thousands of targeted visitors.

Just make sure it makes sense to leave a link and isn't forced and don't spam with "Hey check this post out...LINK HERE" nonsense.

Leave a decent and valuable reply first and then suggest they or their audience might like some additional reading by checking out a post of yours.

65 USE GOOGLE ALERTS SO THAT YOU NEVER MISS A TRAFFIC OPPORTUNITY

Using Google Alerts to find new content based on your keywords is a good way to reach out to people who post similar content and get links, social shares and tap into their audiences.

This article walks you through how to set up relevant alerts and get traffic opportunities delivered to your inbox:

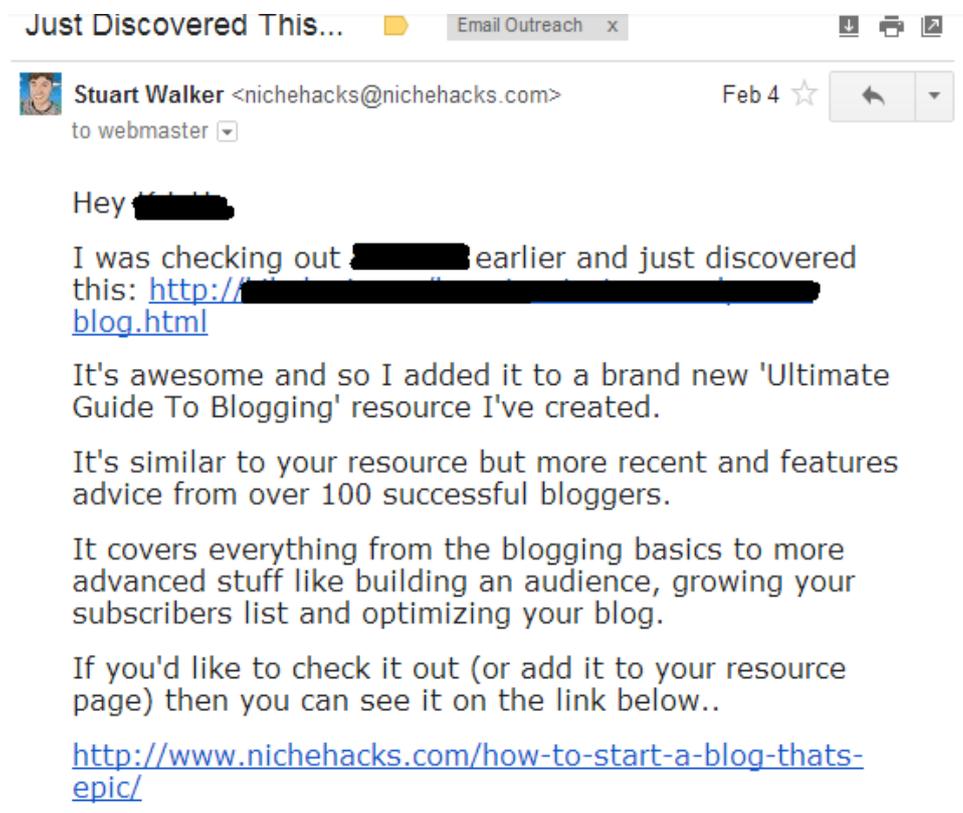
<http://nichehacks.com/get-opportunities-promote-niche-website-delivered-inbox/>

CONTACT PEOPLE WHO LINKED & SHARED TO SIMILAR CONTENT

You can find people who have shared similar content by:

- Entering the URL of the post into [Topsy.com](#) and see who shared on Twitter
- Entering the URL into [Buzzsumo.com](#) and clicking on “View Sharers” to see who shared

Then contact them on Twitter or via email to suggest your content...



67 ATTEND CONFERENCES AND MEET UPS

What better way to get on someone's radar than talk to them in person at a marketing event. Many of the big websites and affiliate networks and forums organize yearly events.

Get out there and talk to people in the flesh.

68 USE AFFILIATE MARKETING TO DRIVE TRAFFIC TO YOUR OFFERS

If you have a service or product you're selling then offer a commission cut to affiliates and get them to drive traffic for you.

OUTREACH SUMMARY

So now you're a master networker and the king of outreach.

Time to put your feet up, right?

But wouldn't you like to automate your traffic?

There's only one way to do that....

...and that's with paid traffic

So here's the deal....

PAID TRAFFIC

PAID TRAFFIC is the **QUICKEST** ways to get visitors to your site and test your **CONVERSION RATES**

However:

It can be costly when you're new and testing the waters.
So always start with a small budget and build up slowly .

The beauty of paid traffic

It's almost unlimited.

So once you've figured out how to convert your traffic into opt ins or sales, you can scale it up indefinitely .

Real businesses can afford to pay for advertising and yours should be no different.

Free traffic like SEO, social, content marketing and so on is nice

But it's not "free" in sense of time invested and very hard to scale.

When you know your numbers (how much a customer is worth to you) then you start buying traffic

You can learn more about that here:

<http://www.digitalmarketer.com/how-to-calculate-average-customer-value-funnel/>

<http://www.digitalmarketer.com/deiss-advice-what-metrics/>

But in the mean time read on...

TARGET YOUR IDEAL CUSTOMER WITH FB ADS

I've been working on FB Ads for NicheHacks for a while now and finally starting to see some good results but it takes time, don't expect it to work out straight away.

Even just getting used to their terminology and their platform is tricky so never mind creating high converting adverts.

Test everything. Start off with the headline and split test 4 very different headlines but keep the rest of the advert identical in every way.

Some good resources on writing headlines here:

<http://www.copyblogger.com/proven-headline-formulas/>

<http://www.copyblogger.com/10-surprising-effective-headline-formulas-that-work/>

Keep the body copy simple. Just tell them the end benefit they'll get from clicking your advert.

Once you've worked out which is the best converting headline (headline is the most important thing as it's what people see first) is to pause the other ads and then test the sub-headline.

Then once that's done move onto the body text, the call to action button, and the images (I'm just using the free stock images FB provide so far) and so on.

Wait until you've had a few hundred views to each advert and see which is receiving the highest click through rate to your website before moving onto split testing the next part of the advert

My current best converting ad...

The screenshot shows a Facebook Ad in progress. At the top, the ad is identified as 'nichehacks.com/ - Website Clicks - Image 5' and is 'Active'. It has 8 Website Clicks, 193 Impressions, 1.05 Clicks per Impression, 11 Conversions, and a 5.419% Conversion Rate. The ad creative features a 'Like Page' button, the text 'Still didn't find your profitable niche yet?', an image of a treasure chest on a beach, the headline 'PROFIT FROM NICHEs TODAY', and the body text 'Find 1,000s of profitable niches when you click "Learn More" below'. A 'Learn More' button is at the bottom. The right-hand panel shows 'Creative' and 'Targeting, Placement and Optimisation' options.

70

GET TO THE TOP OF THE SEARCH RESULTS WITH GOOGLE ADS

Google Ads are a little more difficult than FB Ads as they don't have the same level of targeting by demographic, interest and likes and so on.

But just like FB Ads start slow. Invest a little. Test on a small scale and work up.

71

TWITTER ADS ALLOW YOU TO SHOW YOUR ADS TO ANYONE YOU LIKE

I've no personal experience with Twitter Ads yet but one thing that is cool about them is you can choose who sees your Tweets meaning a higher chance of conversion.

Before paying for ads test organically first by posting some similar content and seeing results it gets – if it bombs when you post it organically it's not going to convert when you pay for it.

There's some good information on best practices here:

<http://blog.hootsuite.com/facebook-ads-twitter-ads-best-practices/>

And a great case study here:

<http://www.digitalmarketer.com/twitter-advertising-roi-social-media/>

72 REDDIT ADS CAN GO VIRAL

You can advertise on [Reddit](#) for as low as \$5 meaning it's a great place to test things on a small scale.

[Moz.com](#) report that you can expect click through rates of 0.10%-0.20% which isn't huge but expected from such a platform.

Reddit is one of these platforms where if you aren't contributing and getting involved in the community you're trying to advertise in then you'll be eaten alive. Reddit users don't take kindly to people only interested in advertising without giving anything back.

There's a good guide here:

<https://moz.com/blog/the-advertisers-guide-to-surviving-reddit>

And another here:

<http://www.quicksprout.com/the-complete-guide-to-building-your-blog-audience-chapter-6/>

73 STUMBLEUPON ADS ARE CHEAP AND EASY

Stumbleupon traffic has to be quick and easy to digest.

So images, infographics, list posts and visual content.

I've no personal experience with it so read this post by Neil Patel:

<http://www.quicksprout.com/the-complete-guide-to-building-your-blog-audience-chapter-6/>

74 PINTEREST ADS ARE GREAT FOR ECOMMERCE SITE

Pinterest works well when you are trying to target women. It would be ideal for ecommerce stores.

The best case study I've seen is here:

<http://smartmarketer.com/pinterest-ads-case-study/>

75 STOP RACKING YOUR BRAIN FOR TRAFFIC. USE OUTBRAIN

Outbrain is a content network and discovery platform that allows you to get your content on big name sites across the web.

They specialise in making the ads look natural to the web page as if you were just clicking on another article.

People don't like clicking on Ads so this works particularly well.

Some great case studies here:

<http://www.outbrain.com/blog/category/case-studies-2>

76 PUT TABALOO TO USE

Much like Outbrain another content discovery platform that seems to be popular with the big viral news sites like ViralNova.com

Moz has some good case studies here on how to get the best from this:

<https://moz.com/blog/maximize-roi-via-content-distribution-networks>

77 DISQUS. NO COMMENT! ;-)

You've probably seen Disqus commenting system on some blogs you use. It's basically a platform for easy commenting on blog posts.

They also have a paid ad section where you can get your ads on blogs in your niche. Commentators tend to be very engaged readers so these are good, targeted, visitors to get to your site.

78 SOLO ADS BRING MORE THAN 1 VISITOR

Solo Ads are paid adverts to other marketers email lists. Very popular in the online marketing niche on the likes of Warrior Forum.

Most solo ad traffic tends to be low quality freebie seekers. Why else would people be willing to rent out their list to you and send them your subscribers?

They'll opt into lists for free giveaways but don't expect them to be the most responsive or action taken subscribers.

You can find them on Warrior Forum in the WSO section, in FB groups dedicated to solo ads and here:

<http://www.soloaddirectory.com/>

<http://soloadsx.com/>

<http://soloadsdirectory.com/>

79 BANNER ADS STILL WORK, WHO'D HAVE THOUGHT IT?

I think we all know what banner ads are. Those annoying banners across the web that we think no one is stupid enough to ever click on because we're all blind to them by now

Well it might surprise you that people DO click on them...else why would they still be all over the web?

Click through rate is low but they are still effective if you can get the volume of traffic and have a high converting funnel in place.

80 RETARGET EVERYONE WHO EVER VISITS

I'm sure you've noticed over the past few years that we're being followed around the web on Google, FB, website and forums being shown sites that we just visited, products we browsed and more?

This is retargeting.

It's a super effective way of bringing interested visitors back to your site and the more you expose them to your message or product the more likely they are to take action.

You can remind visitors to finish their purchase for those who abandoned the sale on your cart page, tell them about new content, send them back to your sales page multiple times for re-exposure.

The more they are exposed to you and your brand the more likely they are to purchase and grow to identify with you.

PAID TRAFFIC SUMMARY

So you've mastered paid traffic, huh

Great....

How about some passive, easy, traffic too....

Enter SEO...

SEO TRAFFIC

I think you'll agree with me when I say this....

SEO TRAFFIC

is a lot of **HARD WORK** and **CONFUSING**

Or is it? It turns out...

You can actually get some pretty easy SEO traffic.

Without too much work on your part.

Or risking damaging your own site through spamming it with links.

And in this section I'm going to show you how to get that easy search traffic without risking your site.

Read on...

81 **BROKEN BACKLINK BUILDING IS AN EASY WAY TO GET LINKS AND TRAFFIC**

Building backlinks is a great way to increase your domain authority and to drive referral traffic to our site.

You can guest post articles to get backlinks and traffic as seen in the last section, but you can also just ask people for a link without even creating content.

Again email outreach comes to the rescue, let's look at how to build authority and relevant links with broken backlink building.

Broken backlink building is where you find out of date content, with broken links and help the blog owner not only fix his broken links but update his content too.

This not only restores the content to its former glory, doing the blog owner a great favour but it also allows you to swap those broken links with precious links to your content instead.

First you need to start with your best content.

For me it is my Definitive Guide to List Building

Next you need to find people who link to similar content that is out of date or doesn't exist anymore.

Put your keywords into google and use this search string.

`inurl: + "topic"`

This will show you pages with links out to content within your topic.

Go through the search results and find content that links to similar content to yours.

The first link I found for list building articles was by socialmediaexaminer.com. This would be a great backlink for my content

Next install this google chrome extension, Check My Links.

Next load up your extension in the content you've found.

When we click on the Check My Links icon in the top right of the browser it finds 7 broken links in the article.

Perfect.

We can now reach out to them and let them know about the broken links, once they respond we can pitch our content as a way for them to bring their content up to date.

82 GET POWERFUL LINKS & TRAFFIC FROM WIKIPEDIA MISSING LINK

Go to

<http://wikigrabber.com/>

and enter your keyword or search term

It will return a list of topics that have broken links or missing citations.

Find relevant content on your site that fits in with the broken links or missing citations.

Before you link to your own content spend a short period of time fixing up articles NOT related to your site to build up a little trust (linking straight to your own site is going to look bad)

Once they've been approved go ahead and fix up a piece of content on Wiki that leaks back to your own site.

83 START A LINK BUILDING CAMPAIGN (WHITEHAT)

White hat linkbuilding is the process of getting links naturally from others in your niche, no spammy or forced tactics.

Ideas include:

- Content marketing (write high quality content people love so much they want to share)
- Manual outreach and networking
- Creating high quality resources and tools people can use and recommend (Like QuickSprouts.com free analysis tool that gets linked to like crazy)

84

PUT YOUR BLACK HAT ON: LINK BUILDING (BLACKHAT)

Blackhat linking building involves essentially spamming your own site to trick Google into believing it should be ranked highly.

The problem with this is it's risky and will probably be caught eventually.

Ideas include:

- Hidden widget links
- Directory sites
- Link profile
- Social bookmarking sites
- Bought links

Unless you don't care about your site then do not conduct blackhat link building techniques.

85

LINK BUILDING (GREYHAT) IS A SEMI-LEGIT WAY TO GET LINKS

Greyhat link building is link building that's somewhere in the middle of black and white and somewhat questionable but often not detectable by Google (at least in the short term anyway)

So it comes with some risk but not as much as blackhat and includes:

- Private Blog Networks
- Fixing Missing Wiki Links
- Broken Link Building

If you do this do so sparingly and be careful!

86 DON'T FORGET ABOUT LSI

LSI stands for latent semantic index aka synonyms. Essentially works that are different but mean much the same thing.

E.g. "Large" is the much the same as "big" and "huge".

These give your content context and let Google understand what it's about.

Enter your core keyword into [Google.com](https://www.google.com), hit enter, then scroll to the bottom of the page.

You'll see "Searches related to your search" with some suggestions from Google.

Use these throughout your content where relevant and you'll increase your chances of ranking and ranking for more keyword terms.

87 REMEMBER GOOD ON PAGE SEO

On page SEO is more important than ever and something Google is taking seriously so don't ignore it.

The important factors are:

- Strong keyword research
- Using keywords in headings, sub-headings and meta-tags
- Use of keywords in URLs
- Use keywords in the first paragraph
- Slip in LSI Keywords into your content

88

USE KEYWORDS IN RELEVANT PLACES SO THAT GOOGLE KNOWS WHAT YOUR SITE IS ABOUT

If you don't take care of this you're costing yourself significant potential rankings and quality organic traffic of people looking for the exact information you're writing about.

It's a quick fix though.

To remedy it, we suggest using a plugin like Yoast for WordPress.

It reminds you before you publish whether or not you've integrated your chosen keyword enough to have a passable SEO grade.

89

BE CLEVER WITH LONGTAIL KEYWORDS TO GET BONUS RANKINGS & TRAFFIC

An easy way to get more search engine traffic without building any new backlinks is to simply enter in more long tail keywords into your content.

Let's say you are ranking for (or trying to rank for) "promote blog"

If you go to [Google.com](https://www.google.com) and type in "promote blog" you'll see Google auto-suggest many other long tail keywords too such as..

- [How to promote blog](#)
- [Promote blog post](#)
- [Where to promote blog post](#)
- [Ways to promote blog posts](#)

[And so on.](#)

Start using these longer keyword variations in your content instead of just "promote blog" and you've more chance of ranking for additional keywords and bringing in more traffic.

STEAL LINKS & TRAFFIC FROM YOUR COMPETITORS

First, you need to determine your online competitors first

A quick search on Google for the target keyword of the page you plan on optimizing will return you at least three results that you can consider as competitors.

List down the web pages that rank on the first row of your spreadsheet.

Once you have nailed the pages of your competitors ranking for your chosen keyword, go to Open Site Explorer and enter the URL of the ranking page on the search bar.

You will be brought to the results page upon searching.

Click on the Inbound Links tab to view the backlinks of the page.

You will be able to view your competitor's backlinks on the Title and URL of Linking Page column.

The top of the list normally has the most Page Authority, which is the fourth column.

The more you move down the list, the less Authority the page will have.

Now that you have the data at hand, this is where link poaching begins.

If you see a website from the first column that you want to gain a link from, click on the URL and find how your competitor earned a link from the site.

Examples are:

- [Blog comments](#)
- [Contextual link within the post body](#)
- [Banner link on the sidebar or footer](#)
- [Resource link](#)

To locate the link much easier, you can refer to the Link Anchor Text column to see which keyword or URL was used to link back to your competitor site.

Copy the anchor text, press CTRL + F and enter the text to locate the anchor text from the page.

List down the URLs that you plan on acquiring links from on your spreadsheet for future reference.

From here, you will be able to determine whether or not you can earn the same type of link that your competitor has on the page.

If the link is a blog comment... you can comment on the post and place your link there.

Keep in mind that you need to come up with a meaningful comment that forwards the discussion or raises a good question based off the article.

Therefore, you must first read the post carefully and come up with a great comment that also tastefully includes a link back to your site.

If the site owners feel that your comment is relevant to the discussion, they will approve it along with the backlink.

However, you will have to come back to see if your comments goes live.

91 CARRY OUT STRONG KEYWORD RESEARCH

Without strong keyword research all your SEO efforts will be wasted.

There's a good list of 220 buyer keywords here:

<http://nichehacks.com/buyer-keywords-list/>

Most experts recommend LongTailPro to do your research:

<http://nichehacks.com/best-keyword-research-tool/>

The idea is to find keywords relevant to your business or website that you can rank for and draw in traffic that will engage and convert.

Keyword research is a whole product in itself so best to just read this guide here on it:

<http://backlinko.com/keyword-research>

92 PIGGYBACK OFF AUTHORITY SITES AND STEAL THEIR TRAFFIC

So I lied a little. This method DOES involve search engines just your site doesn't have to be ranking for it to work.

If Google won't rank your niche site it doesn't mean they won't rank other, more trusted, properties.

So create content on trusted sites like Youtube, G+, Blogger, Facebook, Linked In and WordPress, Scoop It rank those, then have those drive the traffic to our own site.

It could be a simple video giving people some tips then pointing them to your site for more information or a blog post doing the same.

The fact is Google shows love to it's own properties and ones it deems to be authority sites or trusted so put it to good use.

They rank easy and then can be used to push the traffic to our own site meaning you don't have to be ranked in Google but can still have healthy traffic numbers

This social SEO guide details how you can rank Youtube videos and other properties in just minutes using sneaky techniques.

93 USE SCHEMA MARKUP TO RANK HIGHER

To put it simply, schema markup is code you place on your landing pages so when they show up in search results, the search engine displays the information that's most relevant, increasing your click through rate.

According to Searchmetrics, more than one-third of the sites that show up in Google rankings use some sort of schema markup, but of all the websites on the internet, only 0.3% use Google-approved schema markup.

This is how it works: when you add schema markup around a word or a phrase, it tells the search engine what those words or phrases mean.

Otherwise, when a search engine parses through your article, it just acknowledges the existence of those words, not their meaning.

Schema markup can help you define your location, your pricing, user reviews, and the main topic of your website: all factors that would help a user know what you're all about before they click through to your site.

For an article, you can markup things like title, author, publication date, main image, url, and a featured section.

Google has an easy-to-follow Structured Data Markup Helper that leads you step-by-step through the schema markup process based on the type of items you want to boost your search engine rankings on.

94 CREATE YOUR OWN KEYWORDS SO THAT YOU RANK FOR THEM

Just think if you create your own keywords and they become popular then people start searching for them you're going to be the one ranking for them and getting the traffic.

Brian Dean at [Backlinko.com](https://backlinko.com) did this expertly with his "Skyscraper Technique" and "Moving Man Method" for content marketing and gaining links.

These are now household terms in the online marketing and SEO fields and get significant searches a month.

So whenever you develop a new technique or strategy you either haven't seen talked about elsewhere or that doesn't have a specific name then brand it yourself.

95 USE WORDS YOUR READERS USE IN YOUR CONTENT

This is another great trick from Brian Dean at backlinko.com

Go to forums in your niche and find what phrases people are commonly using in their post titles and posts.

If they are using them on forums chances are they are searching for them in Google too.

Use them in your content to draw in easy traffic

96

ADD IN RELATED KEYWORDS TO CONTENT AND HEADLINES FOR EASY TRAFFIC BOOSTS

Adding in additional keywords to your headlines, SEO data and content can bring in extra traffic with little extra work

Are there extra words you can tack on the end of beginning of your titles? For example Brian Dean added the word SEO to the following title...

Link Building: The Definitive Guide to Link Building for SEO: The Definitive Guide and gets 139 extra visitors per month for 30 seconds of work. Spend a few hours doing that to ALL Your posts and imagine how that'll add up?

97

MAKE YOUR SITE MOBILE RESPONSIVE AND GET HIGHER RANKINGS

More than 60% of all online traffic is now generated from mobiles, smartphones and tablets.

If your blog design is not optimized for mobile visitors, you're not only missing out on a big traffic chunk but also making it extremely hard for them to share your content even if it's top quality stuff.

Just because your website can be viewed on a mobile device doesn't mean it is mobile friendly as well.

To display all the contents of your blog properly on mobile, you need to use a responsive blog theme.

This will have a direct impact on your blog's share frequency because if your theme is not responsive, your social media sharing buttons will appear very small and hard to tap on.

With a responsive theme all the design elements will adjust according to the device they're being viewed on, making it much easier to share your content.

On top of that Google is now ranking sites higher which are mobile optimized over ones which are not so you'll get a boost in search traffic too

98 SPEED UP YOUR SITE TO REDUCE BOUNCE RATE

Improving your website speed can be a legit method to get a lower bounce rate which in return can lead to better conversions and higher rankings in Google.

You should aim to get any WordPress site to load under three seconds to achieve the best results.

I recommend installing a caching plugin like W3 Cache or WP Super Cache.

On top, you should lazy load images and have a pretty clean coded theme. Premium hosting can also help to improve your site speed and traffic a lot

No matter which plugins you use, keep in mind every plugin may slow down your site if not executed properly.

As a rule of thumb, one could say lesser plugins installed equal a faster website.

No need to geek out on site speed, but it is something very important you should check from time to time in your online journey.

99 TRANSLATE INTO NEW LANGUAGES FOR SEARCH ENGINE INCREASES

Neil Patel used a plugin to translate his blog into 82 languages and saw a 47% increase in search traffic

Instantly he's targeting people from the around the world that otherwise wouldn't have read his blog.

See:

<http://www.quicksprout.com/2015/02/23/how-i-increased-my-search-traffic-by-47-from-translating-my-blog-into-82-languages/>

100 LINK TO ALL YOUR OWN CONTENT

You'll see that on NicheHacks I heavily link to other posts on my site.

In fact it's part of my editorial guidelines that all writers must link at least 10 times per 1,000 words to other posts on my site.

It helps reduce bounce rate and increase click through rate and time spent on site.

It also gets my readers seeing more of my content which can only be a good thing.

101 BUY EXPIRED DOMAINS & ABANDONED SITES

Buying up expired domains or abandoned sites with good links and traffic volume then absorbing or redirecting to your own can be an easy way to get relevant traffic to your site.

You have to be careful that the sites / domains you're pointing at your site haven't been spammed to death already or Google could end up penalizing you.

More info on this process

here: <http://pointblankseo.com/abandoned-domains>

SEO SITE SUMMARY

So now, what?

- Well you've tamed the Google dragon.
- Everyone in your niche knows who you are.
- You've paid traffic running on auto-pilot
- Your content marketing efforts are paying off like crazy.
- And your social media pages are blowing up.

What's left?

It's time to put your feet up and relax.

Well not quite:

You better start doing more testing and see if you can improve things.

After all a marketer never stops testing. ;)

FINAL THOUGHTS

As I said in the beginning of this report:

You don't need to do all 101 of these traffic hacks.

You pick the **PLATFORMS**
where your **audience**
hang out and **focus** on those

AND REMEMBER:

Before you do any of them you need to understand the...

3 W'S OF TRAFFIC

WHO your audience is
WHERE they hang out
WHAT you will do to get them over to your website

Once you know this, **YOU'RE UNSTOPPABLE!**
BEST OF LUCK!

CONNECT WITH US

If you have any questions, queries or problems.
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