

7 Traffic Generation Secrets *for Seniors*



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Introduction

One of the most common bugbears that marketers often moan about is that they can't get traffic to their web properties.

Building a website alone does not ensure that you'll get visitors. The hard truth is that you'll need to go out and drive traffic to your sites.

The good news is that the internet is full of traffic. You just need to know how to tap into it and siphon as much of it as you can to your sites, etc.

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There are mainly 2 types of traffic – paid and free. Paid traffic are advertisements such as banner ads, Facebook ads, YouTube ads, solo ads and so on.

Free traffic methods are what we'll be looking at in this article. You'll not need to pay a cent to get free traffic... but do note that while you'll not need to spend money, you'll need to spend time.

Since time equals money, in a way, no traffic is free. There is ALWAYS an opportunity cost. Now, let's look at 7 effective ways of driving free traffic.

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In this short report, we'll look at 7 highly effective ways of generating traffic. Some are paid methods and other are free methods.

So, seniors can pick and choose which ones they prefer. Let's get started.

#1 - Video Marketing

Video marketing is one of the best ways to get traffic to your site. People often forget that YouTube is a search engine too. In fact, it's the second biggest search engine besides Google.



Very often, when you search for terms on Google Search, you'll see YouTube videos at the top of the search results. These videos get thousands of views and a ton of traffic.

If your video is ranking in these spots with a link to your site/affiliate offer, etc. you'll be able to siphon off a chunk of traffic to your web properties.

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[YouTube](#) is a free platform to use. With screen recording software like [Screencast-O-Matic](#) or [Camtasia](#), you'll be able to make many tutorial videos, etc. to help others.

With a mobile phone or you could even make review videos, etc. and upload them on YouTube. If you're engaging and provide value, you'll get subscribers and followers on your channel.

If you really wish to study video marketing in detail, you should check out Adam Payne's [Video Marketing Insider](#) course. It's a recurring monthly fee, but all you need is about 2 or 3 months of it to master the fundamentals and get started.

Once you've applied what he teaches, you'll start seeing affiliate sales come in and you'll be able to afford his monthly membership, or you could quit if you wanted to.

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After all, many seniors have a tight budget – but it's imperative you learn this method of generating traffic thoroughly, and Adam is one of the best at it.

Getting your videos ranked well on YouTube will send hundreds and even thousands of visitors to your sites. You'll learn it all in Adam's course.

Some seniors may be reluctant to appear on camera. This is understandable. The truth of the matter is that you do not need to appear on camera. You can still make very engaging videos without ever showing your face.

There are tons of tools available to make engaging presentations and videos. All you need to do is speak in the background and get your point across.

If you're too shy to speak or you don't like the sound of your voice (it never sounds the way you think it does), you can hire a voiceover artist to read a script. Of course, you'll need to pay them. So, you need to see if you have the budget for it

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The truth of the matter is that your voice is clear, and you can speak reasonably well, you should just do it yourself. Once you overcome the initial mental hurdle, you'll make more videos and become very comfortable doing them after a while.

#2 - Facebook Marketing

Facebook traffic is all the rage these days. A short chapter on it will not do it justice, because it's a very powerful traffic generation platform.



The versatility of Facebook allows you to drive either free or paid traffic... or even both. If you wish to get free traffic, you'll need to create fan pages and Facebook groups.

Once you have those, people will slowly trickle to your pages/groups and you can share information with them.

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Over time, you'll build a huge following with thousands of followers and any time you post a link on your pages/groups to your blog, you can bet that a percentage of your followers will click the link and visit your sites or offers.

Your goal should be to create as much engagement in your posts and groups as possible. Facebook is all about entertainment and providing value at the same time. People come on Facebook to be entertained.

If you can skillfully weave your entertainment with your marketing, you'll arouse interest and get the clicks. This platform is ideal for generating tons of niche-specific traffic.

Seniors who are into gardening can create a gardening page on Facebook. If you looked at the image below, you'll notice that this Organic Gardening page has 1.4 million followers. That's a HUGE group of people and you can drive massive traffic with a page like this.

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This is merely scratching the surface. With Facebook, you'll be able to directly engage with the people interested in your niche. You can build a tribe, exchange ideas, offer value... and ultimately, sell to them.

If you have the funds, you may wish to try your hand at Facebook paid advertising. It's crucial that you learn it well before proceeding, or you'll lose money.

Facebook ads can be quite technical. It's best to familiarize yourself with the platform before spending any money. Should you decide to buy ads, always analyze your stats and see if you're getting a positive return on investment.

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Seniors who are new to online marketing may wish to try their hand at the free Facebook traffic methods first before plunging into the world of paid traffic.

#3 - SEO

SEO refers to search engine optimization and it is without a doubt the BEST type of traffic out there. The only problem is that you have very little control over it.



You'll need to do your best to target your keywords correctly and make sure your blog posts are optimized.

This will ensure that the all-knowing eye of Google will look upon kindly on you and rank your site for the keywords that you're targeting and so on.

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SEO is a slow and constantly evolving process... but it's something you should always aim for.

Ranking on the first page of Google for popular keywords will send avalanches of traffic to your sites without you having to pay a cent. It blows all other traffic generation methods out of the water.

To rank well organically on Google, you'll need good on-page optimization. Before even targeting any keywords, you'll need to know what keywords to target for your blog.

A keyword research tool like [Jaaxy](#) or [Long Tail Pro](#) will help you greatly here. You want to target keywords that have buyer intent, good traffic and are not too competitive.

Searching for such keywords without a keyword research tool can be very time consuming and tiring. Investing in a tool is one of the best things that you could do to help with your SEO.

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Besides on-page optimization, you may wish to get backlinks to your site. Having a YouTube channel with videos will allow you to add backlinks in the description.

With a Pinterest board, Twitter account, etc. you can have links from many different social media sites pointing to your website.

By networking with blog owners in your niche, you may be able to get a backlink from them. You want the links to come from blogs that are related to your niche.



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SEO can get very advanced with private blog networks and analyzing backlink profiles with [Ahrefs](#) and so on. What you need to know for now is that this is a traffic generation method that is unparalleled.

It takes time to learn and do it... and it takes even longer to see results. But once you get ranked, you'll get lots of traffic for a long time to come. This is a traffic method that you should focus on.

You shouldn't make it your only method... but it should always be taking place in the background of your online business.

#4 - Guest Blogging

Guest blogging requires you to contribute exclusive content to highly popular blogs in your niche. In return, you'll get a link back to your blog and be able to siphon some of the traffic from the other site and get an SEO boosting backlink.

The catch here is that you'll need to contact the website owner and ask if they'd be interested in your blog posts.

Always have 3 posts written and send them upon first contact. This will reduce the back and forth exchange between you and the site owner. Many of them are busy.

If the owners like what they read, and they have exclusivity over the content, they might use what you provide and post your content with a link to your blog. In some cases, if your content is impressive, they may use all 3 pieces of content.

#5 – Affiliates

Affiliate traffic is for marketers who have their own products to sell. Very often, it's considered as free traffic because you don't need to pay for it. However, in reality, it's the most expensive traffic out there.

If you're selling a digital product, depending on the cost of the product, you'll need to pay anywhere from 50 percent to even 100 percent commissions just to get affiliates interested enough to promote you.

You may be wondering, *"But if I give them 100%, what's left for me?"*

Excellent question. Usually if you're offering 100 percent for the product, you will have a sales funnel that introduces the buyer to more expensive upgrades. This is like the McDonald's asking you if you'd like to upsize your meal.

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The only difference is that the upgrades are more expensive than a McDonald's upsize. Here is where you'll make your money. You'll be offering 35 to 50 percent commissions to the affiliates for the upgrades.

So, if someone buys your first product for \$9.95, the affiliate will get around \$9.95 commission (after some processing fees). If he customer then buys the \$27 upgrade, the affiliate will get \$13.50 (50%) ... and you'll earn \$13.50.

That's how it works. As you can see, affiliate traffic does cost money. However, with many affiliates, you'll be able to reach a very wide audience that you could not do on your own.

This makes affiliate traffic very valuable too. Getting half on a sale is better than not getting a sale at all. You'll also be building a buyers list that you can market to in future.

To recruit affiliates, you'll need an affiliate page with tools such as banners, email swipes, links, etc. Those that are interested in your offer will use these tools to promote you.

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Additionally, you can surf around and look at the sites promoting your competition's products. Contact the owners of these sites and ask them if they'll promote yours. If you offer a good deal, they just might try promoting yours.

If your offer converts better for them, they'll switch to promoting your product. Affiliates are always looking to earn more by promoting the best converting offers out there.

#6 -Other Social Media Platforms

What you do on one platform can always be replicated on other platforms with a few tweaks. In the earlier chapter, you discovered how powerful Facebook was for generating traffic.

Well, guess what?

There are many other social media sites that have tons of traffic too. Many people are making money promoting offers on their Pinterest boards.



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There are others who make money from LinkedIn, Instagram, Snapchat and so on.

If a social media platform has a huge following, you can bet that some marketers will try and leverage that platform for traffic.

This is just how it is.

Your goal should be to learn how the platform works and study the terms and conditions of the site. You do not want to lose your account or get banned. Some sites do not allow affiliate links, etc. So, you may need to link to your website and then point them to your affiliate offers.

Whatever the case, you should learn how to use the other social media networks to drive more traffic to your web properties. You don't need to do them all at once.

Get proficient with one first... then move on to the next... and the next and so on. Once you've mastered a few platforms, it's just a matter of rinsing and repeating and building your following. The

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traffic will snowball, and you'll always have visitors to your blogs/sites.

#7 – Blog Commenting / Q&A Sites

There are many popular forums and 'question and answer' sites such as Quora and Yahoo Answers. Go ahead and help people out by answering their questions. Once again, the goal is to provide value without appearing spammy. Only target the popular sites.

Usually, when you leave a comment, you'll be allowed to add in a URL to your site, etc. Do NOT spam your URLs everywhere. You want one in your profile... and you may occasionally drop in a link in your comments.

Always wait a couple of weeks before dropping links. Do NOT answer 50 questions at one go. You want your presence on these sites to grow slowly.

Answering too many questions or dropping too many links will flag the system and you'll be considered a spammer. People visit these question and answer sites for answers to their problems.

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Your goal, first and foremost, will be to provide value. For example, if someone asks a question – “How do I choose the best tactical flashlight?” ... you could give him two or three points to look out for.

Casually mention that he can find another eight points on your site because you’ve written an entire blog post on this... and you can’t list them all out on the Q&A site due to space constraints.

The guy who asked that question will probably visit your site to get more information. If you have a few affiliate links on your blog post to tactical flashlights sold on Amazon, this visitor just may click on your link and buy a flashlight... and maybe a tent, first aid kit and a box of candy because Amazon is great at selling.

Guess who will get the commissions from these sales? You. That’s right.

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So, always offer a slice of value that's so good they come looking for you to get more. With this strategy, you'll be able to tap in on traffic from these sites.

Conclusion

This concludes the 7 effective traffic generation methods. Give them a try and you'll be amazed at how powerful they are.



There are marketers who make six figures a year just being good at some of the methods. Choose one and go all out with it. Consistency will get you the traffic and the results.

Do not diversify your efforts over multiple methods pick 1 or 2 and focus on those. If you choose SEO as a method, always pick another one too.

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SEO takes time. So, while you're waiting for your sites to rank, the other method will bring in traffic much sooner and you'll make money.

Learning how to drive traffic is a fundamental skill that you absolutely MUST have to make money online. It's one of the most important skills. So, give it the attention it requires and get good at it.

If you can master traffic generation, you will make a very good living online. Most seniors who learn and focus their energy here, will see higher chances of success. Get started and become a traffic generation expert.