




## How to Get Free Traffic to your Website - Part 1

### The formula for what and when to write content on your site:

- 1) **WHAT TO WRITE:** “How to” articles are the most widely searched. Teach someone how to do something in your posts and name them “How to\_\_\_\_\_”.
- 2) **KEEP IT SHORT:** The shorter the better. Unless you are writing a fictional story, deliver your main point or points in bullet points or lists. This allows people to scan for your important points.
- 3) **SMALL PARAGRAPHS:** Paragraphs should be ideally no more than 4 lines to assist with ease of finding your key points.
- 4) **BOLDED WORDS:** Use bolded words and different sized fonts where you want to place emphasis, but use these sparingly.
- 5) **USE VIDEO:** Put videos in your content when you can of a tutorial or your opinion on your article. These should be on your Youtube channel and then embedded at the top of your article. Think of your article as the key points someone should take away from your video.
- 6) **USE IMAGES:** Always include images. Try and use images that are unique and stay away from standard stock photos. You can get images easily in Google Images by following these instructions:
  - a. Go to <http://images.google.com/>
  - b. Type in descriptive words of what you want your image to be (i.e. happy mother)
  - c. In the top right click on this symbol - - - > 
  - d. Choose advanced search
  - e. At the bottom, under usage rights, choose “free to use, share or modify, even commercially”.
  - f. Then click on the advanced search button below and any images that come up you can use in your articles free of charge.
- 7) **BE CONSISTENT:** Write as often as you can. Do your best to be consistent and over time you will train the search engines to visit and index your pages more frequently.

### The 4 things you can do to optimize your content:

- 1) **WRITE ONLY ABOUT WHAT PEOPLE WANT:** Use the Google Keyword tool (<https://adwords.google.com/o/KeywordTool>) and enter the topic you want to write about to get ideas of what people are actually searching for. Choose a phrase that has a global search of at least 1,000 and write about that. Use your chosen keyword phrase in the title of your article. As mentioned stick a “How to” in front.

#### CONTACT:

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**If you have questions about any of this please email me:**

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- 2) **SEO PLUGIN:** Use a plugin called Yoast to assign a title and description to your articles (<http://yoast.com/wordpress/seo/>). At the bottom of each article in the Yoast box enter your title and meta description, which is a description using your keyword phrase that will show up in the search engine results. *NOTE: This can only be used in Wordpress.*
- 3) **NAME YOUR PHOTOS:** When saving your photos make sure and name them using your keyword phrase or something similar. Then when inserting them into your article make sure that you have put that same name as the title and the alternate text (if using Wordpress).
- 4) **INTERNAL LINKING:** Link to other articles using your keywords. For example, let's say the article you are working on is about "how to cut grass". If you wrote an article before called "best fertilizers to use for your lawn" you may want to reference that older article by saying "Remember it is important to keep your lawn thick and fertilize often. You can learn more about fertilizers to use for your lawn here". The underlined words would then be linked to your other article. Linking in between your articles is powerful for both people and search engines to find more info. Instead of hyperlinking the words "Click here" hyperlink the keyword or title of the past article.

## Christmas Gifts!

### #1: Yoast Set Up Training

This is the training our SEO Expert Neil created for our web team and now it is yours (so excuse the lack of branding on the page)! It shows you how to set up Yoast in your Wordpress site and includes a file you can import that automatically creates your settings!

Get it here <http://www.autopilotyourbusiness.com/neil/yoast.html>

### #2: 12 Tips Till Xmas

These are my short tutorials to train you on how to set up a Landing Page that brings you clients. After all, once you have all this new traffic you will want to build your list and this is how you can do it.

Get it here [www.landingpageautopilot.com](http://www.landingpageautopilot.com)

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If you have questions about any of this please email me:

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