

How to grow your web traffic

and get noticed on a noisy web.



By Jeff Bullas

Table of Contents

3	Introduction
6	Chapter 1 It's a noisy world
7	Chapter 2 How to earn and drive traffic for free <ul style="list-style-type: none">• Organic Social Media• Email Marketing• Search Engine Optimisation• Collaboration
14	Chapter 3 How to accelerate your traffic growth and online attention by paying for it <ul style="list-style-type: none">• Google AdWords and Remarketing• Facebook Sponsored Posts• Influencer Marketing
17	Bonus Section How to measure the success of your efforts
18	Conclusion

Introduction

For small businesses owners like you, digital channels are one of the most effective and affordable ways to grow your business in today's digital world.

As a global leader in cloud accounting, Intuit is aware of this power of online solutions to drive your prosperity, and is committed to supporting your growth. Yet, from regular conversations with its consumers, Intuit knows many small businesses struggle with utilising online channels.

It might be a challenge for you to find the time to market yourself to prospective consumers or how to adapt and grow your business in the often confusing social web. Attracting more leads and sales. Keeping the sales funnel full. As an entrepreneur this can all be overwhelming.

Why?

As small business owners you are often working in your business and not on your business. You may also have not kept up with the latest digital marketing strategies.

The reality?

The entrepreneur is living on hope marketing. Hoping that a new consumer will ring or email tomorrow.

To help you navigate the social web, Intuit and global digital thought leader Jeff Bullas have teamed up to show you three simple steps to your online success.

In a series of three e-books, we will show you how to attract business and grow sales with digital tactics, tools and technology that can provide a predictable stream of business prospects, converting to sales

In our first webinar we covered:

1. Why digital content boosts sales - How to create engaging content that builds trust and credibility

In the next two, we will cover the following:

2. How to grow your web traffic and get noticed on a noisy web

3. How to convert web traffic into leads, sales and loyalty for your business

The author

Jeff is an entrepreneur, blogger, author, marketer and keynote speaker who works with businesses to optimise their digital brand with emerging technologies, content, social media and digital marketing.



His journey in this space started in 2008 when he was between jobs... that's code for "unemployed".

He made an observation about people's obsessive behaviour on Facebook. When signing up to Twitter a few months later the same activity was noticed. At the time, there were only 70 million people on Facebook and a mere five million on Twitter.

But he was curious. Why was this happening and what did it mean?

What became apparent was that the rise of social networks was a game changer. The power of these platforms was promising to democratise publishing, marketing and business.

He realised that now we all had a global voice. No longer did you need permission to publish or pay for attention.

In response to this, in March 2009 Jeff started a passion project with a \$10 investment. He started creating content, a community and conversations about social media - its growth, impact and inner secrets.

A year later the creation escaped the lab, and Jeff started travelling the world speaking about how to use social networks to grow a business and change one's life.

His website jeffbullas.com now has millions of visitors a year and a tribe of over 600,000 social media followers... the persistent process of creating, publishing and sharing produced a profound effect. The world showed up.

His mission is to
**"Inspire and educate
people to win at
business and life in
a digital world"**

About Intuit Australia

Intuit is committed to supporting the 2.1 million Aussie small businesses that are the backbone of the Australian economy. As people embrace the benefits of mobile and the power of the cloud, Intuit helps small businesses build a solid foundation for financial success.

By providing the world's leading financial management software, QuickBooks, and a supporting ecosystem of innovative online/cloud products and services, Intuit makes it easy for Aussie small businesses to get paid faster, save time and gain deep business insights in real time.

Accountants and bookkeepers play an important role in the success of small businesses, by providing valuable financial management services, support and insights. With technology driving rapid change in their own and their clients' industries, accountants and bookkeepers need to evolve to become a Firm of the Future by integrating three key trends into their practices: move to the cloud, embrace mobile and adopt social and digital.

To support the success of accountants and bookkeepers in today's digital world, Intuit is committed to providing the necessary tools and digital expertise to grow their practices and evolve their role as trusted advisor by helping their clients navigate the digital transformation of their business.

**By providing an easy-to-use,
best practice guide, Intuit aims to**

**power small
business
prosperity**

in Australia

Chapter 1

It's a noisy world

In the old days of the Internet, *build it and they will come* was perhaps the most effective digital marketing strategy. It was a different, simpler time when just a handful of websites were fighting for attention. The simple act of creating content and publishing it was enough to reach your target audience.

How things have changed.

In today's overcrowded digital space, where [over one billion websites](#) are trying desperately to get their audience's attention, simply publishing content won't help you stand out. More and more business owners are exploring the role content plays in their marketing efforts, experimenting with different tactics and perfecting their strategies as they go. Of course, there are also the so-called professionals who promote silly gimmicks and try to convince you that digital marketing is easy. Well, it's not.

So, the question that begs an answer is: what can you do to stand out in this noisy world and drive traffic to your website?

It's not an easy journey - let me tell you this from personal experience. It will require a lot of trial and error until you figure out what works for your audience, which tactics bring

the highest return on investment (ROI), and which ones are just a waste of time.

The purpose of this e-book is to guide you through this journey. You will learn the four key tactics - organic social media, email marketing, search engine optimisation (SEO), and collaboration - that can help you drive organic traffic to your website for free. We'll also look at some of the most effective paid options, such as Google AdWords, social media advertising, and influencer marketing to jumpstart your efforts and give your web traffic a boost.

Just remember, internet users suffer from

content overload

They are bombarded by an immeasurable amount of information every day, and they're starting to get tired of it. If you want to be heard in this overcrowded market, you don't need to scream the loudest; you just need to work smarter than your competitors.

Chapter 2

How to earn and drive traffic for free

Organically growing your website's traffic is probably one of the hardest things you will do for your business. It requires constant focus, commitment, and the tenacity to work for months without seeing any impressive results. However, making organic traffic the centre of your strategy will prove to be the greatest investment in the long run.

"Organic" methods for attracting traffic to your website simply refer to the ones that don't require a direct financial investment. Instead of paying for attention with money, you are exchanging your time and effort in the form of content creation, distribution, and social media community building, for the attention of a core audience.

Think about it this way: online advertising, such as Google AdWords and sponsored posts on Facebook will get you a boost in traffic. But, the moment you stop pouring money into the marketing machine, your results will stop.

The content you create today can drive traffic tomorrow, next month, and even next year.

Don't get the wrong idea: we're not advocating against paid tactics. When it comes to growing your website and putting it in front of the right audience, both options have their ups and downs. However, a lot of small business owners are ignoring the benefits of organic traffic for the instant gratification paid advertising brings.

Organic Social Media

Let's begin by addressing the elephant in the room. The average organic reach for businesses is declining at a fast pace. According to [one research study](#), Facebook Pages with less than 500,000 likes have an organic reach of only 2%, and the number is expected to get even lower in the following years.

So, understandably, a lot of people are beginning to doubt the benefits that organic social media can bring to their business.

Organic traffic, on the other hand, is like

**a gift that keeps
on giving**

But, consider this: if you don't have an organic social media strategy to partner your paid efforts, you may be losing potential visitors in the long run. For example, you could grab the attention of your target audience with sponsored posts, but if your profile looks like an afterthought, they will leave without clicking on other posts. Not to mention that organic posts are the best way to *connect* with your followers and nurture them into loyal customers, because they are authentic.

So how can you boost your website traffic through organic social media?

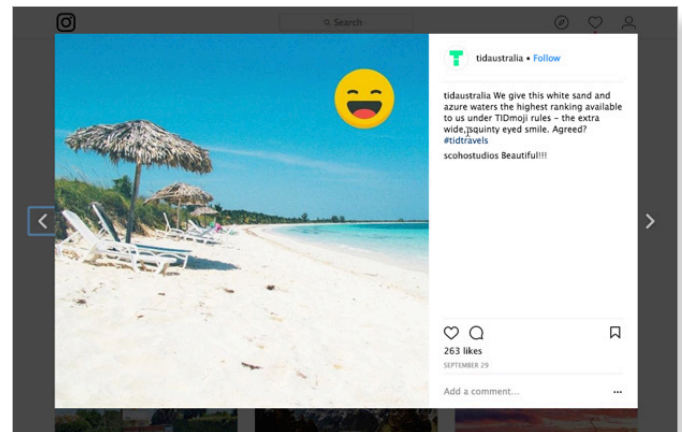
Here are some trending ideas that a lot of businesses aren't currently using, and they are fairly simple to implement:

Use emojis in your content

Emojis have become a staple in online communication. They are so common that even the White House has [used them to appeal to Millennials](#). The reasons people use them so much and so often are that emojis increase social intimacy and, thus, help us communicate better.

By incorporating emojis in your social media copy, you don't just humanise your brand, but also capture the attention of your audience, and persuade them to take action.

Below is one [example from Travel Insurance Direct](#) where they have taken the use of emojis to the next level by incorporating a smiley face in an actual photo on Instagram. This is one of their top performing posts.



Pin your best performing posts to the top of your profile

We humans tend to mimic those around us. As such, if a few hundred people have liked a post, we can't help but wonder why. By pinning one of your best performing posts to the top of your profile, instead of content about your products or sales promotions, you appeal to your audience's inborn curiosity.

I use this tactic regularly to gain additional exposure for important tweets as seen below:



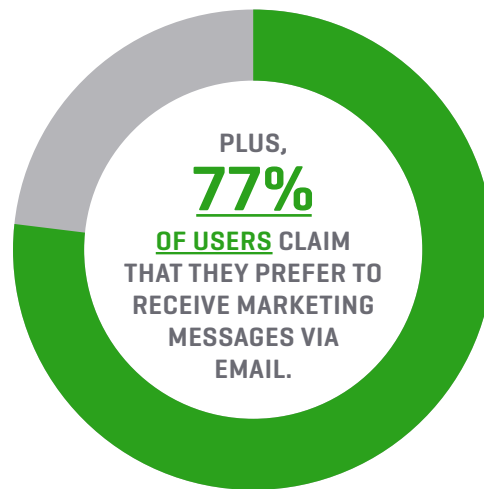
Leverage trending topics

One of the simplest ways to drive more organic traffic through social media is to take advantage of the trends that are hot at the moment. Of course, make sure that they are relevant to your business and make sense for your audience.

To find trending topics in your industry, you can make the most of Twitter's hashtag recommendations, [Google trends](#), or even a paid tool such as [BuzzSumo](#).

Email Marketing

Email marketing must be one of the most overlooked tactics for growing your website traffic organically. And, it's a shame considering the return it can bring. According to one study, email marketing is **40 times more effective** at getting new customers than Facebook or Twitter.



The equation is simple: the key to growing your traffic (and your leads) is by growing your subscriber list.

But, how do you do that? Here are some ideas:

Make it easy for visitors to subscribe

Try to make it as simple as possible for visitors to subscribe to your newsletter. For example, you can install opt-in forms with pre-filled instructions. And, if people only read 50% of the content on your web pages and then leave, don't put the sign-up box at the end of the page - utilise the top half of the screen, as well as well-timed popup boxes to gain the most subscribers from your traffic numbers.

Include social proof

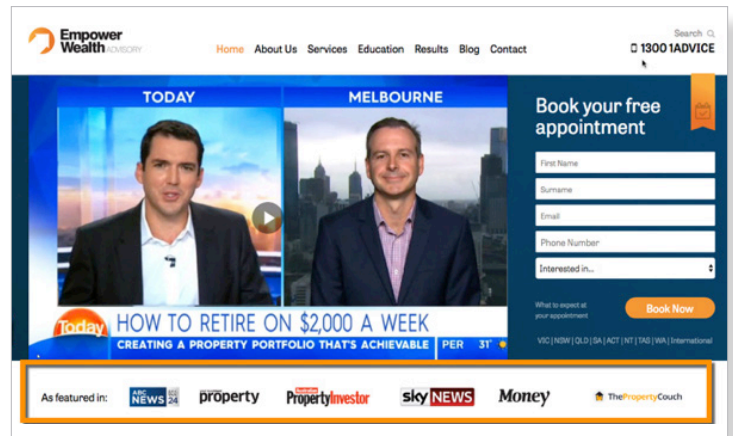
As social creatures, people need to know that they belong to a community. It's a fundamental trait that you can leverage to get more email signups and, consequently, increase your website's traffic and lead potential.

Let visitors know how many people have already subscribed to your newsletter. If the number is high, they are more likely to join the list as well. For example, the primary quote at the top of JeffBullas.com lets visitors know that they are in good company with over 16 million other readers:



You can also use other social proof elements such as media mentions, testimonials or case studies to entice website visitors to sign up for your list.

For example, [Empower Wealth](http://EmpowerWealth.com) use media logos to build immediate trust with anyone who lands on their website:



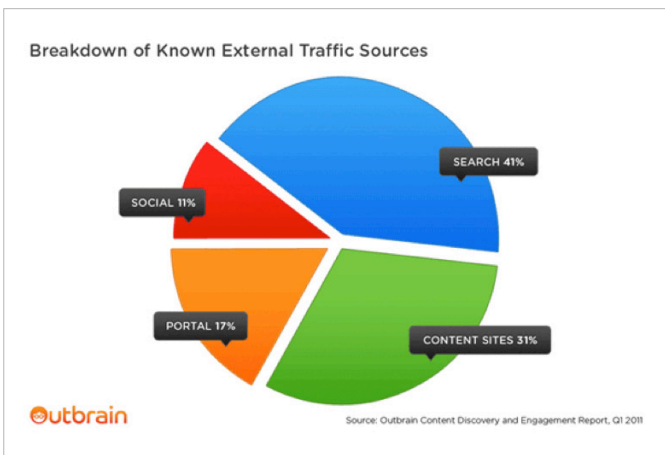
Encourage subscribers to forward your email



Incorporate an *Email to a Friend* button in your emails, and encourage your subscribers to share your posts with their network. Typically people are more than willing to refer others to something from which they themselves are getting a lot of value, so don't miss that opportunity.

Search Engine Optimisation (SEO)

Search engines like Google, Bing or Yahoo are the **best channels for getting organic traffic**, surpassing social media by over 300%.



That's pretty impressive, right? But, if you are a small business trying to grow your website, competing with the big players might feel like a lost bet. After all, you don't have the resources, knowledge or workforce to generate organic traffic from Google at a high rate.

Don't give up just yet.

Here are some tips that can help you stand out:

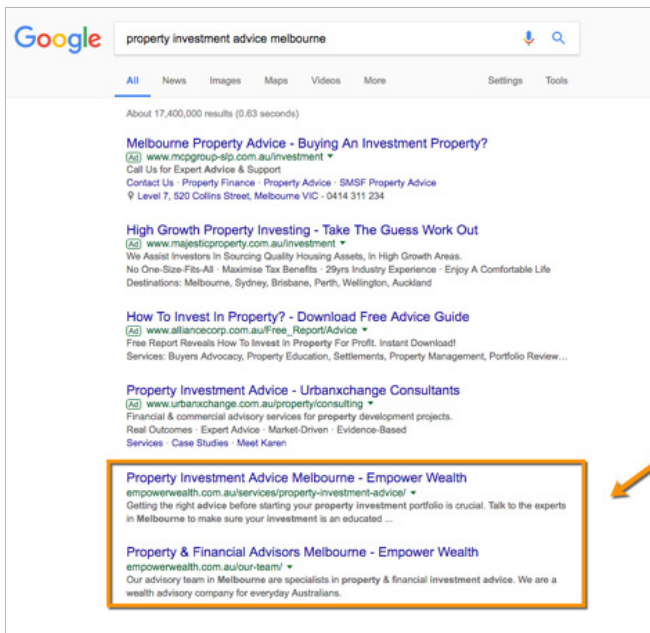
Grab the low hanging fruit

Sure, you may struggle to rank high for those broad key phrases that can bring you tons of traffic, but you know what: so does everybody else. You will probably burn a hole through your marketing budget before you get to see any significant results. Instead, go for the low hanging fruit and target keywords that have a low search volume but a better chance of ranking your website high.

For example, if you're a staffing agency, don't even bother trying to rank high for the keywords "staffing agency", "human resources agency" or "recruiting agency". Instead, try to narrow it down and include your location as well ("recruiting agency in Sydney"). If you cater to a specific niche, then you can include that in your long-tail keyword as well ("recruiting agency for SaaS businesses in Sydney").

Even though these longer phrases will attract less searches on average each month, you have a better chance to turn up on page one, and the traffic you do get will be far more targeted.

One real-life of example of this in action can be seen for the term “*property investment advice Melbourne*”, where you can see Empower Wealth Advisory hold the top two spots in the organic search below the ads:



Create better content than the number #1 result

If you want to rank for a certain search phrase, take a look at the highest rated content for that exact phrase and ask yourself how you can improve it.

Maybe you can create a more comprehensive article than the number #1 result, provide readers with an actionable plan, or write the content from a fresh perspective. It may be as simple as adding a few more visuals, or linking to some other helpful resources that will help the people who click on that search result.

At the end of the day, Google is looking to provide the best possible result to those who search for questions on their platform, so make sure you deliver on that promise and they will reward you in return.

Collaboration

Have you noticed how

YouTubers are always collaborating

with different content creators?

That’s because they’ve realised that by uniting their forces they will not only get more eyeballs to their videos, but also boost their influence and reach out to an audience it would be difficult to connect with otherwise.

Small business owners, on the other hand, have yet to learn how to leverage the power of collaboration.

Reach out to influencers and bloggers in your niche and offer to guest post on their websites.

Make sure to study and understand their audience first and create an article that is sure to stir their interest. Offer them the possibility to publish on your blog as well to expand their reach.

You can even go beyond a simple blog exchange and collaborate by sharing helpful content to each other's email lists, social media followers and extended networks. There is nothing more powerful than getting your brand in front of a large group of targeted prospects with the backing of someone they *already* trust. More about influencer marketing in a moment.

Chapter 3

How to accelerate your traffic growth and online attention by paying for it

While marketing tactics like SEO and social media can be highly effective, they take some time to show results. If you're a small business and don't want to feel like you are talking to nobody, investing in paid advertising could be the best way to get the ball rolling and get people interested in your content.

Let's take a look at some of the most popular paid advertising options available:

Google AdWords Search Campaigns

Pay-per-click advertising is an excellent way to drive traffic to your website, generate qualified leads, and increase your bottom line.

According to one study:



The problem with AdWords is that it's incredibly easy to overspend and lose precious ad dollars on keywords that don't generate results. One tip for avoiding this mistake is to make sure you include negative keywords in your search campaign. That way, AdWords will know when not to show your ads.

For example, let's imagine that you want to promote your article about the *"best wedding venues in Brisbane"*. However, your target audience is high-end, and you don't want to waste money on clicks coming from prospects that are looking for an affordable place. So, use negative keywords like *"cheap"*, *"affordable"* or *"budget"* to ensure that your ads won't show up for these queries.

The Google AdWords platform also includes a large database of websites on which you can run banner or image ads. This is a great tactic when you have already attracted a decent number of prospects to your website, but they haven't converted into a customer. You can run what are called "remarketing ads" to these people enticing them to take the next step.

Facebook Sponsored Posts

One of the great things about social media advertising is that it allows you to create highly targeted campaigns that consider your audience's profile, demographics, clicking habits and so on.

The better your ad targeting, the higher the chances your prospects will click on it and take an action on your website.

Facebook, in particular, presents you with unique opportunities for reaching out to your audience and driving them to your website. Its impressive advertising platform allows you to target users based on their location, interest, behaviour, and so on.

With [Facebook Dynamic Ads](#), you can remarket to people that have already visited your website (in a similar way to AdWords) and feature content or products similar to the ones in which they have shown an interest. That way, you can bring visitors back to your site and make the most of the traffic you are already getting.

Influencer Marketing

The regular consumer receives about [5,000 marketing messages](#) every day. It should come as no surprise that consumers use just about every tool they have at their disposal to block this unwanted communication.

However, there is a way you can cut through the noise and

ensure your message reaches your target audience

We're talking about influencer marketing.

By now, you probably already know that prospects are more likely to pay attention to reviews from third parties rather than your own direct sales messages. With influencer marketing, you can regain control of the message you convey to your audience and persuade them to take action.

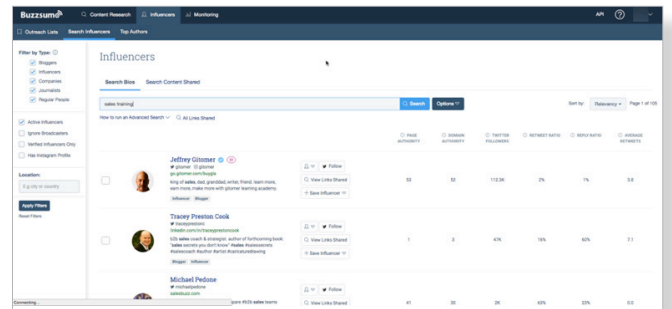
In fact, one report has shown that:



Of course, you need to find a thought leader that your audience listens to, respects and that fits your business. That way, when you reach out and suggest a partnership, you won't have to break the bank to get their endorsement. If you've selected the right influencers, your products or services may be enough compensation since they might perceive your brand as valuable.

If they do ask for money, ask them what they can offer in return to determine if the value you get is worth the investment.

BuzzSumo is a great tool for finding influencers in just about any niche. Below is an example search for “sales training” using their influencer search where it ranks thousands of people based on their influence across social media:



Bonus Section

How to measure the success of your efforts

There is no question that getting noticed on a noisy web is hard work. Whether you are investing your blood, sweat and tears to grow your traffic organically, or your hard-earned money to scale things up, it's not easy.

So how do you know if it is all worth it?

The third eBook in this series will talk about how you can convert this web traffic into leads, sales and loyalty for your business. But for now, here is a sneak peek into how to measure success for your business.

In reality, success is relative to the unique situation of your business. The key to determining whether or not your efforts have been successful, comes down to the definition you give success from the outset.

What would success look, feel, and taste like? How would you know you had been successful in hard metrics?

The answer to the above two questions will inevitably tell you what your goals are, and determine how you should go about measuring the leading indicators and overall outcomes.

For example, let's say your goal is to double your sales by the end of the year. How many leads do you need to get to close the amount of business required to hit that number? On average, how much traffic do you need to attract to your website in order to acquire those leads? And finally, what level of activity metrics (content creation, ads, social media distribution, SEO) result in the traffic numbers you need to achieve this goal?

This logical and hierarchical approach to measuring success will help you determine the daily, weekly and monthly activities both you and your team need to do in order to achieve success.

How do you measure all of this? You can track all of this using the free tool [Google Analytics](#), but we will talk more about that in eBook 3.

Conclusion

Cutting through the noise in this oversaturated digital space can be a daunting task. There will be times when you will feel like there's no one there listening to your message, reading your content, or purchasing your products. Don't give up just yet.

Use a combination of
**free marketing
methods and
paid advertising
options**

**to reach out to your audience, build a
connection with them, and persuade
them to take action.**

Read e-book one

Why Digital Content Boosts Sales

To help you navigate the social web, Intuit and global digital thought leader Jeff Bullas have teamed up to show you three simple steps to your online success.

In this e-book we'll walk you through:

- What you need to consider when getting started
- The key traits of high performing digital content
- Real world examples of successful digital content

**Download
e-book one**