

Traffic Success Strategies

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Traffic Success Strategy Checklist



Getting traffic to your doesn't have to be hard. Here are my top success strategies for each of my biggest traffic generators:

#1: Podcasting

1. **Use podcasting as the basis for EVERYTHING.** This way you don't have to keep coming up with new content. It makes life a LOT easier.
2. **Be consistent.** It doesn't matter if you're going to post weekly, daily, or some other combination. Just make sure that whatever you do, you do it with regularity.
3. **Batch your work.** Create all of your outlines and/or interview questions on one day, then do your interviews and/or record your shows on another. Batching saves a TON of time.
4. **VALUE!** The more value you put out, the more people will listen in, share your content automatically, and the better karma you'll rack up. 😊

If you'd like to get a sense of how I run my show, [check out A Better Life right here.](#)

#2: Twitter

1. **Share content from your podcast.** Use your podcast content as the basis of things you share. You can share podcast episodes, great pieces of advice from your show, or teasers of what people will get when they listen in.
2. **Post a few times a day.** Twitter sends a ton of traffic, but tweets are short-lived. Post multiple times throughout the day to get in front of as many people as possible.
3. **Recycle your old content.** Make sure to continually share old blog posts, podcast episodes, and so forth.
4. **Images do really well.** The best size for Twitter in-stream pictures is 440x220.

If you'd like to model off my Twitter, [you can follow me right here.](#)

#3: Pinterest

1. **Pin content from your podcast.** This is just to make things as easy as possible. You can pin podcast episodes or blog posts you made out of your podcasts.
2. **Use beautiful pictures.** And it's better to use pictures that take up most of the picture so there's as little white space as possible. I love [Fotolia](#) or [DepositPhotos](#).

3. **Have text that explains what your pin is about.** Tell people what they'll get if they take the time to click over. It's a great idea to put an example tip on the actual pin.
4. **Image size matters.** Go for 735 x 1102 so you can get as much real estate as possible.

If you'd like to model off my Pinterest, [you can follow me right here.](#)

#4: Kindle

1. **Create quality books.** These don't have to be LONG, but make sure that they're books that people would actually enjoy and leave a great review for.
2. **Have a great cover.** Covers make up a HUGE percentage of why people buy your book. I've paid hundreds for covers, but my best converting covers always come from [this gal on Fiverr.](#)
3. **Run a free day campaign.** We're making a traffic play here, NOT a money play. Enroll your book in [KDP Select](#) and offer it for free for the 5 day period. This will get you lots of downloads – and then opt-ins.

If you'd like to check out my books, [there are some available right here.](#)

#5: Facebook

1. **Boost your posts.** Without doing this, most people will NOT see your content.
2. **Include a picture.** Pictures grab attention and gives you more real estate for people to see you. The best size is 1200 x 627, and having a colorful or prominent border around your content works very well.
3. **Connect – be real, but not too negative .** Facebook is all about connection. People crave realness, but if you're negative all the time, people won't want to be around you – same as in real life.

You can find my Facebook fan page [right here](#) and my personal page [right here](#).

#6: Reddit

1. **Post all kinds of content.** Pick a subreddit(s) that's in your niche and consistently provide awesome content. I like to do an 8:1 ratio at least, where I'm posting 8 posts of other peoples' to every 1 of mine. This helps you not come across as a spammer.
2. **Space out your posts.** By posting several posts at once, you just cannibalize yourself.
3. **Be very clear in your link descriptions.** Make sure that

people know what they're going to get if they take the time to click through. If you're not, people will downvote you and not trust you.

Did this help?

I hope this gives you a lot of insight on what works the best for some different traffic sources.

In my next presentation, I'm going to share a TON with you, including:

- How to batch up a year's worth of content in just a few days
- How to get even MORE traffic from your podcast
- How to make MONEY from all of this.

You can find it all by signing up right here:

→ <http://rachelrofe.com/webinarsignup>

I'll see you then!

With love,
Rachel Rofé