WELCOME

8 Step Traffic Growth Approach

Thursday, March 24, 2022

This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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PRESENTER

Alison Knott

- Alison is the owner of Alison K Consulting and has spent the last 11+ years building and rebuilding websites and leveling them up to lean, mean ROI machines.

- She's here to help you build on what you've already accomplished, identify new opportunities, and capitalize on them with ease.

- Alison previously held teaching positions at NSCC IT Campus, NSCAD University on top of her career in digital marketing and web consulting.

Alison K
CONSULTING

The 8 Step Traffic Growth Approach

Quick links to some of the resources mentioned:

Google Analytics Cheat Sheet
SEO Keyword Research & Checklist Bundle
UTMs for Traffic Growth
Customer Camp Clarity Calls

1. Choose Topic

It's easier to gain interest when there's intention behind a single main topic.

1. Pick one topic that has a few subtopic.
2. Reuse content already created and re-purpose for website and newsletter needs.
3. Research similar content from other orgs and adapted or improve.
4. Ask your existing audience.

🔨 Google Trends, Alsoasked.com, Answer the Public, forums & groups, Customer Camp Clarity Calls

2. Perform SEO Checklist

For each page or post you create, be sure the content is legible for crawlers as well as people.

Top things to remember:
1. Keyword in title, heading 1 (h1).
2. Compelling meta description.
3. Links to other parts of your website.
4. Link to valuable external websites.

🔨 SEO Keyword Research & Checklist Bundle

5. Create Newsletter Locations

Give many ways to sign up, respect page UI/UX.

1. Create signup on Homepage.
2. Create a page dedicated to the newsletter.
3. Add Opt-In and/or signup to pages and posts.
4. Add signup to sidebar and/or footer.
5. Redirect to thank you page on submission.
6. Create destination goal in Google Analytics using the URL of the thank you page.

🔨 Google Analytics Cheatsheet, MailChimp4WordPress

4. Create Newsletter Sequence

Don't stop at the signup. Nurture folx with a welcome sequence while they are actively thinking about your topic.

1. Immediate: double opt-in if required.
2. Immediate: promised downloads, short introduction about your org.
3. 3 days later: links to other similar content.
4. 5 days later: ask a question, more content.

🔨 DripScripts, newsletter segmentation

3. Create Newsletter Opt-In

Should be compelling and getting cold traffic thinking about your org specifically. One great lead magnet is better than 3 weak ones.

Downloadable: guides, cheatsheet, surveys, reports
Readable: stories, welcome sequence, events and updates (but expect lower engagement from these)

🔨 UTMs for Traffic Growth, Canva, DripScripts, Mailchimp, ActiveCampaign, Mailer Lite

6. Promote On Social Media

Frequency is key. Budget for social media automation that saves time. At a minimum have:

1.
2.
3.

🔨 Buffer, Hootsuite, Canva

7. Grow Online Community

Amazing content deserves to be seen by new folx. Don't stop at the usual suspects but actively grow who you engage with.

🔨 SparkToro

8. Measure Success

CRITICAL

Understand current performance so you can tweak and shift resources with purpose.

🔨 Google Analytics Cheatsheet, UTMs for Traffic Growth Google Analytics, Google Search Console, social analytics, newsletter reports

## Alisonkconsulting.com/digiport

How we wish websites worked

Sees social post

Goes to relevant content on site
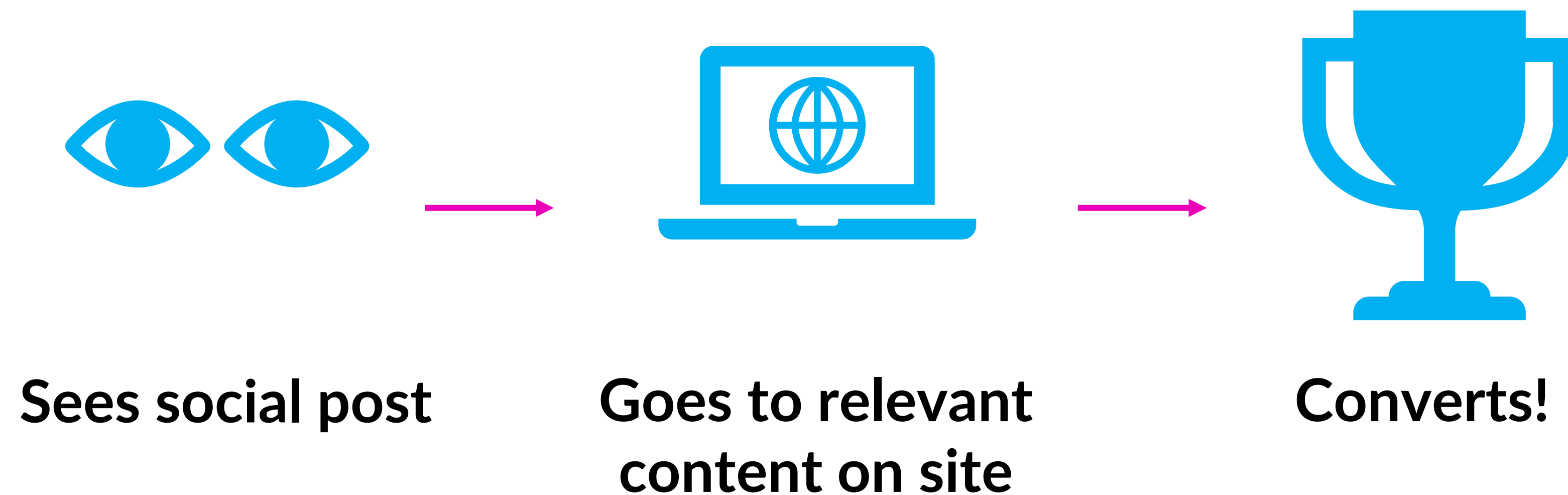
Converts!

Conversions > Multi-Channel Funnels > Top Conversion Paths

MCF Channel Grouping Path ?	Conversions ? ↓
1. Organic Search > Direct	**144** (53.93%)
2. Direct × 2	**25** (9.36%)
3. Organic Search > Direct × 2	**25** (9.36%)
4. Referral > Direct	**11** (4.12%)
5. Organic Search > Direct × 3	**8** (3.00%)
6. Paid Search > Direct	**5** (1.87%)
7. Direct × 3	**5** (1.87%)
8. Direct × 3 > Referral × 4 > Direct × 2 > Organic Search > Direct × 2	**3** (1.12%)
9. Referral × 2	**3** (1.12%)
10. Organic Search > Direct × 4	**3** (1.12%)

1. Choose Topic

1. Pick one topic that has a few subtopics. Draw inspiration from:
   - FAQs or requests from guests/clients
   - Things tangential to what you offer (ie: foraging when you're a restaurant)
   - Service providers, vendors and others you partner with
2. Reuse content already created and re-purpose for website and newsletter needs.
3. Research similar content from other sites and adapted or improve.
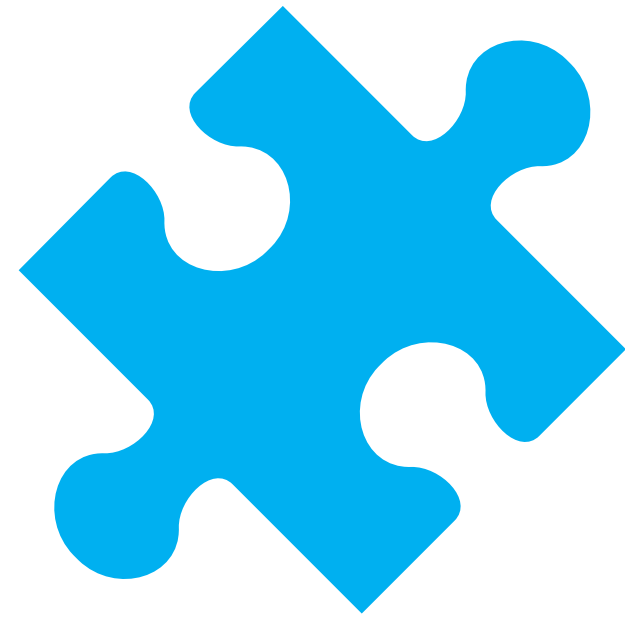
"What can we talk about that will garner the interest of prospective guests or clients?"
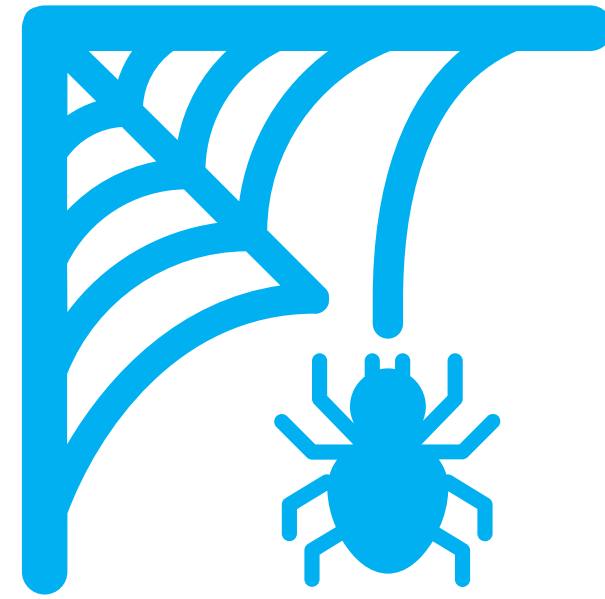
2. Perform SEO Checklist

- Service pages don't always rank, blog posts can better because they answer questions.
- Formatting your website content helps both search bots and humans understand what you're trying to communicate.
- SEO doesn't matter for newsletter content, but you want to send people from your newsletter to your site!

Simple On-Page SEO Checklist

1. URLs, Titles, Meta Description

- [ ] URL is understandable
- [ ] URL is short (remove a/the/etc)
- [ ] URL contains keywords
- [ ] Page title contains keywords
- [ ] Page title contains website name
- [ ] Page title doesn't get cut off in SERP (desktop & mobile)
- [ ] Meta description provokes someone to click
- [ ] Meta description doesn't get cut off in SERP (desktop & mobile)

2. Headings

- [ ] Has at least one Heading 1 (H1)
- [ ] H1 contains keywords
- [ ] Uses H2, H3, etc to organize content and help with skimming
- [ ] Use keywords/synonyms in headings

3. Content

- [ ] Contains at least 500 words. 1500+ is great!
- [ ] Keywords in first 150 words
- [ ] Short sentences at grade 9 reading comprehension level (run through hemingwayapp.com)
- [ ] Chunk content: multiple short paragraphs instead of large ones
- [ ] Used at least one bullet point or numbered list
- [ ] Used bold and italics effectively
- [ ] Pepper keywords/synonymous throughout your page/post
- [ ] Mention own brandname
- [ ] At least one internal relevant link
- [ ] At least one external link
- [ ] Clickable part of links are descriptive, not 'click here' or just the url
- [ ] Content is not too similar to something previously published

4. Images & Media

- [ ] At least one image that is not decorative
- [ ] Image names contains keywords ex: 'alison-k-headshot.jpg'
- [ ] Images are correct dimension for intended use (width x height)
- [ ] Alternative tag filled out (describe image, any text in image that is important)
- [ ] Caption to further explain content if needed
- [ ] Video or audio loads fast
- [ ] Videos have closed-caption

5. UI/UX Design

- [ ] Text colour against background is high enough contrast
- [ ] Heading are obvious
- [ ] Clickable elements like headings, links and buttons are obvious (underlined, bolded, coloured, change state when hovered over)
- [ ] Copy text is comfortable to read
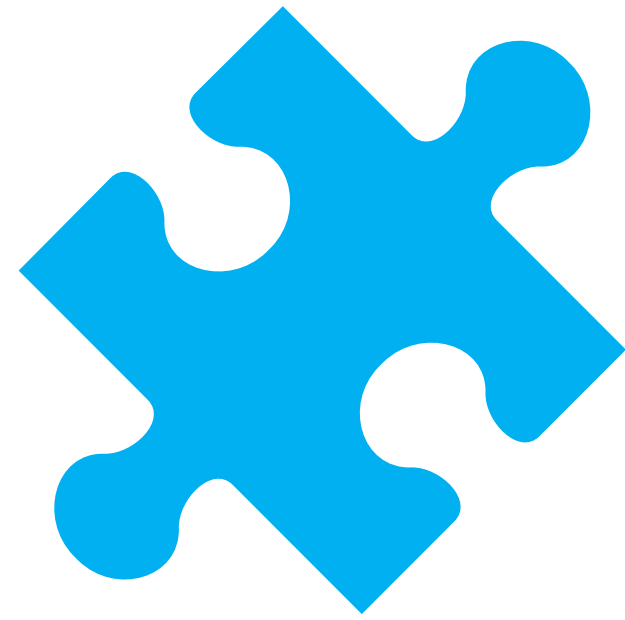
"If we truly want organic traffic, what unique questions are prospects asking that we can answer?"
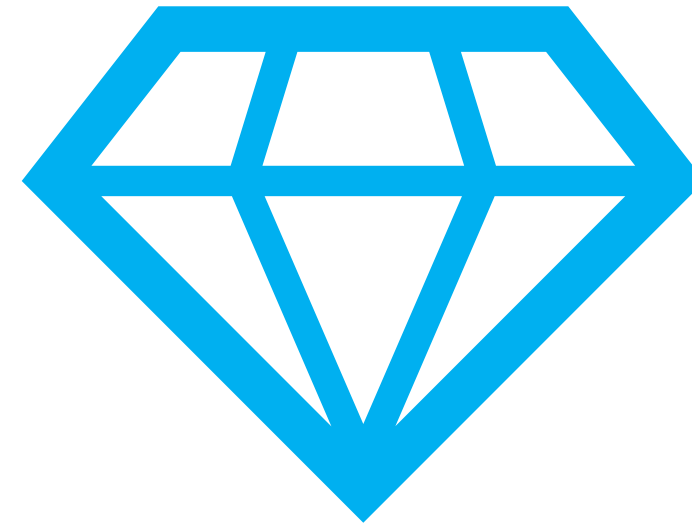
3. Create Newsletter Opt In

Something so low-risk but rewarding they'd be silly not to sign up!
- ✓ **Helpful things: guides, cheatsheets, quizzes, audio, video**
- ✓ **Beautiful digital things: wallpapers, printables**
- ✓ **Informative things: case studies, reports**
- ✓ **Samples, demo, free consults**
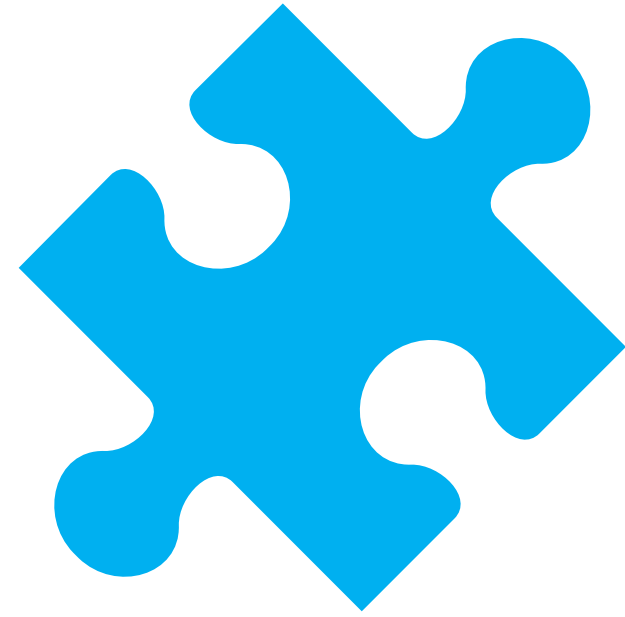- ✓ **NOT "sign up for upcoming events"**
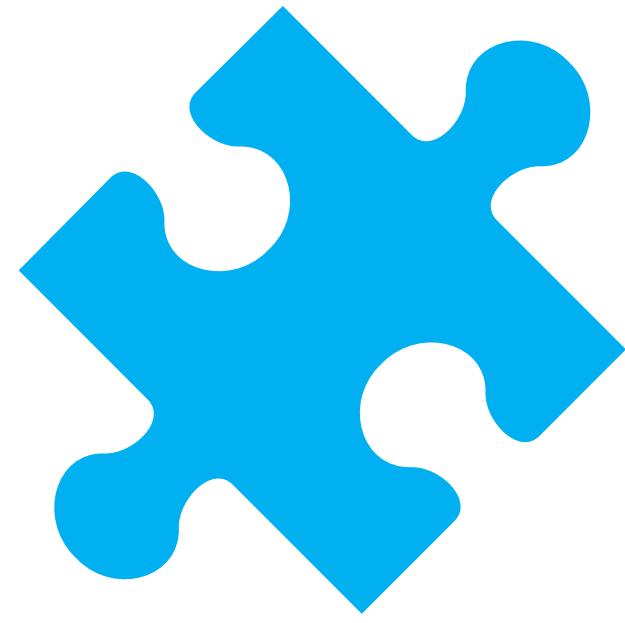
"Are we doing our best to deliver something of value to the curious?"

4. Create Newsletter Sequence

✓ **Welcome and link to the thing they wanted. (open rate is 50% vs 11%)**
✓ **Introduction to your business/org.**
✓ **Links to other content on your site.**
✓ **Ask question**
✓ **More content. Then start selling.**

DripScripts is a great resource!

"Are we properly showing up in their inboxes in a valuable way?"

5. Create Newsletter Locations

1. Homepage
2. A page for the newsletter (with list selection if needed).
3. A page just for your opt in.
4. Relevant sidebars, footers, pages and posts and/or signup to pages and posts.
5. A thank you page to redirect submissions.
6. Create destination goal in Google Analytics using the URL of the thank you page.

CREATE A DESTINATION GOAL

Destination Goals are a way for Google Analytics to alert you when visitors have gone to a specific page that represents one of your web strategy goals. Note you can only have -20- goals setup (you can update them).

1. Decide what page is an excellent indicator that someone has "converted". Example: 'thank-you' page when someone downloads your lead magnet, or fills out a form.

2. Head on over to *Admin > View > Goals (*last column, depends on the *View* you want to apply this to*)*

3. Click *+New Goal*. Select *Custom*.

4. Name your goal and choose *Destination* as the type and click *Continue*.

5. Type in the URL. You only have to type in what comes <u>after</u> the domain. If the url of your page is "*mysite.com/services/*", then just type "*/services/*".

6. *Value:* This is optional to give each successful conversion a dollar amount (it's not connected to a spendible account). $1 is fine. Note changing this amount later will not change reporting retroactively.

7. Set *Funnel* to *On* if you have a sequence of URLS you want users to move through before getting to the destination URL. Common examples are Home > Services > Book A Call > Thankyou.

8. If you want to track ONLY traffic that lands on this page, set 'Required' to *Yes*. Do not set 'Required?' to *Yes* if Step 1 is your homepage.

9. Lastly, hit *Verify this goal* to test to make sure you set it up correctly. It will give you an estimation of the conversion rate based on data from the last 7 days.

10. As people make it to this page, you will see them populate in the *Conversions > Goals* report.

11. And if you have a funnel set up, you'll begin to see where people enter and leave based on your setup.


Setting up a Goal in the Admin section
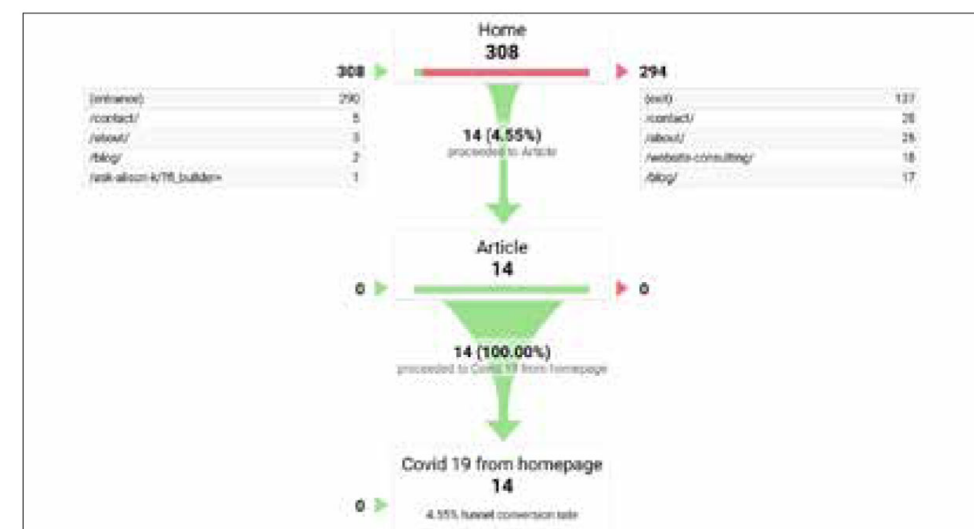
Screenshot of funnel at Converisons > Goals > Funnel Visualization

OTHER GOAL TYPES

Duration Goals (not very effective): Track how often people stay on the site for a certain amount of time. You want it to be above average. Used more to monitor trends then get an actual average reading time of a piece of content.If you see 00:00:00, that just means the person looked at one page and left.

Pages/Screens Per Session: Like Duration, but to track how many pages people interact with before they leave. Very straight forward, just enter in your ideal page amount. Two or three is average for an active blog site.

Events Goals: Triggers when people click a button, submit a form, click external links, etc. Requires adding Javascript to your website so you will probably need a developer to help you with this. Monster Insights for Wordpress or Google Tag Manager is best.
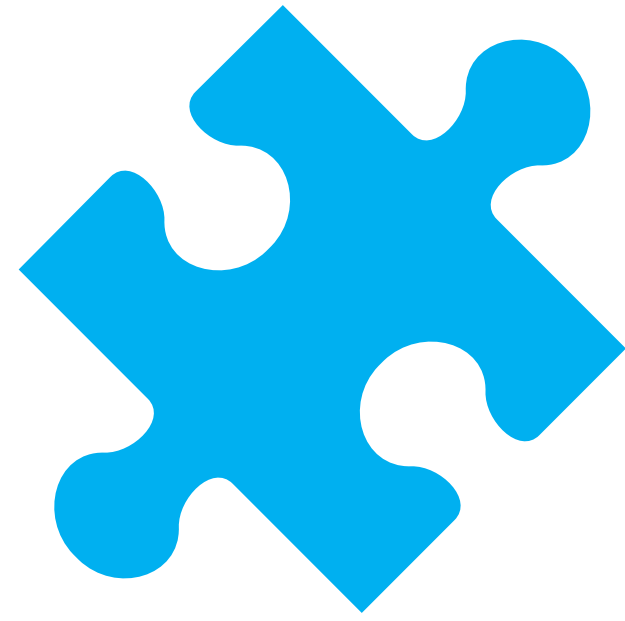
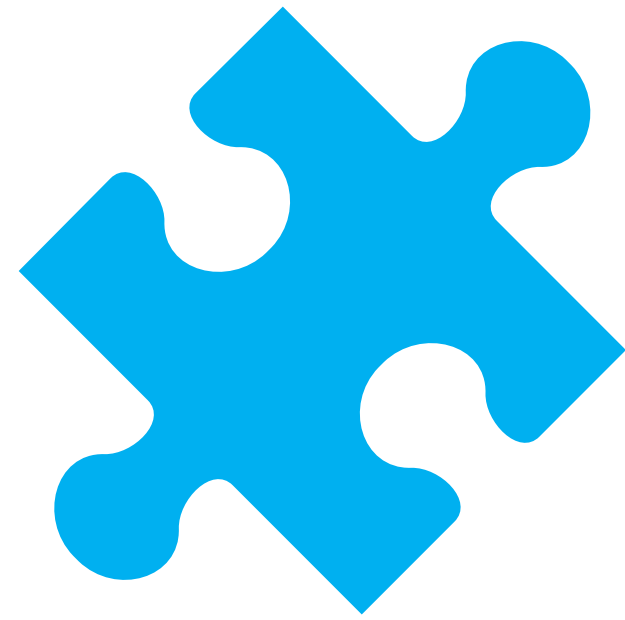# "Are we doing our best to make it as easy as possible to sign up?"

6. Promote on Social Media

Talk about content itself
6 ways

Talk about opt-in
3 ways

Promote any engagement
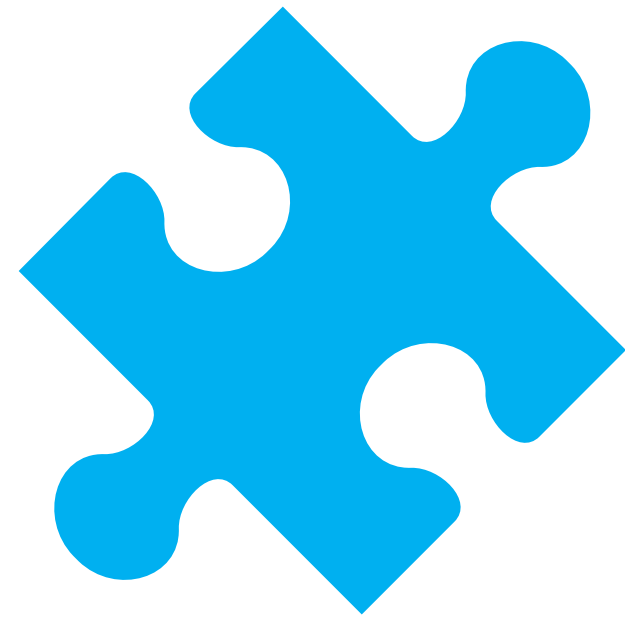**as needed**

Buffer

"Are we helping more than selling?"

7. Grow Online Community

Mine the audiences of others.

SparkToro is a great resource!

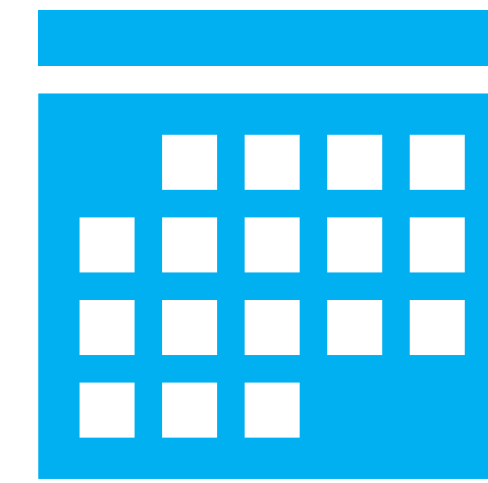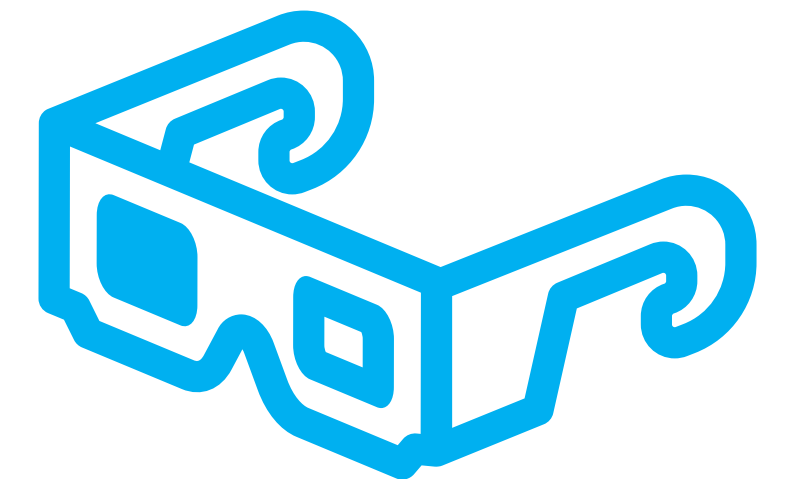# "Are we leveraging the audiences of others?"

8. Measure Success

Audit so you understand your historical data

Pick a **few** goals/objectives and apply changes

Give it **time**, such as a month or a quarter

Review and **adjust** as needed

"We want more traffic!"

"We want more traffic!"

"Increase Organic Search traffic by 15% in 6 months"

"We want more traffic!"

"Increase Avg. Time on Page for visitors from Youtube to 2 minutes by Q4"

"We want more traffic!"

"Increase newsletter signups from blog posts to 25/month"

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