

**WebFire Wednesday Webinars:**

# **Five Uncommon Tactics that Can Get You More Traffic**



# Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a Live Training and/or Q&A Call for WebFire Members



These trainings will either feature myself (Brian Koz), Shawn Casey, both of us at once, or occasionally a featured special guest if we think their expertise would be of value to our members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



Use these calls as an opportunity to get even more training, ask strategy type questions, get feedback, or make suggestions on what else you'd like to see!



Special Note: Make sure to check out our prior WebFire Wednesday Webinars and our WebFire trainings, as there's tons of info already there that a lot of you are asking for more training on. 😊



## WebFire Member Rules to Success:

1. Follow the steps and trainings we have.
2. Don't give up (seek help when needed but don't get too dependent)
3. No whining or negative attitudes (quickest way to fail)



Now let's move onto our training with five uncommon ways to get more traffic...





## 5 Uncommon Ways to Get More Traffic

- The Triple Your Chances Ranking Technique
- The Easy Sales Video WITHOUT a Product Trick
- The Fast Way to Riches for Product Sellers WITHOUT Lists, Ads, or Marketing
- The Question Technique
- The Free Way to Riches Technique



## The Triple Your Chances Ranking Technique

- Most people target only one keyword (like in their title or throughout their content)
- That really just gives you one chance of ranking a particular webpage, and all your eggs are in one basket
- Not only are you losing out on additional traffic from additional keywords, but if you don't rank for that one term, you're pretty much left with nothing!
- This technique will triple (or more) your chances!



## The Triple Your Chances Ranking Technique

- Select one main keyword phrase to start with
  - For example: forehand tennis technique
- Think of a few additional words you could put around that keyword phrase that might make it more appealing AND contain other words that people might search for...
- For instance: “What is the best fast forehand tennis technique – 3 minute fix”
- Use that as the title / title tag / blog post title / video title of your webpage or video
- This does two main things:
  1. It makes the title (what shows up in the search engines) far more appealing and therefore more likely to get more clicks (especially the “3 minute fix” part)
  2. It adds additional keyword phrases that people might search for like:
    - Forehand tennis technique
    - Best forehand tennis technique
    - What is the best fast forehand tennis technique



## The Easy Sales **WITHOUT** a Product Trick

- Many of you don't have products of your own yet.
- One thing that you can do is make mini "sales videos" using the Video Firestorm tool inside of WebFire, and then end it with a link to your affiliate link (or a shortened redirect link)
- Many products that you can be an affiliate for don't take advantage of sales videos, yet a lot of people often look for more information on them on places like YouTube
- This can not only give you an additional place to rank (YouTube), but it can also get you traffic off of Google as well
- And it can increase your chances of converting that traffic into sales
- Videos can be about the product, a review of it, how to use the product, etc.



## The Fast Way to Riches for Product Sellers WITHOUT Lists, Ads, or Marketing

- A good chunk of people out there have a product, service, or at least a basic idea of what they want to sell (and if not, just by having WebFire, you technically can offer lots of services to others)...
- However, they might lack a list, ads, marketing, or other useful resource that could help them build a big income fast.
- Instead of starting from scratch yourself (not that there's anything wrong with that), you can search for potential "partners" that can help drive those sales for you
- What to do:
  - Use WebFire's tools like the Guest Blog Finder, Ranked Lead Finder, or other lead tools (or just search around the web) to find popular sites or influencers that seem to have a big following but might be able to offer additional products / services and make more money themselves
  - Make your product / service as "hands free" for them as possible (example of a big mistake people make here...)
  - Offer a substantial cut and allow them to white label it as their own
- You can also always search for others in non-competing markets who might be able to refer you buyers as well (lawyer and investor examples)



# The Question Technique

- When writing blog posts, making videos, or adding content to webpages, instead of targeting basic keyword phrases, brainstorm questions that you can target and write content on too.
- Each blog post, video, or webpage can target a different question.
- Example for people buying a diamond:
  - What is the difference between cut and clarity?
  - What makes a diamond sparkle more?
  - What is the difference between an ideal cut and signature ideal?
  - Are SI1 clarity diamonds bad?
  - What kind of clarity do I need for a diamond to look good?
  - How big does a 1 carat diamond look on a finger?
- The more questions (with your answers) the better, as you can rank for more terms and help more people.
- People search for A LOT of questions, yet most websites rarely optimize their sites for them (or even provide the answers), so it gives you a great chance to rank for lots of great terms that can bring in a steady flow of traffic.
- If the questions are used in the titles / title tags / video titles / etc., you'll have a great chance of ranking for them.



## The Free Way to Riches Technique

- Instead of trying to sell directly to people (harder to do in a lot of cases), try to offer something for free that ultimately leads to money for you...
- For instance, if you're an affiliate for diamonds, offer a free diamond search or free diamond analysis for them (lead tools inside of WebFire can find lots of prospects here). (Example of what this looks like...)
- Or instead of selling an info product on how to buy stocks or do Forex, offer to walk them through their first trade for free (and recommend your affiliate link for the broker account where you could make hundreds off of just that)
- It's very hard for a paid offer to compete with a free offer, but lots of free offers can lead to money very quickly
- Brainstorm a few ways that you can do this for your market (whether you're just an affiliate or a product / service seller)



Any other questions?? (and cash  
giveaway right after)





New WebFire Facebook Group at  
[www.getwebfire.com/fbgroup](http://www.getwebfire.com/fbgroup)



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