



# Website Traffic Secrets:

***A Simple Guide To Drive Tons of Traffic To Your WordPress Website Fast!***



## MEET TONYA

### The Savvy Online Business Builder Who Helps You Get More Traffic, Save Time and Make More Money

Tonya R. Taylor, founder of SavvyBizBuilder.com, **empowers business owners** with savvy ways to use their website **to build a BIG ONLINE PRESENCE** that doesn't *suck*.



Tonya is known as the “Savvy Online Business Builder” for solo entrepreneurs and small business owners who need more time to focus on running their six figure business and want fast, proven results ensuring potential customers can find them online. She believes without traffic, what's the point of having a website to begin with!

### From One Cupcake an Empire Was Born

#### *Here's her story...*

Tonya's cupcake fetish started in the summer of 2008 as a hobby in her spare time (as rare as that is!). She started scouring the Internet for all things cupcake. Overwhelmed with the number of beautiful pictures, unbelievable designs, cupcake only bakeries — she built a website to display her finds, just for fun.

This niche website quickly became a popular destination for cupcake lovers around the world. **Tonya's goal was to drive cupcake enthusiast traffic to the cupcake website** and especially reach out to cupcake bakers to invite them to add their business to the growing international cupcake bakery directory.

In the beginning, using only Twitter @CupcakeIdeas, the cupcake bakery list **grew by 200% in just a few weeks!** Tonya's specialty is low-cost or no-cost traffic sources, so naturally Twitter was a good fit. Now the website CupcakeIdeasForYou.com that started with just 20 cupcake bakeries **boasts a membership of 1200+ cupcake bakeries in 38 countries.**

Using her signature Savvy Online Business Building System™ to drive traffic fast, Tonya's cupcake website **receives thousands of unique visitors each month** and is **on the first page of Google** for searches about “cupcake ideas”, and **ranks above the Domestic Diva herself, Martha Stewart!**

## **Powerful Business Advice Featured In The Media**

Tonya serves on the American Marketing Association of Baltimore's board as Director of Social Media. She is a social media journalist to the Examiner.com where she features small businesses and information dedicated to all things social media in the Baltimore metropolitan area.

Tonya is an American Express Open Forum contributor and is a contributing technology writer to various magazines, newsletters, websites and blogs. Her business advice has been featured on Social Media Today, The Business Monthly, SelfGrowth.com and Teleseminars, podcasts and radio in the United States and Australia.

Tonya publishes her own valuable, widely read weekly ezine "Building Blocks for Online Success" and is a contributing technology writer to various magazines, newsletters, websites and blogs.

## **Quick Solutions to Help You Drive More Traffic To Your Website**

What makes Tonya different is her ability to use savvy skills to immediately identify a unique low-cost solution to address specific business needs and goals. Working with Tonya business owners learn:

- step-by-step what to implement that's easy and consistent
- best FREE resources to get targeted website traffic
- how to create content that drives traffic
- where to maximize online exposure and increase visibility
- most effective techniques to get ranked high on Google

Tonya has the perfect traffic building solution to help you simplify the process no matter where you are in your online journey. She offers:

### **Business Success Coaching Sessions**

Tonya offers expert one-on-one solutions and guidance. After all, we're not in business just to have a website, we want results... and that's what she delivers.

### **Business Success Products**

Tonya has on-demand solutions filled with no-cost and low-cost tools, time saving resources, and information ready for you to implement quickly so you build a BIG online presence now.

## INTRODUCTION

In today's digital world there is so much content on the internet **driving web traffic** in many directions. Everybody (and I do mean everybody) from TV shows, the local and national news programs, big brands like Pepsi and Nike, athletes: football, baseball, tennis players and radio personalities — you name it they all have a blog, [Google+](#), [Twitter](#), [Facebook](#), [YouTube](#) and a host of other online content driven networks.

And they all want the same thing (and you should too)...to drive internet traffic to their websites and blog.

But not just any traffic, they want (again, and you should too) "Targeted" traffic". Why? Targeted traffic is filled with people who are looking for something specific and ready to whip out their credit card to buy when they find it.

Listen up! In order to make sales you need traffic PERIOD!

You love what you do, but you'd like to have a BIG online presence to tell the world, get exposure and make money. Without having an online presences people can find your business may actually look invisible almost like it doesn't exist. You may have a great product or an awesome service, but your potential customers can't find it.

Here's the problem...just having a website for your business is not enough. In fact, using the internet daily, writing blog posts for your website and using social media platforms is not enough to complete online.

A search engine optimization (SEO) guru or expert will tell you this...you need to get the right people to your website. Basically YOU NEED TRAFFIC!

What they won't tell you is the insider secrets you need to make your website work better and easier to generate leads, customers and sales.

## What the Guru's are Not Telling You About SEO

Search engine optimization is not something you or a SEO Guru or expert can "Do" to your website once then walk away. There's more to search engine optimization than adding

- HTML Title Tags
- Meta Descriptions
- Meta Keywords

Search is something that changes frequently and that's the way Google wants it to be. A few weeks ago Google announced the launch of Search Plus Your World, which deeply integrates social sites (especially Google+) into the Google search experience to make it more personalized.

No doubt about it, the best marketing funnel ever created is completely useless without a steady flow of website traffic pouring into it. You paid a ton of money to have that AWESOME WordPress website created for your business, *right?* Now it's time to get some traffic because without traffic, what's the point of having a website to begin with!

## **The 7 Secrets of Driving Traffic Fast That Are Working Right Now**

The fastest way for you to gain more exposure is to increase your visibility online. Exposure makes your website visible to prospects, customers, the media and industry influencers. The best SEO advice must incorporate a strategy for the fastest way for you to gain more exposure to increase your visibility online. Use these secrets as a simple to follow guide guaranteed to drive traffic to your WordPress website FAST!

### **SECRET 1: Knowing the exact words or phrases people type into Google to find you**

Before you can really understand this secret, you need to know what are keywords?

**Definition:** Keywords are words or phrases people use to search online. It's the exact words they type into Google. Google and other search engines will show to the searcher a list of websites that have those keywords on their pages.

Don't let the SEO guru's and experts fool you when they say "I can get you to rank on page 1". It doesn't matter if you rank on page 1 if no one is searching Google for those words.

Google stores data about keywords and phrases entered into the search engine. Over time Google is able to make estimates of how many times a day those keywords and phrases are searched for.

***SavvyBizTip: Using keywords is a FREE way to increase targeted traffic***

Using keywords is a FREE way to increase targeted traffic. Google and other search engines will send you traffic based on the keywords used on your website. In fact, if you have not already done your keyword research you should start right now.

Seriously, there's no need to write content for your website until you do your keyword research. You need to find out what kinds of words and phrases are actually being used to search.

To be perfectly honest, not using keywords forces you to rely on the media (if you can get their attention), Joint Venture (JV) partners or some other type of industry influencer to help you spread the word about your products and services.

Otherwise you will have to pay for traffic with pay per click pay per click (PPC) and other types of ads. Actually if you are using JV's and affiliates you are still paying for traffic.

Discovering your keywords may take time (and be a little painful) but once you get it right the reward is a steady stream of traffic.

## **SECRET 2: Using targeted keywords to help your website do most of the client attraction work for you**

You have a website, albeit a nice looking one too!

Yet you're still wondering why your AWESOME website is not showing up in Google.

Hmmm, there could be many reasons but let's start with the one that's most often ignored.

*Keywords!*

What an opportunity!

***SavvyBizTip: Use targeted keywords to attract more and better leads with less effort***

If you get this right, using keywords effectively you can get more and better leads with less effort. That's right! Targeted keywords help your website do most of the client attraction work for you. I said it before and I'll say it again using keywords is your website's secret weapon to driving traffic.

Yet there are business owners who continue to spin their wheels marketing online (and probably not getting the results they expect) because they don't have a keyword strategy.

This chart will guide you with little known ways to use keywords to increase targeted traffic:

What	Where	Why
<b>Domain name</b>	Your website address (also known as your URL)	search engines LOVE keyword rich domain names
<b>Content</b>	Your blog post	easily create content your target audience want to know more about
<b>Title</b>	Your blog post title	Google knows to send you traffic based on search engine results pages (SERPS)
<b>Summary</b>	Your blog post description and excerpts	provide a quick focused (think Twitter 140 characters) summary of your post
<b>Categories</b>	Your website categories	super easy to navigate by using your



**Website Traffic Secrets:**  
**A Simple Guide To Drive Tons of Traffic To Your WordPress Website Fast!**

		keywords or keyword phrases as the category names
<b>General description</b>	Your website description	search engines are not reading this to learn about you
<b>Social media</b>	Your post, tweets, streams, etc.	social media sites has a feature to allow for searches and it may show up in Google's SERPS

### **SECRET 3: Creating fresh content to keep not only your visitors coming back but Google too**

In this secret you will discover how to use these 3 easy strategies to build a BIG online presence to attract new leads, more traffic and customers 24-7. I'm calling these the 3 C's you need to drive traffic to your blog or website:

#### **1. Content is King**

I know you have heard it before and you will hear it again and again. Why? Original, relevant content is regarded as the most important commodity on the internet. It doesn't matter whether you blog for a big brand, just created your blog yesterday or have been blogging for years, you need content. Content is what drives website traffic. Fresh content keeps not only your visitors coming back but Google too. Content is internet fuel, without it your website is not moving or growing.

#### **2. Consistency is Queen**

Every King needs a Queen. In order to satisfy the King the Queen has to be consistent. Why? Everybody wants content and lots of it. Create a routine, let your visitors know when to expect your new content and stick to the schedule. Post your content on the same day or days at the same time. Your visitors are busy people who need to know exactly when to expect your content. Creating a specific blogging schedule holds you accountable.

#### **3. The Community is your Court**

Every King and Queen needs a Court. If you create fresh content consistently you will organically attract a community of like minded visitors interested in your blog posts. Once you become a content creating machine use your community wisely. Listen. The community will tell you what they want all you have to do is listen. And if you listen they will help drive traffic to your website (without asking) using word of mouth and social media.

***SavvyBizTip: Content is internet fuel, without it your website is not moving or growing.***



### **SECRET 4: Leaving blog comments to get high quality backlinks**

Providing relevant comments on sites that attract your target audience or have a similar niche will help your visibility and exposure. In addition, leaving comments is an important part of your SEO process to get backlinks to your site which helps your pages get indexed in Google.

Leaving comments around the web increases your visibility and helps you to be seen as an authority in your niche. Remember a picture is worth a thousand words so make sure the community knows it's you. Avoid the mistake of not having a picture beside your comments by creating a globally recognized avatar otherwise known as a Gravatar.

Don't just randomly comment on any old site. Blogs or posts that are not directly related to your niche can have an adverse effect on your SEO and won't provide you any "link juice". By default WordPress blog comments are set to "No Follow" so these links do not create any SEO benefit. If your strategy is to get backlinks from your comments make sure you research blogs that are "Do Follow" or using "Do Follow" plugins.

***SavvyBizTip: Help your visibility and exposure by leaving relevant comments on sites that attract your target audience***

### **SECRET 5: Focusing on the right social media platform to get more customers**

There are more than 590 popular and emerging social networks, *who knew!* More importantly who can you keep up? *Believe me, if you can't you're not alone!*

With so many choices entrepreneurs and small business owners are struggling to find the right social platform to focus on, as their time and resources are persistently limited.

Not a week goes by without a client asking me these questions:

1. Which social media platform do you think I should focus on to get more customers?
2. Should I try to conquer all the major social media platforms for my business?

It's not easy for me to say use this social media platform and not that social media platform to get customers. Just like other marketing opportunities, each social media platform has pros and cons. Your primary focus needs to be creating a strategy and doing some serious planning to attract more ideal clients to generate income.

Let's take a look at what's considered the top five and how to use these social media tools for business:

**Website Traffic Secrets:  
A Simple Guide To Drive Tons of Traffic To Your WordPress Website Fast!**

1. Pinterest - If you have a business that relies on the visual effects of pictures then Pinterest is for you.
2. Twitter - Adding Twitter to your marketing plan provides a free and easy opportunity to reach profitable new markets.
3. Facebook - You can leverage Facebook for its business potential in several ways, for example; creating a business page, building your brand and using pay per click ads.
4. LinkedIn - The real power in using LinkedIn for business is in their 1.2 million groups where you can find everything from Apples to Zen.
5. Google Plus - Stop Ignoring Google+! Seriously, it's not going away. If you want people to find you, your product or service on the internet, YOU HAVE TO USE Google+ this is no longer optional.

**SavvyBizTip:** Your targeted audience is using social media as part of their daily routine.

## **SECRET 6: Making it easy for visitors to spread your content with social media**

Have you found great content you wanted to share, but the website didn't make it easy for you?

I have lost count on how many websites or blogs I visited with really good, useful and informative content. These sites have unfortunately neglected the opportunity to leverage social media as a free way to massively distribute their content.

I love to share and others do too.

Don't miss out on your opportunity to use social media to increase your traffic and broadcast your message.

For those who have not or are afraid to jump on the social media bandwagon you do not need a Twitter or Facebook account to use these buttons on your website or blog. You can find an example of these buttons at the end of every one of my blog post.

With the right plugins you can effortlessly use buttons that have built-in a live count of the number of times your webpage, landing page or blog post has been tweeted, liked, +1 or posted to LinkedIn. These button can be; used on web pages and/or blog post, added to your RSS feed, added to your emails.

Social media buttons help your visitors share and bookmark your webpages and blog posts and subscribe to your feeds using just about any service. As an added benefit they also integrate with Google Analytics for dynamic reporting on your social media and social bookmarking activity in one location.

**SavvyBizTip:** Make your website or blog social media friendly so that it's easy for visitors to share their content on Google+, Twitter, Facebook, LinkedIn and Pinterest.

## **SECRET 7: Listening to what your website traffic is telling you**

One of the first questions I ask my clients who are interested in **driving more blog and website traffic** is "How often do you review your analytics?"

You want to know what they say... Surprisingly, I have found a few small business owners who review their analytics weekly or monthly. Unfortunately, an overwhelming number of new clients say they never look at their analytics. However the most shocking statement and eye opening response was "*What are analytics?*"

So just to make sure we are on the same page let me define the term for you...

**Definition:** Analytics are the statistics about your website. You can think of the numbers like your bank statement; they measure, monitor and track what (who) is coming in and out of your account (website). Measuring your website traffic is a great way to start to understand how (or if) your online marketing efforts are really paying off. After all, if you don't have traffic what's the point in having a website in the first place?

Reviewing your analytics will help you target the best markets for your business, let you know what to continue doing and what to stop doing.

This is only a small portion of what you can learn from reviewing your analytics on a regular basis:

- 1) What local/regional area visitors are coming from
- 2) What keywords visitors use to find you
- 3) What websites are referring traffic to you
- 4) What the demographics are for your visitors
- 5) Where visitors go on your website
- 6) How long a visitors stays on a page
- 7) How much traffic you get from search engines

Here's a fact you need to know, 78% of all website visits originate from an online search. This is why getting found in search engines are the #1 factor to increase traffic, leads and sales.

**SavvyBizTip:** Reviewing your analytics will help you target the best markets for your business

## **The Smart Way To Drive Traffic Fast**

Here's what usually happens...you spend time going to networking events, paying for ads, cold calling and whatever else until you get a customer. One-single-lonely-customer. You service your customer and complete your assignment. No doubt about it: you start the process again looking for a new customer to serve. The goal is to use ongoing marketing with a real 'rock-solid' marketing plan that 'gets more qualified buyer's ready and eager to work with you.

What's the magic ingredient?

### *EXPOSURE*

You need exposure to get a sale.

As a small business owner with a website, your level of exposure brings "traffic". Visitors to your site are what get leads for you. It's what gets you to the sale.

You go unnoticed while those with more exposure pass you by and take what could have been yours.

Stop looking for the "magic pill" and start using a proven system that show you how to:

- Attract more and better leads with less effort
- Use keywords to increase targeted traffic
- Grow your website with relevant content
- Get more visibility and exposure
- Be consistent daily with your online marketing
- Use your website visitors to promote your content
- Listen to what your traffic is telling you

## **Additional Tools That Can Help**

These days, you have great software, tools and services that can help you build, enhance and grow your Wordpress website. Each one of the tools in my Small Business Toolbox I personally use in my business you can [get the full list here >>](#)

## Inspiring Success Stories

I've used this formula for years on my [CupcakeIdeasForYou.com](http://CupcakeIdeasForYou.com) and taught my clients, the results have been phenomenal. Here's what changed for just a FEW of them...

**"I started working with Tonya 4 months ago to increase my website traffic and generate new leads.** Tonya and her staff have really boosted my online presence for my business. They came up with a strategic plan to increase my visibility, drive traffic and get more leads. And they executed everything for me.



**My business is now in the top searches on Google and my internet leads are up 40% over last year!** To top it off, one of my clients just told me that I was on the top list for each of her Google searches that's why she chose me. She said WOW your online marketing is really working! A HUGE thanks to Tonya and her team!

**Platinum Client, Meta Cadigan**  
[Columbia.CertaproPainters.com](http://Columbia.CertaproPainters.com)



"Tonya's Quick-Start Guides helped me build a **sensible plan to increase my website traffic** and **gain valuable publicity for my business.** The step by step plan helped me do a competitive analysis of my marketing. Within a week of implementing the program I had **secured two guest-posts on high-ranking, relevant websites** that **increased my own website traffic** and **doubled my opt-in ratio.** By following this program I raised my Alexa ranking from a 2.6 million ranking to a 1.2 million and a PR rank from a 2 to a 3!"

**Gold Client, Vidette Vanderweide**  
[videttev.com](http://videttev.com)



"I was quoted in a SHAPE magazine article that ended up on yahoo (Alexa rank 4!) Has a link to my website and has my book name - yay! When I checked Google analytics this am had over **400 hits to my site** already & **got tons of opt-ins** (thanks Tonya R. Taylor - Your Savvy Online Business Builder for teaching me how!)"

**Silver Client, Trudy Scott (CN)**  
[everywomanover29.com](http://everywomanover29.com)