

TRAFFIC BOOST via SEO

Generate more website visitors with simple and effective measures!

ORGANIC TRAFFIC

Clicks

SEO

Online
PR

Content
Marketing

Social
Media



presented by:



Outline

Preface by Andreas Graap, online marketing expert	p. 1
1 Introduction	p. 2
2 What role does SEO play for Traffic Boost?	p. 3
3 Methods to increase traffic	p. 4
3.1. Content Marketing	p. 5
3.2. Online PR	p. 12
3.3. SEO	p. 15
4 Results of our self-experiment	
Increase Traffic to Your Website	p. 20
5 Conclusion: Best Practices for Traffic Boost via SEO	p. 29
6 About the author About linkbird	p. 32
7 Attachment: Exclusive Measure Matrix	



Access all images featured in this paper in high resolution here:
<http://bit.ly/1BywB37> - **PASSWORD: trafficboost**

Traffic Boost via SEO

Generate more website visitors with simple and effective measures!

Andreas Graap

Since 1997, Andreas Graap has been an Online Marketing enthusiast and internet entrepreneur. He has founded several online businesses and sold them to market-listed companies. Andreas writes over at www.andreasgraap.de, is a regular keynote speaker at conferences and publishes professional articles in German magazines like the *Handelsblatt* or at *Focus Online*.

Reading suggestion

We gave Andreas Graap's tips from his **30-day-plan** to increase website traffic a test run. Have a look at his plan here (in German): andreasgraap.de/30-tage-plan/

Preface by Andreas Graap



Ever since Google's Panda Update, experts have stressed that high-quality content is extremely important. The premise is simple: fill your website with excellent content and you will automatically get higher rankings. Even Google has been claiming that good content will automatically rise to the top. Naturally, the reality looks drastically different. No one will automatically notice your content.

Exceptions are scarce, unfortunately. You have to be more active to make your content seen by others. Two methods are very relevant and should go hand in hand ideally: content marketing and SEO.

Content Marketing is not merely a new and trending buzz word. Instead, it is the new label for **how to market your content**. Again, content will not automatically find its audience. Instead, you have to be active and seed your content. Suitable methods for seeding successfully include relevant blogs, social media and newsletters. This whitepaper singles out Online PR as a somewhat separate method, while I would personally also include it among the best content marketing strategies, as much as everything else which benefits outreach and seeding. However, the enthusiasm for content marketing (which is, strictly speaking, not a new concept) made the importance of SEO take a slight backseat. But SEO remains an important measure in order to generate more traffic.

The aim of search engine optimization should be to generate ongoing traffic for relevant keywords which align with Google Updates. Those methods which aim at a fast manipulation of rankings and which often result in a failure of the website, should be avoided. This is not always an easy task, yet not impossible as well – if you use the right methods. In this whitepaper, linkbird illustrates the best way to combine up-to-date SEO methods with content marketing to increase your traffic permanently and thereby reach your website goals. I hope you can put the knowledge that has been presented here to great use.

Have fun!

1. Introduction

Online visibility and traffic numbers go hand in hand to form the building blocks for a successful web marketing strategy. After all, the best content and best products are of little value to you if they get lost in the daunting maze called world wide web.

Online marketing success requires a high visibility of the content that is supposed to be marketed to a large enough audience and the resulting traffic on the respective URLs. These two factors are also highly important as prerequisites to increase conversions, sales and therefore, in the end, result in a higher revenue.

But what sort of methods will result in the highest organic traffic? I intend to test different strategies in my whitepaper. Eventually, I try to achieve two things: to find out how traffic numbers can be increased both reliably and permanently, as well as to identify the most effective methods to boost your traffic long-term.

Since „effective“ merely denotes a good result-effort balance and since these best practices might not be applicable to every target audience, I intend to give an overview of the required time and effort for each and every method. This is meant to help you find the right method to increase the traffic to your own website.

Reading suggestion

You want to generate more traffic within 30 days??!! Here's the why and how of it – read the blog series “**Increase Traffic**” including many field-tested best practices! Start your journey with **part one**: <http://blog.linkbird.com/en/seo/increase-traffic-to-website-in-30-days-part-1/>

This whitepaper is to be used as a traffic-navigation-system, a roadmap through the vast space of the internet in which I have marked the most beautiful and fastest roads to your traffic boost. **Have a safe trip!** 😊

Fenja Villeumier, [@fvilleumier](https://twitter.com/fvilleumier)



2. What role does SEO play for Traffic Boost?

In essence, **Traffic Boost via SEO** denotes a goal and its measure. Both elements belong to the concept of a web-strategy. This web-strategy, then, is based on a general goal. But I am afraid, I have already jumped the gun at this point. The following graphic is intended to illustrate the relationship between traffic boost and SEO and place the two terms into a comprehensive context.

Defining Traffic

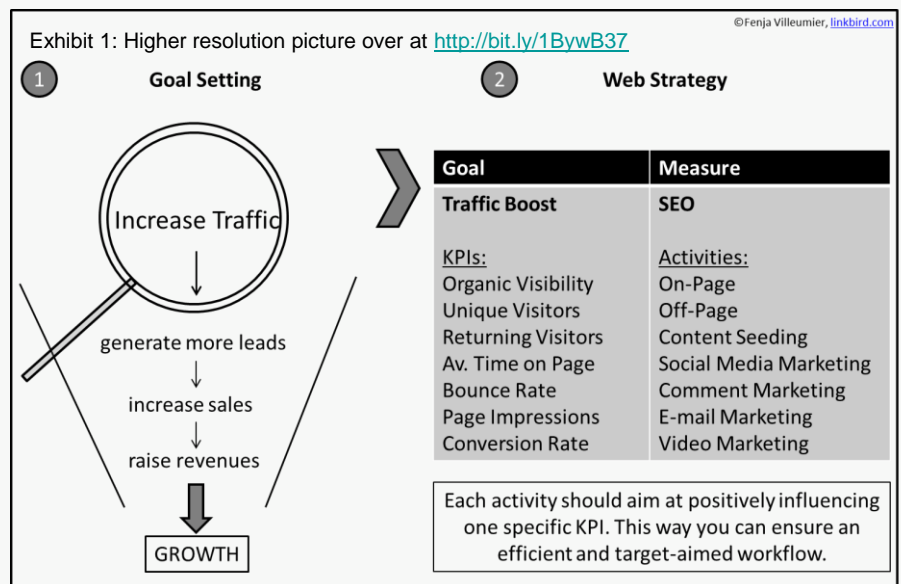
Search Engine Traffic refers to the visitors who arrive at a website by clicking search results leading to that particular website:

<http://www.techopedia.com/definition/27981/search-engine-traffic>

Defining SEO

Search Engine Optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users.

http://en.wikipedia.org/wiki/Search_engine_optimization



The relationship between traffic boost and SEO can be deduced from a look at the overall concept of the web-strategy.

The next step is to define some KPIs (Key Performance Indicators) for the subordinate goal Traffic Boost and to determine secondary activities for the method of SEO. A target-oriented workflow can be ensured with the help of the following adjustment of activities and KPIs. After all, it only makes sense to implement those activities which positively influence a KPI in the long run.

3. What are the methods for traffic boost and how can they be implemented?

We should have a close look at those activities which can benefit a traffic boost. To make it easier for you to evaluate the methods with regard to your intentions, I have assigned my estimations of time frame and difficulty (based on my experience) to individual steps. In reality, however, different internal and external factors quite often distort the time frame of the methods detailed.

3.1. Content Marketing

- a. Content Conception
- b. Content Production
- c. Video Marketing
- d. Social Seeding

3.2. Online PR

- a. Outreach
- b. Comment Marketing

3.3. SEO

- a. Keywords
- b. Landing Pages
- c. Local SEO
- d. Rich Snippets



Defining Content Marketing

Content Marketing signifies a structured form of marketing via informative, entertaining or otherwise valuable content. The desired target audience is being positively influenced towards a certain service or product with the help of content.

There are several positive side-effects to this strategy. Among them: a strengthened brand awareness and the positioning of your own company and your employees as experts in the respective industry. Content marketing has been particularly effective in the sphere of digital marketing and online businesses.
<https://www.linkbird.com/de/functions/infographics/content-marketing-im-seo/>

Reading suggestion

Have a look at how **Content Repurposing** can be a great way to use your competitive advantages in content marketing!
<http://blog.linkbird.com/en/strategies/content-repurposing-as-competitive-advantage/>

3.1. Content Marketing

a. Content conception

The main focus of content conception is to form a solid basis and a substantial breeding ground for the content I want to produce.

Editorial Plan



time frame: 3 hrs.



difficulty: medium

An editorial plan is designed to prompt and structure a continuing content production. The plan helps to generate topics, to delegate responsibilities, time production-phases and to add surplus value for the target audience. The following factors should especially be taken into consideration: deadline, status, author, working title, target audience, topic and keywords. I will get to the last factor in greater detail in the paragraph on "SEO". Eventually, all team members should have access to the finished editorial plan.

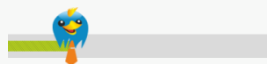


An editorial plan is a flexible pattern for orientation; not a fixed production process!

Content Reuse



time frame: 4 hrs.



difficulty: easy

You can look at a topic from many different angles, which is why one can exploit it in numerous ways. Content reuse is an efficient way to do so. A team brainstorming or a mind map featuring one topic and its possible formats can be helpful. There are different scenarios and reasons for content reuse: writer's block/ lack of time, as a means to create a content campaign or as best practice. Here, content recycling can be a time-efficient alternative to the new production of exclusive content (see page 6).



Content reuse always requires a channel-specific and above all a multi-valued editing!

3.1. Content Marketing

Exclusive Content

 **time frame: 6 hrs.**  **difficulty: hard**

Reading suggestion

You can find 5 easy tips for the perfect research in content marketing in our article **Thou Shalt Know Your Audience!**

<http://blog.linkbird.com/en/content-marketing/5-simple-tips-for-the-perfect-research/>

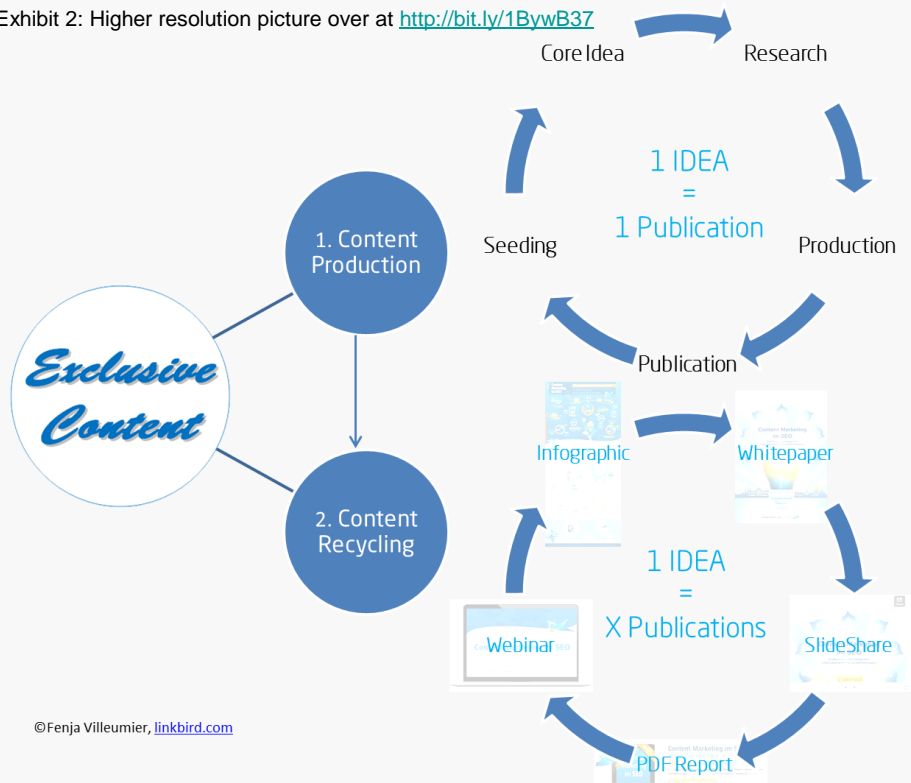
Exclusive content aims to give an incentive for users to consume a specified content in a specified channel. This kind of exclusive content can originate from either from new material or content reuse, but in any case requires an individual address of your target audience via demand-oriented content.

The following questions can guide your production process: What is the surplus value? Does the reader gain a personal advantage from having access to this content? How does the content help with solving his or her problems? What kind of advantage does my audience possess after consuming my content?



An extensive, in-depth target audience analysis is necessary to produce exclusive content!

Exhibit 2: Higher resolution picture over at <http://bit.ly/1BywB37>



©Fenja Villeumier, linkbird.com

Exclusive content can be produced in many different ways.

3.1. Content Marketing

b. Content Production

After drawing up a concept, you can move on to the actual production of your designated content. Against this background, you should have an eye on your target group and evaluate the relevance and effectiveness of your formats on a regular basis.

Content Curation



time frame: 3 hrs.



difficulty: easy

Content Curation creates a win-win-win-situation, since it entails advantages for the author and the website of the mentioned post (visibility), for your own blog (contact outreach) and the reader (multi-valued content). Also, if you already have a template for a monthly or weekly review, a collection of valuable content can be a quick and easy possibility to produce high-quality content.



To create a regular review, it is helpful to keep collecting and saving relevant links to your own or external site(s)!

Infographic



time frame: 40 hrs.



difficulty: hard

In order to create a valid, homemade infographic, you will need a topic, a survey tool, participants, a designer and an inbound management tool for the subsequent search of relevant seeding sources and the seeding of the respective content. Quite often, the rule of thumb indicates: the more in-depth the first research has been, the more meaningful and valuable both the survey and the final infographic will be.



An important prerequisite for any kind of (content) production is enough time and a realistic strategy!

3.1. Content Marketing

Guest Blogging



time frame: 5 hrs.



difficulty: medium

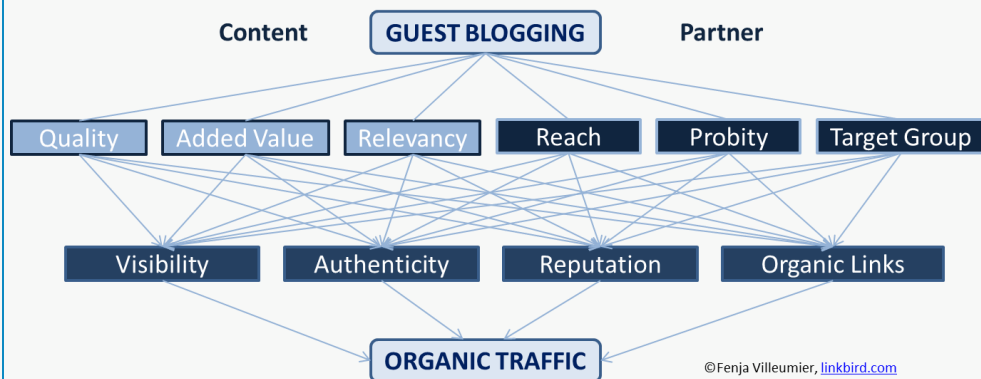
To publish a guest post, you need to find a suitable cooperation partner first. For this, you will need to do some research on potential websites, filter them according to quality criteria and then start a personal communication.

If you get a positive response, you will need to agree with your cooperation partner on details such as topic, length of the article and a deadline. In any case, the content needs to be unique and should not have been previously published on other channels.



You are able to earn reputation, authenticity and organic links only via high-quality and multi-valued content.

Exhibit 3: Higher resolution picture over at <http://bit.ly/1BywB37>



If the criteria for a guest post are met by both content and partner, the publication can entail many profitable effects which – in turn – leads to an increase in organic traffic.

3.1. Content Marketing

c. Video Marketing

Video Marketing is an important and often neglected method of content marketing. Make no mistake: audiovisual content has a powerful effect on the user.

Video Production

 time frame: 4 hrs.  difficulty: hard

To ensure a (semi-)professional video production, you will need a webcam/smartphone, maybe a tripod, good lighting and ideally a quiet surrounding. Alternatively, you could also use a screen-recorder. After having found a suitable topic, you will need a clearly structured script to be able to carry out an effective production. The script should first illustrate the problem/posing of a question and then introduce the problem-solving approach. Subsequently, you will need an in-depth and appealingly visualized How-To and finally a clear CTA which aims at converting.



While doing your backup, make sure that captions remain editable to make your post-production easier!

Overlay Ad

 time frame: 1 hr.  difficulty: easy

To integrate the Overlay Ad, you will need to make some adjustments in the webmaster center as well as in your Adwords account. As soon as all relevant channels are interconnected, the advertising banner can be implemented as a (fictional) campaign and laid over a video of your choice. Intrusive advertising banners, such as my example here, carry the advantage of possessing relatively high click-through-rates. Unfortunately, they are often perceived as being too annoying from a user's perspective.



For an Overlay Ad, you will need to plan an additional budget and have it signed off beforehand!

3.1. Content Marketing

d. Social Seeding

Only if you repurpose your content in multi-valued ways and distribute it on the right channels, you will reach the kind of online visibility requested for what people call virality.

Selection of communication channels (number/ variety)

 time frame: 2 hrs.  difficulty: medium

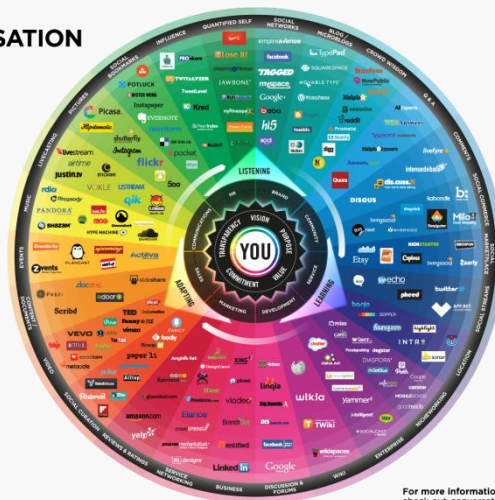
There is no fixed number of communication channels which will lead to success. Still, you have to differentiate between must-haves and niche-networks. In general, you should be present on the most popular social networks known – Facebook, Twitter and Google+ – and regularly take care of them to achieve visibility in the social web. Your selected communication channel moreover has to fit your target audience and be beneficial to the company goal. Pinterest or Flickr are therefore highly relevant for companies that rely heavily on visual content. Also, you should create a healthy counterbalance between engaging in business networks, communities and social platforms.



Even if address and tonality might vary, a consequent corporate identity creates the value of brand recognition!

THE CONVERSATION PRISM

Brought to you by Brian Solis & JESS3



For more information check out [conversationprism.com](http://bit.ly/1BywB37)

3.1. Content Marketing

Profile-Optimization (Completeness/Attractiveness/Information)

 time frame: 1 hr.  difficulty: medium

Completeness may sound simple, yet it needs to be checked on a regular basis. For one, you need to make alterations if your company has moved, or if other basic information have changed. On the other hand, it might be necessary to make modifications in case of a change concerning the guidelines of a social network. For instance, Facebook recently launched a new imprint-feature. Attractiveness mostly refers to the structure and the visual implementation of a profile. Factors such as resolution, coloration and the selection of images play a crucial part here. If you have a (human) face as a profile picture, you will create a different impact than a logo or a screenshot would. While you should individually decide on what is more appealing to your target audience, you need to prioritize rather rigorously when it comes to information content. The most important points, such as business activities, value of the product/service and a C2A need to be conveyed clearly and briefly. Get rid of the rest. ;-)



To be on the safe side, you should definitely include at least one link to the imprint page of your company!

Social Seeding Plan

 time frame: 2 hrs.  difficulty: easy

To guarantee the most extensive reach of your content, it is absolutely necessary to continuously seed your content via social media. A social seeding plan can be helpful to automatize ongoing seeding of your posts. To this end, you will need a list which contains all your posts, the respective links and individual texts for sharing. After adding an integrated Short-URL, these posts can be pre-scheduled with the help of a social media management tool.



A shortened version of the URL including a tracking code will help you analyze the number of clicks, amount of referral traffic and the effectiveness of the channel!

3.2. Online PR

a. Outreach

The possibilities for outreach are almost infinite. But this equally requires a special focus on individual company goals and one's target audience when selecting communication channels.

Networking

 time frame: 1 hr.



difficulty: medium

The “only” things you need for networking are basically an open style of communication and a proactive interaction with your surroundings. To this end, you should block one hour per day and use it for effective information gathering, as well as the exchange with contacts via social networks or email. This way, you will be able to identify influencers, get in contact with them and prepare a solid network for your wide-coverage outreach.



Successful networking focuses on interpersonal relationships, not sales!

Newsletter

 time frame: 2 hrs.



difficulty: medium

E-mail marketing is not as old-fashioned as it may sound. Some things are important though: an extensive database, a potent email provider and a clear call-to-action. The last point also asks of you to almost exclusively offer the recipient links to your own website. This way, you will also make sure that the click rates only consider website visitors. Additionally, the visual editing of your content plays an important part. For example, images will significantly enhance the click-through rate; a point I will address more extensively in the chapter “Rich Snippets” (see p. 19).



Use newsletters sparingly. Design them in different ways. Otherwise, there is a high risk of them turning into spam!

3.2. Online PR

Acquisition



time frame: 5 hrs.



difficulty: hard

Reading suggestion

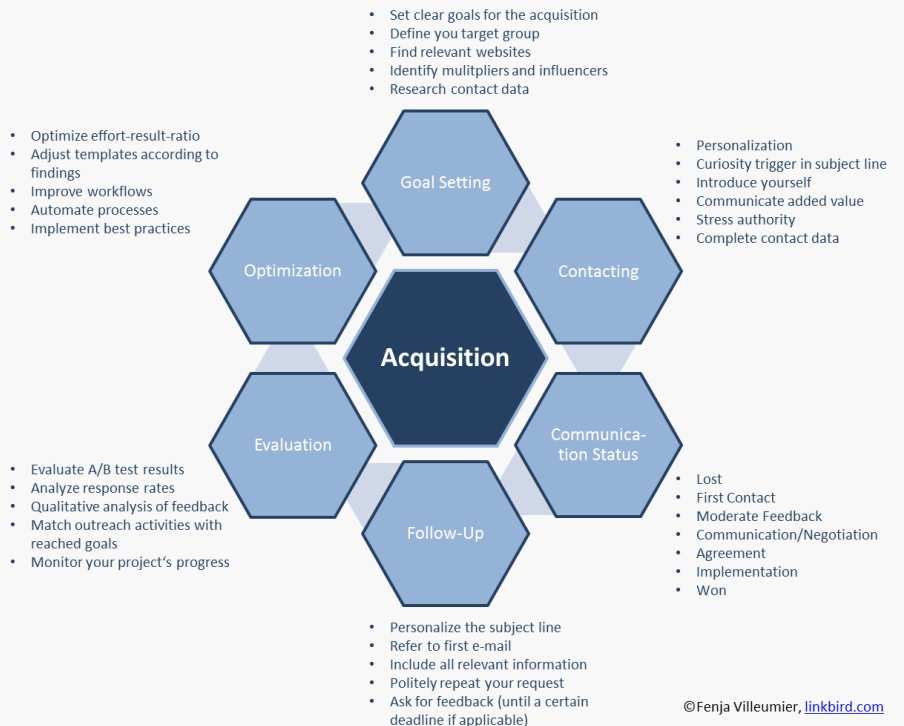
Have a look at **27 tips for the perfect link acquisition e-mail**:
<http://blog.linkbird.com/en/link-building/27-tips-on-how-to-write-the-perfect-link-acquisition-email/>

A preceding and profound research can significantly improve the success of your acquisition process. Also, a personal address is the cornerstone of each and every outreach. It is equally important to present the individual advantage of the suggested cooperation in a clear and appealing way. By monitoring the communication status continuously and solidly, a targeted follow-up message can also increase the reply rate and therefore your success rate.



By using personalized templates and evaluating them, you can sustainably optimize your workflow!

Exhibit 5: Higher resolution picture over at <http://bit.ly/1BywB37>



The acquisition process is a cycle whose success is based on continuous evaluation and ensuing optimization.

3.2. Online PR

b. Comment Marketing

While Comment Marketing mainly generates no-follow links which are not taken into account by search engines, it nonetheless increases reach, reputation, and traffic to your website.

Research

 time frame: 2 hrs.  difficulty: medium

In conducting your research, you should focus on topic-related blogs and forums relevant to your target audience. You can find reliable assistance in the form of your own news feed or search engines, such as Google or the linkbird Sitehunter.



Active participation in business advice communities can contribute to establishing your reputation in the industry!

Frequency of Interaction

 time frame: 1 hr.  difficulty: medium

What holds true for forums and blogs also applies to any other social network: You need to make an appearance regularly. Therefore, it makes sense to set yourself a specific number of binding monthly goals and calculate them with respect to time and resources. For example, you could strive for five blog comments or 15 forum-contributions per employee and month.



Connect and match the URL of the comment with the set goal and make your progress measurable!

Range of Topics

 time frame: 1 hr.  difficulty: easy

Use the topic universe created around your product or service as a helpful guideline. You can also become a member of (several) topic-related discussion groups and use them as a source for inspiration. However, it is important to take the community and their topics seriously and not just chase links, sales opportunities or a mindless goal with no long-term goal.



If you cannot contribute anything of meaning, you might as well just keep a low profile for the time being.

Reading suggestion

We tested and listed the **10 best free keyword research tools!**

<http://blog.linkbird.com/en/content-marketing/10-best-free-keyword-research-tools-content-marketing/>

Reading suggestion

5 reasons why you should monitor your Google rankings!

<http://blog.linkbird.com/en/online-pr/5-good-reasons-for-a-brand-monitoring-strategy/>

3.3. SEO

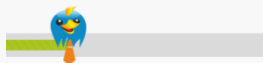
a. Keywords

Keyword research is one of the most important interfaces between on-page optimization and content marketing.

Research



time frame: 3 hrs.



difficulty: easy

There is a large number of free keyword tools which can help you create a first list of potential search keywords. It is important to focus on long tail-keywords which best resemble the real search request of the user.



A combination of different tools ensures diversity and creativeness when it comes to keyword generation!

Prioritization



time frame: 4 hrs.



difficulty: medium

To be successful, prioritization needs to consider both search volume and competitors. Get some help for this task from the Google keyword planner and the Google SERPs. The keywords with the highest priority are those that have many search requests but little competition. These are the ones that carry the highest chances of getting you top rankings quickly and effectively.

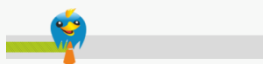


Include all company-relevant keywords on the list – even those with high search volume and strong competition!

Monitoring



time frame: 1 hr.



difficulty: easy

Continuous monitoring of your keywords is important to optimize your SEO rankings and thereby increase your online visibility in the long run. For this matter, you need to consider the keywords for which your site actually ranks and those for which it should rank. Ideally, both keyword groups overlap.



Most of us are familiar with the problem “Google not provided”. However, [there is a helpful workaround here!](#)

3.3. SEO

b. Landing Pages

Landing Pages largely focus on provoking a reaction from the user and should be optimized accordingly.

Structure



time frame: 3 hrs.



difficulty: medium

The most important elements of a good structure are a convincing headline, a clearly defined and easily manageable CTA, as well as a convincing text including the most relevant keywords, which concisely and clearly highlight the additional value for the user. In addition to that, the content has to be shareable to ensure its distribution on the net.



A clear structure and the focus on ONE prominently located call-to-action increases the conversion rate!

Responsive Design



time frame: 5 hrs.



difficulty: hard

Responsive design is not a mere trend anymore, but an important prerequisite for catering to the growing number of mobile users and thereby making one's content available to visitors from non-stationary terminals. You could even go so far as to claim that websites that neglect this aspect are intentionally sabotaging their traffic numbers. And yet, you can achieve a lot with relatively small tricks in online editing – e.g. by using percentages instead of fixed numbers, as well as by integrating div-elements with float-attributes instead of using tables in your HTML code.



To effectively work with responsive design, it is necessary that everyone involved in the website/blog has received some training in this area.

3.3. SEO

Internal Linking (Plug-In/Text links)



time frame: 2 hrs.



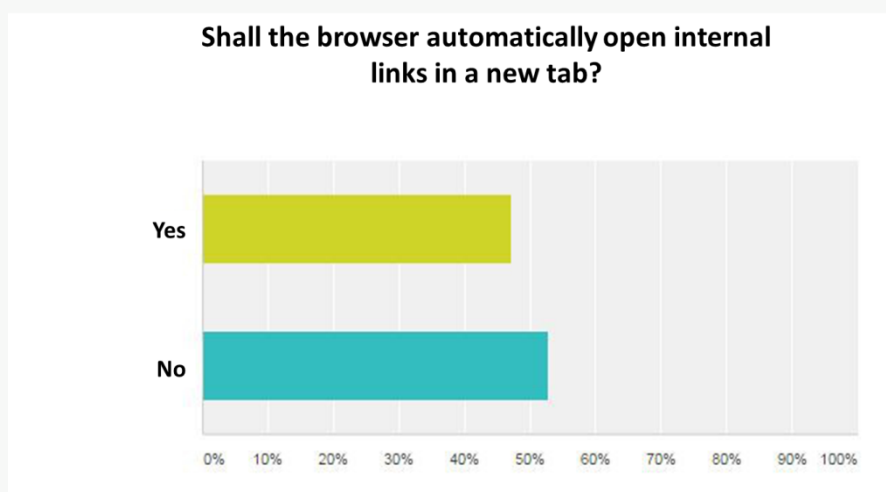
difficulty: easy

Internal linking is a significant addition to your external link profile and makes for an undisturbed click-stream, which thereby increases dwelling time. Plug-Ins are able to automatically recognize and display related links. This way, the user is motivated to consume more articles from within his field of interest. Text links which have been manually integrated into suitable parts of the post will either lead to a valuable and extensive article on the same topic, or serve as a source citation or reference.



Our survey has revealed in a close run, that internal links should not be automatically opened in a new tab!

Exhibit 6: See a high resolution picture over at: <http://bit.ly/1BywB37>






Integrate similar surveys on your blog, by using a tools such as SurveyMonkey.

3.3. SEO

c. Local SEO

Local SEO is a must-have for locally operating businesses. The following (additional) ranking factors are important in this respect.

Google

 time frame: 1 hr.   difficulty: easy

A Google profile is a prerequisite for any businesses' good visibility in local search. The most important points are completeness and consistency with regard to address and contact information. Additionally, you should provide appealing visual material for the carousel display.



Only those businesses registered as "local" can merge their Google+ Local profile and their business profile!

Social Signals

 time frame: 2 hrs.   difficulty: medium

Social signals include Google + upvotes, as well as likes, shares and fans/followers on Facebook or Twitter. Such signals are caused by the active participation of a company in social networks. The entire customer journey offers possibilities to interact; for example, at first contact, customer care or support.



Social Signals always have an indirect positive effect on SEO, since they increase the reach of your content!

Review Signals

 time frame: 2 hrs.   difficulty: hard

Review signals are especially important for local search since they – similar to back links in the traditional sense – function as a reference. In this respect, Google Local reviews, as well as reviews on external platforms matter. It should go without saying that these reviews should (ideally) be positive.



Actively ask clients for a review and regularly read and react to them!

3.3. SEO

d. Rich Snippets

Even while Rich Snippets in the SERPs have been subject to constant change, they have not lost any of their relevance.

Video Thumbnail

 time frame: 2 hrs.  difficulty: medium

The little image of the video thumbnail highlights a video in the SERPs and can significantly increase click-through-rates. In order to display such a video thumbnail, you will need a Schema Mark-Up for indexing, a video site map with information relevant to Google, complete meta data, and a link between Google+, your YouTube account, and your website.



Further details on Google's current prerequisites for the display of Video Thumbnails are still hotly debated!

Google Authorship

 time frame: 1 hr.  difficulty: easy

You can request Google Authorship by either directly linking your published content with a Google+ account or by connecting a verified e-mail address. Even though author images were recently banned from the SERPs, the idea of author-ranking still exists.



Author images may have disappeared, but Google surely will keep using personal data in ranking algorithms!

Reviews

 time frame: 2 hrs.  difficulty: medium

Recommendation marketing is still a powerful tool for lead generation. Google-reviews can support this word-of-mouth marketing strategy and additionally offer the user an opportunity for interaction that benefits the company.



If the evaluations you receive are nicely balanced, you can gain a competitive edge and a sustainably raised CTR!

4. Results of Our Self-Experiment Increase Traffic to Your Website

In May 2014, we started our experiment “Increase Traffic to Your Website” and finished it in August 2014. This is the moment of truth, as we naturally want to know what our tips and tricks for traffic increase have accomplished in the end. Did our traffic numbers eventually rise? Is there a link between Traffic Boost and one single measure? Which activities are especially successful and should thus be repeated on a regular basis for good rankings?

I’ll try to give an answer to all of these questions in the upcoming chapter. But, I’d like to state that there are no scientific truths to be gleamed from this experiment and its analysis. What follows is my very own evaluation and interpretation of the results. Still, I will make an effort to base my statements and assumptions on data to make them as transparent and as accountable as possible.

Exhibit 7: Higher resolution picture over at <http://bit.ly/1BywB3Z>



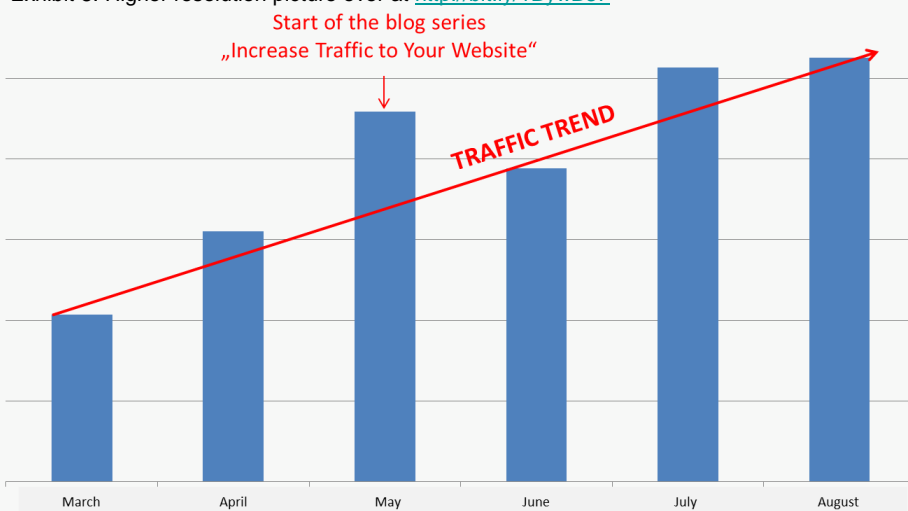
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4. Results of Our Self-Experiment Increase Traffic to Your Website

Traffic Increase

Traffic Numbers from May to November 2014

Exhibit 8: Higher-resolution picture over at <http://bit.ly/1BywB37>



First of all: Total traffic on our German channels did rise!

The numbers above clearly support this claim. Moreover, the trend is still rising and our experiment was successful. Our application of tips did indeed lead to an increase in traffic.

The number of website visitors was especially affected by the first part of our blog series that went live in May 2014. Together with the second part, which was published in the same month, the series made for a fifth of the total blog traffic that month.

However, which were the measures and activities during our experiment that particularly influenced the Traffic Boost?

This will be the main focus of the following pages. I will take a closer look at parts of the process in order to try and track the effects of single measures and visualize them with the help of screenshots from Google Analytics.

4. Results of Our Self-Experiment Increase Traffic to Your Website

Top 10 Performing Websites

Exhibit 9: Higher resolution picture over at <http://bit.ly/1BywB3Z>

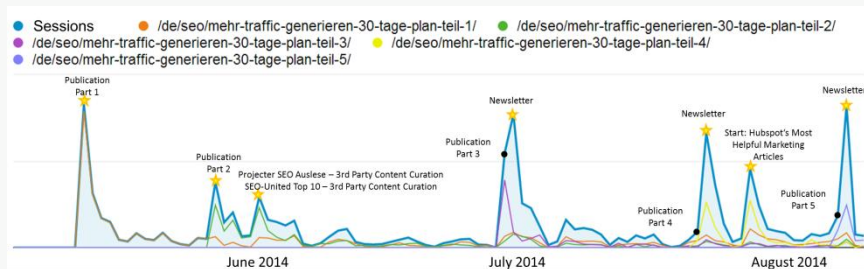
<input type="checkbox"/>	Landing Page [?]	Sessions [?]	
		% of Total:	100,00 %
<input type="checkbox"/>	1. /de/		(19,99 %)
<input type="checkbox"/>	2. /de/seo/mehr-traffic-generieren-30-tage-plan-teil-1/		(9,34 %)
<input type="checkbox"/>	3. /de/seo/mehr-traffic-generieren-30-tage-plan-teil-2/		(4,81 %)
<input type="checkbox"/>	4. /de/content-marketing/4-top-storytelling-beispiele-zur-inspiration-und-optimierung/		(4,35 %)
<input type="checkbox"/>	5. /de/online-pr/brand-monitoring-fuer-online-pr-und-seo-teams/		(3,81 %)
<input type="checkbox"/>	6. /de/seo/negative-seo-case-study-tirendo-teil-1/		(3,32 %)
<input type="checkbox"/>	7. /de/inbound-marketing/content-marketing-im-seo-interview-felix-undeutsch-expedia/		(2,81 %)
<input type="checkbox"/>	8. /de/seo/mehr-traffic-generieren-30-tage-plan-teil-3/		(2,54 %)
<input type="checkbox"/>	9. /de/seo/mehr-traffic-generieren-30-tage-plan-teil-4/		(2,51 %)
<input type="checkbox"/>	10. /de/slides/content-marketing-im-seo-seminar-definition-strategie-und-beispiele/		(2,29 %)

As you can see in this screenshot from Google Analytics, four out of five parts of the blog series find themselves **among the Top 10 performing** URLs. The fifth part follows right behind on position 11 of the list. The blog series is thus responsible for approximately a fifth (20,5%) of total site views. The experiment “Increase Traffic to Your Website” has therefore been a real Traffic Booster itself.

4. Results of Our Self-Experiment Increase Traffic to Your Website

Blog Series Traffic Development

Exhibit 10: Higher resolution picture over at <http://bit.ly/1BywB37>



The traffic development of our blog series displays the ways in which the single parts interact with regard to visitor numbers and how they create synergy effects. You can observe how the traffic boost of one part has a positive influence on the traffic numbers of the other parts. With each new publication, for instance, there is an increase in traffic for the previous elements of the series. This is mainly due to internal linking, the plug-in for automatic display of related articles, and the manually set text links.

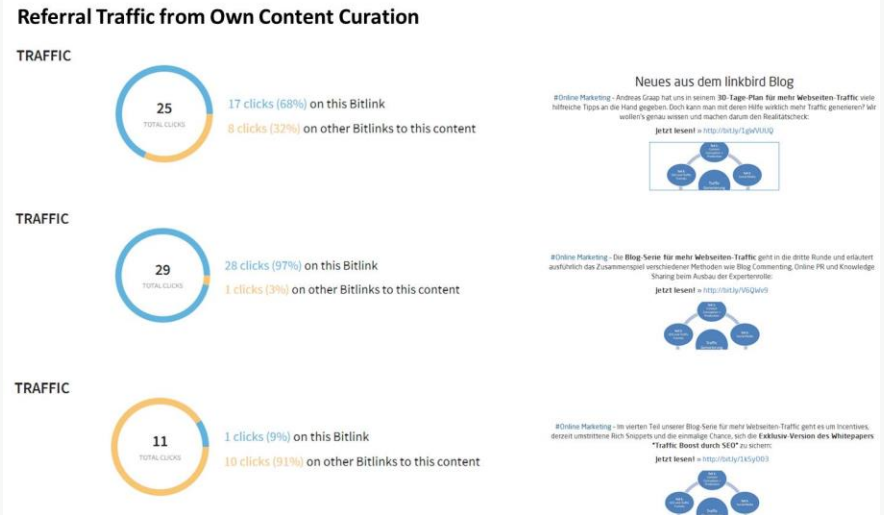
Another important finding that can be derived from this graphic is the effectiveness and meaningfulness of outreach.

As we did not send out any newsletters for the first and second part of the series, visitor numbers began to decrease right after the publication date. For the last three parts, though, a mailing was sent out and traffic rose significantly both on the day of publication and the following day of proactive outreach start.

4. Results of Our Self-Experiment Increase Traffic to Your Website

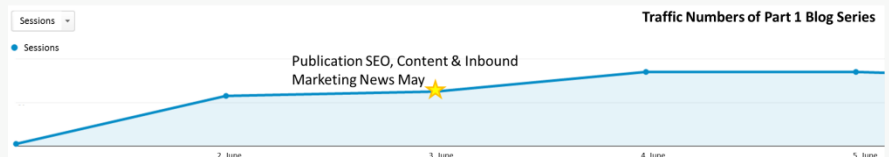
Own Content Curation

Exhibit 11: Higher resolution picture over at <http://bit.ly/1BywB37>



Our monthly content curation – the SEO, Content & Inbound Marketing News – also had a positive influence on traffic for our own articles. The clicks in the review tracked by bit.ly show that particularly part 1 and 3 were able to benefit from content curation with regard to referral traffic.

Exhibit 12: Higher resolution picture over at <http://bit.ly/1BywB37>



Furthermore, the monthly review itself contributes to rising traffic numbers on our own channels.

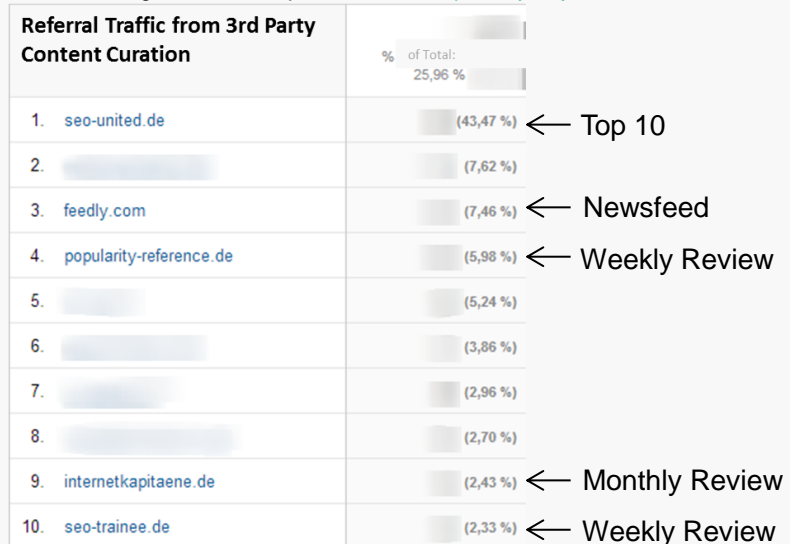
Exhibit 13: Higher resolution picture over at <http://bit.ly/1BywB37>



4. Results of Our Self-Experiment Increase Traffic to Your Website

Third Party Content Curation

Exhibit 14: Higher resolution picture over at <http://bit.ly/1BywB37>



Mentions in content curation formats of other sites also **generate considerable referral traffic**. As shown in the graphic above, 3rd party content curation makes for over half of all referrals to our blog. Mentions in review formats cannot be influenced directly but can be encouraged – for instance through value-adding newsletters, intensive contact management, and personalized outreach for especially relevant publications.

4. Results of Our Self-Experiment Increase Traffic to Your Website

Video Marketing

TRAFFIC

Exhibit 15: Higher resolution picture over at <http://bit.ly/1BywB37>



Media Monitoring mit E-Mail Alerts für Linkbuilding, Brand Marketing und Wettbewerbsanalyse nutzen!

linkbirdvideos



Abonnieren 18

Share with Hootlet

60 Aufrufe

+ Hinzufügen < Teilen ... Mehr



Veröffentlicht am 30.07.2014

Lerne hier, wie du Media Monitoring ganz einfach mit E-Mail Alerts umsetzen kannst. Verschaffe auch du dir den Wettbewerbsvorteil durch Media Monitoring und teste die linkbird Alerts noch heute kostenlos! <http://bit.ly/1o2NTPk> So hast du deine relevanten Keywords immer und überall im Blick und verpasst nie wieder, wenn dein Brand auf anderen Webseiten erwähnt wird. Diese Brand Mentions können nämlich als

Unfortunately, our feature video was not able to drive many viewers to the free trial, as the rather sad click numbers reflect. **But to look at it more positively:** we at least gained attention from two users and got around 60 views from visitors who apparently were interested in the topic of media monitoring. Anyway, these numbers are not convincing when compared to the effort we put into the measure itself.

Content Reuse

Exhibit 16: Higher resolution picture over at <http://bit.ly/1BywB37>



The content reuse on the other hand was able to produce much more satisfying results. I transferred my experiment “Increase Traffic to Your Website” to various formats such as newsletters, blog entries, and a whitepaper. The image above illustrates the traffic development of the whitepaper’s landing page. You can clearly see how the traffic numbers on the landing page were positively influenced by all other content formats. **Content reuse, then, produces the best possible synergy effects.**

4. Results of Our Self-Experiment Increase Traffic to Your Website

Newsletter

Exhibit 17: Higher resolution picture over at <http://bit.ly/1BywB37>

	Delivered	Opened	Clicks	Conversions
Blog Series - Mehr Traffic Generieren - 5 - Control	97.79%	19.25%	3.30%	0.11%
	Delivered	Opened	Clicks	Conversions
Blog Series - Mehr Traffic Generieren - 4 - Control	97.68%	20.53%	3.71%	0.42%

I would once more like to come back to the results of our newsletter. As shown above, both newsletters resulted in good conversion rates regarding registrations for the exclusive version of the whitepaper and have thus crucially influenced website performance of the respective landing page.

Blog Commenting

Exhibit 18: Higher resolution picture over at <http://bit.ly/1BywB37>

Fenja Villeumier September 19, 2014 at 7:31 AM
Hi Neil,
that is a great infographic on an all-time current topic. I think it is very important to always keep the new opportunities in mind that such a redesign offers and indeed there are many of them as you've just shown us!
In my latest blog experiment on how to increase traffic to one's website (<http://blog.linkbird.com/en/seo/increase-traffic-to-website-in-30-days-part-1/>) I come to the very same conclusion that keywords and the process of content conception/optimization in general can have amazing positive effects on your visitor numbers.
I also agree with Luke on involving the customers in order to optimize their user experience and make them part of the process as well. Interaction and engagement should be the goal of any website, I guess.
Cheers, Fenja

Neil Patel September 19, 2014 at 9:23 AM
Fenja, thanks for sharing these insights. You are spot on in your assessment. Ideally you want to migrate all of the positive link value and content to your new site without causing a dramatic loss in traffic. Luke, definitely touched on a great point when he mentioned asking your visitors for their feedback.

Acquisition

Referral Path	Sessions	% New Sessions	New Users	% of Total
1. [redacted]	(49,37%)	77.78%	(47.15%)	18.46% (1,204)
2. [redacted]	(17,22%)	88.10%	(19.17%)	10.48% (693)
3. /2014/09/19/how-to-redesign-your-website-without-losing-traffic-or-sales/	(16,48%)	76.92%	(15,54%)	8.48% (564)

Pageviews vs. Select a metric

Pageviews

Blog Comment

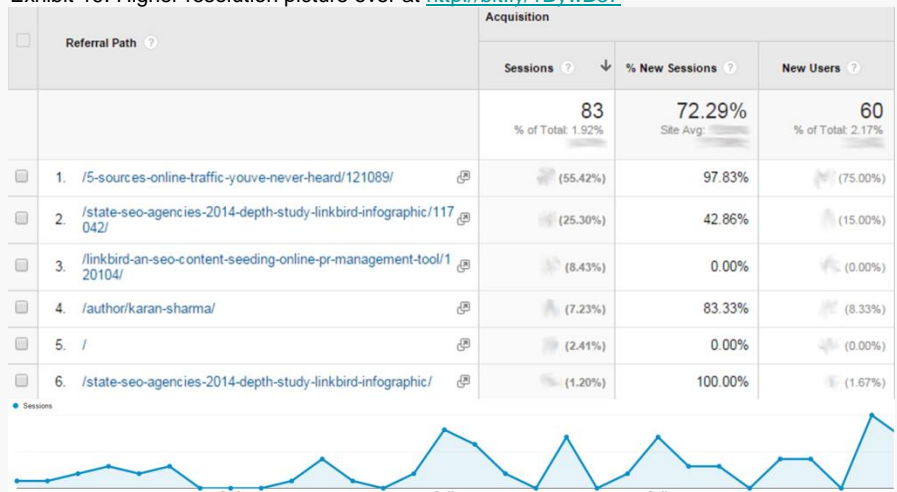
Sep 21

During the experiment, blog commenting has proven to be quite an effective measure for Traffic Boost, too. Following my comment on Neil Patel's article "How to Redesign Your Website Without Losing Traffic or Sales", I noticed a significant rise in traffic to the mentioned URL. This is – of course – due to the fact that my link fits the topic and provides valuable information on the issue at hand. Such thoughtful and value-adding blog comments are not too hard to contribute and effectively generate reach for your own content.

4. Results of Our Self-Experiment Increase Traffic to Your Website

Guest Blogging

Exhibit 19: Higher resolution picture over at <http://bit.ly/1BywB37>



As the screenshot above illustrates, our guest contribution triggered a well-spread and continuous traffic increase. This long-term success was mainly due to high-quality content combined with a highly frequented website and additional coverage.

Social Seeding

Exhibit 20: Higher resolution picture over at <http://bit.ly/1BywB37>

Social Network	Acquisition		
	Sessions	% New Sessions	New Users
	19,00 % % of Total: _____	43,50 % Site Avg: 56,12 %	14,73 % % of Total: _____
1. Twitter	(41,11 %)	45,17 %	(42,69 %)
3. Facebook	(18,35 %)	53,15 %	(22,43 %)
4. Google+	(11,92 %)	59,39 %	(16,28 %)

Social Media is not our main source of referral traffic but still a traffic channel to keep in mind. Especially Twitter makes for almost half of all social referral traffic and can easily be filled and prescheduled with the help of social sharing tools.

5. Best Practices of Traffic Boost via SEO

Based on the information shared in the previous chapter, I am going to draw conclusions on my findings during and after the self-experiment. In this conclusion, I also identify best practices in line with Traffic Boost. But which criteria should be applied as a filter to detect the most successful methods? Here's my approach:

Best Practice = (Traffic Increase/Time)/ Effort > xx

Surely, this formula cannot be filled with real numbers and must be seen as an approach rather than a mathematic calculation. Those practices declared as "best practices" thus contain an over-average effort-outcome-ratio that is not only proven by my data-backed evaluation but also by my subjective perception.

a. Best Practice - Activities:

Outreach/Seeding

Targeted outreach via e-mail marketing has resulted in an impact on visibility, reach, and visitor numbers. In times of fast-moving content consumption, personal address and the emphasis on particularly value-adding content represent efficient ways to raise attention. However, it is important to stress the advantage for the recipient/consumer at all times during communication. This task requires creativity, individuality, and interpersonal sensitivity.

Content Curation (own and 3rd party)

Content curation represents a great opportunity for generating more website traffic. Similar to the concept of outreach, this format summarizes all relevant news bites in a compact and value-adding way and thus provides the reader with a frequent and reliable source of information. Furthermore, content curation can function as the initial impulse for establishing a contact with influencers and multipliers.

5. Best Practices of Traffic Boost via SEO

Blog Series

Because of its complexity and continuity, a blog series can build up suspense and expectations. This does not only lead to more traffic in the first place but also makes for recurring visitors in the long run and thus builds up a loyal readership that sustainably increases traffic numbers.

Content Reuse

For an editor, the concept of content reuse represents the possibility to leverage a content idea to its full potential and to create maximum traffic opportunities from it. A topic-focus that has been widely distributed can additionally increase rankings for specific keywords and this way raise online visibility, which – in turn – is the prerequisite for traffic. This profitable cycle thus creates ideal circumstances for a successful Traffic Boost.

Blog Commenting

Regular comments on blogs and forums do not only help short-term traffic generation but also allow for keeping up-to-date on your topics of interest, exchanging information with like-minded peers, and position yourself as an expert in the area. The social component along with a focus on relevancy and added value are at least as important as the beneficial synergy effects regarding visibility, reach, and traffic for your own content.

Internal Linking

A well-conceived internal linking structure which guides the user both through the website and the topic at hand, has a positive impact on various website KPIs such as bounce rate or average session duration. A combination of respective plug-ins and manually inserted text links works best in this regard.

5. Best Practices of Traffic Boost via SEO

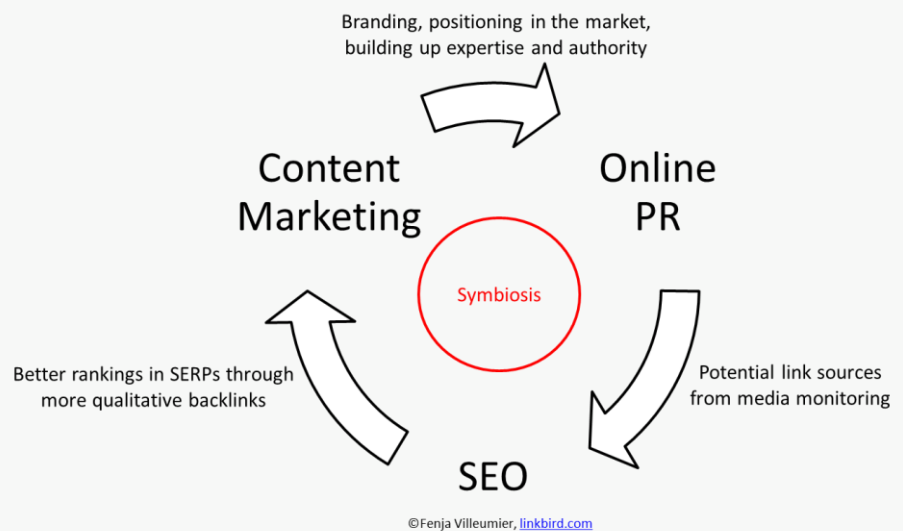
b. Best Practice - Workflow:

In addition to the applied activities and methods, organization and planning also play a crucial part for your online marketing success.

For maximum workflow efficiency, you should focus on a close cooperation between all departments and ensure an open, yet clearly defined communication structure. By using internal knowledge transfer, you are able to create beneficial synergy effects within the company and turn them to your advantage.

In this regard, specialization of single team members can be of equal importance, since the entire team can benefit from their colleagues' expertise via regular information exchange.

Exhibit 21: Higher resolution picture over at <http://bit.ly/1BywB37>



There are many interferences between the various disciplines in online marketing. If leveraged the right way, they can create beneficial synergy effects.

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This whitepaper has been translated from German by Fenja Villeumier, Stefanie Isabel Kobsa and Dr. Asokan Nirmalarajah

6. About the Author | About linkbird

Fenja Villeumier, Inbound Marketing Manager at linkbird GmbH

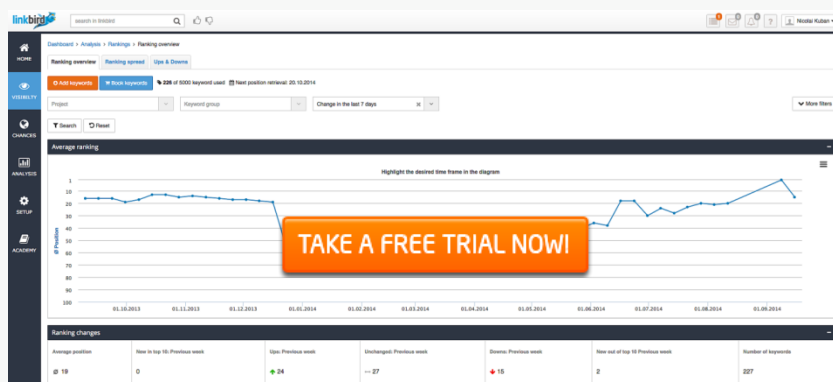
Fenja Villeumier has been working in (online) marketing, PR, and journalism for several years. She has published numerous articles on the topics of Content Marketing, SEO, and Inbound Marketing across various platforms and channels. At linkbird, she is key to the conception, production, and seeding of various contents.

linkbird GmbH

linkbird (www.linkbird.com) is a SaaS tool that **supports online marketers and agencies in increasing their company's / clients' online visibility and thereby also organic traffic to their website through a combination of SEO, Links, Content, and Online PR.**

Successful e-commerce companies such as eDarling, zalando, tirendo, as well as well regarded agencies such as Barketing, Resolution, or Aufgesang use linkbird to perfectly align their SEO, Content Marketing, and Online PR activities and to make best use of the synergy effects. **Over 1,000 users worldwide sustainably improve their planning, implementation, and successes this way.**

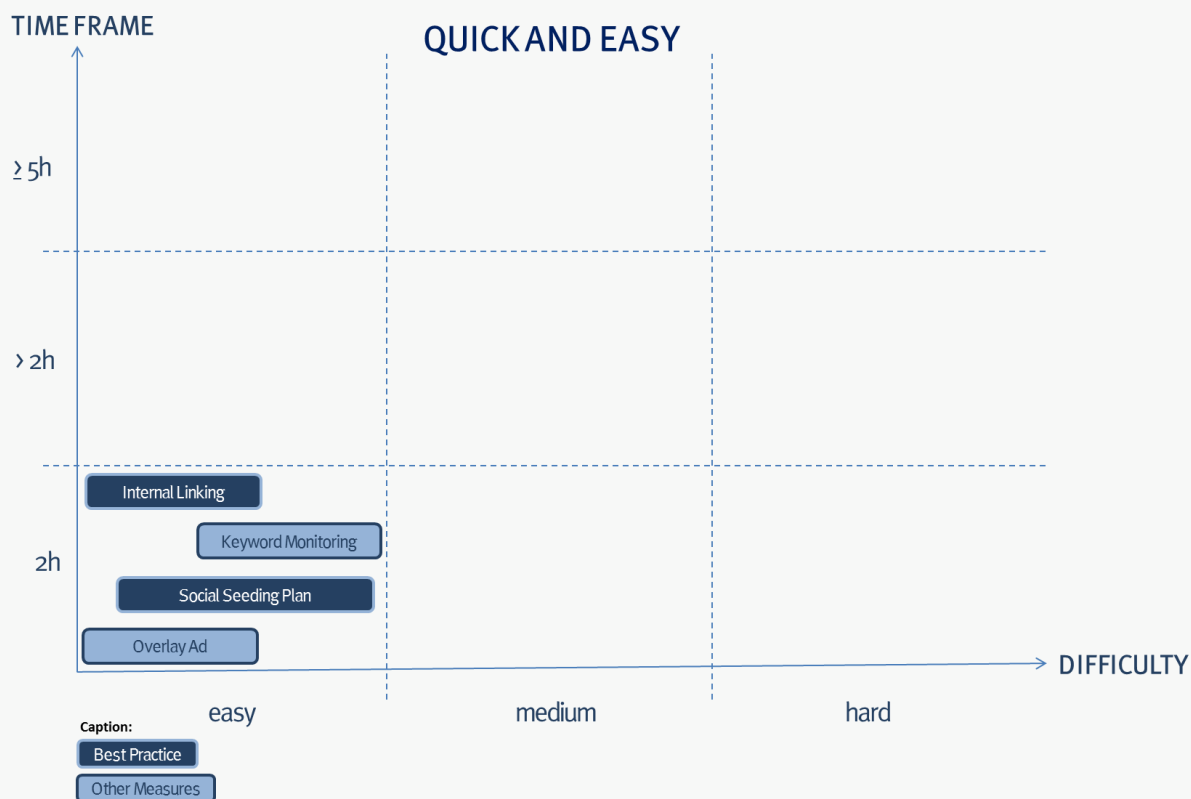
The renowned Berlin-based company offers its customers a **comprehensive Inbound Marketing Management platform**, which – due to a profitable and process-optimized symbiosis of SEO, Content, and Online PR – allows for **more transparency, efficiency and success in the day-to-day business.**



7. Exclusive Measure Matrix

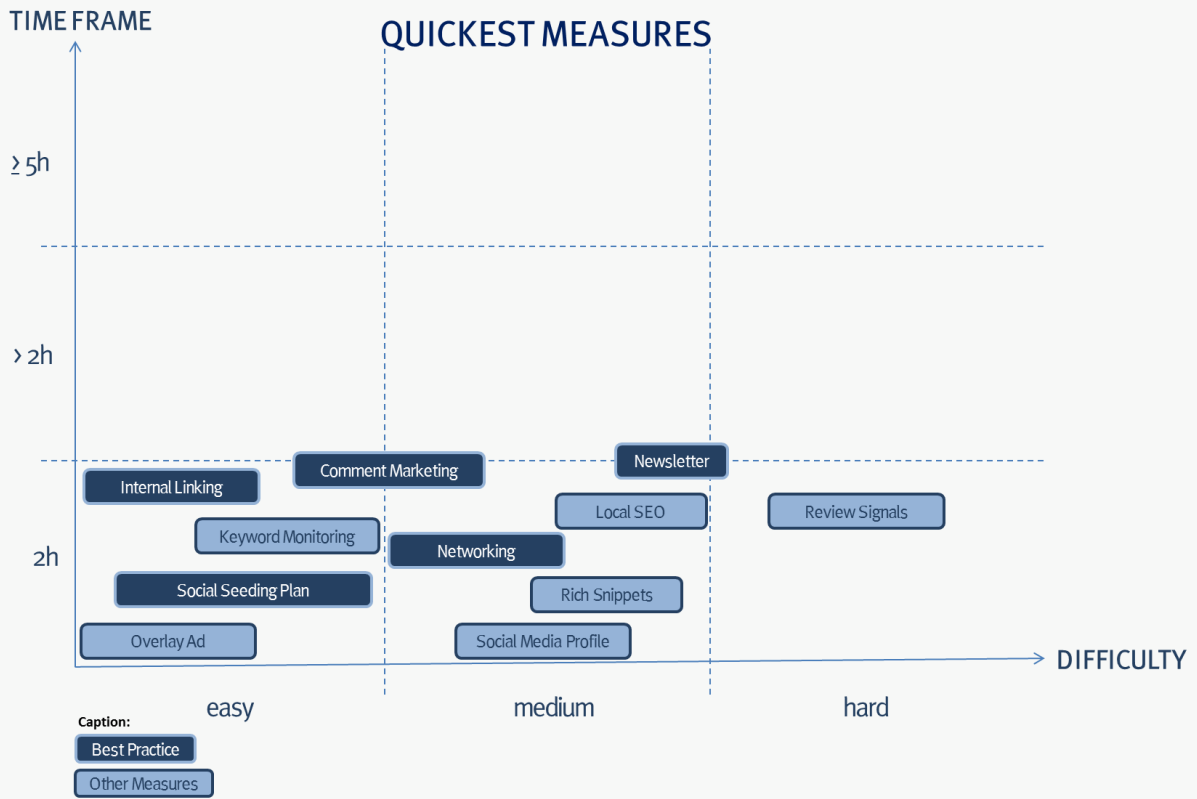
In this exclusive version of my whitepaper, I have summarized all the **different methods of traffic generation in a measure matrix** for you. You can quickly and easily find custom-tailored measures fitting your individual need and can thus efficiently and sustainably improve your website performance.

On the following pages, you will get an overview of **the easiest, quickest, and most efficient activities** to generate **more organic traffic**. This way, you can always keep an eye on a wide range of possibilities for gaining new website visitors and evaluate them with regard to your individual needs!



Traffic Boost via SEO

Generate more website visitors with simple and effective measures!



Traffic Boost via SEO

Generate more website visitors with simple and effective measures!

