



# 30 DAY TRAFFIC PLAN STRATEGY



A Richard Dunlop Publication

# 30-Day Traffic Plan for Marketers

Traffic generation is one of the toughest and most complex things for marketers to excel at – but it doesn't have to be that way.

The struggle many seniors have with their traffic strategy is in believing you have to pay for it or wait months, if not years for it to begin working.

Website traffic can be effective the same day you publish content driving your target audience to a destination – you just have to know how to set it up and manage your entire plan with ease.

You don't have to spend any money for paid ads, ghostwriters or tools.

Everything can be done for free, which is perfect for seniors who are on a tight budget or restricted income.

As long as you put in some time and effort, your offers will get visitors.

Below, you're going to find a simple 30-day plan from start to finish that you can implement to begin generating the right kind of traffic to your site.

I have intentionally not included a Table of Contents specifically to stop people skimming.

I suggest you read through the entire content, then go back and take a month to implement the 30 Day Steps.

When the 30 days are up, you'll replicate the most effective steps on an on-going basis, growing your traffic numbers significantly each and every month.

Be focused and strategic with your traffic method and you'll never struggle with this aspect of your business again!

## Day 1: Discover Your Audience's Search Habits

Free traffic is often based on how your target audience looks up information about your niche online – whether it's on a search engine or on a social media platform.

People have different ways of looking up information.

You need a starting point for your traffic process, and that's going to be done through the use of keyword phrases.

The longer the keyword phrase, the less competition there will be for those users.

It's also a great indicator of exactly what your audience is looking for. A broad keyword can be too vague and non-specific.

If someone is searching for *gardening*, that could mean so many different things – but if they're looking up *indoor herb tower gardening*, that narrows it down a lot.

On day 1, you're going to use a free keyword tool of your choice to make a list and begin weeding out phrases that aren't relevant to you.

You can even go straight to Google or Amazon and use the autofill option.

Begin typing in your phrase and see what fills in automatically. For example, if you type in *tower gardening* and the letter *b*, it will show you *tower gardening benefits*.

The letter *c* added gives you *tower gardening costs*, and so on.

You'll be using these words and phrases as you go through your 30-day traffic strategy as a guide to help you understand audience behavior and desires.

You'll also be able to spot patterns that show you where the biggest demand is.

## **Day 2: Understand the Pulse of Your Target Audience**

Sometimes, official keyword research is just the beginning of what you can uncover about your target audience, their likes and dislikes.

On day two, you want to immerse yourself in online discussions where you are picking up on clues for your upcoming content needs.

You'll be able to see what people are talking about within your niche by looking on various social media accounts and reading comments, popping into forums to see which threads have active and lively discussions, and even reading the blog comments on your competitors' websites.

Not only will you get to see which topics are being mentioned, but which ones get the best response.

People will talk about things that bother them, the things that impressed them, and you'll be able to ignore topics that do not generate any kind of reaction from the majority of people.

At this point, you are only operating as a lurker, observing what's being discussed without your input.

This is known as social listening, and you can look up topics, platforms, and people who have dedicated content for your niche.

## **Day 3: Fuel Your Traffic Strategy with the Right Sources**

Day three will be dedicated to getting your sources in order.

You are going to be relying on these sources from here on out, and they need to be sources that are informative, timely, and factual.

You'll want to bookmark these on your browser or have access to them easily so that you can quickly visit each source to tap into cutting edge information that is going to impress and inform your target audience.

Think about where your topic is going to be discussed as news or trends occur.

This might be traditional news sources like Fox News or CNN, industry websites or publications, or even print books and magazines for consumers or industry experts.

You also want to have access to things like the bestseller list on Amazon for your nonfiction niche category.

This will tell you where the majority of your consumers are willing to pay money for information.

For example, if you are in the success or self help niche, and 10 out of 50 items are about habit forming success, you'll know that's one topic that you need to address for your target audience.

You may also want to set up an RSS feed reader that will pull all of the important information into one location for you.

Then you can curate the best sources for your topic and have one place to get your information from instead of having to track it down on a variety of sites.

## **Day 4: Conduct a Platform Traffic Analysis**

The next step in setting up a traffic funnel that works for you is to see which platforms are going to be the best options for you in terms of social media.

Not every niche will have a plentiful audience making it worthwhile.

On day 4, go around to each major social media platform and see which ones will serve you well.

That includes Facebook, Instagram, TikTok, YouTube, and Pinterest.

You may even want to look on LinkedIn if you're going into a business type of niche.

What are you looking for? First of all, you need to know if the audience you're targeting is on there.

Look up the topic and see if there are competitors publishing content and if so, what kind of reception do they get?

Do they have followers, comments and other types of engagement? If not, it may mean there isn't enough interest there.

Next, look up the hashtags on that platform and see what kind of results you get.

A topic like *#weightloss* is going to have tons of interest on a platform like Instagram.

You can use the search for the hashtag and it will tell you how many posts are on that topic, then show you a list of them.

If you look up a topic like *#smalldogagility*, you'll only find fewer than 1,800 posts – a bad sign of interest for that topic.

So you'll be able to not only see how many posts there are, but hover over them to see if people engage with it.

On this day, make notes about what you see people saying about the topic.

On one tower gardening Instagram post, for example, someone showed a DIY method of creating a tower garden.

Most of the comments were people worried about the type of plastic the poster was using, so that's a sign that you can address the method of

Starting a Tower Garden in Food Grade Safe Buckets.

## **Day 5: Unmask the Traffic Secrets of Your Rivals**

Every successful marketer who excels at traffic knows exactly what their competition is doing.

Not only can you analyze their efforts to see what's working for them, but you'll see what's not as well.

You'll be able to look at where they post, what kind of content they post, what their followers are saying, and more.

You'll also see where they are losing out because there's a gap in information they're providing to their audience.

You can read comments from their followers to see what they're disappointed in and then improve on that for the same audience.

You can even see things like which keywords they're targeting, what media formats they use in content, and how frequently they post.

## **Day 6: Building the Home Base for Your Content and Offers**

Day six is going to be a very important part of your traffic process. If you already have a domain and hosting account, you want to make sure that you install WordPress so that you can have a blog that begins to rise in the ranks of search engine results pages (SERPs).

On this day, you are going to install a theme that is mobile friendly and optimized for performance.

You want to make sure you have your categories in place using strategic keywords, and structure the navigation of your site so that search bots view it as a good resource for their users.

You may want to install one or more plugins that will help you with search engine optimization (SEO) whenever you create a new post.

You also want to get familiar with the various features of your blog so that you can begin to use a publishing calendar at a later date that will help you maintain a steady flow of traffic being pulled into your site.

If you aren't familiar with search engine optimization content, today is the day where you are going to learn how to write content that performs well and also meets the needs of your audience.

## Day 7: Learning Facebook's Traffic Formula

Facebook is one of the most solid resources for social media traffic in just about every niche.

However, if you happen to be targeting a very young audience, you're less likely to find them here than on another social media site.

Today, familiarize yourself with the various features and options that you have available to you on this social media platform in terms of traffic generation.

You can create pages as well as groups around your niche topic, where you can promote your own links and website for people to click through to.

Whenever you are analyzing a new social media platform for future traffic purposes, you want to make sure you understand the rules and proper etiquette involved.

You don't want to join a bunch of groups and begin spamming them with your hyperlink.

Instead, you might create a page that has a link to your website, and join other groups as your page and participate naturally as a helpful member so that people automatically go to your page and see what else you have to share with them.

Facebook is one of the platforms that it's going to allow you to use text, video, and images.

You also have the ability to go live to your audience, and use short form video in the form of Stories.



## Day 8: Understanding Instagram's Visual Traffic Techniques

You're going to do is visit Instagram to immerse yourself in the traffic possibilities this social media platform has to offer.

It's a bit more limited than Facebook, because you cannot include links from each and every post, but instead need the link out from your profile.

Also, what works on Facebook is going to be a little bit different than Instagram.

This is a highly visual social media platform, where aesthetics matter. You want to familiarize yourself with the features it offers, and where you can include shoppable links and promos.

Like Facebook, they have a feature called Stories, but they also have Reels, which are a bit longer than Stories.

They also have IGTV, which gives users even longer content options.

Instagram is heavy on the use of hashtags, whereas Facebook doesn't tend to use them as much.

Be sure to look up who your target audience is following there and how they build their brand successfully and generate traffic to their domain.

## **Day 9: Preparing to Leverage TikTok's Traffic Tsunami**

On this day, you're going to do something that many seniors have neglected to do for traffic proposes, which is join TikTok.

Even if you are not targeting a young audience, you'll find that this platform offers a wealth of opportunity to send people directly to your domain, regardless of their age or niche interest.

Much like Instagram, you are able to link out through your profiles bio area, and many people like to use a tool called LinkTree to expand their ability to link to multiple sources in this one spot.

When you spend the day analyzing your niche traffic opportunities on this platform, not only do you want to look at the competition and what they are creating videos about, but pay attention to things like the length that gets the best response, hashtags being used, and the commentary of the viewers to see what they're satisfied with and what they dislike pair

## **Day 10: Take Advantage of YouTube's Organic Traffic Growth**

Day 10 is going to take you to another video marketing social media platform, but this is more like a search engine rather than just a social media traffic opportunity.

YouTube is the second largest search engine online, next to Google.

In fact, many people bypass Google to head straight to YouTube to find what they need.

They like having the ability to find a video explaining something rather than sorting through all of the search engine results pages.

Therefore, it's important that you create a YouTube account that will allow you to send traffic to your domain in many different ways.

On this day, you want to spend time learning how to properly set up a YouTube account and optimize it for discoverability by your audience.

There are certain milestones you can meet on this platform, as well as on TikTok and other social media networks where you can unlock the ability to go live with your audience if you achieve a certain number of followers and hours watched.

You want to also spend the day learning about how to optimize your videos with their thumbnails, titles, tags, and description area so that your traffic generation is virtually effortless.

## **Day 11: Get Ready to Power Up a Pinterest Traffic Machine**

On day 11, you're going to head over to Pinterest and learn how marketers are leveraging this social media platform to send their target audience to their domain.

Not only can you post your own pins for people to follow, but you can join group boards and benefit from everyone else's participation, too.

Look up your niche topic and see how others are creating pins that stand out apart from the rest and how they are linking them to their domain.

This will give you an idea of what to do when creating your templates later on.

Just as YouTube has its own specific search engine optimization techniques built into it, Pinterest can be optimized as well.

You can create rich pins that have a greater effect than a regular pin in terms of getting traffic to click through on your links.

## **Day 12: Put Your Traffic Generation on a Reliable Schedule**

Day 12 is going to be a day where you strategize how you want your traffic plan to be mapped out in terms of content placement, frequency, and timing.

You may want to create a map of sorts that you can have a bird's eye view of to see and make sure that you are firing on all cylinders.

You don't have to have the topics today, but you want to know which days you need to post on which platforms, including your own blog, so that you can be prepared ahead of time and make sure the content goes live when it will receive the best response from your target audience.

This is one thing you'll find when you immerse yourself in those social media platforms.

You will notice how often the competitors post, what time of day they post, and where they post to get the best results.

For example, you might find that Thursdays, Fridays, and Saturdays are the best days to post video content to YouTube and TikTok.

You may also notice that YouTube viewers in your niche prefer a 20 minute video once a day, while your TikTok audience prefers 60 second videos, three times a day.

## **Day 13: Fast-Track Your Traffic with Templates**

Today you're going to work on something that is going to make your traffic strategy fast and easy – templates!

You want templates because it provides a basic blueprint for you to create content on a regular basis.

You can create templates for your blog posts, and how you want them to unfold.

This might include certain sections for your product reviews, placement for the image, and so on.

You can also use free tools like Canva to create templates for your visual content, and this includes pins for Pinterest, social media quote posters for Instagram - and even infographics.

Once you have a template, you can pull it up and include fresh information for each new post.

It also keeps the branding consistent, which is important because it makes your content recognizable.

## **Day 14: Create a 4-Week Content Calendar**

Now that you know where your audience resides and what they want to hear about, you can take a day to map out your content topics for the next several weeks.

You might want to do more or less than 4 weeks, but this is a good amount of time to give you a head start.

If you plan too far in advance, you might end up with outdated information, especially if you're in a niche where the information changes frequently.

Get out your publishing calendar that tells you where you need to post each day and fill in the topics.

There may be instances where you can cross-promote or repurpose your content across multiple platforms.

For example, create a single blog post, use it as a script for a video, create an infographic from it, and so on.

But go off of what you learned when analyzing each platform.

You might find that what people are interested in on Facebook won't be the same as what your audience cares about on TikTok.

Include details about what media format you'll use, the length of the content, and any other details that will help you quickly make content on a regular basis.

You don't want to have to sit there coming up with ideas daily because you'll burn out and start avoiding it.

## **Day 15: Prepare Your Guest Blog Proposals**

Guest blogging is something very effective where you can leverage someone else's following to your own benefit, as long as you give something back in return.

There are many proficient bloggers and niche experts who would love to have a break from their daily content demands.

Being a guest blogger means you get to publish your content on someone else's blog, and include a hyperlinked byline that sends traffic back to your own site.

But there's a right and wrong way to get this done.

You can't just ask top ranked bloggers if they accept guest blog posts.

That's a lazy and ineffective way to ask. Instead, you want to spend today making a list of who to approach – based on blogs that are highly ranked for the keyword phrases you want to target.

Then come up with a detailed ideas of what kind of content would work best on their blog.

Every blogger has their own individual style and focus in terms of topics.

Don't tell a blog owner you want to write about monetization if his entire blog focus is on list building unless you can tie it all together carefully.

Look to see where have gaps of information so you know what they might respond well to and come up with an outline or entire post to you when approaching them.

Create a conversational script to use in your communication with them when asking for the opportunity to provide a guest blog post.

## **Day 16: Unleash a Flood of Affiliate Traffic**

Today, you're going to work on a project that will send a lot of visitors to your site to take advantage of an offer, which will put these individuals on your list.

Having a list of your target audience means you can email out at any time and instantly send traffic to a new offer or page with permission.

This strategy involves you writing your own info product and using it as a tripwire funnel that appeals to affiliate marketers in your niche.

The tripwire is a low cost or free front end, with a paid product as the upsell that helps affiliates earn more.

The customer appreciates the no brainer opportunity, and it appeals to the affiliate because they know their list will appreciate it, and they'll make money on the upsell as well as the front end if you give them the entire commission on that part.

Many people can create a product in a single day, but you can also purchase products to sell that you bought as private label rights (PLR).

Or, just get the initial plan mapped out so you can work on it incrementally from this point on.

## Day 17: Make GPT Content Mastery Preparations

If you haven't yet familiarized yourself with artificial intelligence (AI) tools like ChatGPT, today is the day you're going to do that.

This is a tool that is going to help you immensely with your traffic generation process.

Some people get frustrated trying to get the results they want when using AI, but if you log into your account and click on the custom instructions in your profile area, you will be able to set up some parameters so that AI delivers exactly what you need each and every time.

Play around with the system and come up with a list of prompts that can help you specifically with your traffic the process.

For example, you may want to come up with a prompt that has ChatGPT brainstorm content ideas about a certain topic for you.

Not only can ChatGPT give you content ideas, but it can outline the content thoroughly for you, it can create the content in full if you need it to, and it can even help you optimize it for search engines or social media platforms.

Using a tool like ChatGPT, which doesn't cost anything, you'll be able to quickly and easily come up with content ideas and ask it to include hashtags, keywords, and even tips about what kind of image you should publish with the content.

AI tools like this can even help you create scripts if you want to make TikTok or YouTube videos.

There are some AI tools that will even create the videos for you, or create graphic designs like info products for you if you prefer.

Eventually, you can get the paid version of ChatGPT and create your own custom GPT so that it operates exactly like you.



You can train it with information that it works from at all times and make it have your exact voice for branding purposes.

## **Day 18: Amplify Your Reach and Traffic Generation with Audio**

On day 18, you're going to test the waters and try audio as a method of generating traffic back to your site.

Audio is something that many generations are now tuning into as a preference for how they absorb information.

Not only can you create audio books that allow people to listen to the information, but you can create your own podcast that has regular episodes, similar to how you would provide ongoing blog content or social media posts.

Making a podcast is easy and requires no special equipment other than some way to record your content, which can even be something as simple as a smartphone.

Then, you can upload it and have it syndicated across many different platforms at no cost.

Not only can you verbally drive people to your site and offers by mentioning your domain during the podcast, but you can also put the hyperlink to your website in the description area of your podcast and even host commercials that tell people where to go to your site as well.

For now, you might want to look into which platform you want to publish on, how to record a podcast, and map out some content for your episodes.

They don't have to be long, but they do need to serve value and be consistent for your listeners.

## **Day 19: Garner Traffic with an Authority Publication**

On day 19, you're going to make a plan to publish your own book that is different from a typical info product launch.

Instead, you are going to self publish on a platform like Amazon Kindle.

Many consumers don't know that this is something anyone can do for free. Instead, they think every book that is published on Amazon requires an agent and a publisher in order to get it listed.

Therefore, publishing your own book on this platform gives you some authority that other niche marketers may not get to enjoy.

Inside your Kindle publication, you can include the name of your website so that people can go and download a free report or chapter and get on your list or see other offers that they may be interested in.

## **Day 20: Initiate Your Daily Traffic Content Plan**

Today is the day where you're going to take all of the steps you have done to this point and make it go live.

This means you're going to start blogging, start posting to your social media networks, and going through all of the actions that are going to send people to your domain.

You want to make contact with those you have listed as a potential guest blog possibility.

You want to get started on your info product or reach out to affiliates if you have already completed it so that you can take care of your launch, begin your podcast, and more.

It's important that you become consistent with your traffic generation and content publishing process.

That means you have to manage your time well and understand when and if you are being overwhelmed and need to cut back.

You may have initially thought you could do more than is actually possible, and that means readjusting your schedule so that it is doable.

You don't want to burn out and end up quitting on the entire process just because you feel like it is too much for you to handle.

## **Day 21: Turning Connections Into Traffic**

On day 21, you're going to start turning connections that you make in the industry into traffic that works for you.

This is especially true for social media networking. On these platforms, whether it's TikTok or Instagram, you are going to find other niche leaders who often serve as your competitors.

Sometimes, it will be someone who is not a direct competitor, but whose content complements what you do nicely.

Today, you want to make plans to collaborate with others, whether they are affiliates, influencers, info product developers, etc.

Just as you sized up people that you would approach for a guest blog situation, you want to do the same with potential collaborations.

You want to look at the content they create, how their audience reacts, and come up with something innovative that they would find fun and effective for their own audience that you can partner up on.

## Day 22: Captivate Community Readers and Use a Strategic Hyperlink

Day 22 is going to be a day when you spend some time digging into online forums that have to do with your niche.

Many people forget that online forums are an attraction magnet for consumers because they can surround themselves with like minded individuals or those who are interested in the same topic and get the help that they need outside of social media or blogs.

With a forum, you can build your own profile and flesh it out as much as possible so that it includes your branding and a link back to your domain.

Some forums are also going to allow you to create what's known as a signature file.

This is going to allow you to participate on the forum where each thread that you start or comment that you make showcases a hyperlink below your post for people to follow.

Sometimes, these can even be banner ads that you hyperlink to your domain, but usually it's just text.

Even if the forum only allows a link in your bio or profile, your participation and the value that you provide is going to make people click on your profile to find out more about you and how they can follow you to get more information.

Set up a schedule for yourself so that your participation is enough to make you recognizable in the forum setting, but not so much that you are spending too much time in that one space and making it appear spammy to other users.

## **Day 23: Mastering Response Content for Traffic Purposes**

On the 23<sup>rd</sup> day of your traffic generation process, you want to learn how to create response content.

This is a very effective way to leverage other peoples' content, and you'll often find that your content ends up with more traffic than the original author's did.

There are different ways to do this – with text or video. It's basically a form of curation.

You're going out and finding content that someone else created that you want to respond to with your own insight and opinions.

Sometimes you'll be in agreement with the other creator, sometimes in disagreement – and other times just expanding on what was discussed with additional or different information.

For example, you might find someone who has blogged about something and you can take a short snippet of their blog post (like a quote) and make your own post about their post, making sure to credit and hyperlink back to them.

On social media platforms, you might be able to use a portion of their content if they allow it, like how TikTok has the ability to enable a stitch or duet for other content creators to respond with.

## **Day 24: Using Audience Input to Fuel Your Traffic Strategy**

Day 24 is when you're going to use the momentum you've started seeing with new followers and readers to find out exactly what it is they want from you.

When you're meeting their needs with valuable content, you'll naturally get more traffic to your site and offers.

You can do this by posing questions to your audience on your blog and on social media.

You can do this in several ways. You can simply post a question in text or video, or post an anonymous survey or poll.

You can make these open-ended questions they can answer or give them options.

The key is to unearth what matters most to your audience, so you can then begin creating and publishing content that they are seeking.

## **Day 25: Create a Traffic Magnet with Authentic Social Participation**

Today, you're going to get on social media and begin engaging in authentic participation.

Your goal is to be a helpful niche leader who showcases your insight and knowledge.

Some marketers make the mistake of trying to sabotage others, which is the polar opposite of what you want to do.

Instead, take the approach of a rising tide lifting all boats and use your participation on others' accounts to generate good will with your competitors as well as the target audience watching your interactions.

## **Day 26: Ride the Wave of Trends for Traffic**

Today's traffic task is to start understanding and utilizing niche trends on social media to grab the attention of your audience and show that you're an active brand they want to follow.

This is especially effective on platforms like TikTok, where they have a built in function to let you see what sounds and videos are most popular.

Then, you can use the same sound or song and ride the wave of success by getting more exposure to your content.

Not every trend will a suitable fit for your niche topic.

But go through the trends and see what you have to work with that you can tie into your brand or topic.

Sometimes, it might even be a fun filter effect.

Whenever TikTok users click on that filter, sound or song, your content can be one of the examples shown that people will scroll through.

Plus, users on these platforms like brands who participate in trends.

## **Day 27: Make a Tactical SEO Attack Plan**

Day 27 is when you're going to readdress the SEO strategy. Initially, you simply gathered keywords to use and set your blog up for success with a site that was optimized for rankings.

But now, you are going to be more strategic with it.

You want to come up with a keyword phrase you want to rank #1 for and dissect what the competition is doing to achieve that top spot.

One keyword at a time, you can make a plan to have a piece of content that outperforms the others and garners you a top rank.

You might need to create content from scratch.

But you may have some content that is already created and indexed, just not yet performing as well as the top position is. In this case, you can tweak the content such as updating the information, turning it into a longer, pillar post, and so on.

## **Day 28: Analyze the Impact of Your Traffic Strategy**

We're headed to the finish line for your first month of traffic generation. You've been working on this regularly, getting content published on your blog and on social media as well as participating in forums and possibly getting guest blog approval.

You should be seeing some results by now, and today you'll spend time seeing what's working.

Does your audience prefer a certain format, like video over images or long form over short form?

Which sources and topics are proving to be inspirational for your content creation?

Which approaches are working best in terms of the slants you're using?

Analyze the results for engagement and click through traffic and make notes about it.

## **Day 29: Prune the Dead Weight and Fortify Your Traffic**

Not everything you'll try will be a keeper.

It's smart to periodically prune back your approach and get rid of things that are wasting your time and effort and not providing results in return.

Today, take the information you uncovered yesterday and make data-driven decisions about what needs to change.

You might need to try a new approach, add something new or eliminate something.

Split test your traffic strategy and modify your plans as you go.

You might find that some techniques you learn work for one niche, but not another.

Every brand will end up with a unique traffic blueprint that works best for their business and customers.



## Day 30: Crafting a 4-Week Forward Plan

Your last day of the month should be spent planning for the next four weeks of traffic generation.

You'll go back and map out your publishing schedule and content ideas, re-check to see if there are new individuals to collaborate with or analyze as competitors, and more.

By planning weeks in advance, you won't have to wake up and stress over this process on a day to day basis.

This monthly approach allows you to be flexible if anything needs to suddenly change, but gives you a solid path forward at the same time.

Building traffic is a testing process where you have to try new things, see what the results are and tweak for optimal performance.

It's not a one size fits all approach where other people's traffic plans are going to work identical to how it will be for you.

In the end, you're going to be off to a great start with traffic generation by having the right systems in place to support your content creation and conversions that will ultimately lead to a nice online income for you.