

7 Strategies to Get Instant Traffic

In this document, you will learn 7 traffic strategies you can use right away to find and compel people to click on your links so you can earn more referrals.

The great thing about these strategies is you won't simply be posting your links *blind* across the internet, but you will be posting them for people who will be genuinely interested in receiving what you have to offer. It's a win-win situation!

We'll go through each of these 7 strategies in detail and give you best practices for getting the most out of each one.

For the purpose of example throughout this document, we will be using the web page <http://www.freelancewritingriches.com/report>. In the example, our goal will be to get as many people as we can to visit this link and opt in to get the free report. And, we can use the 7 strategies outlined below to do just that.

1. Facebook

If you have a personal profile on Facebook, this is a great location to post your links. The reason is that you have already built a community of people who trust you and they will value your recommendation.

Not every friend will be interested in what you link as it will depend on their interests, but if you have a lot of friends, chances are you can earn quite a few referrals with this method.

TIP

The best way to encourage clicks is to include a BENEFIT inside your post. The benefit should outline what recipients can expect should they download the content or take advantage of whatever offer you are posting

Here are some ways you can post your link on Facebook:

- 1. Direct Post** - Post the link directly on your status update and include a small description to encourage clicks. If you have an image that would draw attention to the link, post that as well.

Here is an example post:

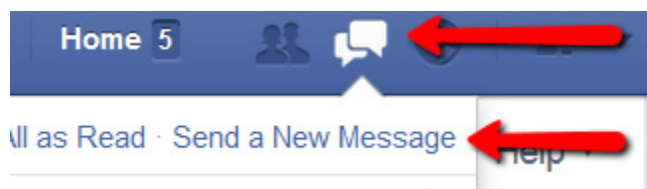
Hey! I came across this free report yesterday and I know some of you are into making money online and freelance writing so I wanted to share. I really liked it and found a lot of useful info that helped me get some new writing clients. The report teaches you how to find freelance writing jobs pretty easily and earn more money with your writing and essentially build your freelance writing career. Please enjoy and share at will! 😊

Re-word this into your own words since your friends will already know how you communicate on Facebook. The trick is to not make it look forced. Simply post the link and let your friends know the benefit you received from it. In the example, the BENEFIT is that it helps people find writing jobs, earn more money and build their writing careers.

Also, encourage them to *share* the link as well. The more shares, the better!

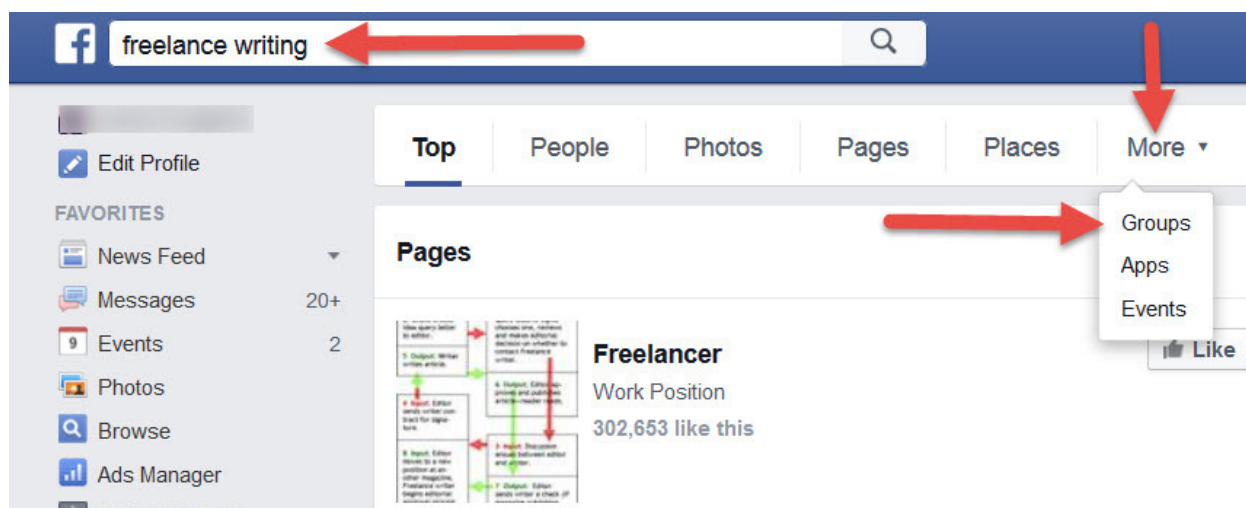
- 2. Private Message** - Send a Facebook message to your friends who might be interested. You can send messages on Facebook and select individual people you know may be interested in your posted content.

To send a message, click the messages icon in your top navigation menu and then click on "Send a new message."



- 3. Groups** - Do you belong to any Facebook groups? If so, and they are related to your content, post your link in the groups so members can get a chance to access the content as well.

To find new groups, search with a related keyword in the Facebook search bar (for our example we used “freelance writing”) and click “Enter.” Then, click the “More” dropdown as shown in the image below and click on “Groups.”



All of the groups related to your search term will then appear. Choose more popular groups to join. The more members in the group, the more popular it is.

TIP

When you join a group, don't post your link right away. Add some value to the group by answering questions and asking your own questions. When the group members know you can be trusted after you post valuable comments, you can recommend your link as a helpful resource for others.

One thing to remember is that Facebook has a rule about not conducting business on your personal profile. But, this is not directly related to promoting business. You are simply sharing links to products you recommend that would interest them.

Facebook Business Pages

Facebook Pages, which are catered towards businesses, are used to help people gather fans who like a certain interest or product. If you already have a Business Page and it relates to the link you are posting, you can post your link on your Page to get more referrals as long as it relates to your business.

For example, if you are a freelance writer who has a Business Page and you signed up for a contest to get referrals for the report in our example, your Page is the ideal place to post your link since your fans will want to get a hold of the content. But, if you have a Business Page on “how to gain muscle,” then you don’t want to ruin your reputation by posting unrelated links related to freelance writing and content your fans will not be interested in.

When posting links on your Pages, it may differ slightly from how you post it on your personal profile since these people are not as close to you. However, the same basic structure should be followed for maximum response. Include a benefit you received and an image. Also, with your Business Page, you can include a call to action to click the link directly.

Here is how the same content you post on your personal profile may look if you post it on your Business Page:

Hey! I came across this free report yesterday on how to build a thriving freelance writing business, find writing jobs and boost your income. I really liked it and found a lot of useful info that will help you get some new writing clients. The report teaches you how to find freelance writing jobs pretty easily and earn more money with your writing. Click the link to download it right now: [LINK](#)

2. Twitter

Do you have a Twitter profile with some followers? Then, you have potential referrals waiting to click your link!

The same line of thinking applies for Twitter as it does for Facebook. Not every one of your followers may be interested in your link, especially if your Twitter profile is more personal in nature. But, chances are you will have people interested in your content, so post a friendly tweet telling your followers a little about the link and why you are posting it.

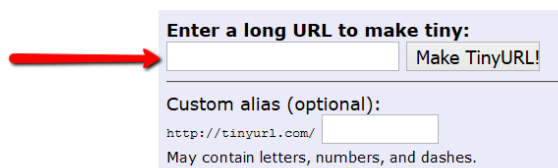
The tricky thing about Twitter is you only have 140 characters to post your tweet. This may seem like a difficult task to accomplish, but here are some tips on how you can get the most out of your 140 characters:

- 1. Use link shorteners** – Your referral link may be long and take up too many of your 140 characters. Use a free link shortener like tinyurl.com to shorten your links before you post them on Twitter.

You will see this below when you visit Tinyurl.com.

Welcome to TinyURL!™

Are you sick of posting URLs in emails only to have it break when sent causing the recipient to have to cut and paste it back together? Then you've come to the right place. By entering in a URL in the text field below, we will create a tiny URL that **will not break in email postings** and **never expires**.



The screenshot shows the TinyURL homepage. At the top, it says 'Welcome to TinyURL!™'. Below that is a paragraph explaining the service. Then there's a form with the title 'Enter a long URL to make tiny:'. It has a text input field and a button labeled 'Make TinyURL!'. Below the input field is a section for 'Custom alias (optional):' with a text input field and a note that the alias 'May contain letters, numbers, and dashes.' A red arrow points to the main URL input field.

Simply add your link to the box and click “Make Tiny URL.” You will then get a much shorter link you can use for Twitter. When people click on that shortened link, they will be redirected back to your original link immediately.

- 2. Shorten words** - Get clever with words to shorten them. For example, use an ampersand (&) in place of “and” or if needed the popular substitution “u” in place of “you.”

Here is a sample tweet:

Discovered a cool free report yesterday for writers. It helped me get some new writing clients & leads. Please enjoy and share at will! LINK

- 3. Direct Messages** – Send a direct message to specific followers you know will be interested in the content you are linking to.

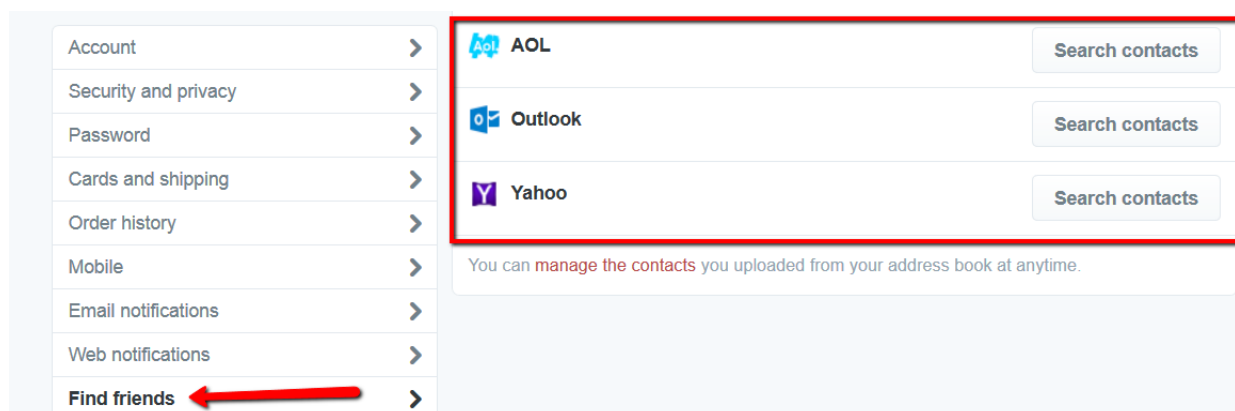
Don't have a Twitter account?

If you want to open up a Twitter account, it's free and easy. Go to Twitter.com and click “Sign Up.” Add your name and email and follow the instructions. Your username can be your name or any other word. Note: Your username will be how people identify you on Twitter and it cannot be changed in the future.

Once you sign up, upload a picture of yourself so people can identify you. Add a short description about yourself and include your referral website link in the description.



Once you fill out your profile, invite your contacts and let them know you are on Twitter also. To do this, go to “Settings” in the top navigation menu and click “Find contacts.” You can import your contacts directly to speed up this process.



If you don't have a Twitter account and you want to sign up...ask your friends who are on Twitter so they can follow you and you can follow them back. You can also post your new Twitter profile on your Facebook profile and let people know you are on Twitter so they can follow you.

Once you gain some followers and you post some tweets, post your referral link occasionally to get people to click on it.

If you need more help on how to use Twitter, here is a helpful [Quick Start guide](#).

3. LinkedIn

If you are an active member of LinkedIn, you will find many opportunities where you can post your link. If you are not a member of LinkedIn, there is instruction at the end of this section on how to join and get your profile started. Once you get on the platform and join, here are some strategies you can use to share your links:

- 1. Direct message your connections** – You may want to message people individually, only the ones you know may be interested. Since LinkedIn is a business-to-business platform, your message could be construed as spam if it is sent to someone who is not interested in that content or the message isn't worded correctly.

Here is a sample message you can send to your LinkedIn connections:

Hi [NAME],

I'm messaging you because I have visited your profile before and we seem to have mutual professional interests. I noticed you just posted a blog about time management for freelance writers and honestly, some of your tips really helped me, especially the one about tracking your time to eliminate distractions. Facebook is always a distraction for me! I commented on your post and shared it as well. It's really good.

Anyway, I recently came across this report that helps writers build successful careers. I normally don't share things like this because most of the content I read online is not worth sharing. But, this one was really good and I wanted to give you a chance to get it if you are interested. It's completely free and super valuable for writers trying to earn more and snag high-paying clients. Here is the link if you are interested: [LINK](#)

No pressure, just wanted to pass it along. And, let me know if there is anything I can do for you now or in the future.

*Best,
Kate*

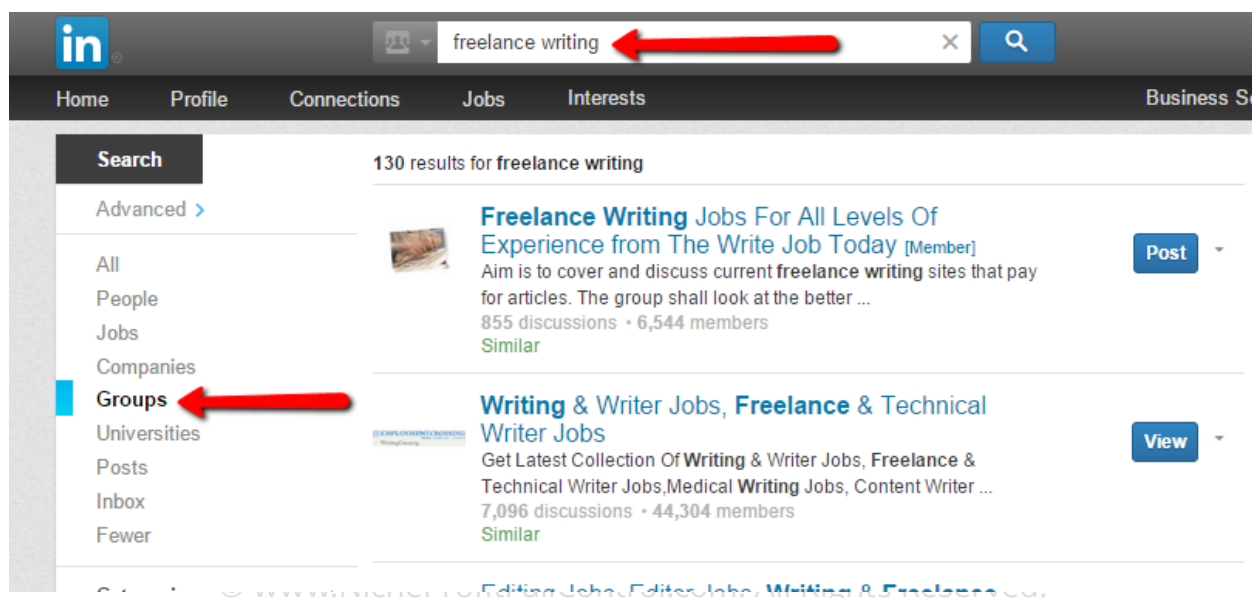
The strategy behind getting people who don't know you personally to click your link is to compliment them first and/or visit their profile, share their content, etc. Do something that benefits them first to show them you aren't just a spammer trying to get their click.

If you know the connection more personally, re-word it so that it is warmer and more personal.

2. LinkedIn Groups – LinkedIn groups focus on specific topics and are a great place to share your link. If you aren't already a member of a group, join a few that are directly related to the content you are sharing. Be careful though with this strategy and don't post links right away. Add some value to the community first so people can get to know who you are and what you are about. Peruse through the group first to notice how people post the content they share and which posts get more response. This can give you an idea of what wording performs better in that particular group. Then, once you are familiar with the content and have added some value to the group, post your link as a recommendation for a resource the members would enjoy.

To find groups on LinkedIn, add your topic to the search box and click to search. For our example, we used the term "freelance writing" since it relates to the content of our link we want to share. We are looking for people who would be interested in our content.

Once you search, click on "Groups" to pull up all of the groups that relate to your search term:



From the results, choose some groups with the largest number of members and request to join. Some will approve you automatically and some will require manual approval. If you do not get approved, there are plenty of groups to join on LinkedIn, so you can always find more.

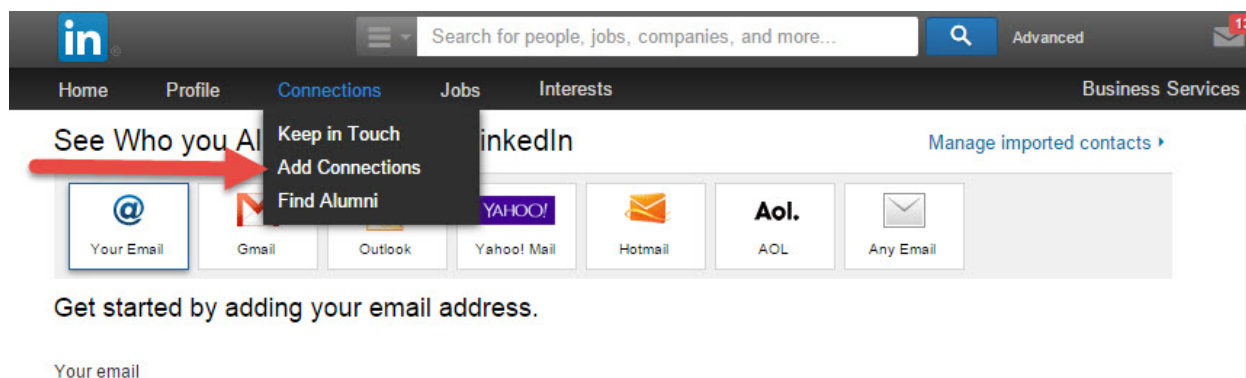
Not a member of LinkedIn?

If you aren't already a LinkedIn member, you can join easily. Go to [LinkedIn.com](https://www.linkedin.com) and click "Join Today" to begin. Fill out the information to create a free account.

If you are a professional at any type of career, LinkedIn is a great way to showcase your resume online. It's also a way to connect professionally with people in your circle of influence and broaden your reach by connecting with even more people in a professional environment.

Once you create an account, visit [this tutorial](#) to discover how to fill out your profile. Add a profile image and fill out as many sections as you want.

Once you fill out your profile, you will need to connect with people. The fastest way to do this is to connect with the people you already know who are on LinkedIn. Go to "Connections" in the top navigation menu and then click on "Add Connections."



On this page, you will be able to add connections from your contacts who are already on LinkedIn.

Once you have some connections, message them as discussed in the earlier part of this section and join some groups where you can potentially post your link.

4. Word of Mouth

Even with the rise of the Internet, good ol' fashioned word of mouth is not dead, and it never will be.

Hi [NAME],

It's been a while since we last spoke! Hope all is well with you and your family. I wanted to send you this quick email because I found an online report the other day and I immediately thought of you!

It helps freelance writers build thriving careers, find clients and boost their earnings. I used some of the strategies myself and they really work. I know you will get a lot of value from it too.

You can download it here: [LINK](#) (Don't worry, it's free 😊)

When you download it, let me know what you think of it and which strategies work for you. Let's compare notes!

Talk soon,

Kate

Tell people about your content and ask them to go online to check out your link. There are always those people who aren't online daily so they may not see your link, but they would want to get a hold of the content you are sharing.

5. Send Email to Friends

Send an email to your contacts asking them to check out your link. This is one of the easiest ways to gain referrals.

It may be a good idea to sift through your contacts first so you don't send an email to people who may not be interested, especially if you have business contacts who do not relate to this content. Also, sending a mass email is not as personal

as addressing the email to an individual. If you want to make the message more personal to increase your chances of getting a referral, write an email to each contact individually, personalizing it for each person.

Here is a general email you can send...

Personalize this message to cater it to your content and also customize it for the specific person you are sending it to.

6. Blog Comments

Blogs are communities of people that gather around content posted by a website/blog owner. By commenting on these blogs, you can spread your link around for all of the people who visit these blogs to see.

Blog commenting is one of the best ways to get some quick traffic to your link. It involves posting comments on high-trafficked blogs with your link included. It's highly effective, but if you do it wrong, you risk getting your comment deleted. So read on for the best practices for how to do this effectively.

Here are the steps to using this traffic method effectively:

- 1. Find high-profile blogs** – You want to post on blogs that get a lot of traffic so your link gains a lot of exposure. To do this, head over to a helpful site called [Blog Search Engine](#).

Add your keyword or a word that relates to the link you are trying to get referrals for. In our example, we would use a keyword like “freelance writing” or “freelance writer.”



BlogSearchEngine.org

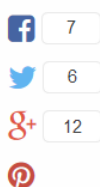
Search Term → [←](#)

[★ Favorites](#) [StumbleUpon](#) [Del.icio.us](#) [Google Bookmarks](#)

The results will show you the top blogs related to your keyword.

- 2. Select popular blogs** - Once you have a list of blogs, visit each one to see if they get a lot of traffic and comments. You can determine this by simply clicking on a blog post and checking the number of likes, shares and comments.

When you click on an entry in the search results, you will see a blog post. Check the number of shares, likes and comments. You can see on this blog post there are 247 comments, which is very high, so this would be a good blog to post our link on. The post is dated back to 2012 so in this case, we would want to post a comment with our link on a more recent blog, but this tells us that this blog is popular, which is what we want.



BLOGGING

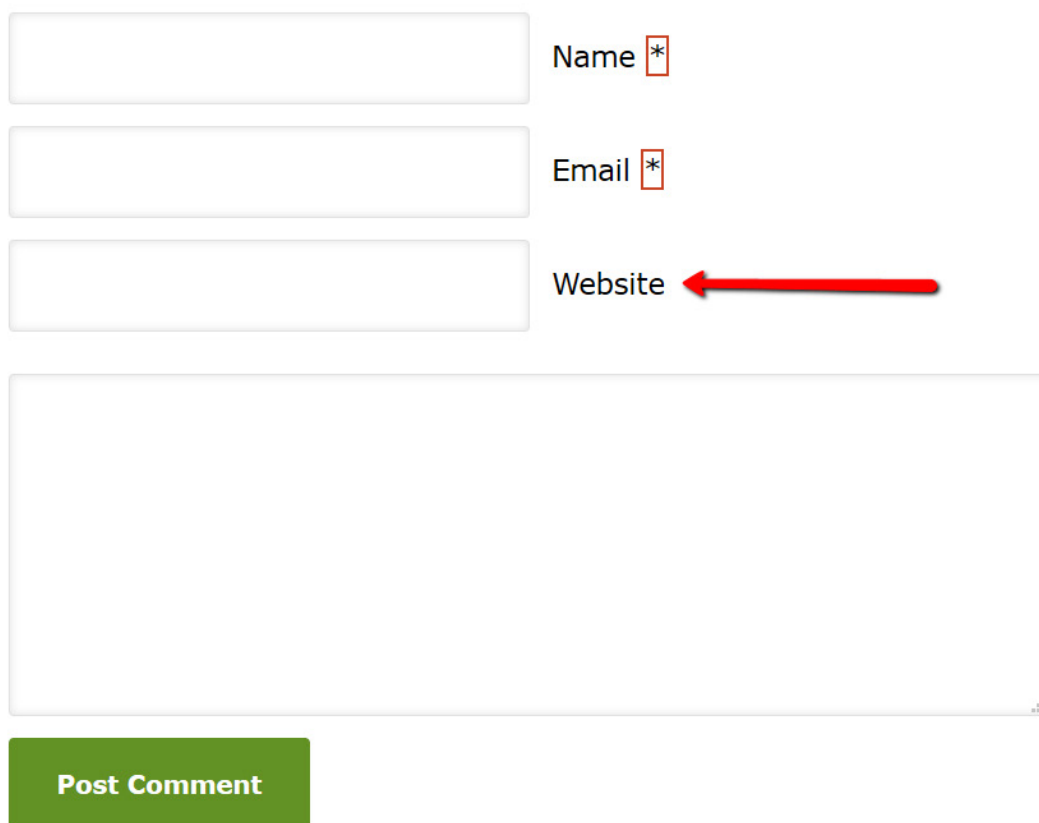
How to Become a Freelance Blog Writer

by [Leo Babauta](#) 6 Jul 2012 247 Comments



When you post a comment, here are a few things to keep in mind:

- ⦿ For most blogs, if you post your link directly in the comment, your comment will not get approved and may be mistaken for spam. If you are a member of the blog and are known in the community, then posting a link will be okay, but if not, there is another way to get your link in there. Add your referral link to the website portion of the comment:



The image shows a typical comment form. It consists of four input fields stacked vertically, followed by a large text area, and a green 'Post Comment' button at the bottom. The first three fields are labeled 'Name', 'Email', and 'Website' respectively, each with a red asterisk indicating it is required. A red arrow points to the 'Website' field. The fourth field is a large text area for the comment itself. The 'Post Comment' button is green with white text.

The link won't show up inside the actual comment but it will be linked up to your name directly, so when people click on your name, they will be taken to the site you referred them to.

- ⦿ Make your comment post-worthy to increase chances of approval – Your comment has a high chance of approval if it sounds like you actually read the post. Include a quote or section from the post and reference it directly with your comment. The point is to read the post and offer insightful information to add to the discussion. If you add value back to the blog, the blog owner will approve your comment without hesitation.

- ◎ Ask another question with your comment. By doing this, you will get the blog owner's attention as well as other posters. This will increase the chances of people clicking on your link.

TIP

If you find a popular blog, post a comment on a blog post NEWLY released. Try to time it right after a new blog gets released so you are one of the first commenters. When a new blog is published, it hasn't hit the height of its traffic because the blog owner may not have shared it with the entire community yet. The trick is to get in on the commenting action before the stream of traffic comes through so you are not late to the party and you benefit from the initial burst of high traffic that usually accompanies a freshly posted blog.

It may seem like this is a lot of effort for one link, but the cool thing is that this link remains there as more and more people visit the post so you can basically set it and forget it!

7. Forum Signatures

Forums contain a large number of people all gathered around a centralized topic. Forums are places where people discuss freely their views on these topics, get advice and get to post their opinions and connect with like-minded individuals.

The great thing about forums is that the popular ones will have thousands of people visiting them daily so the potential for a lot of people to see and click your link is high.

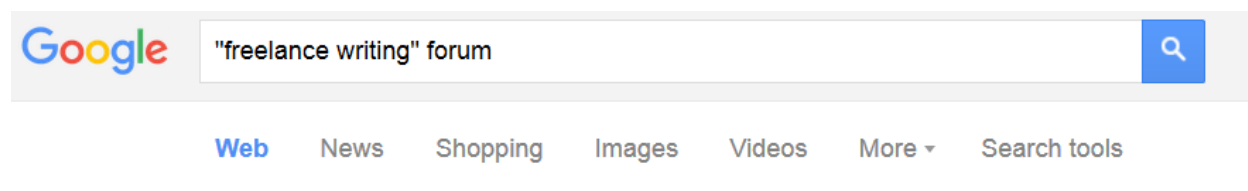
To post your link in forums, the best strategy is to add your link to your forum signature so when you post, all forum members see it. Your forum signature is a small piece of real estate that accompanies your profile and shows up every time you post. Forums allow you to post your links in these signature areas.

Important: As we discussed in previous sections, you don't want to appear spammy when sharing your links and this goes for posting in forums also. Some forums will not allow you to add a link to your signature until you post a specific

number of times. Others will allow you to add the link, but they will monitor you for any signs of spam. Later in this section, we will go over the best practices for posting forum comments so your link gets seen by the most people.

- 1. Find forums** - The first step is to find forums to post to that are related to the content you are linking to. So, taking our current example into consideration, let's search for forums related to "freelance writing" or even "writing." Choose a topic that goes with your content and follow this method.

To find forums in your topic, do a Google search with the topic in quotes plus the word "forum." If you wanted to search for forums focused on the topic of freelance writing, your search would look like this:



Similar to how you checked the blogs for popularity, check each forum result from the Google search results and browse each site for the total number of forum members as a measure of popularity. The more members, the better. You want to post on the most popular forums in a niche.

If you can't find the number of members, here are some other tips to determine if a forum is popular:

- There are a large number of replies and/or views on each forum thread. The first result in the Google search for freelance writing forums took me to this page:

Title / Thread Starter	Replies / Views	Last Post By
Sticky: Freelancers Beware: Important Information Started by inkognito, 03-26-2009 06:39 AM 1 2	Replies: 29 Views: 20,324	ironman 02-12-2015, 05:19 PM
Sticky: AW Freelance Writing Blogs: Post Yours Here! Started by Cleopatra Jones, 04-27-2009 04:43 PM 1 2	Replies: 46 Views: 19,751	Kudra 10-10-2014, 01:24 PM
Sticky: Bragging Rights: Let us congratulate you! (Please excuse the brag.) Started by espressojo, 03-13-2008 12:49 PM 1 2 3 ... 9	Replies: 208 Views: 48,217	Trebor1415 02-25-2014, 12:47 PM
Sticky: CONTESTS - POST YOUR LINKS HERE Started by wyntermoon, 01-05-2010 09:48 PM	Replies: 7 Views: 10,354	amcdonald24 09-16-2013, 01:35 AM
Sticky: MARKETS FOR FREELANCERS Started by jdkiggins, 07-31-2005 07:08 PM 1 2 3 ... 4	Replies: 97 Views: 60,345	Candienzila 04-19-2013, 11:46 PM
Sticky: Poll: "THE "I NEED A NONFICTION ARTICLE CRIT" THREAD (Have an article in SYW? Tell us here. Started by jdkiggins, 07-10-2006 05:10 AM 1 2 3 ... 4	Replies: 98 Views: 34,559	beawhiz 09-18-2010, 02:00 AM
Sticky: Freelance Forum Tower of Babble Started by wyntermoon, 08-26-2009 02:25 AM 1 2 3 ... 6	Replies: 125 Views: 29,862	plaidearthworm 02-13-2010, 08:52 AM
Sticky: IMPORTANT READ BEFORE POSTING: FORUM RULES & GUIDELINES Started by jdkiggins, 09-09-2006 03:32 AM	Replies: 5 Views: 12,043	jdkiggins 01-20-2008, 05:01 AM
Has anyone here been hustled by a company? Started by sailsofbillion, 09-06-2015 03:34 AM	Replies: 8 Views: 227	wonderactivist Today, 03:05 AM
freelance copyediting Started by satyesu, 08-31-2015 04:01 AM	Replies: 1 Views: 176	CL_Hilbert 08-31-2015, 04:30 AM
Fiverr? Started by Unicorn, 05-14-2015 11:32 PM	Replies: 13 Views: 1,142	Miss Strawberry 08-18-2015, 02:16 AM

Notice the first sticky post at the top. A sticky post is one that forum moderators pin to the top, meaning it will always stay there instead of be ordered by date, like the other non-sticky forum posts. This way, this post will stay at the top and not get pushed down the list. The first sticky post has more than 20,000 views which is a good sign.

- Look for recent activity - You will notice in our example that a post was made today and there are already 8 replies and 227 views which is a sign of good traffic.

Overall, this is a forum I may want to post on. I may also continue searching to find forums that have even more views, but this one will suffice also. The criteria would be to ensure that there are at least a 1,000 views on a post per month or more, ideally. And, if you can find members stats, the forum should have at least 1,000-5,000 members or more.

Note: The screenshot above is a sub-forum (freelance writing) of a much larger writing forum, absolutewrite.com. When assessing your decision of whether you want to join a forum, you can visit the main forum page to see how popular it is.

But, essentially, you want the sub-forum where you will post your link to be popular enough that people will see your comment and link.

2. Register - Once you locate a forum you want to post to, you need to join the forum which will allow you to post. Each forum will have a link where you can register. In this forum, I would click here:

If this is your first visit, be sure to check out the [FAQ](#) by clicking the link above. You may have to **register** before you can post: click the register link above to proceed. To start viewing messages, select the forum that you want to visit from the selection below.

The registration process will request you add a username, password, email address and other information depending on the forum.

Registration
Step 2 of 2

Register at Absolute Write Water Cooler

Required Information

User Name:

Please enter the name by which you would like to log-in and be known on this site.

Password:

Confirm Password:

Please enter a password for your user account. Note that passwords are case-sensitive.

Email Address:

Confirm Email Address:

Please enter a valid email address for yourself.

Additional Required Information (profile)

Why I Write::

Are you human?:

Please identify the only consonant in the following list: A, E, O, I, V

Additional Information

Fill out all of the fields as completely as possible. If you see any profile information requested, add something for this section so you signal to forum moderators that you are a real person who will add value to the forum. This is not always required,

but if it is, add at least one sentence in this field.

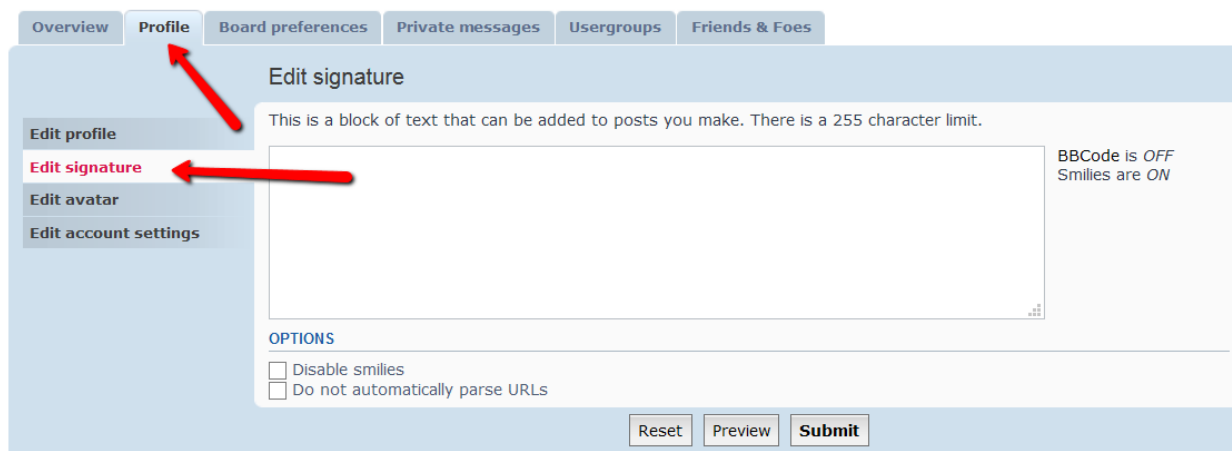
Once you register, you may be asked to verify your registration via email, so make sure you register with a valid email address. You may need to wait for approval to be added to the forum. This is not uncommon and one reason why you want to make sure you fill out as many fields as you can during the registration process. Don't add any links yet, even if it asks for your website. You can add your links later.

3. Posting your Links

Here are some important tips:

- ◎ It's important when you first join a forum to lay low for a little while and post at least 3 valuable, content-rich comments/questions before you add your link to your forum signature.
- ◎ Build some trust by adding value with your comments. Don't simply post a comment that says "Great post" or "Thanks for the information." Add a thoughtful comment and give advice, if applicable to help the conversation. Similar to the blog comments, also ask questions to keep the conversation going.
- ◎ Once you post at least 3 valuable comments, visit your profile section in the forum and head to where it says "Forum signatures." This will look different for each forum, but generally it will have the word "signature" in it or a place to add your website. Each forum will have instructions either when you register or as a sticky post that includes information on setting up your profile. This is where I would go for this forum to edit my signature:

User Control Panel



The screenshot shows a forum's User Control Panel with several tabs: Overview, Profile, Board preferences, Private messages, Usergroups, and Friends & Foes. The 'Profile' tab is selected. In the left sidebar, there are links for 'Edit profile', 'Edit signature', 'Edit avatar', and 'Edit account settings'. A red arrow points to the 'Profile' tab, and another red arrow points to the 'Edit signature' link. The main content area is titled 'Edit signature' and contains a text box for editing the signature. Above the text box, it says 'This is a block of text that can be added to posts you make. There is a 255 character limit.' To the right of the text box, it says 'BBCode is OFF' and 'Smilies are ON'. Below the text box, there are 'OPTIONS' with two checkboxes: 'Disable smilies' and 'Do not automatically parse URLs'. At the bottom of the panel are buttons for 'Reset', 'Preview', and 'Submit'.

In this forum BBC code is turned off, but in most cases it will be turned on. BBC code is Bulletin Board Code and it's a way to add formatting to your text in some forums. If you click on the word "BBC Code" you will see the actual code you can use. You can also [click here](#) to see the various types of BBC code. To add a link using BBC code, it should look like this:

```
[url=INSERT LINK]Insert text[/url]
```

Insert your link where it says "**INSERT LINK**" while keeping all other characters intact. Add the text to "Insert text." This is the text that will be displayed in your signature and hyperlinked with whatever url you add to the first part of this code.

Not all forums will use BBC code. Some will use HTML. If your forum signature utilizes HTML, you will want to use this:

```
<a href="INSERT LINK">Insert text</a>
```

Insert your link where it says "**INSERT LINK**" while keeping all other characters intact. Add the text to "Insert text."

For your displayed text, add words that don't sound spammy but that show what someone can expect when they click the link. In our example, we might use text like, "The Freelance Writing Career Success Blueprint."

If we added our link to the formats we just covered, the code would look like this:

BBC

```
[url=http://www.freelancewritingriches.com/report]The Freelance Writing Career Success Blueprint [/url]
```

HTML

```
<a href="http://www.freelancewritingriches.com/report">The Freelance Writing Career Success Blueprint </a>
```

The finished product, whether we used BBC or HTML would look like this:

The Freelance Writing Career Success Blueprint

- ◎ Keep your activity to 2-3 forums maximum. It's better to establish your presence in only a *few* forums than to go around posting your links in *many* forums. This may lead to you getting banned because you won't have time to add value to each forum and the moderators will catch on immediately.

Start Posting!

There you have it, 7 ways to start posting your links right away. Have fun with these strategies and remember that in each platform, if people don't know you, make sure to add value to the platform before posting links. Give something back first before posting. Good luck!