

# The Ultimate Quick Traffic to Your Website Blueprint

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## **What's the biggest problem for online business owners?**

**Traffic!** Traffic! More specifically targeted traffic that wants what you sell. It kills more websites than anything else.

You need affordable targeted traffic coming to your website and landing pages, as much as you can find.

## **You are not alone!**

Getting traffic is not as easy as people say unless you buy it. And that comes with a whole backpack full of problems itself. When each visitor costs you cash out of pocket, they better buy something right? Most visitors don't do anything. 95% are on your website for seconds. They say you have 7 seconds to grab attention before they hit that back button.

In the olden days 2000-2011, you could just put up a website and Google would be happy to rank you. All it took was enough keyword rich articles and even a new website would be crawled and indexed. But today, it is much harder to rank a new website. Google has all the pages it wants. Too many, so how can they show billions of pages? They can't, they pick and choose today. Basically they are in charge of what the masses see. Sounds dangerous to me!

Free traffic from Google is going to take a very long time and tons of work. They want huge articles, links from proven (old) authority sites who are never going to give a little website a link and a whole online reputation built out before they rank you well. You are talking about 5000 word articles, 5 different social media platforms full of great information and engagement, and don't forget lots of positive reviews. It takes a lot of employees to get all that done this year.

You probably have spent ages writing content and making videos with hardly any results. This is very common, people don't want to spend money on ads. So they spend a YEAR trying to get FREE traffic! A YEAR!? After a solid year of tweeting and posting on social media 3 times a day, they still don't have consistent traffic. That is not helping your business, that's busy work that doesn't make you enough money.

## Let's add up what that FREE traffic costs you...

We will say you are spending 40 hours a week on your business work. Yes I know if you have a full time job already, you aren't giving your business 40 hours every week. Maybe 2 hours a day on a good day, right? That's only 14 hours a week. 14 hours a week doing busy work isn't the road to success.

Yes, you will eventually figure out what you are doing wrong on social media. You will eventually start making videos people want to watch and slowly build a following. But are you doing this as a hobby or do you want to get to full-time faster?

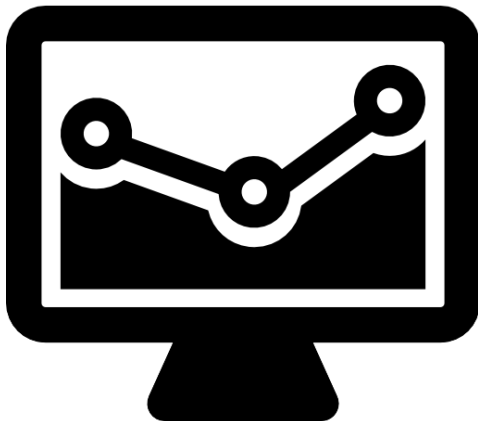
40 hours a week = about 2000 hours a year. So if you spent 2000 hours doing free traffic methods and you earn \$20/hour at your job. That's F-ing \$40,000 in time that is gone from your life. And that is just the first year, add that up over 5 years and it's a whopping \$200,000.

You would be amazed at how many entrepreneurs online do this exact cycle every year for 5 or more years part-time. They build websites by the 10's, buy 10 domains at a time and struggle to put content on all those different websites. While trying to build a FB page, Twitter account and Youtube channel for each site. Why doesn't it work?

For the simple reason that YOU can only do so much in the time you have available. That would be too much work for an entire agency to take care of in a year. 4 or 5 Websites built, content for all those sites plus social media content and time spent on the platforms.

It's simply too much to handle. You know exactly how long it takes to render ONE video, multiply that by 10 videos a day for your website family.

I bet that would take two people 12 hours a day before they got burned out.



Now I know people think they can start this off slowly and build up to \$10/month, \$50/month and on to \$10,000/month. But dividing up your efforts over a number of different websites is going to be incredibly hard to do.

**Build only ONE website and FOCUS your EFFORTS**

You seriously need to just do one website and put all your efforts into it. Spend the next two years making that the best website in your niche. You will have time to write pillar posts 2000-5000 words each. These posts will be great and people will start sharing them. **(Traffic)**

Google will notice you are getting traffic and will move you higher in the search engines. **(Traffic)**

You will be able to use those awesome posts to easily get guest post spots on other authority websites. Which leads to **more traffic**. Now people are starting to notice you. You are automatically building a following.

Spend your time creating quality super content instead of slapping up little posts without much value. I would much rather spend the week writing one big blog post than come up with 5 different quickee posts a week. It's better for the visitors and Google will prefer the bigger article. So in a year you will have 52 of these quality posts. Now that's a blog you can be proud of no matter the niche. Be uber helpful and show some solutions in your content.

## Know What You Are Going to Sell

When you start the new website, you need to know how you are going to monetize it. It will make it easier to write into your content lead-ins that can point to your offers. You can write the content so it all leads down a clear path to where they need your offer. It makes sense and it's a lot easier to write a post when you know the final destination is your offer. Without being hyper salesy. One more thing, don't be in a rush to monetize your content. Wait until your page is ranked and get traffic before putting in your ads. Especially affiliate ads.

I have personally seen a page I built get ranked well in 3 days and as soon as I put up an affiliate ad on the page. Guess what happened? Down she fell for months. Just adding an affiliate ad killed the page as far as Google was concerned.

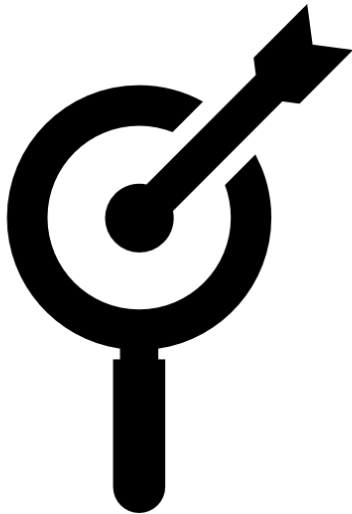
So I highly recommend you wait and get traffic first before you monetize. It is worth the wait, don't kill your page right out of the gate.

## Ok Let's Get That Traffic Ball Moving

**Face it, free traffic is the slow road to success.** It might take months to get the numbers of visitors, you can get in a day with a little paid advertising. Plus it hardly requires any content writing or creating videos. You can learn to buy ads. That is all you are doing. Simply buying advertising like they have been doing for 100 years. Buying ads works.

There is a learning curve. Watch youtube videos and take notes. **Buy a good Paid Ads course and get a system.** Just one course, you don't need to make this a year long study of

advertising. You just need one system that you can put into action. Follow the course and do what they teach.



Don't worry. You are in control of your budget and can stop the ads anytime. Start slow but steady. Give your ads a chance to start working, it takes time for Facebook to figure out who will click and be interested in your offer. It gets better the longer you run an ad. It's a computer that needs to see what works for you. Let it do its magic.

There are loads of different places to buy ads. So once you get one to work, you can tweak your offer, pages and ads until the numbers are working in your favor. You're profitable!

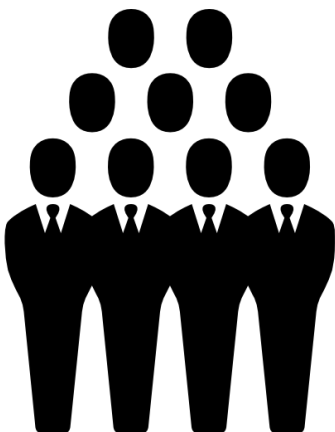
FB Ads, Google Ads, Bing Ads, Banner Ads, Email Ads and Native ads are all ways to get traffic today to your website. Would you rather spend months creating content all the time in the hopes of getting traffic or spend \$400 a month buying ads and getting instant traffic?

The beauty of the online business is very little investment. You save having to get a building, inventory, tools and hiring expensive employees. So you are in business for way cheaper than you could start any brick and mortar business. Take some of that money you didn't have to spend and buy some traffic.

It's about learning what is going to work for your offer. Getting your conversions up and making you profit. You are buying customers so you want to get to the point where you make enough money back immediately to pay for the ads.

As soon as that happens, you are building your list of buyers for free. You are building an audience on FB that you can send ads to again. You can build lookalike audiences from that list. Lots of possibilities once you break even with a campaign. Once you have an offer that works, you can run that offer on other ad networks and scale up.

## Buy Traffic Get Visitors Immediately



Buying ads lets you test your whole business quickly. You can find a squeeze page that works. You can find a sales page that converts better and keep improving it. If you just use free traffic, you will be waiting ages just to see if it will work.

Start with paid ads in the beginning so you know your offer will sell right away.

You just want to see if your offer works at all.

Once you have traffic you can see what the visitor does. You can survey your visitors and find out what they really want to buy. What help are they all looking for right now?

You never know for sure if your offer will work until you get real buyers looking at it. The faster you get your offer working the better.

Get started running a few ads. Even \$20 a day is worth doing just to get testing and improving.

## Use Surveys to Quickly Find Out What They Want to Buy

They will help you sell to them by letting you know what they think. What is most important to them? What are they desperate for help with?

Now you know what kind of content and offers they want. And with paid ads, you find out now before spending a year creating free traffic nobody even wants.

## Use Ad Spy Tools to Find What is Already Working



You can see who is advertising what and find ads that have been running for years. Create your own versions and place ads where they do. You just found a winning offer in minutes with Ad Spy Software. Find a few winning ads and build yours around them.

## Why Do You Need an Ads Course?

For the simple matter, ad networks have strict requirements and you have to comply with them all. Ad accounts are shut down all the time for lots of reasons. They don't have to tell you why. You need to follow the rules and write ads the way they want. You have to

have landing pages that can face scrutiny.

You can only get your ads approved and keep your account active by following correct practices that change all the time. It takes work to stay current on what they want done. A good course will teach you best practices and let you know about changes.

You don't want to only be advertising on one network. Have multiple network campaigns running in case one gets shut down. You want options and you want the extra traffic you get from multiple sources.

[Here is a good Ads course to take a look at](#)

## Here is My Traffic From Ads System

1. Get your website looking good. A few big posts that teach something, all the usual contact, privacy, Terms of Service, Address and phone information. Look legit. Have an opt-in form for a list. Have disclaimers and an about us page.
2. Create your first giveaway offer - ebook, video series, cheat sheet or resources guide
3. Create a landing page for your giveaway - Squeeze page no other options but have plenty of bullet points and tell people why they should get it. What will it do for them?
4. Take an Ads course on the network you want to use first
5. Use your Ad Spy tool to find winning ads
6. Write 4 or 5 of your own ads
7. Setup ad accounts
8. Practice setting up an ad a few times before going live
9. Look around online for the ad experts and find them on social media. Ask them questions. Learn whatever little tricks they pass on. Thank them.
10. Run your first ad - Set a tiny budget when you start
11. Check results - any sales? How much traffic did you get? How many opt-ins?
12. Was it profitable? Only you can decide. But give it 3 or 4 days before you change a bunch of things.
13. Follow what your ad course says. Listen and learn. Then do.

## Congratulations, you are buying ads and getting instant traffic.

Now you keep running new ads in more places until your offers are making you profits and you increase ads with your profits. The business is growing itself with very little work.

Now that you know how to get traffic, add upsells after your opt in and in your email list. More money, more money and more money.

## Keys to Remember

Don't spend years writing content for free traffic when you can just skip all that work and buy ads.

Learn paid ad strategies and get better as time rolls on. Time is limited. Don't do work you don't have to.

Watch what your competitors are doing and repeat with your bigger better offer.

With paid ads, you don't even need a big website. Your website is just to look legit and give you a place for your webpages. Your home base online. Your customer support location.

3 pages - per offer

**Squeeze Page**

**Thank You Page**

**Download Page**

Buy traffic, tweak pages and ads until it is a profitable campaign.

This is the quickest way to test a new niche. Before you spend years building an authority website. You can quickly move on to another niche if necessary.

Test and improve. Give it enough time to work but don't go broke trying to make it a winning campaign. There are always new niches to test. Don't get hung up on a niche. Move on if the data is telling you to.

Don't spend money on ads unless you can afford to lose it.

Ads are gambling but with better odds. Even if you lose money, you learned something and will be better on your next campaign. You won't be a genius ad person instantly.

So get working on your first ad campaign.

~Michael Johnson

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P.S.

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