



GRASPED AI Search

Traffic Generation

GRASPED Traffic Generation

Module 1. GRASPED Traffic Strategy

...method, such as an advertisement is generating some results for you doesn't mean its generating GOOD results. The only way to know for sure if a campaign is effective is to test and track your campaigns, tweak them, and determine how to get maximum results. For example, you might tweak a headline on an ad that's generating some results, and suddenly you could double your conversions. How do you optimize your campaigns and create higher-responding ads? See Grasp Conversion Optimization guide for more information. Bonus Tip: Do This When You Get Stuck Sometimes people get stuck with...

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Module 8. GRASPED Referral Traffic

...they join your list or buy your products. Again, these are just starting points, because you ultimately you need to test and track your campaigns to determine the absolute best time. 11: Launch Content at the Right Time. Another factor to take into consideration is when to launch your content. You need to find a time when your audience is not only online, but they have a few minutes to consume your content and then share it. Here are ways to come up with a starting point... See when your competitors are launching content, and...

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Module 9. GRASPED SEO Traffic

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Module 10. GRASPED Paid Advertising

...17 Keys for Placing Paid Ads That Get Big Results Placing a highly targeted paid advertisement can deliver high-quality traffic, and a lot of it, depending on the venue. This makes paid advertising a great place to test and track your ads, products, sales letters and more. Table of Contents 17 Keys for Placing Paid Ads That Get Big Results 1: The Key to Writing a Good...

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Module 11. GRASPED Offline Marketing

...of other ways to do it. For example, you can offer a bookstore free bookmarks, with your advertising embedded. Another example: you can offer a veterinary office a free tips booklet on dog health, which includes both your advertising and the vet's advertising. The vet will distribute these booklets to their clients and you'll both get exposure. One more example: you can provide branded coffee sleeves to a bakery or coffee shop. For more information on how to land joint ventures, see the Grasp Joint Venture Marketing guide in this series. 17: Do Joint Ventures with Brick-and-Mortar Stores...

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Module 12. GRASPED Conversion Optimization

...17 Keys to Getting Better Results with Your Traffic Campaigns If you've read the other Grasp Traffic Generation guides, then one thing you've seen me say multiple times is that you need to test, track, and optimize your ads and traffic campaigns for maximum conversions. Now inside this guide you're going to learn how to do the testing and how to polish your copy for better results. Take a look... Table of Contents 17 Keys to Getting Better Results with Your Traffic Campaigns 1: Use These Tools to Test Your...

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1. GRASPED Traffic Guide

...a/b split testing tools, like SplitTestMonkey.com, or you can use more in-depth analytics tools such as Google Analytics or Matomo.org. Once you have your tools in place, then you can start testing your ad headlines, calls to action, venues, landing pages and more. Remember, often you'll find that small tweaks lead to big, and profitable results! 12: Optimize Your Conversions One big mistake many advertisers make is to keep investing time and money into ad campaigns without ever seeing if they can improve them. It's well worth the time to optimize your

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conversions because you...

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Module 3. GRASPED Guest Blogging

...12: Flash Your Credentials Getting your guest article content published on a busy blog is an awesome way to get traffic. Here's how to take it to the next level: create high-quality, emotionally driven shareworthy content that's bound to go viral. For example, if you're writing for a runner's blog, then share a really inspirational story of how a woman didn't start running until 40, when she used running as a way to cope with her mother's death. 12: Flash Your Credentials Getting your guest article content published on a busy blog is an awesome way...

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Module 4. GRASPED Joint Venture Marketing

...Do This When You Get Stuck Conclusion Table of Contents Table of Contents 17 Tips, Tricks, and Ideas for Leveraging Other People's Traffic1: 17 Ideas for JVs2: How to Find All the JV Partners You Need3: Get Better Results Using This Tip4: How to Choose a Traffic Method5: Using the "Foot in the Door" Technique6: The "Cold Ask" Template7: How to Create a JV Your Partners Will Love8: How to Create a Successful Venture for Everyone9: What to Do with Your Best Partners10: What to Do When Someone Says No11: The Trick for Building Relationships...

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Module 5. GRASPED Affiliate Programs

...give up because they're not getting the results they expected. Instead of giving up or getting frustrated, outsource to a knowledgeable professional by visiting a site like upwork.com or guru.com. Conclusion You don't need to look further than a company like Amazon to know that an affiliate program is a great way to build your business. That's why you'll want to use the tips you just learned to start up and run your own successful affiliate program....

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Module 6. GRASPED Blogging Strategy

...traffic, but it also helps you build relationships with your prospects and customers. That's why you'll want to use the following 17 insights for planning, setting up, and running your own popular blog. Take a look... Table of Contents 17 Insights for Creating a Blog That Attracts Targeted Traffic Like a Magnet1: Choose Your CMS2: How to Choose Which Plugins to Install3: 7 Ways to Monetize a Blog4: How to Create a Blog That People Will Want to Visit Often5: 20 Kinds of Content You Can Post on Your Blog6: How to Create Article...

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Module 2. GRASPED Social Media Marketing

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GRASPED Mastering Traffic Techniques

Module 4: Mastering Traffic Techniques

...If not, you should be – and this video will show you how to do it. Plus, if you're using it but not getting great results, then you're also going to want to pay close attention to the next couple pages. Here's what we'll cover to help you optimize your results: Choose Your Platforms Consider How Social Media Works Craft Content That Gets Clicks Let's jump in... 1. Choose Your Platforms. The first step is to choose which social media platforms you'll focus on. Some of the top options include: Facebook Twitter LinkedIn YouTube...

GRASPED Mastering Traffic Techniques

Module 6: Mastering Traffic Techniques

...searches, they also don't have as much competition, which means it's easier for you to rank well. When you rank well for several of these words, then collectively you can get an impressive amount of traffic. The other benefit of choosing these types of targeted keywords is that you'll end up with higher conversions. For example, let's imagine you could rank for a word like "dog training." It's not targeted, because you don't know if the person is looking for obedience training info, problem training, hunting training, trick training, information, supplies, or something else. NOTE: Take note...



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Bonus 4: GRASPED Mastering Traffic Techniques

...example, let's imagine you could rank for a word like "dog training." It's not targeted, because you don't know if the person is looking for obedience training info, problem training, hunting training, trick training, information, supplies, or something else. NOTE: Take note that this is an exaggerated example for illustration purposes. The big players in the market have cornered the rankings for these top words – and they've done so for years – so someone who's new to search engine optimization wouldn't be able to effectively compete on this word or others like it...

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Module 7. GRASPED Content Marketing

...17 Tips and Tricks for Getting Your Content in Front of a Warm Audience Content marketing is all about getting your content in front of as many targeted members of your niche as you can. To that end, content marketing has two main steps... Table of Contents 17 Tips and Tricks for Getting Your Content in Front of a Warm Audience1: Find Out What Your Audience Wants2: Create Content with a Fresh Angle3: A Simple Way to Keep Readers Hanging on Every Word4: Create Content for Easy ReadabilityUse simple words...

GRASPED Traffic That Converts

Traffic that Converts Module 10

...on your sales letters? What factors will you test on your emails? What factors will you test with your ads? Conclusion And that wraps up the modules for the "Traffic That Converts" resource! Work your way through each of the modules, paying careful attention to complete the assignments at the conclusion of each module. Soon, you'll have your sales process optimized so you can get the maximum number of orders while helping the maximum number of customers solve their problems, reach their goals, or enjoy their interests. Everybody wins!...

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Traffic that Converts Module 8

...your letter by showcasing your biggest benefits of your product to the reader, in your headline. Whenever possible, you can also seek to arouse curiosity. For example "Which of These Three Secrets of Fast, Effective Fat Loss Are You Overlooking?" "Here's How to Get All the Traffic You Need for Just \$25 Per Month..." Next... 2: Rapport-Building Content The bulk of your sales letter should be designed to connect with the reader in relation to the outcome they are seeking. That's because people buy based on believability that you can deliver results – so...

GRASPED Mastering Traffic Techniques

Module 2: Mastering Traffic Techniques

..."Part 1" of an article on the blog, and then in your article byline you can encourage people to get "Part 2" of the article (or an expanded report or video) by joining your list. Now the whole key to this strategy depends on creating a blog post that people really want to read. If you can't get your audience's attention, then they're never going to even read down far enough to see your links and calls to action. So, with that in mind, check out these tips for creating guest blog posts that...

GRASPED Mastering Traffic Techniques

Module 3: Mastering Traffic Techniques

...How to Get Your Affiliates Promoting Your Offers Like CrazyOne really good way to drive traffic to your website is by starting an affiliate program. However, many people start these programs, and then they're disappointed by the results. Often times it seems like affiliates promote an offer once or twice, and then move onto another affiliate promotion. You get that surge of...