

How to Generate Highly - Targeted Organic Traffic to Your Site

Sean Mize

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If you are looking for fast, non targeted traffic, then this isn't the right place. If you are looking for a gimmick that will get you a top listing in google for 24 hours, this isn't the right place.

But if you want to learn how to get highly targeted traffic in your niche, from people who NEED what you sell - and will therefore be much more likely to BUY from you than people from other sources (including PPC or solo ads) then this will teach you how to do it.

This works in ANY niche.

It's the EXACT process I've personally used for over 5 years in my own business to drive the traffic that converts to buyers. It doesn't drive a crazy amount of traffic. But the visitors become subscribers, and then they become buyers.

And for me, that is what is important.

Not driving traffic just to drive traffic.

Not getting subscribers just to say I have them.

Instead, I want the people who come to my site to WANT to be there, and then if they join my list, I want them to WANT to join my list, then I want them to BUY from me.

And to make all of that happen, of course you have to have the list-side things in place, you know, the products to sell, and the emails to build relationships so your subscribers trust you and buy.

But you **MUST** be getting qualified, targeted traffic to your site.

Here's what you are going to do:

Find the top ten places where people in your niche look for the kind of information that you provide. More specifically, find the top ten places in your niche where people who have the kind of problems you solve, go for information to try to solve their problems.

For example, if you are in the health niche, what are the top ten sites online where people go with a health problem?

If you are in the marriage counseling niche, where are the top ten sites online where people go to find out how to help their marriage?

I'll show you how in a few minutes.

But first, let's talk about why this works.

You see, when you send out a solo ad to someone's commercial list, unless that list is made up of people who have the same needs as you help people with, that solo ad isn't going to get targeted people on your list.

If you do PPC advertising, let's say on google or facebook, sure you will get leads. But does someone who clicks a 3 line ad promising a free ebook, really a good lead?

Maybe if you do some great targeting.

But this goes back to targeting!

The key is targeting your traffic.

And when you go to the top ten sites where people go in YOUR niche to figure out their problems, then you are getting a much more targeted visitor. Because they are at that site looking for a solution.

And you are the solution- provider.

So you meet the person at the site, whether through an article you write on that site, or a blog post you make on that site, or a comment you make on that site, or an advertisement you make on that site, and that person is a bona-fide qualified, targeted prospect.

A prospect who has a propensity to BUY from you.

You see, it's not just the traffic that matters - it's making sales.

The sales are critical.

And when you get subscribers from places where people are looking for solutions to the problems you help solve, then they are already looking for a solution. And WALA! you are right there with the answer to their problem.

So they buy from you.

Now, you might be asking, ok, so is there a one-size fits all way to get traffic from these sites?

And the answer is: NO!

Because each site might have an ideal way to get traffic from it. It might be different for each site.

In my opinion, that is what is wrong for most people about most traffic training out there. Because it focuses on ONE source of traffic. So you follow the directions and get traffic from that ONE source. But THAT one source is not right for all the sites on your top ten list. Or worse, you don't have a top ten list.

But because that is your traffic source, you are trying to get traffic from that one source, from all the places where people hang out.

It's like trying to make a square peg fit into a round hole.

It doesn't work.

Here's some examples:

Facebook marketing. Facebook is great, when people who need you are looking for your type of solution on Facebook. But that is the only time it should be used.

Google PPC - Google PPC might work on the 10 sites you identify as the sites where people go in your niche to find the solution to their problems.

But if you just go get a Google account and start driving keyword traffic - you are probably going to get a lot of traffic from people who are just curious, not who are really looking for a solution.

Same thing with articles.

With blog posts.

With solo ads.

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With kindle marketing.

And so on.

Those traffic sources all work - when the traffic is matched to the need.

But if you are out there just focusing on articles or on blogs or PPC, you probably end up getting a lot of traffic you don't need. But you are paying for all of it!

So by targeting the SITE instead of the method - then you can get traffic that is truly targeted.

For example, let's say that one site you find has google PPC on it, it has guest blogs, and it has a facebook group.

So how would you target the people in that site?

You would start by becoming a guest blogger, then run google PPC on that site ONLY, and connect with the facebook group and begin offering real value, helping people out.

Maybe another site has a forum, no guest blogging, but you can comment on the posts, and perhaps private advertising.

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So on that site, you get involved in the forum, helping people who have needs, commenting when you can add something truly relevant to that blog post, and begin advertising on that site.

If you do this for the top ten sites in your niche, get involved in every way possible in each site, you will be amazed at how much traffic you will start sending to your site.

I want to stress the concept that as I go through these examples, this is NOT about any ONE form of traffic. It is about integrated all possible sources of traffic based on the SITES where your niche gets the most traffic.

So the first thing to do is to make a list of the top ten websites in your niche where people go for help with your niche.

You probably already know what some of them are.

They are the places YOU go for help in your niche.

But once you have made that initial list, you want to dig deeper.

So start with the following google searches:

“top blogs (your niche)”

“top websites (your niche)”

“forums (your niche)”

“(your niche) community”

get creative about similar searches, don't confine yourself to my ideas there

then google your niche terms.

Take a look at each site and evaluate it for blogger - friendliness, is it easy to get involved, is there advertising on it, can you guest blog, is there a community or a forum you can get involved in, is there facebook integration you can get involved in, and so on.

I'll demonstrate that for a few sites below, as I demonstrate a different place to start your search (but evaluating a site is the same no matter the way you find the site to evaluate).

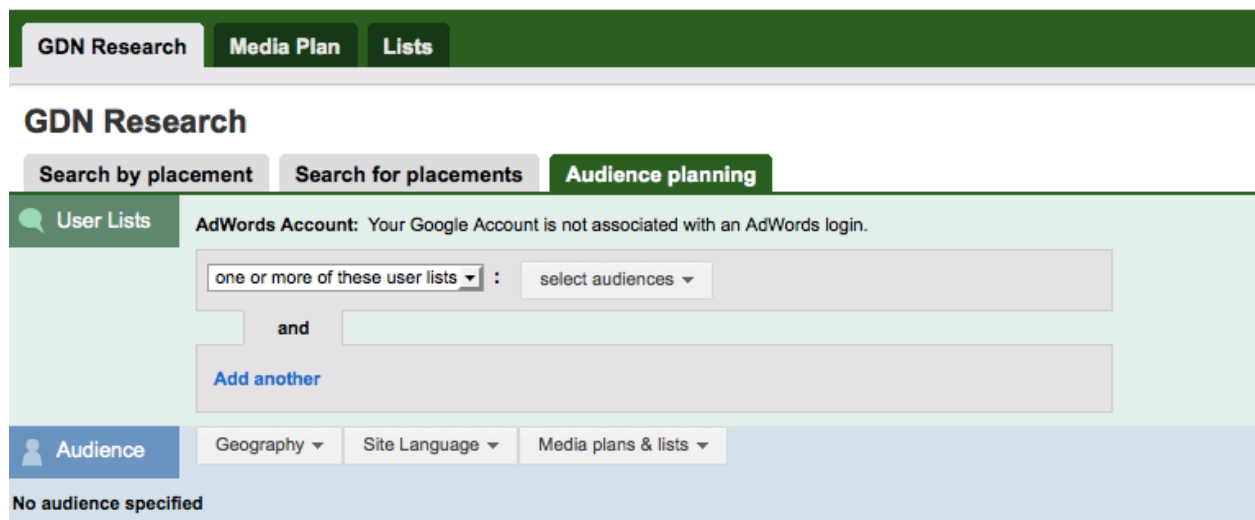
Also: you might have to evaluate hundreds of sites to come up with your list of 10 - 20.

Or you can use a tool like Google's double click ad planner:

<https://www.google.com/adplanner/>

I'll do an example search for top sites using the health and fitness niche.

click on audience planning, get this:



click on select audiences get this, then choose an audience (I'll choose beauty and fitness --> fitness) then scroll to the bottom of the page to get this:

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Placements also visited

| <input type="checkbox"/> Site | Affinity [?] |
|--|-----------------------|
| <input type="checkbox"/> (GDN) livestrong.com | 2.6x |
| <input type="checkbox"/> (GDN) fitnessmagazine.com:: Fitness Premium ROS, Top center | 2.6x |
| <input type="checkbox"/> (GDN) livestrong.com::Run Of Site, Multiple locations | 2.6x |
| <input type="checkbox"/> (GDN) livestrong.com:: Homepage, Multiple locations | 2.6x |
| <input type="checkbox"/> (GDN) livestrong.com::Article Pages, Middle right | 2.6x |
| <input type="checkbox"/> (GDN) fitnessmagazine.com | 2.6x |
| <input type="checkbox"/> (GDN) myfitnesspal.com | 2.6x |
| <input type="checkbox"/> (GDN) forum.bodybuilding.com | 2.5x |
| <input type="checkbox"/> (GDN) livestrong.com::Article Pages, Top right | 2.5x |
| <input type="checkbox"/> (GDN) livestrong.com::Article Pages, Top center | 2.5x |

Audience Interests

| Interest | Affinity [?] |
|---|-----------------------|
| Fitness Instruction & Personal Training | 5.9x |
| Fitness Equipment & Accessories | 5.8x |
| Gyms & Health Clubs | 5.8x |
| Yoga & Pilates | 5.8x |
| Fitness | 5.7x |
| Bodybuilding | 5.7x |
| Gymnastics | 5.4x |
| Face & Body Care | 4.2x |
| Cosmetology & Beauty Professionals | 4.1x |

the sites to the left are top choices for advertising in that niche

click on fitnessmagazine.com and you get this:

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Sites also visited

| Site | Affinity ? |
|--|------------|
| (GDN) fitnessmagazine.com | 271.7x |
| (GDN) dailyspark.com | 62.9x |
| (GDN) fitsugar.com | 52.6x |
| (GDN) womenshealthmag.com | 50.0x |
| (GDN) skinnyms.com | 39.0x |
| (GDN) prevention.com | 36.8x |
| (GDN) recipe.com | 36.8x |
| (GDN) bhg.com | 34.0x |
| (GDN) shape.com | 33.9x |
| (GDN) pinterest.com | 32.9x |

Audience Interests

| Interest | Affinity ? |
|---|------------|
| Vegetarian Cuisine | 8.4x |
| Fitness Instruction & Personal Training | 8.0x |
| Gymnastics | 6.4x |
| Yoga & Pilates | 6.3x |
| Fitness Equipment & Accessories | 6.0x |
| Breakfast Foods | 4.8x |
| Poultry | 4.8x |
| Soups & Stews | 4.2x |
| Snack Foods | 4.1x |
| Sporting Goods | 3.1x |

Ad specifications

Now you could keep going deeper, keep clicking if you want and get more and deeper lists.

And of course you should be putting these sites on a list to look at.

Or open another browser and type some sites in.

For example, let's look at:

<http://www.dailyspark.com/index.asp>

You'll find they are advertising on google, so you could buy ads on their site.

You could also contact the owner and ask if she would like to have a quality guest blog writer.

or click on the link at the bottom of the page and inquire about advertising.

Let's look at another:

<http://www.fitsugar.com/>

It looks like mostly comment-closed blog posts - but there is some advertising on it. Probably the only thing here would be the advertising, but I don't like it because I want to be able to get involved in the site with comments or blog posts, etc.

So here's another:

so for this one, I clicked through skinnynms.com in google adplanner:

Sites also visited

| Site | Affinity ? |
|--|------------|
| (GDN) skinnynms.com | 1911.7x |
| (GDN) m.skinnynms.com | 1550.9x |
| (GDN) thegraciouspantry.com | 297.3x |
| (GDN) chocolatecoveredkatie.com | 218.3x |
| (GDN) chef-in-training.com | 205.7x |
| (GDN) theyummylife.com | 203.5x |
| (GDN) budgetsavvydiva.com | 201.7x |
| (GDN) undressedskeleton.tumblr.com | 191.6x |
| (GDN) laaloosh.com | 188.1x |
| (GDN) bodyrock.tv | 188.1x |

Audience Interests

| Interest | Affinity ? |
|------------------------|------------|
| Mexican Cuisine | 19.1x |
| Grains & Pasta | 16.0x |
| Salads | 12.8x |
| Latin American Cuisine | 12.0x |
| Poultry | 11.8x |
| Beef | 11.7x |
| Breakfast Foods | 10.8x |
| Vegetarian Cuisine | 10.8x |
| Italian Cuisine | 10.7x |
| Soups & Stews | 10.3x |

and got a deeper list of smaller sites (the ones on the first list felt too commercial to me to get really involved, and sure enough, the next level of sites look better to get involved in, for example, here's one:

undressedskelton.tumblr.com

Now if you look at that site, it looks like you can get involved.

Again, this is just an example of how it's done, this will probably take you about 3 hours in your niche going through and finding sites that get enough traffic to be worthwhile and give you the community involvement.

But I just wanted to give you an overview of how to do it in the adplanner.

You can do the same thing with google results, for example, let's look up:

weight loss community:

[Weight Loss Community at traineo | Weight Loss Forum, Weight ...](#)

traineo.com/

traineo helps you lose **weight** by letting you track your progress through a unique way of getting friendly motivation. The concept is simple: you sign up and ...

[Sign Up - Traineo - The BEST foods to eat - Achieving a Flat Stomach](#)

[Daily Dot | Lose it! Reddit's **weight-loss community** inspires dramati...](#)

www.dailydot.com/society/reddit-lose-it-weight-loss-interview/

Aug 7, 2012 – With more than 77,000 users, the two-year-old subreddit is the network's largest and most active **weight-loss community**. Whether participants ...

[YouTube **Weight-Loss Community** | Facebook](#)

www.facebook.com/youtubeweightloss

We are a **community of Weight Loss** Vloggers from around the world who have come together to share their experiences to inspire & encourage others to join the ...

[3 Fat Chicks on a Diet **Weight Loss Community** - Powered by vBulle...](#)

www.3fatchicks.com/forum/

Weight loss support forum for all diets including South Beach Diet, Weight Watchers, Atkins, Low Fat, all Low Carb diets, includes menu plans, recipes, more, all ...

[My Weight World **Weight Loss Community**](#)

www.myweightworld.com/

We're building a **community** for guidance in fitness & wellness. Set goals, track calories, get feedback, find helpful content - partake in bettering the **community** ...

[Blog to Lose - No matter the plan... we all Blog to Lose!](#)

blogtolose.com/

A **Community of Weight Loss** Bloggers. We are here to support, cheer on, pick up and reach our goals together! Join Us!

[Free **Weight Loss & Diet Support** at WeightLossBuddy](#)

www.weightlossbuddy.com/

Award Winning Site, **Weight Loss** Buddy offers the best **Weight Loss** and Diet support on the web, Find a Buddy. 100% Free includes, over 50 tools, Diet Tracker, ...

Now all I can say is - if you are in the weight loss niche - those are probably some great sites!

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They look like primarily community sites.

Now notice that I just googled the niche keyword plus community.

And you can see what I got.

You can do the same in your niche.

If it's not as well-known as the weight loss niche there may not be as many communities.

But again, it is a start.

The process for evaluating the sites is the same as with adplanner, so I won't repeat it, but I will do one example:

Traineo looks pretty commercial - but take a look at this one:

<http://www.dailydot.com/society/reddit-lose-it-weight-loss-interview/>

they allow comments, they use adroll for advertising (cheap - means 2 things: 1) it is cheap - you can buy it cheap and 2) the owner would probably do a deal with you where you buy some advertising and he/she lets you write a couple articles a month.

Imagine if you did that for 10 sites!

I hope that by now you are seeing how easy this can be.

You simply have to commit a few hours to dig through these types of listings and find sites - start with 10, but you can make a list of 20 or 30 - where you can get involved.

And for each site, try to find 3 different ways to get involved.

And for some sites, you might find that if you get involved in the discussion, and you like the people there, meaning they are good for your solution, then you might negotiate with the site owner that if you buy some advertising they will feature your site in a blog post, or allow you to write a blog post.

When you deal with smaller community sites, there is a lot of latitude with the owners for doing things like that, and for becoming a regular contributor.

But your blog posts must be high quality and original.

My guess is that most sites that don't want guest posters have had bad experiences with guest bloggers who wrote lousy content. Write the best and get known for it. Then you can become a guest blogger in many more places.

Now I want to reiterate that you are NOT going to go into this with preconceived notions about what KIND of traffic you are going to drive from EACH SITE.

Some might be articles, some might be blogging, some might be commenting, some might be getting involved in the community, some might be getting involved in the forum, some might be facebook, some might be PPC, others something else. And in most cases, you should be able to do several sources of traffic at each site.

Instead, you are going to simply use the traffic on EACH SITE based on what THAT SITE looks best for.

So here are the steps again for review:

- 1) Do whatever it takes to make a list of 10-30 top sites in your niche. This might be google searches, google adplanner searches, your own knowledge, top blogging lists, top community lists, top forum lists, and so on.
- 2) Go through each site and determine if it looks like a good fit.
- 3) Get involved in each site based on what forms of traffic are available on that site.

This method WORKS!

It may take some time to get your initial list of sites to work with going. And you need to put tracking into place so you know where your subscribers and traffic is coming from. You need to know which sites are producing revenue for you.

And over time you will take some sites off your list, and add other sites to your list.

Now it is time for you to make your list!

Take a least 3 hours and do this right!

Be thorough.

To your success in traffic!

Sean Mize

P.S. If you like this training, and want to learn more from me, get started here:

[How to Build a Purpose - Filled Internet Business](#)