

# Getting Traffic to Your Sign-up Checklist

Even if you create the best-looking landing pages, if you don't drive traffic to them no one will see them. Use this checklist to keep you on track when deciding how and which traffic building techniques to use.

- ☐ Create long form content that shows your expertise. Include a link within in the content to your sign-up page. Share the content on social media, other blogs.
- ☐ Host or be a guest on a webinar. Share a link to your landing page.
- ☐ Participate in events by donating something such as a course, digital product, or service.
- ☐ Set up a referral or sharing program where your readers share your content with their friends
- ☐ Host your own, or be a part of, a summit, bundle, contest, or challenge. In order for the viewer to get the content they must give you their email address.
- ☐ Start a YouTube channel and post informative videos. Include a compelling call to action overlay to get people to your email sign up form.
- ☐ Make sure your website uses effective SEO factors like specific keywords.
- ☐ Consider using Facebook or Google ads targeting specific demographics.
- ☐ Use Social Media channels to drive traffic strategically. This means you should be sharing helpful content 90% of the time and promoting your landing page 10% of the time.
- ☐ Know who your intended audience is that will find the content on your website useful. Target them with keywords, on social media, in your content.
- ☐ Be interviewed to share your expertise. Be sure to share your link to your landing page.

- Consider using exit-intent pop-ups. If people are coming to your site to read your content, these targeted pop-ups appear only as they are getting ready to leave your site.
- Add a link to your sign-up page in your social media bios.
- Run a contest, giveaway, or challenge, asking for email sign ups to participate.