



Your Traffic Calendar

Strategy	Notes	Date
1. Blog regularly and set up http://Ping.fm to distribute content to Facebook, Twitter and other sites		
2. Create downloadable PDF's with valuable content and active links back to your site (like this one)		
3. Use signature files on all emails with call to action		
4. Approach online partners and retweet each other		
5. Post in discussion and newsgroups in your industry		
6. Write articles and submit (google "article submission")		
7. Set up your own Twitter account and start connecting		
8. Give testimonials to others with your web address		
9. Create offline ads with your web address		
10. Optimize your site with SEO to get better search rankings		
11. Set up your Facebook page and LinkedIn pages and make connections.		
12. Host a teleclass and send students to your site for information		
13. Have multiple websites that link to each other		
14. Create a viral offering such a joke or flash movie with your website on You Tube		
15. Put your domain on all marketing materials		
16. Write a book and put your domain on the cover and inside		
17. Be a guest on a radio show and send people to your site		
18. Write an article for a magazine or blog with your web address in the resource box		
19. Speak in public and give a useful handout link to site		
20. Mention your web address every time you are talking business		

(Print this page)

For more great free online marketing resources:

www.MasteringOnlineMarketing.com