



173. How to Get More Traffic to Your Website

[00:00:00] Your website can be absolutely brilliant and still not bring you a single customer if nobody can find it. You can have the perfect offer, beautiful copy, and a website that actually converts, but first, you have to get people there. So today, we're talking about how to drive more traffic, more of the right traffic to your website without feeling like you have to become a full-time, content creator or spend a fortune on ads. But here's what's important.

The traffic that you've probably been chasing might be the wrong traffic, and the stuff that would actually work for you, you might not even be thinking about. In last week's episode, I told you the story of how I built my first website in the early 2000s, and I was so nervous because I thought once it was live, that I'd be flooded with business.

Of course, that didn't happen. You know that you need traffic, so you're probably doing all the things. You're posting on Instagram and Facebook and maybe LinkedIn. Maybe you're poking around with your SEO or showing up in live events when you can. And it's-- well, it's exhausting, and if we're honest, it's not really working all that well either, right?

So here's a question I wanna ask you: Are you fishing where your people are? Because you've only got so much energy, and right now, a lot of that is going to the loudest channels, like social media or targeting broad terms with your SEO, the terms that are owned by the big guys instead of the smaller niche terms.

So today we're gonna find a source that's actually worth your focus, and I'll warn you now, it's probably not the one that you've been working hard on. Somewhere along the way, we all get told the same thing. You have to be everywhere, Instagram, Facebook, LinkedIn, TikTok, YouTube, a blog, a newsletter, Pinterest.

Man, I'm just tired saying it. So you want to try to do a little of everything, and you do it all, kind of, halfway, because how could you not? I mean, there's only one of you. The truth [00:02:00] is, especially for you, an expert, someone who already knows her stuff with clients who could be anywhere in the world, being everywhere is the slowest way to get found.

And the faster way is to go to where your audience already exists and borrow it. So instead of building a crowd from scratch, one follower at a time, you can go stand in front of a crowd somebody else has already built, and that will build it faster.

And where does this fit into the trail to the sale? This is all the awareness, the very first stage. But here's the thing about awareness: it's not about volume. It's about being in front of the right people. Ten of the right people beat a thousand of the wrong ones every single time. Okay. I

want to talk about three different traffic sources today. The first one, borrowed audiences. This is the anchor. This is the one I put all your energy into first.

There are three types of audiences: owned, paid, and borrowed. An owned audience is people who are on your email list or who have already bought from you. They're your customers. Paid audiences are what it sounds like, paid ads or other paid platforms. But the one that's often overlooked is the borrowed audience.

A borrowed audience is exactly what it sounds like. You get in front of a group of people who already trust somebody else, and a little of that trust rubs off on you instantly. Now, social media is a borrowed audience. It's not yours because the audience belongs to the platform. If you've been in business for a minute, you know that it's challenging to build a following on social media these days, and harder yet to get your followers to go to your website, and that's where the money is.

But the clearest example of being a borrowed audience is being a guest on a podcast, or on someone else's webinar, or a speaker at a conference, a speaker at a summit, or doing an interview. You show up, you share what you know, and the host basically hands you their audience for an hour. Think about what that [00:04:00] skips.

You don't have an algorithm to beat, no posting every single day, no SEO wizardry. You borrow the host's trust and their audience all in one shot. One good guest spot can do more than months of showing up on your own feed. And here's why it's perfect for you specifically.

You're an expert. You've already got something to say. Being interviewed plays to exactly that strength. You don't have to be a content machine, you just have to be good at the thing that you're already good at. Think about something that you could immediately talk 15 minutes about. That's perfect. Now, I will say that it's not enough just to appear on the podcast.

You need to give people a reason to follow you, to visit your website, and to subscribe to your list. So I always offer something free that's related to the topic I just talked about to drive that traffic to a landing page on my site. I've had this work so well for my business, especially if it's a bigger conference or a bigger podcast. If it's a conference or an in-person talk, put a QR code on the screen for people to scan. Easy-peasy.

Okay, so that's source number one. Source number two is referrals. This one's hiding in plain sight. You already have an audience, your past clients, your email list, your network. Those people already know that you're good at what you do. Most of us, we chase total strangers all day while completely ignoring the warm crowd who'd happily send people our way if we just asked them or made it easy or reminded them that we are taking in new clients.

I know it feels a little awkward, but it's really a valuable way of getting new customers. This is where the trail to the sale closes its loop, by the way. Remember the last stage of the trail to the sale is send? Happy customers sending you new ones, that feeds back into the awareness, it

loops around, goes back into the awareness stage, and it's the lowest effort, highest trust traffic [00:06:00] there is, because a referral shows up already believing that you're the one for them. I've done this several times in my business. I provided a bonus to both the referrer and the referral, because I want to thank them and welcome the new subscriber.

I've also done this for workshops, giving the referrer a free upgrade along with the person they referred. It's super easy and worth the ask, and these are people that already know, like, and trust you. So it's a no-brainer. Okay, source number three, partnerships This might be the most efficient for all of you. This sounds a little like borrowing an audience, and it's related, so let me draw the line really clearly because they're not the same thing.

Being a guest is a visit. You show up once, you share, and you leave. That's great, but it's one and done. A partnership is an ongoing relationship. You find someone who serves the same customer you do but does something different. You're a nutritionist, maybe you partner with a personal trainer or a therapist.

If you're an interior designer, maybe it's a professional organizer or a contractor. If you're a bookkeeper, maybe it's a financial planner or a business attorney. You're not competitors. You're serving the same person from different angles, and you send people to each other on purpose again and again.

She tells her clients about you, you tell yours about her. It's not like a one-hour broadcast or an hour of borrowed trust. It's a steady stream from someone your ideal client already trusts. One guest spot is a visit. A partnership is more of a marriage. Both are good, but a good partnership keeps giving month after month.

This might be a different specific promotion each month or an ongoing service. One of my clients was a lactation consultant, and they had an ongoing relationship with a chiropractor. They each fed each other, each referred each other, and it worked out really well for the long term. Okay, so here's the part I really need you to hear because I just gave you three [00:08:00] things, and I kinda know what happens next.

You go to try all three, and you scatter all over again. Please don't. Pick one, just one, the one that fits how you actually like to show up and where your people actually gather. If you love talking, be a guest. Got a warm network that you've been neglecting? Then maybe start there. Know someone perfect to partner with?

Then just pick up the phone. Master one before you add another. That's the whole difference between busy and growing. You don't need more tactics. You need one well done. Now, I promised last week that I'd come back to SEO, search engine optimization, and its newer cousin AEO, which is answer engine optimization, so that refers to AI.

So let's do that quickly, and I want you to hear where it fits. SEO is you being findable when someone types a question into Google. We covered the heart of that last week. Use your

customer's own words, the plain ones they'd actually search, and don't neglect words that are super niche because, like I said at the top of this podcast, some of the big corporations will grab and monopolize some of the more broad terms, so the more descriptive and niche you can be with your terms, the better off you're gonna be.

AEO is kind of a new wrinkle. It stands, like I said, for answer engine optimization, more and more people aren't googling anymore. They're asking an AI, a chatbot, or the AI answer that pops up at the top of a search bar. AEO is about showing up in those answers. When someone asks the AI, "Who can help me with accounting in Austin?"

You wanna be the name that it mentions. It's changing fast and worth watching, but, and this is important, both of these are a slow burn. The foundation under the house, you should absolutely be optimized, but SEO and AEO aren't what fill your calendar [00:10:00] this month. The borrowed audience work is. So build a foundation and go get in front of the audience while it grows.

Over time, SEO work is worth the trouble. I've done entire episodes on SEO, and I'll put the links to them in the show notes. But I also have an episode, that's number 115, where I talk exclusively about SEO and AEO you can go there directly at myweeklymarketing.com/115.

Okay. Driving traffic to your site and ultimately getting sales can be done in a lot of different ways, but focusing on using other people's audiences is one of the easiest and most effective. Lean on the people who already love you or partner with somebody who can serve your same client. Pick one, master it, let SEO and AEO build quietly in the background while you do the other work.

The right 10 people beat 1,000 strangers, So let's go find those right 10 people. Thanks so much for joining me today. If you like this episode, please subscribe so you don't miss the next one. For more information about anything I talked about, visit myweeklymarketing.com/173. I'll see you next time.

Bye for now