



# 10 Free Traffic Sources to use with Local Clients

**Hey there!**

Everyone wants free traffic – Especially when you're just starting out working as a local marketer.

Let's say you started a new website (for you or for your client). 9 out of 10 cases you will struggle to get visitors to your site.

**So How to promote a website targeted towards local?**

I have compiled a complete list which includes all the free traffic sources your site can get new visitors from.

But before we get to that, let's get a few things straight:

## Things to know before deploying free traffic strategies

- You won't necessarily have to implement every single free traffic sources.
- It is useful to know all these possible traffic sources.
- More importantly, you'll have to develop habits to select and test new free traffic sources.
- Only by testing, you will find out exactly which traffic sources are more effective for your products.
- When getting visitors from a specific traffic source, you will figure out the details and process, i.e. Exactly what you have to do for a traffic source to work well when getting visitors.
- You should set up analytics tools to measure (or track) the traffic and performance. A great start is to set up Google Analytics on your website.

### **But there's only one problem with free traffic...**

You see, free traffic is not really free. When we hear the words, "free traffic" we tend to think that we don't have to do much to get this free traffic to our website. But in reality, free traffic is difficult to master.

### **... And it's very hard to scale.**

But the good news is... even though you've to spend some time and effort to master this free traffic sources, at least you don't have to pay anything for it.

There are bloggers and online marketers out there who make a very good income with only free traffic sources.

Because these free traffic sources are available for everyone, some of them are more effective than others, but you've got to try them yourself to see which free traffic sources work best for you.

Without further ado, let's get to it!

# 1. YouTube



If video is not a part of your marketing strategy in 2019, then you're missing out on a lot of opportunities to grow your online business.

You probably already know that **YouTube** is one of the **best places** to get traffic for any purpose.

First, you should create your video and then upload it to your channel for free. Beginners are always welcome and anyone can do this, also you do not need to buy an expensive camera to start with. You can start doing the recording with your phone camera.

There is also plenty of free software that allows you to record your computer screen in case you will be creating some tutorials videos using your computer.

## Resources

- <https://neilpatel.com/blog/youtube-channel-optimization/>  
<https://wideo.co/blog/how-to-drive-traffic-to-your-youtube-channel/>  
<https://www.shoutmeloud.com/50-ways-drive-traffic-from-youtube.html>

## 2. Email newsletters

One of the best ways to get repeated free traffic to your site on-demand is by building an email list of followers and potential customers, so make sure your email marketing strategy is solid.

**Email marketing** it's effective, easy and inexpensive. Is also **important** for **building relationships** with prospects, leads, current customers, and even past customers because it gives you a chance to speak directly to them, in their inbox, at a time that is convenient for them.



They allow you to keep both existing customers and potential new clients informed about what's going on with your business and new promotions. Also, most people on your list will already have done some business with you in the past, so they're already predisposed to have some interest in your updates.

### Resources

- <https://blog.wishpond.com/post/66108935355/12-tips-how-to-use-email-to-drive-traffic-to-your>
- <https://blogs.constantcontact.com/drive-website-traffic-with-email/>
- <https://optinmonster.com/22-traffic-hacks-to-drive-email-list-signups/>

### 3. Quora

**Quora** is a **question and answer community** where people ask questions, and other users answer them. People are looking for answers every day and you may just be the **right person** to answer some of their questions.

Sometimes you just need to tell your own true story to answer someone else's question. If done the right way, your answer may get thousands of views and plenty of upvotes.

You can also recommend your relevant blog post or affiliate product by strategically adding the link in your answer. But do try to provide as much value as possible when you write answers to other users question.



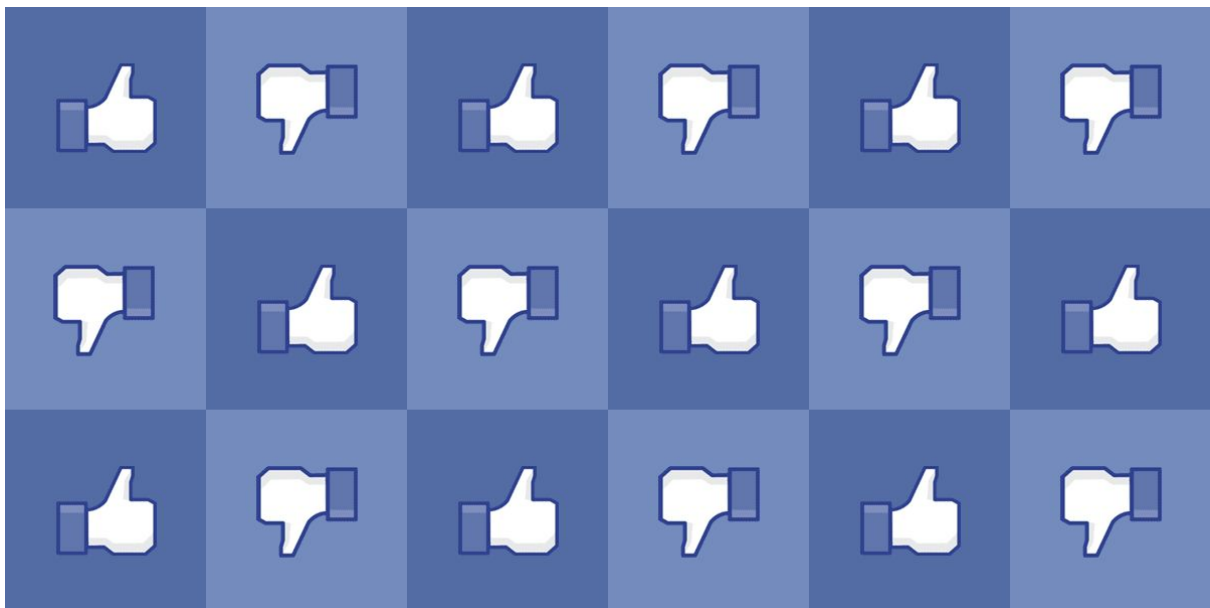
#### Resources:

- <https://masterblogging.com/get-traffic-from-quora/>
- <https://neilpatel.com/blog/how-to-attract-9872-visitors-from-quora-in-one-month>
- <https://smartblogger.com/quora-traffic/>

## 4. Facebook

**Facebook** is the world's largest social network. On **Facebook**, users post all types of topics which cover content from all industries and niches.

You can also join a Facebook group whose topic (or theme) is in your niche. First, post something useful and related to the group's topic and then slowly post your website URL with a description of what your site is about and how your website's content can help anyone.



Just post your website URL on Facebook with a short description of the website. The post will appear on your Facebook timeline and in this way your friends (or connections) will see your post in their feeds.

### Resources

- <https://optinmonster.com/how-to-get-traffic-from-facebook-for-free/>
- <https://connectio.io/how-to-get-traffic-from-facebook/>
- <https://blog.wishpond.com/post/64306069299/12-effective-ways-to-use-facebook-to-drive-traffic-to>

## 5. Search engines

Google and Yahoo both adapter their SERP algorithms to tap into the local search traffic. In other words they are now going to make it easy for web surfers that want to find an accountant in their home town to do so.

Everyone knew they would eventually get around to this very lucrative market so now more than ever you need to prepare your website to be found in your town.



Here are **5 tips** to get more traffic from **Search engines**:

1. **Publish content on a regular basis.** Rather than creating useless articles for the purpose of publishing something new, focus more on quality and unique content. It will help you catch naturally social media shares and increase user engagement
2. **Encourage quality links.** Google always prioritizes websites with quality links and hates unnatural links. Avoid buying backlinks for the sake of getting a top ranking results in Google.
3. **Get Social.** It's not enough to produce great content and hope that people find it – you have to be proactive. One of the best ways to increase traffic to your website is to use social media channels to promote your content.

4. **Speed up your website.** There are several reasons as to why you need to speed up your website. The most important is for getting higher rankings in search, reducing bounce rates and increasing your conversion rates.
5. **Mix it Up.** Vary the length and format of your content to make it as appealing as possible to different kinds of readers.

## Resources:

- <https://www.articulatemarketing.com/blog/increase-organic-site-traffic>
- <https://www.shoutmeloud.com/5-tips-to-attract-organic-traffic-to-your-blog.html>
- <https://www.jeffbullas.com/4-key-steps-the-pros-use-to-get-traffic-from-search-engines/>

## 6. Twitter

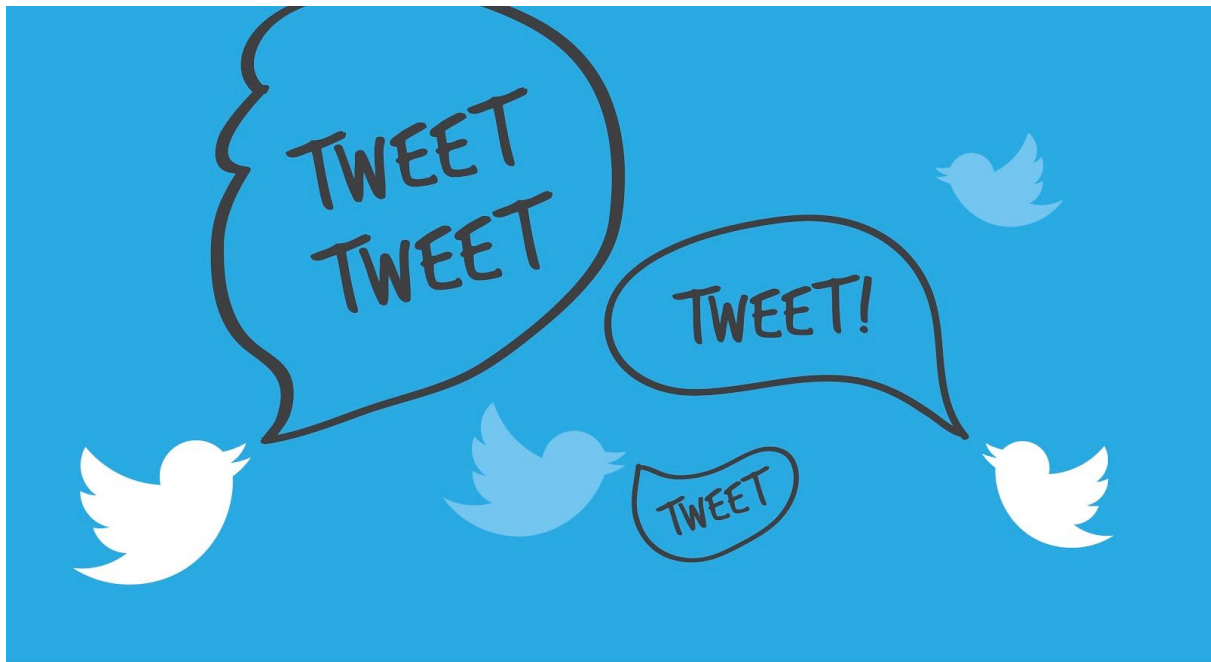
**Twitter** is the favorite tool of every marketer. It is because **Twitter** has **more than 320 million active users** on a monthly basis and it's considered the most powerful marketing tool.

It can be great for promoting your business and can help you a lot to get more traffic on your site.

Twitter it's primarily useful for news, time-sensitive updates, contests, and following trends in world culture. It also has a special role as an excellent location for customer service.

Twitter offers to advertise for any business size. You can target your audience by linking your business to a particular keyword, interests or followers. You can promote your business Twitter Account, promote Tweets or promote trends.





**The best way** to generate more traffic on your business site is by sharing the links to your posts.

You can see a lot of the people who are tweeting a little of their website post with the link of that specific post. And this strategy literally works better. Tweeting a compelling post along with the link of your site can help you in a better way.

**Also, tweets are much like a headline in most of the cases.**

The main purpose of the headline is to be able to grab the attention of the audience which can attract the audience to keep reading. On Twitter, your posts can be tweeted as headlines but if you want users to click your given URL then you just need to provide them a good reason for a click.

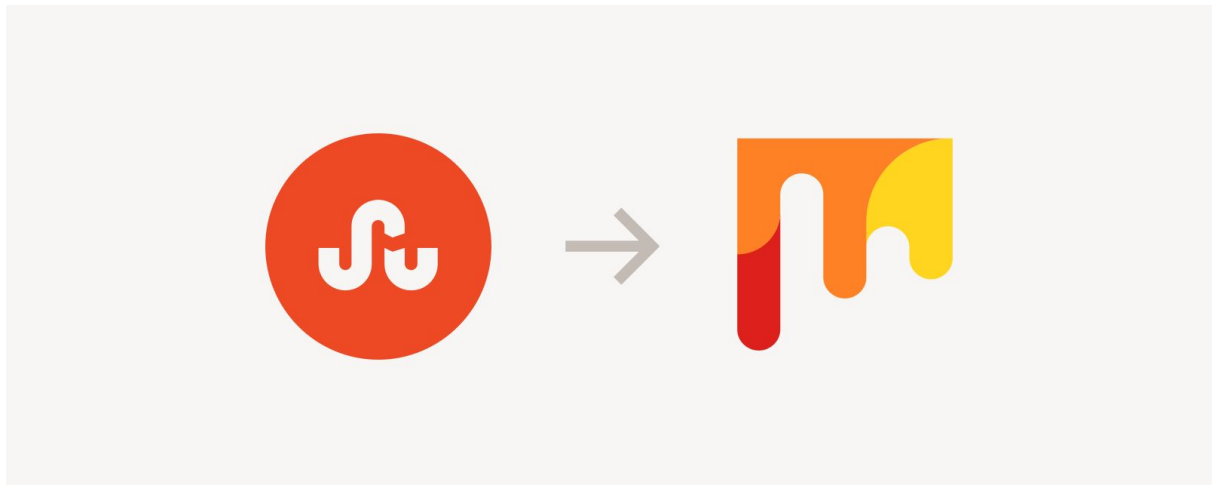
## Resources

- <https://blog.wishpond.com/post/54926252742/12-formulas-how-to-use-twitter-to-drive-traffic-to>
- <https://smartblogger.com/twitter-traffic/>
- <https://trafficgenerationcafe.com/twitter-traffic/>

## 7. Mix

**Mix** (formerly known as StumbleUpon) is a popular content curation site that you can use to generate boatloads of website traffic.

At **Mix**, if you like an article and want to see more articles like it, you click the thumbs up and **Mix** will save it for you. You even have the option of organizing the articles you've chosen to save into lists.



It is one of the paid web traffic sources that does not require the client clicking an ad or link. It will drive your audience directly to your website's landing page. You only need to pay for unique visitors.

### Resources:

- <http://infobunny.com/generate-traffic-with-stumbleupon/>
- <https://neilpatel.com/blog/increase-traffic-with-stumbleupon/>
- <https://www.rankxl.com/massive-stumbleupon-traffic/>

## 8. LinkedIn

**LinkedIn** is a social network specifically designed for **career and business professionals** to connect. Over 65 million professionals use LinkedIn to cultivate their careers and businesses. Unlike other social networks in which you might become "friends" with anyone and everyone, LinkedIn is about **building strategic relationships**.

**LinkedIn** is a valuable resource for career and business professionals, to obtain resources and support, and also to build relationships with potential customers, clients, and partners.

Like most other business tactics, **the more actively involved you are, the more effective and quicker the results.**



**LinkedIn** can be a great way to promote your business for several reasons including:

- Post regular status updates
- Participate in groups
- Send messages and invitations to those in your network and to other group members.
- Try LinkedIn advertising

Adding **LinkedIn** to your marketing strategy can help you expand your network, find clients/customers, and create a professional image for you and your business.

Even if you don't think **LinkedIn** can really work for your business, it's worth checking out how others in your field are maximizing what LinkedIn has to offer.

As a networking resource, **LinkedIn** can give you connections that can lead to publicity, more work, and other great business growing advantages.

### Resources:

- <https://blog.wishpond.com/post/64961826730/10-tips-how-to-use-linkedin-to-drive-traffic-to-your>
- <https://sumo.com/stories/linkedin-traffic>
- <https://www.quicksprout.com/4-ways-to-drive-more-linkedin-traffic-to-your-blog/>

## 9. Reddit

Reddit it's a **cross between a social network and a web forum**. Reddit is one of the largest sites online, and the entire focus of the site is based around posting links and discussing the content of those links.

**Reddit** is a social news website and forum where content is socially curated and promoted by site members through voting.

On this platform, you will find all types of topics submitted by the users. If you post content other redditors like and upvote, you get Karma. Karma is very much a user's "authority" in **Reddit**.

A lot of the content you see trend on Facebook or Twitter is trending because Reddit got hold of it and started engaging with it.

However, **Reddit** is a very tricky platform to use for **marketing**. You have to avoid approaching it like a marketer, over promote yourself or your products by always posting links to your website because you will upset other Redditors and you will get downvotes which have negative effects on your Karma.



But keep in mind that if you over promote yourself or your products by always posting links to your website, you will upset other Redditors and you will get downvotes which have negative effects on your Karma.

### Resources:

- <https://neilpatel.com/blog/reddit-get-traffic/>
- <https://startupbros.com/reddit-marketing/>
- <https://www.quicksprout.com/reddit-marketing/>

## 10. Instagram

With **over 500 million daily users**, Instagram is a great way for businesses to connect with new audiences, introduce products, and most importantly, drive more sales.

**Instagram** is all about publishing the right content. Even if you have the best strategy behind your posts and great ideas, you won't get any traffic if your content isn't exciting or compelling.

All because it's such a visual platform, your content needs to be visually appealing to get people to connect with your brand and potentially become a paying customer.

When used right, **Instagram** can be a powerful tool for guiding your followers from your feed to your website. Which can mean big improvements to your website's readership stats or online sales.



## Resources:

- <https://www.jennstrends.com/drive-traffic-with-instagram/>
- <https://elisedarma.com/blog/drive-traffic-from-instagram>
- <https://later.com/blog/drive-traffic-from-instagram/>

## Stay Tuned

That's it for now.

But make sure you're not missing out on any future free materials that we are going to release. We are working on some absolute gems at the moment, and I'll hate to see you miss them.

To ensure that doesn't happen, go to your email account and drag any of our emails from **Updates / Promotions** to **Primary**. Then, click **Yes** to ensure that you make our future emails as visible as possible.



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**Kovesi merge la Bruxelles. Vom fi si noi acolo** - Pe 26 februarie mergem la Bruxelles să depuner



Fwd: "Mixing" Local Clients with Social Media for Viral Traffic? (See Results!) - FIY - > Presell Email



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