

Facebook Traffic Secrets

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The Facebook Traffic Gold Mine...

Facebook is huge with over 500 million users.

Today it's possible to drive massive targeted traffic from Facebook to your website.



Find us on Facebook

You can also make that first connection with potential customers, clients or subscribers then move them forward in your marketing process.

In this report I'll reveal some of the methods that are working now to get Facebook traffic...

[Drive Traffic From Facebook To Your Own Website...](#)

Many people think that just having a Facebook account and a Facebook Fan page or a Facebook Group is enough to build a business.

But the reality is when your whole business is on Facebook you don't own it...Facebook does. And they can (and often do) change the rules any time they want.

It's also very difficult to convert people who are on Facebook into buyers because they're distracted by a hundred different links and images.

So your first goal should be to get your Facebook traffic onto your own website where they've made a choice to be there and you have the chance to market to them and build relationships with them effectively.

[Don't Rely On Facebook Friends...Build An Email List...](#)

In the same way having a list of friends on Facebook is great. It gives you opportunities for making contact with them and building relationships with them.

But to market effectively and to have a stable list that you own and control you want to get people on Facebook who are your fans onto your own email list.

Then you can follow up with them automatically by email autoresponder with any marketing, promotion or relationship building message you want.

You can drive them to your own website, your own sales pages, affiliate offers etc. etc.

Having your own email list gives you control and is a very real and valuable asset.

Make Your Website Viral...

When people arrive on your website you want them to share the content they see with their friends.

A software called [HookPages](#) is great for making pages you can put “pillar content” on and massively increase the chance of it going viral.

[HookPages](#) has social media share buttons strategically placed so people are far more likely to share.

Another wordpress plugin called [Wookle](#) also helps increase your social media shares by up to 600% with appealing buttons where people can give their emotional feedback.

Even if they don't like your content they can still share it when [Wookle](#) is on your site.

Set Up A Facebook Fan Page...

Should you have a Facebook fan page or a Facebook group?



As a basic guideline unless you have a really good reason for doing otherwise a Facebook fan page is more appropriate if your plan is to drive traffic to your website.

A Facebook Group is more appropriate if you want your members to communicate and share information on Facebook.

Remember that you don't control Facebook and it's far more difficult to convert people into paying customers when they're on Facebook.

So using Facebook as a way to drive traffic to your own website is usually the better option.

Put New Content On Your Website Regularly...

Putting up new content on your website a consistent basis is crucial if you want to get serious traffic.

You can create new content, add images or use a variety of different methods to get content on your website.

One effective method is to “curate” content...taking the latest and hottest trends, articles, news stories etc. in your niche and reporting about them.

It's crucial when you're creating new content that you target topics and keywords that are really hot and will bring visitors more likely to buy from you.

Also pay attention to what content you've created in the past gets more shares and more traffic and do more content along those lines.

Post About Your New Content

This is where you put your traffic into high gear.

Whenever you create new content post about it with a link back to the content on your website. Including an image or part of an image from the content page will also help increase the traffic you get.

Also post about your content on other sites like Twitter and Google+ (you can set up most blogs to do a lot of this automatically).

Use Facebook Ads To Get Your Fan Page Started...

When you're starting out with very few fans and you have some good content posted it can pay to drive some new traffic to get your fan numbers and shares up.

You can do this in various different ways including with Facebook Ads and media buying.

It's important to keep track of the paid advertising you're doing to make sure you're getting a good return from it.

Link To Your Facebook Fan Page In Other Posts...

Often it's easier to get people to engage with you on Facebook to begin with.

Many people have their Facebook account open constantly and many surf Facebook from their mobiles.

So getting them to like and share posts on your Facebook Fan Page and become a fan can be an easy first step to building a relationship with them.

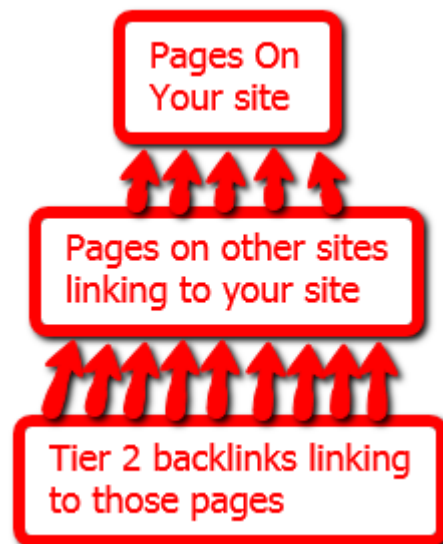
You can let people know about your Facebook Fan Page in multiple different ways...on twitter, on your website, on other social media.

Building up that Facebook fan base has multiple advantages for you.

Link To People Linking To You...

You can create tier 2 and tier 3 backlinks to create save backlinks to your website.

A tier 2 backlink is a link to a website or social media post that's linking to you...



A tier 3 backlink is a link to a website or social media post that's linking to a website that's linking to you...



A software called [LinkClaw](#) creates these tier 2+3 backlinks for you on autopilot using unique RSS technology combined with social media posts.

Be Consistent...

When you put out content consistently and post about it on Facebook and you're using the other methods in this report consistently over time the traffic begins to catch up with you.

Then it can start to snowball into something really exciting.

It starts with using these methods consistently for days, weeks and months gradually building until you build up enough momentum and viral traffic to reach that tipping point.