

14 Ways To Make Content Go Viral

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The Huge Traffic Multiplier...

Quality content attracts traffic but if you're just relying on search engine traffic then you're missing out on the really massive traffic you could be getting.

The modern internet with social media like YouTube, Facebook, Twitter, Google+, LinkedIn, Pinterest, Tumblr and so many others gives you a great opportunity to capitalize on all the sharing of content going on.

What you want is for people to share **your** content.

If you put your focus on making your content go viral you can direct some of that enormous traffic from all those social media sharing sites to your site...



You'll also pick up traffic from blogs and other websites who get excited about your content.

Best of all Google pays attention to where traffic is going and all those social media shares in its modern algorithm.

All that extra sharing and traffic means Google will rank you higher for multiple search terms and that means more traffic from Google.

And when you get more traffic from Google going to your viral content that means more social media shares and the viral loop goes round and round.

That's what makes the following methods so powerful at bringing you traffic. Combine just a few of these and you can experience an explosion of viral traffic...

1. Watch The Latest News And Trends

Stay on top of the latest news and trends in your niche. These will give you some great raw material to create something unique and engaging that is hot right now.

You can seek out news sites or leading sites in your niche on a regular basis so you know what's happening.

You can also set up [Google alerts](#) so you get an email whenever something new on the topic of your choice appears online.

2. Target Keywords People Are Searching For Now

Targeting hot topics and keywords people are actually searching for now will get you more traffic, more buzz and more backlinks.

Sometimes you need to be creative to find these topics and keywords. Being up to date with the latest trends and news helps enormously.

Is there a new product about to be launched in your niche? Can you target the topic of that product before it comes out so your content is at the top of the search engines at launch time.

Is your niche effected by the seasons in a predictable way. If it is you can have content that targets tips about how to handle different weather in your niche and get it online before each season comes.

If you keep track of what visitors actually search for to find your site that can uncover some fantastic keyword phrases for you to target that you might never find any other way.

If you're doing pay per click you can find hot keyword phrases in the same way.

3. Make Your Headlines Viral

When people share your content on sites like Facebook and Twitter often the only thing other people will see is the title or headline of your content.

If that headline entices them to click through to your page you're going to get a whole lot more visitors.

If the headline is boring or unappealing then you're missing out on a golden opportunity to get viral traffic.

The most important key to a good headline is to think through who will be reading it and what's important to them.

Once you understand that you can use other successful headlines as templates or “swipes” to create your own.

Here are a few swipes from successful headlines to get you started. Just replace the words in brackets with your own:

- 7 Ways To Get Rid Of [those ugly carpet stains] Once And For All
- 5 Fast Ways To [Create Killer Content For Your Website]
- 7 Secrets Everyone Should Know About [Getting Ranked On Google]
- 10 Little Known Ways To [Lose 10 Pounds Fast]
- The Lazy [Man's] Way To [Riches]
- 10 Timeless Lessons From [The King Of Forex Trading]
- The 5 Things Every Great [Real Estate Salesman] Needs
- 5 Scientifically Proven [Weight Loss Tips]

In some cases for SEO reasons you may want to include a carefully selected keyword phrase inside your headline.

Try to do this as seamlessly as possible. Remember that ultimately people will also see your headline in search engine results too and if your headline doesn't entice them to click through you may get rankings but you won't get much traffic.

4. Create Quality Unique Content

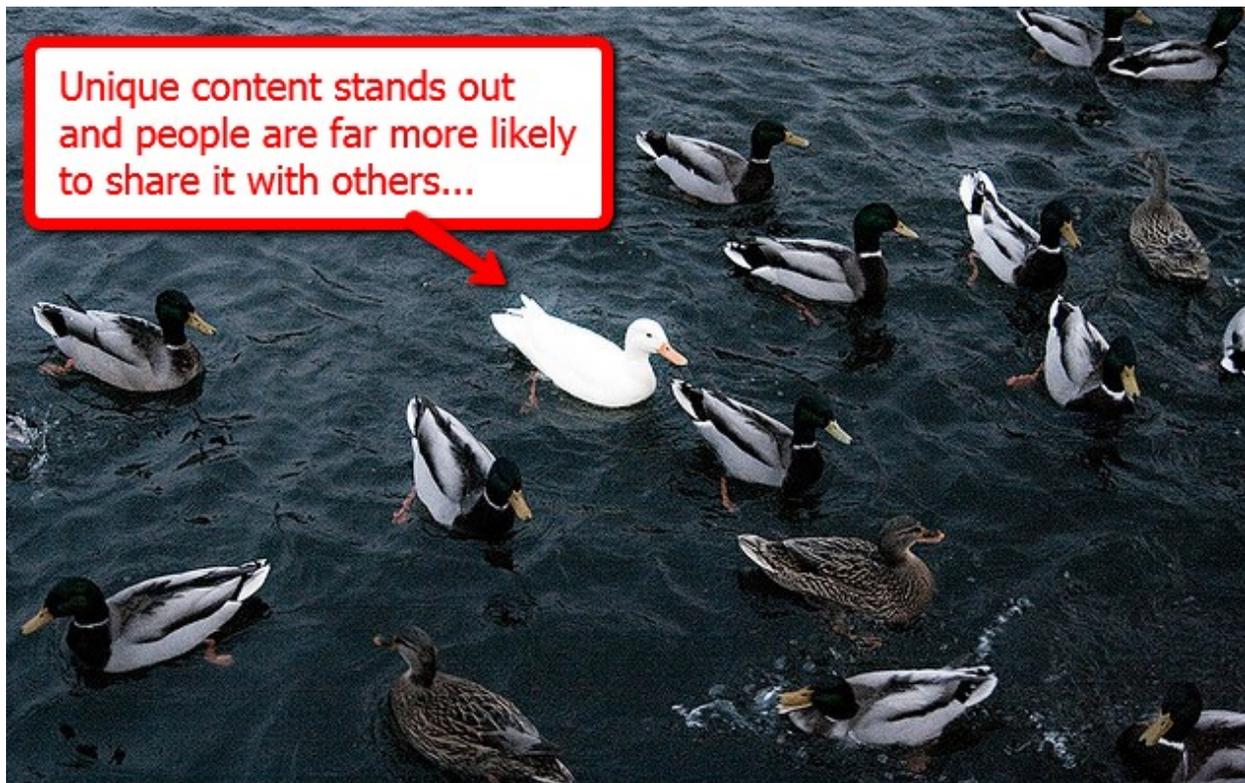
Your main objective when you're working on getting your content to go viral is to have people share the link to your content all over the internet.

Realistically you can't expect people to get excited about sharing second rate, rehashed content.

So focus on creating content that people will be eager to share with their friends, their work mates, their colleagues, their family and everyone else they can think of.

If you were watching this scene with several friends pretty soon someone is going to say "look at that white duck!"

People like to share what's unique and special...



In this report I'll reveal a few different ways you can create quality content with less effort but you'll save yourself a lot of time if you commit in advance to creating content that really is unique and special...

5. Evoke Emotions With Your Content

Content that is funny, makes people angry has a really positive spin or a really negative spin is far more likely to get shared.

When it comes to going viral you don't want to be middle of the road. Being out on the fringes is far more likely to get attention.

Here's an example of a viral ad that many different countries picked up and used in various ways (including [TV ads](#) that resulted in a flood of complaints).

Sugar filled drinks are a huge contributor to people putting on body fat...but that information doesn't really grab attention. On the other hand having a drink turn into fat as it's being poured...that's viral...



In the TV ads actors drank glasses full of fat which is even more gross...and more viral.

6. Consider Being Controversial

Along the same lines as evoking emotion is to go for a controversial angle. You don't even have to agree with a controversial angle to comment about it (and get the viral traffic as a result).

When you're looking at a topic is there an angle that many people would be shocked by, amazed by, agree or disagree with strongly.

Can you put a controversial spin on what would otherwise be a fairly straightforward piece of content or a topic people have already seen many times?

That controversial spin can break people out of their apathy and get them talking about your viral content.

Here's an example of controversial content from PETA breaking through the mental lethargy many people have developed after seeing years of photos of people clubbing baby seals.

This image is shocking and off color but it's impossible to ignore...



7. Use Images

Here's a crazy fact...people process visual information thousands of times faster than plain text...



When it comes down to it we still have the brains of cavemen and processing visual information was a huge key to our survival thousands of years ago (in many day to day activities like driving in traffic it still is).

When you use images in your content you get more attention and you have more emotional impact. That translates to more people being engaged and moved by your content. And that means more people sharing your content.

Many images are so remarkable they can be viral all by themselves. Sometimes all it takes is adding a funny, pithy or controversial caption and you have viral content.

8. Use Infographics

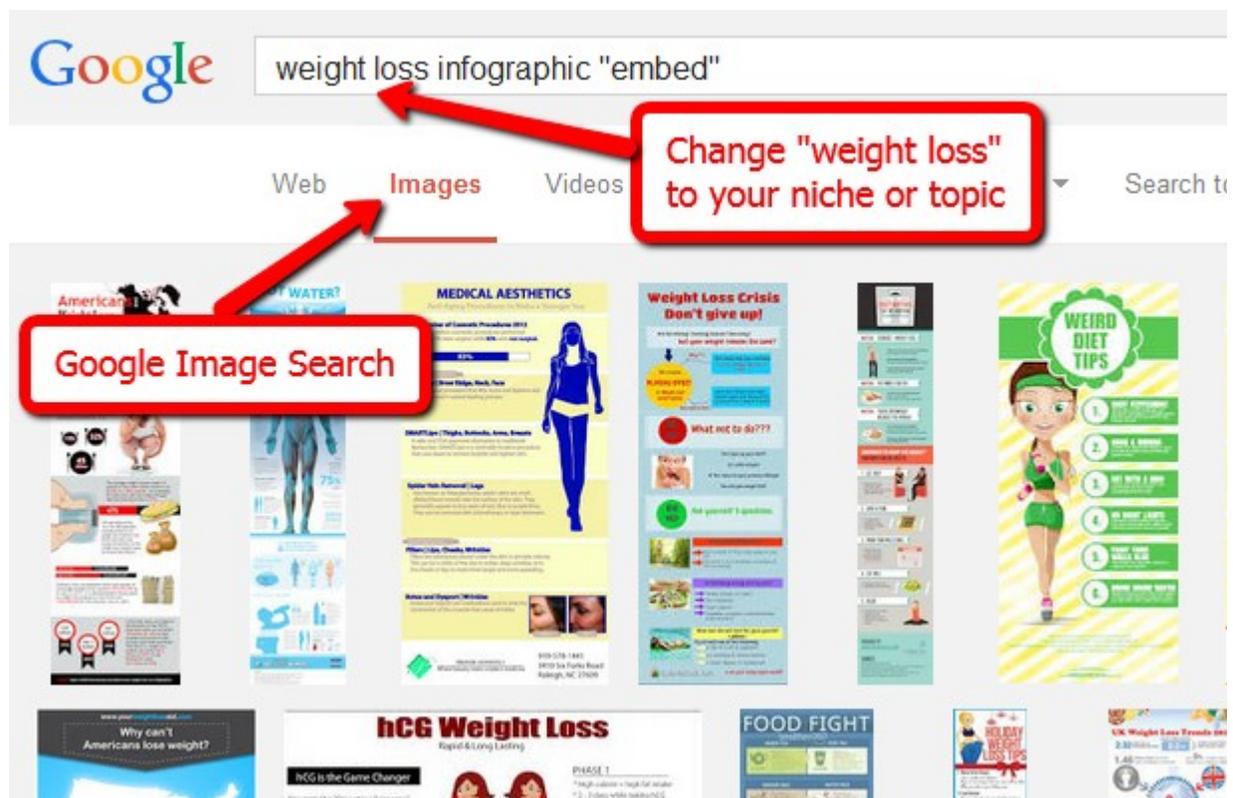
Infographics are a powerful way of combining text and images to get your message across. People like to share good infographics which makes them especially viral.

You can make your own infographics using the tips on creating content we've covered so far.

Here's an incredibly valuable tip that will get you a pile of quality content you can use completely free.

You can get infographics you can use without paying a cent by doing a simple Google Image search for:
weight loss infographic "embed"

Replace the words "weight loss" with the niche or topic of your choice...



You'll find a pile of infographics you can browse through to find something you like. Check out the page the infographic is on and you'll usually find a section that explains how to embed the infographic on your site (see the image on the next page)...



The infographic features a blue header with the text "BROUGHT TO YOU BY GET SKINNY BE HAPPY" and a logo of a person jumping. Below the header, there is a "SOURCES" section with several URLs. A red callout box with a white background and a red border contains the text "Code for embedding the infographic on your site". Below the callout, the text "Embed this infographic on your site:" is followed by a code editor window showing the following HTML code:

```
<a href="http://www.getskinnybehappy.com/healthy-living/why-water-is-essential-for-health-and-weight-loss/"></a>
```

By adding your own content or comments above and below the infographic and by making it easy for people to share your page on social media you can create some powerful viral traffic using infographics you find in this way.

9. Create Multiple Content On Related Topics

When a visitor likes your content he'll want to know what else you've got. When you have content that covers multiple related topics:

- It drastically increases the time a visitor stays on your site.
- It increases the chances that visitors will share your content – sometimes multiple content.
- It increases the chances a visitor will buy from you or subscribe to your email list.
- Google keeps track of how long visitors stay on your site. The longer they stay the more Google likes your site and the more likely you are to get better Google rankings.

Whenever you're creating content think through the different, related hot topics you might cover and as an absolute minimum try to have 2 pieces of related content on the same topic.

You can also have enticing links to related content on each page of content on your site.

10. Make It Easy For People To Share Your Content

When a visitor loves your content you want to make it as easy as possible for them to share it.

As a minimum you could include sharing buttons for social media sites (Google+, Facebook, LinkedIn, Twitter etc).

Much better would be using a tool like [Wookle](#) to dramatically increase the number of people who share your content on social media. [Wookle](#) lets visitors to your site rate your content and share it with just a couple of clicks.

As an example in the image below the Facebook button on one of my content pages got 45 likes but the [Wookle](#) buttons got 277 shares. That's six times the number of shares and that leads to some serious viral traffic...

The image shows a screenshot of a Wookle widget on a website. A red box at the top contains the text "These are shares I've got through the Wookle widget". Below this, a row of six reaction buttons is shown: "I Love it!", "The Truth", "I Hate it!", "Interesting", "Shocking!", and "Useful". Each button has a blue bird icon and a numerical value below it: 97, 49, 20, 59, 11, and 41 respectively. A red box on the right side of the widget displays "277 total shares and counting". Below the reactions, there is a "Your Reaction:" label with an arrow pointing to the first button. At the bottom, it says "Filed Under: Online Entrepreneurship".

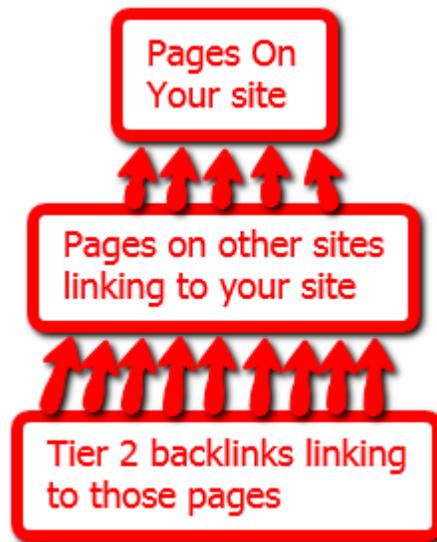
Reaction	Count
I Love it!	97
The Truth	49
I Hate it!	20
Interesting	59
Shocking!	11
Useful	41
Total	277

11. Get Viral Social Media Backlinks On Autopilot

Getting people sharing your content on social media is a great way to get your content to go viral. You can also speed up and multiply this process by using the unique [LinkClaw](#) software.

[LinkClaw](#) works by creating white hat tier 2 backlinks on auto-pilot. It does this by making social media posts through high quality channels like Facebook, Twitter, LinkedIn and Google+ (and over a dozen other social media sites).

And those social media posts are linking to the sites that link to your content...



This increases the authority and traffic to pages linking to you.

That improves their Google rankings and that means better rankings and more viral traffic for you.

12. Post About Your Content

Anything you can do to get traffic moving to your site is going to help it take off virally.

There are many ways you can let the world know about your content including:

- Mailing your email list about the value of the content to them.
- Posting on forums sharing the content directly or sharing a link to it in your signature.
- Posting on Google+, Twitter, Facebook, LinkedIn, Pinterest, Tumblr and other social media sites with a link back to your content.
- Submitting articles and guest posts with a link back to your content with an enticing call to action.
- Creating YouTube videos that promote your content in an enticing way.
- Submit online press releases about your content.

13. Get The Word Out To Sites That Can Send You Traffic

You can leave it to chance that sites in your niche and related niches will link to your content or you can contact them directly when you have something newsworthy or interesting they might want to talk about on their site.

First look for the right kind of site. If you don't know them already you can find sites related to your topic with a Google search. You want websites or blogs that:

- Link out to other websites.
- Are related to the topic of your content.
- Regularly publish new content.
- Is preferably an authority site with significant traffic although any site that can send you traffic is worth contacting.
- Have information on how to contact their authors.

If you contact the owner of the site or one of the authors directly and tell them about your content and why they might be interested that will dramatically increase your chances of them covering you and linking to your site.

14. Combine Different Methods

One of these methods alone might get you some traffic but when you start combining different methods that's when you're most likely to have a viral explosion of traffic.

Remember that the traffic can be slow to begin with but when you're using many of these methods it can be like doubling a penny.

It doesn't look like much when you start out but when the viral effect kicks in the increasing traffic can be very exciting.

Join The Community of Online Traffic Masters

*They say you're the average of the people you spend most time with...
Join The Munchweb Elite; An Active Group Of Like-Minded Entrepreneurs,
Traffic Masters & Conversion Experts - And Watch Your Profits Soar...*

GIVE ME ACCESS:

<https://www.facebook.com/groups/munchwebelite>

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