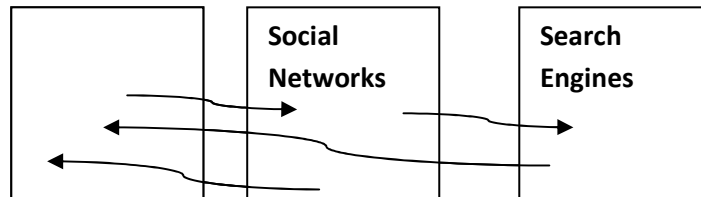


Cliffnotes on Driving Traffic

1. The two largest sources of traffic driving on the Net are. These are results we consistently see on every Google analytics client site we go to (Even in Asia)
 - a. SEO (Search Engine Optimization or traffic from organic search results)
 - b. Social Media Networks (Twitter and Facebook primarily followed by specific social networks popular in each country or industry)



2. Key points in building a site suitable for social networks:
 - a. They have to look 'nice' and journalistic (not personal blogs); look of authority needed. No ugly sites please.
 - b. It's got to have top notch content – multiple modalities – text, video, audio
Text or articles/blog entries are crucial for both SEO and social network link sharing.
3. Use a 'create once' and distribute strategy for content, ie create a video, take the audio, transcribe it into text and distribute as appropriate. Rinse and repeat daily.
4. Have a platform to converse and share
 - a. Comments
 - b. Links
5. Some key platforms to allow distribution by SEO and Social Networks
 - a. Blog entries with comments – URLs are shared and retweeted
 - b. Forums or moderated Q&A platforms like google moderator
6. When on social networks, dont' just friend:
 - a. Need to engage: direct messages, replies, email them, retweeting, submit stories (both people's sites and your own site- impartiality), vote, 'likes' (easy time savers and build relationships)
 - b. Consistency and ubiquity: "Be the popular guy/gal in the pub."
 - c. Create 'avatars' or 'reps/evangelists' online (avoid having 'Coca Cola' profiles trawling social networks)
 - d. Facebook fan pages/groups need to be engaging – the goal is to make each fan an evangelist for your product or service and have a sense of community. For a good example of how a fan page is engaging – go to the 'Original bootcamp Malaysia' group page.
 - e. Don't look like you're self promoting

- f. If you're a company – site content and profile names should be based on a theme you want to associate your brand with, eg Pampers – “comfort and hygiene for babies”. You can say this is brought to you by ‘Pampers’ Sponsorships (while maintaining site or forum objectivity) are popular.
7. Content tips – to see type of content, see what articles hit the homepage of social sites, eg Digg or other submission sites, try tweetmeme.com to see what is popular, use google alerts to track specific topics.
 - a. Headlines are key (top 10 lists, how to's ...)
 - b. Go for facts
 - c. Graphs/analysis articles have high shares
 - d. Detailed vs lazy posts
 - e. Use more than one picture or visual.
8. Site stock take – use surveys -6 questions you can ask. What is the first thing you noticed when this page loaded up? What do you believe this site is aimed yet? Why did you come to the site? Did you get what you set out to look for? If you didn't why?
9. If you can't find the sites you need to sponsor or associate with – build your own – crowdsource project for an editor and fund series of sites.

10. Tools:

Graphic Design

Hatchwise.com – uploading designs.

99designs.com – outsourced designs online.

Usability Tests

Feedback Army.com