

# 10 Content

# HACKS

## *To Drive Traffic*

by Matt Wolfe & Joe Fier



EVERGREEN  
PROFITS

## 1. The Pillar Post

A pillar post is a long, in-depth article that can basically become a “go-to” resource on a topic. These can be anywhere from 2,000 words and up. We personally like to hire writers to create this type of post and then add our own personal touch to them.

These posts work to drive traffic because they are likely to be shared around as the number one resource on the topic. They are also likely to rank well in the search engines.

Here are some examples of killer pillar posts:

<http://backlinko.com/seo-tools>

<http://evergreenprofits.com/drive-traffic-grow-brand-content-curation/>



The screenshot shows a webpage from Backlinko. The header is green with the Backlinko logo and navigation links for 'ABOUT', 'CONTACT', and 'SEO HACKS'. The main content area features a large green banner with the text 'SEO TOOLS: The Complete List' and an illustration of a rocket launching from a bar chart. Below the banner, the text reads: 'If you want to see the best SEO tools in one place, then you'll LOVE this (updated) guide. I personally tested and reviewed over 189 free and paid tools. And you can filter through the list to find the best SEO software for you.' On the left side of the page, there are social media share buttons for Twitter (5744 shares) and Facebook (4571 shares).

## 2. The Roundup Post

A roundup post is a post that “rounds up” answers to a specific question from numerous experts on the topic. For example, we might ask several well known chefs, “What’s the one unknown ingredient that every person should have in their pantry?” I’d then create a giant post with every response that I collected.

This works well because, after each person has been featured, they are much more likely to share the post that they were featured in with their audience... Creating free traffic!

Here are some examples of killer roundup posts:

<http://evergreenprofits.com/content-marketing-drive-traffic-content/>

<http://nichehacks.com/facebook-ads-for-bloggers-to-get-traffic/>

### How To Drive Traffic To Your Content – The Experts Weigh In

by Matt Wolfe



Most people don’t quite understand “Content Marketing.”

I think most people understand the concept...

They realize that content helps them be seen as an authority and that it might help them with the search engines but they don’t quite understand how to really scale their

## 3. The Curated List Post

A curated list post is a post where you literally find five to ten blog posts on a single topic and then either summarize each post or pull a quote from each post. You'd then link back to the original article of each post, creating a resource that people can constantly check back to.

This works well because, like a roundup post, the people that you mention in the post are likely to share the post creating free social traffic.

Here are some examples of killer curated posts:

<https://www.nectar7.com/2016/09/06/nectar7-news-healthy-aging/>

<http://diyready.com/glaze-furniture-rehab/>

The screenshot shows a webpage from 'DIY PROJECTS'. The navigation bar includes links for DECORATE, DIY & CRAFTS, FUN & ENTERTAINING, PERSONAL PROJECTS, REUSING & RECYCLING, and WEDDINGS. The breadcrumb trail reads: 'DIY Projects » Knowledge & Skills » Painting » 17 Glaze Furniture Rehab Ideas | Instant Facelift For Old Furniture'. Below the breadcrumb is a search bar and a row of social media icons (Facebook, Google+, Instagram, Pinterest, Tumblr, Twitter, YouTube). The main article title is '17 Glaze Furniture Rehab Ideas | Instant Facelift For Old Furniture'. The featured image shows a dining table and chairs that have been painted in various bright colors like turquoise, pink, yellow, and orange. To the right of the article is a quiz titled 'HOW MUCH DO YOU KNOW ABOUT HOME IMPROVEMENT?' with a 'Click Here' button. Below the quiz is a 'NEW PROJECTS' section with the link 'How To Make A DIY Pencil Holder'.

## 4. Repost Your Blog Content Elsewhere

There are so many great resources online that have existing traffic “built-in.” Stop thinking about your blog as the only place that you should post stuff. Put your content in other places where people are likely to discover you and then link back to your blog. Some amazing places to re-post all or parts of your blog posts are Medium, LinkedIn Pulse, Tumblr, WordPress.com, and Quora.

Here are some examples of blog posts that we've reposted on other resources:

<https://medium.com/@mattwolfe/drive-traffic-and-grow-your-brand-through-content-curation-3824b603bd9b#.s5e0108z9>

<https://www.linkedin.com/pulse/how-use-linkedin-pulse-drive-more-traffic-your-website-matt-wolfe>

### Medium



Matt Wolfe [Follow](#)

Matt Wolfe is a father, husband, author, advisor, angel investor and a bit of a hacker. He is the co-fo...  
Aug 22, 2016 · 7 min read

### A Content Curation Strategy That Adds Value And Drives Traffic

I'm a big proponent of content curation.

I think that it's one of the best ways to get fantastic content on your site, generate a ton of value for people, and drive a ton of traffic.

However, so many people do content curation completely wrong.

It's not uncommon to see someone just repost someone else's blog post word-for-word on their blog with a tiny sentence stating “Originally posted on some

## 5. Contribute On Other Blogs

Sites like Huffington Post, Entrepreneur.com, and Inc.com are really a lot easier to get published on than most people think. Reach out to editors or people who have previously written on them and ask for a connection. Combine sites like that with larger blogs within your niche, and you can ethically “borrow” the fans and readers of those sites and convert them into fans of you and your products.

Here are some examples of blogs we've contributed to:

[http://www.huffingtonpost.com/entry/when-is-good-good-enough\\_us\\_57d101dae4b0f831f707133a](http://www.huffingtonpost.com/entry/when-is-good-good-enough_us_57d101dae4b0f831f707133a)

<http://www.incomediary.com/7-reasons-why-your-membership-website-sucks>



**Joe Fier, Contributor**  
Advises businesses on content marketing strategy and sales conversions to increase revenues and create long-term selling assets.

**When Is Good, Good Enough?**  
09/08/2016 02:24 am ET



Got an Idea for a business? Good!

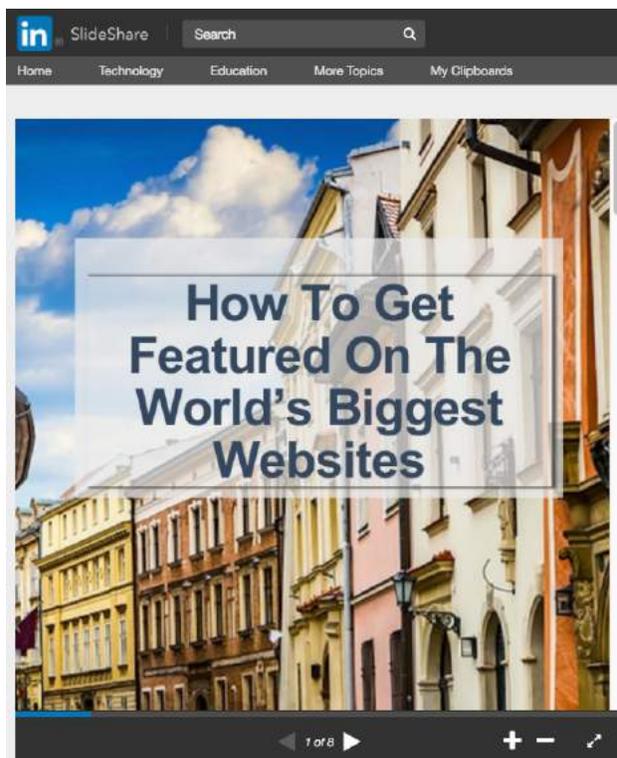
## 6. Designrr + Slideshare

Designrr is a little tool that we use to convert our blog posts into downloadable PDFs. These downloadable PDFs actually make great “lead magnets” that you can give away in exchange for an opt-in. However, they are also an asset that you can publish on several other resources like Slideshare and Issuu to put your content in front of potentially even MORE people. We've also found that our Slideshare pages actually rank in Google decently well... So if you can't get your original blog post to rank, you may have better luck getting your Slideshare page to rank for your desired keyword.

Here's some Slideshare post examples, created with Designrr...

<http://www.slideshare.net/MattWolfe3/get-featured-on-the-worlds-largest-websites>

<http://www.slideshare.net/CerebrumHealth/cerebrum-dallas-presents-12-things-you-didnt-know-about-adult-adhd>

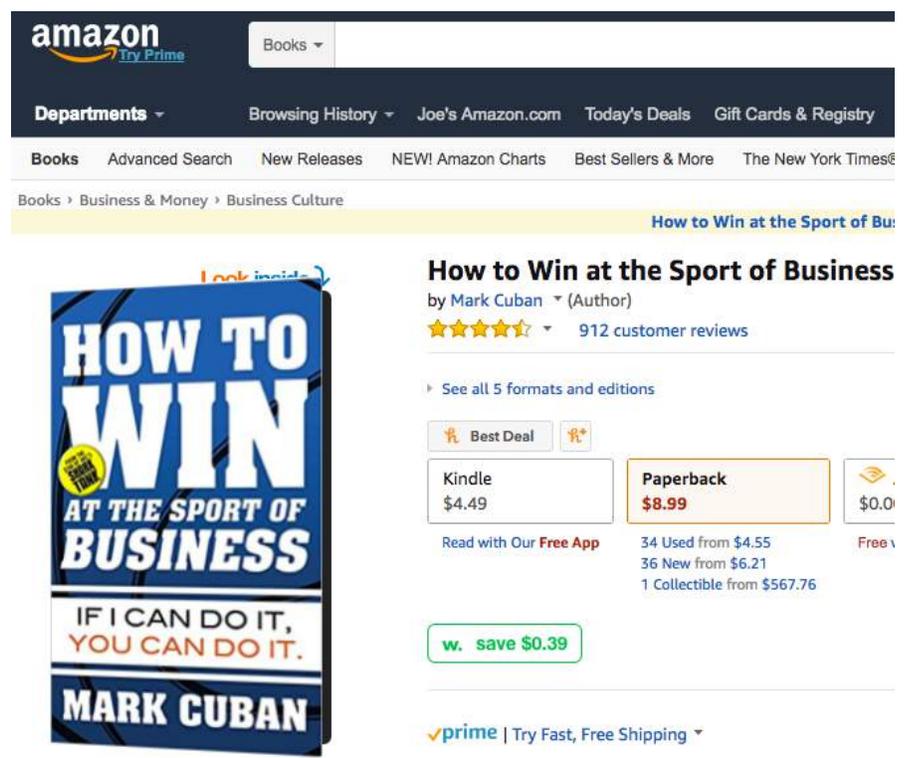


## 7. Turn Blogs Posts Into Kindle Books

This is little trick that I rarely see... You can actually take a handful of your blog posts, put them in a Word doc and then upload it to Amazon Kindle as a \$0.99 book. Amazon is one of the world's largest search engines, with very little competition (compared to Google). Convert your blog posts to a book, make sure you link to your website a few times throughout the book, and get in front of a brand new audience that you may have never gotten in front of otherwise.

The best example of someone who's actually made a killing with this is Mark Cuban... His entire, best-selling, book is comprised of his favorite blog posts from his website.

<https://www.amazon.com/How-Win-Sport-Business-Can/dp/1626810915/>



The screenshot shows the Amazon product page for the book "How to Win at the Sport of Business" by Mark Cuban. The page features the book cover on the left, which has a blue background with white and yellow text. The title "HOW TO WIN AT THE SPORT OF BUSINESS" is prominent, along with the author's name "MARK CUBAN" and the quote "IF I CAN DO IT, YOU CAN DO IT." The right side of the page displays the book's title, author, and a 4.5-star rating from 912 customer reviews. Below this, there are options for different formats: Kindle at \$4.49, Paperback at \$8.99, and a collectible edition at \$567.76. A green badge indicates a savings of \$0.39. The page also shows the Amazon Prime logo and a "Try Fast, Free Shipping" option.

## 8. Live Stream Your Blog Post

This is really simple, yet not many people do it. I have, however, seen Pat Flynn and few other people use this little strategy.

Simply hit the “live” button in Facebook, Periscope, YouTube live, or some other live streaming platform and essentially read your blog post. You don't have to read it word for word... But simply take the main ideas and concepts from it and explain them on video. Use the blog post as reference.

Live streaming is hot right now and you will be surprised by how many people pop on to your streams once you go live. Leverage this by putting your content in front of these people (and make a video at the same time).

<https://www.facebook.com/RussellBrunsonHQ/videos/983314845117571/>



**Russell Brunson** was live — with Russell Brunson and ClickFunnels.  
June 20, 2016 · Facebook Mentions ·

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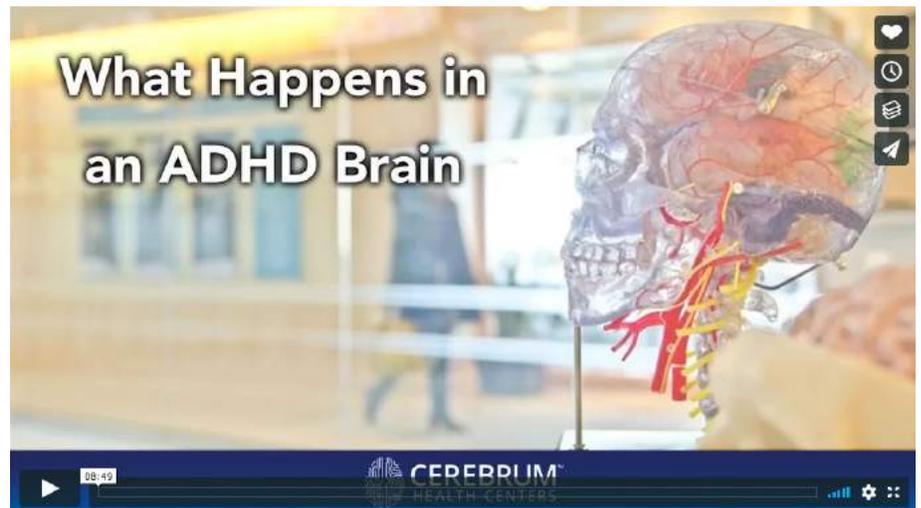
## 9. Use Your Video On YouTube & Vimeo

Now that you have a video (you just recorded it in step 8), you can leverage the other video platforms. Take the recording from your live stream and post it on YouTube, Vimeo, and a Facebook fan page. Get more eyeballs from another platform and another search engine.

We've actually had really great luck getting Vimeo videos to rank on Google as well. So, once again, you can see your content rank when your original blog post may not have otherwise....

<https://www.youtube.com/watch?v=kEcQWKGgaRQ>

<https://vimeo.com/173044973>



## 10. Rip The Audio From The Video – Share It On Soundcloud

Finally, take the audio from the video that you created. You can use the free Audacity tool to strip out only the audio and then upload that audio to Soundcloud. Be sure to include a description and a link back to your original website.

Soundcloud is another site that we've had some great success getting to rank in Google. So don't ignore it as a place to share your content.

<https://soundcloud.com/user-644193633/muhammad-alis-fight-against-parkinsons-disease>

<https://soundcloud.com/user-644193633/how-to-eat-for-brain-health>



## Watch The Free Workshop

We put together an amazing workshop that discusses all of these strategies plus so much more. If you haven't registered for the (completely free) workshop, be sure to do it now!



[Click here to watch the free workshop now](#)