

AGENCY UNLOCKED

Three Tactics that Actually Work and
Can 2x Your Traffic in 5 Days (or Less)



Hey, Neil here!

Thank you so much for joining me for the Double-Your-Traffic Master Class.

We covered some pretty powerful tactics today.

First, you saw FAQ Schemas – a simple drag-and-drop technique that got me to number one on Google in just four days. And it could easily get you an extra 20,000 visitors a month.

Then, we covered this year's number-one strategy for massively growing your traffic: *tools*. Major enterprises and savvy entrepreneurs are already using tools to get millions of free visitors every month. Add one to your page, and you're off to the races.

And finally, you saw my favorite site hack. It can literally increase your traffic by 50%. That's by just adding seven characters into your site's metadata!

I'm sorry you decided not to join me and my team and become a member of ***Agency Unlocked***.

But I'm not going to leave you hanging. I still want you to know about and understand how to execute these three powerful tactics.

Let's get started.

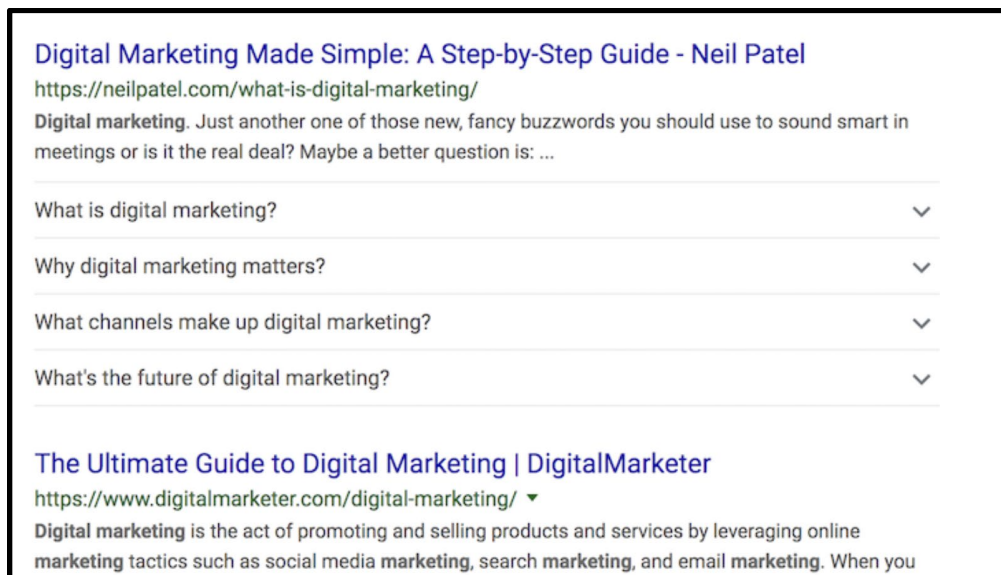
1) Dominate Search Engine Results Page (SERP) Coverage with FAQ Schemas

First up, FAQ Schemas.

This tactic is a killer win for anyone who's implemented it on their website.

Even better, it's crazy simple. You can integrate it without messing with any complicated code, and you definitely don't need to hire a developer.

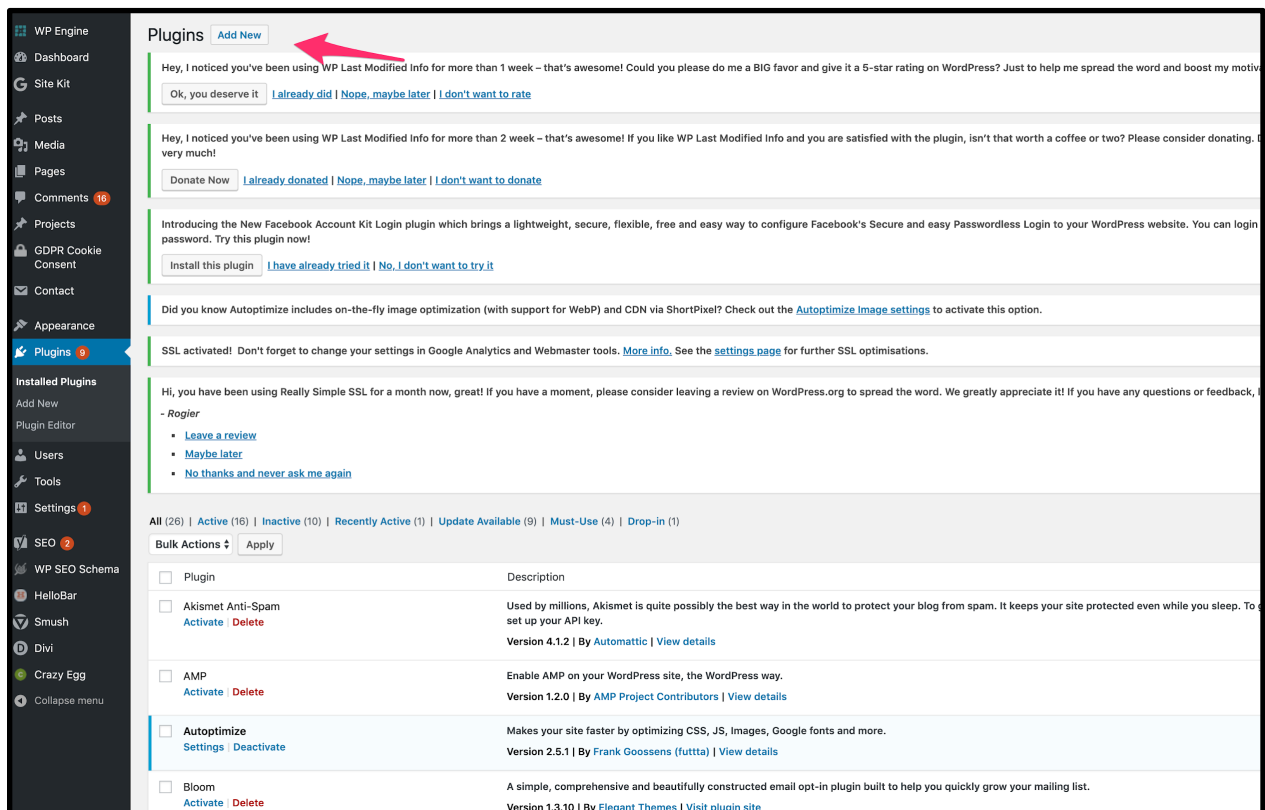
You can have it ready within seconds, and you'll see your visibility increase within 30 minutes. (When I added a digital marketing FAQ Schema on NeilPatel.com, I was bumped to number one on Google in *four days*.)



Things You Need:

- Yoast WordPress plugin
- Gutenberg WordPress editor access

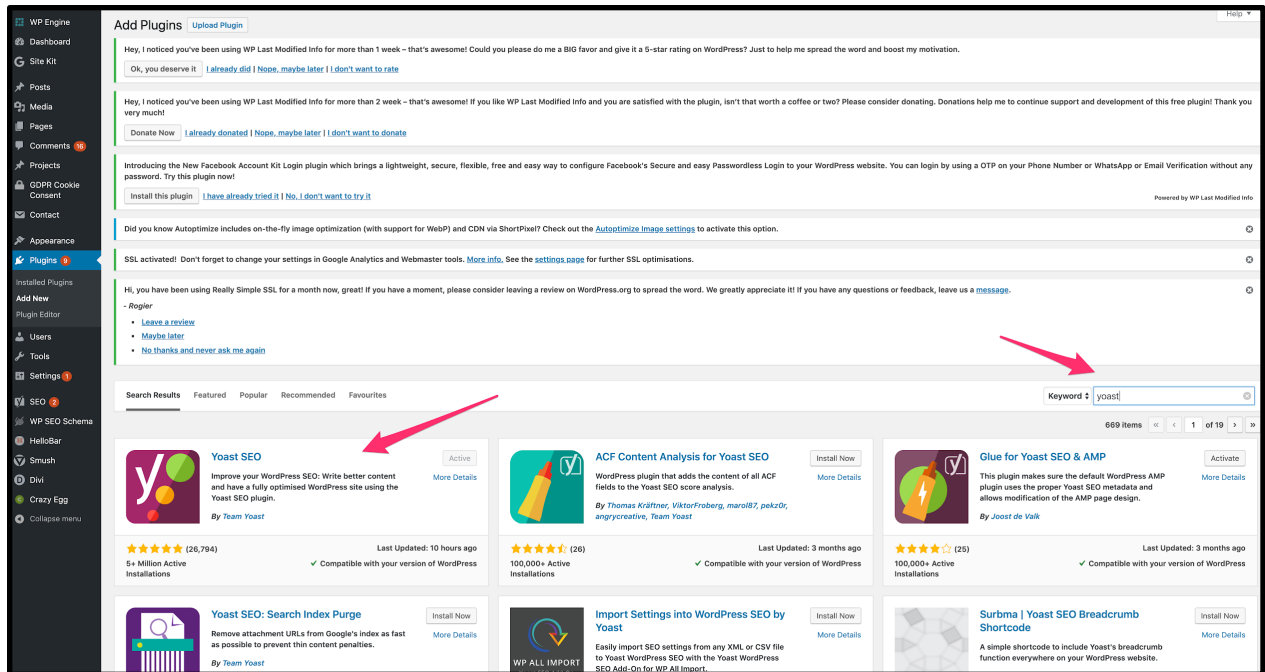
- 1) Log in to your WordPress account, and navigate to the **"Add New Plugin"** option on your admin dashboard. You can get there by either clicking on "Plugins" on the left-hand side or hovering your mouse over that field and selecting "Add New" when that bar comes up.



The screenshot shows the WordPress dashboard with the 'Plugins' menu item selected. A red arrow points to the 'Add New' button in the top left corner of the 'Plugins' section. The page displays a list of installed plugins with their descriptions and activation status.

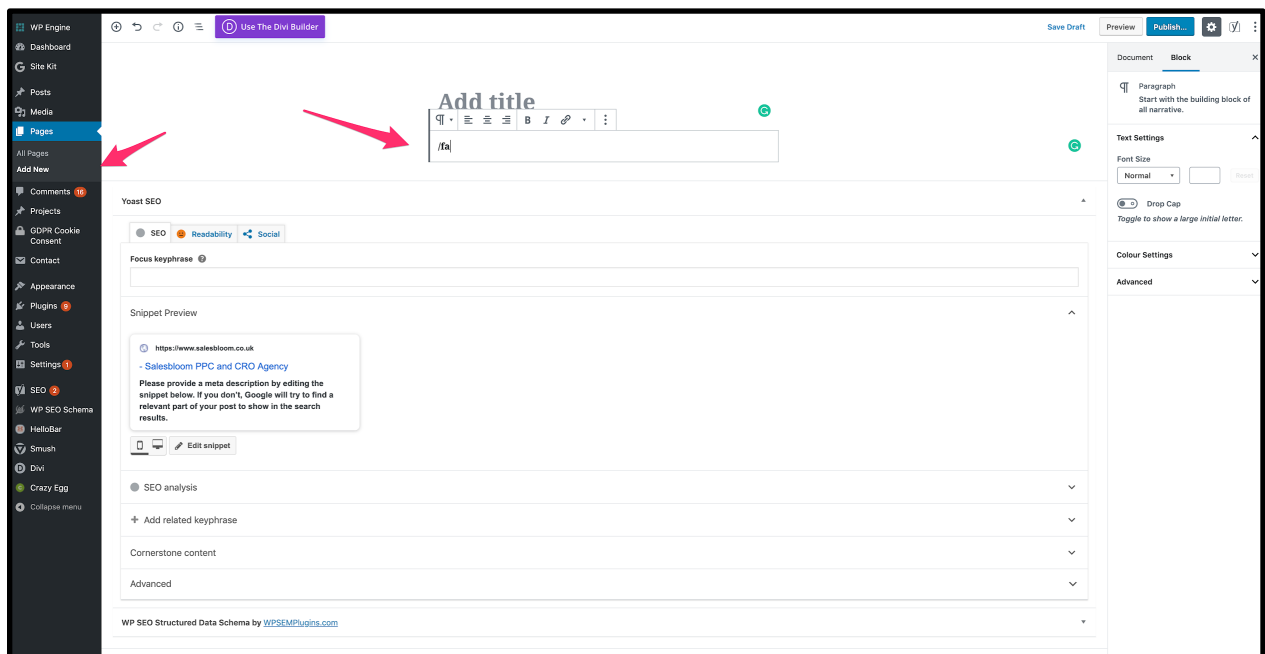
Plugin	Description	Version	By	View details
Akismet Anti-Spam	Used by millions, Akismet is quite possibly the best way in the world to protect your blog from spam. It keeps your site protected even while you sleep. To get the most out of Akismet, you need to set up your API key.	Version 4.1.2	By Automattic	View details
AMP	Enable AMP on your WordPress site, the WordPress way.	Version 1.2.0	By AMP Project Contributors	View details
Autopptimize	Makes your site faster by optimizing CSS, JS, Images, Google fonts and more.	Version 2.5.1	By Frank Goossens (futtta)	View details
Bloom	A simple, comprehensive and beautifully constructed email opt-in plugin built to help you quickly grow your mailing list.	Version 1.3.10	By Elegant Themes	Visit plugin site

- 2) Search for the plugin “**Yoast**” on the right-hand side search box, and install it. Once it’s installed, you’ll need to activate it. A blue “Activate” button will appear in the same place where the “Install Now” button was.



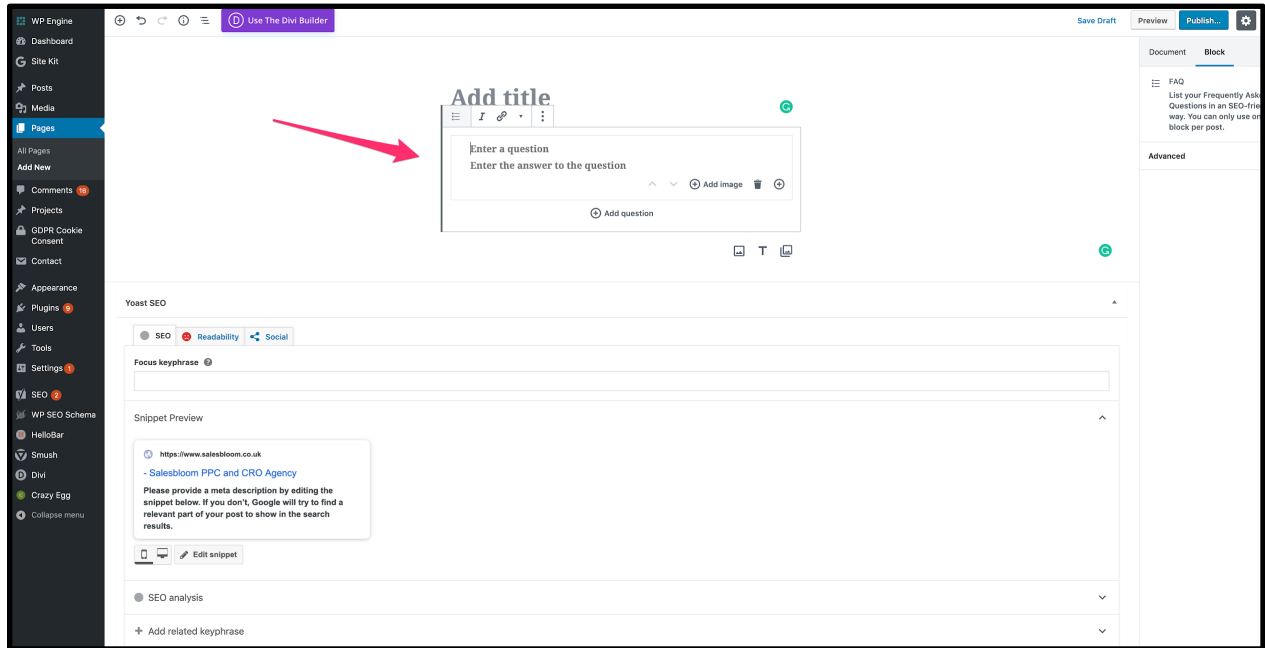
3) Navigate to a new or existing page using the Gutenberg editor and type `"/fa."` A little menu will appear for FAQ, so select that.

As you type the `/fa`, you will see the animated menu appear for you to select and use.



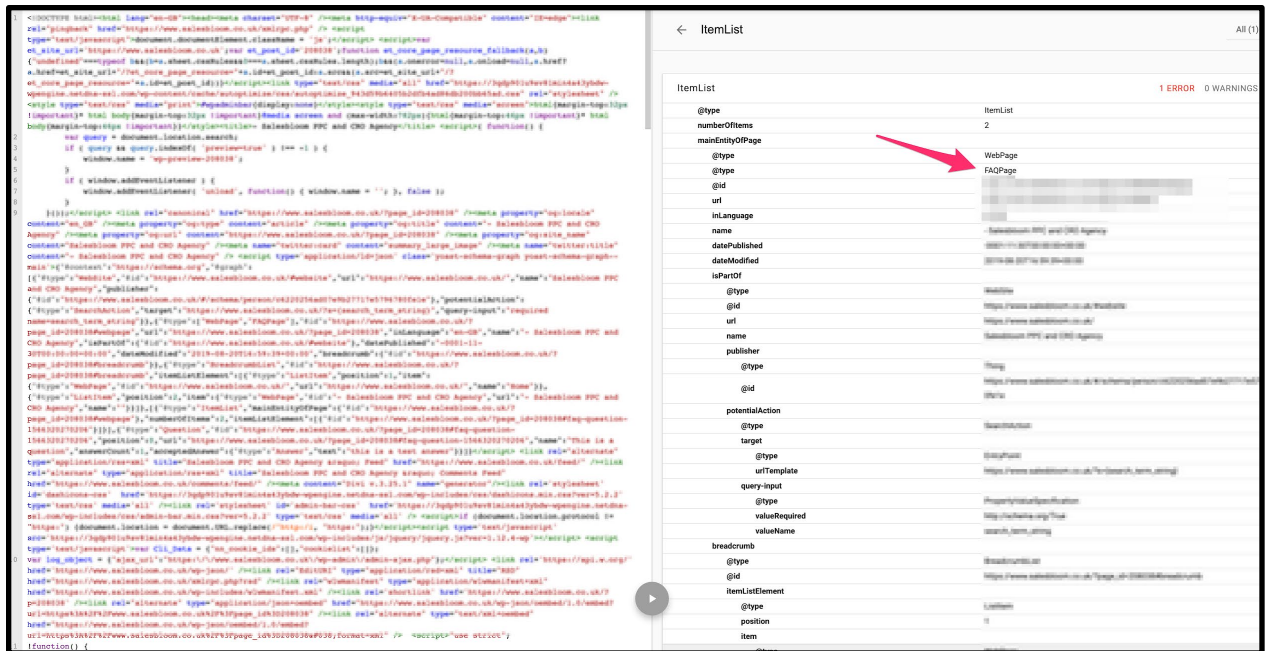
- 4) Once the FAQ is selected, you will be offered the option to fill in a question and an answer for your post.

This is exclusive to the WordPress editor builder, but as you can see, it's super easy to add.



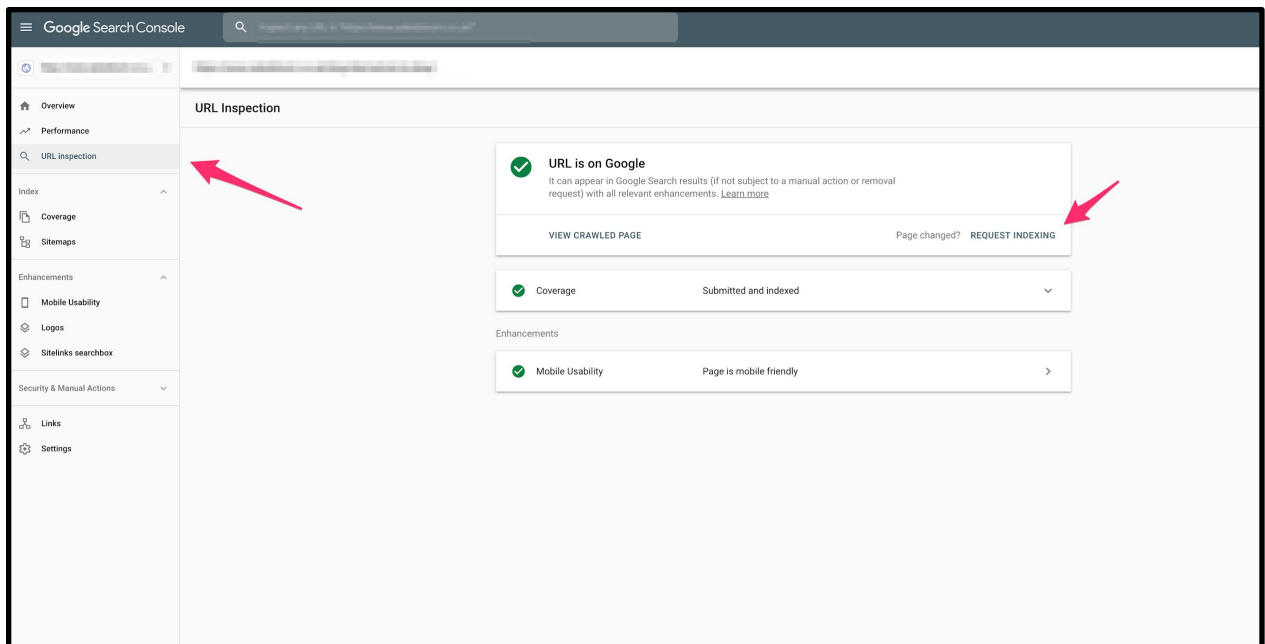
- 5) Preview the page (with the button at the top right corner of the page), and then right click with the mouse to copy the page source. If you've never used the page source function, it should be located right above "Inspect" when you right click – and will be a page of code.
- 6) Visit <https://search.google.com/structured-data/testing-tool> to test if you have the markup ready. You'll need to select "Code Snippet" on the top menu instead of the default "Fetch URL."

Use the copied markup of the code page source to test and see if you spot the "FAQPage" being referenced.



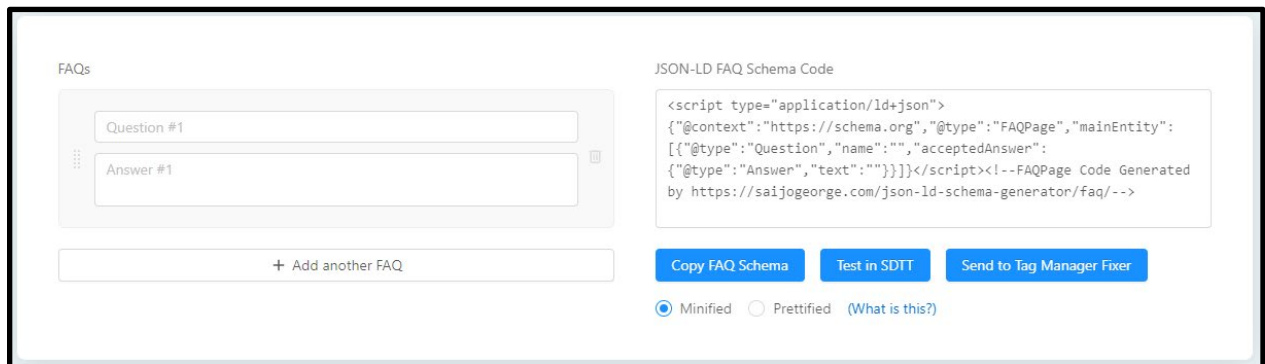
- 7) Now, all you have to do is make the page live and tell [Google Search Console](#) the change has been added by requesting it to index.

Find the live URL, and copy and paste it into Google Search Console. The changes should be live within 30 minutes.



An Alternative...

I realize you might not have a Wordpress site, so here's the simple plugin you can use on *any* site: [FAQPage JSON-LD Schema Generator](#).



The screenshot shows a web interface for generating JSON-LD schema for FAQs. On the left, under the heading "FAQs", there is a form with two input fields: "Question #1" and "Answer #1". Below these fields is a button labeled "+ Add another FAQ". On the right, under the heading "JSON-LD FAQ Schema Code", there is a text area containing the generated schema code. Below the text area are three buttons: "Copy FAQ Schema", "Test in SDTT", and "Send to Tag Manager Fixer". At the bottom right, there are radio buttons for "Minified" (selected) and "Prettified", along with a link "(What is this?)".

All you need to do to use this template is type your question(s) and answer(s) in the boxes provided, then copy the Schema Code to the right and paste it on your website.

You can also test it by pressing "Test in SDTT" in the above image.

From there, you'll need to execute step 7 from the directions above this: make the page live and tell [Google Search Console](#) the change has been added by requesting it to index.

2) Create a Traffic Machine by Using Web Tools – No Expertise Necessary

Like you saw during the Master Class, tools are one of the easiest – and best – ways to add traffic to your site.

Something as simple as putting a calculator on your page – something that you can create just by googling "create a calculator" – can dramatically increase your site's traffic.

Take the marketplace management software company Seller Dynamics as an example. They get around 3,500 page views a month, and their top six pages are all simple tools that took very little time to put together.

I'm talking everything from a PayPal fee calculator to an Amazon listings tool.

And before they had these tools, they were just like everyone else. Back in January 2018, they were receiving 500 page views a month. Not terrible... but also not great.

After adding the tools, February saw 2,500 views. That was five times their traffic. They got to as many as 6,000 views a month shortly afterward, which was 12 times their January traffic – before the traffic started to die down and level off a bit (because endless calculators would have probably been more annoying than beneficial).

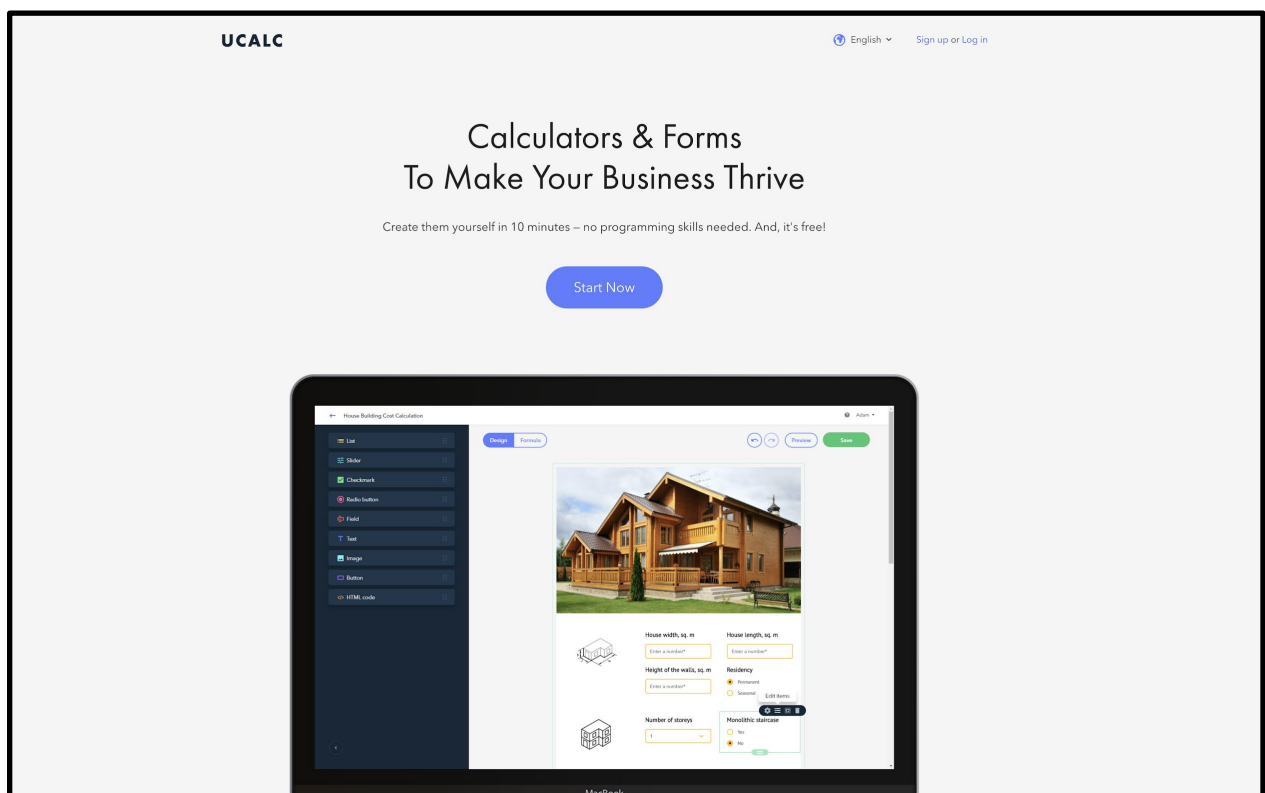
Software companies are popping up every day to supply a more visual way to create simple tools for us to use.

Below are a few used by the companies mentioned in our Master Class.

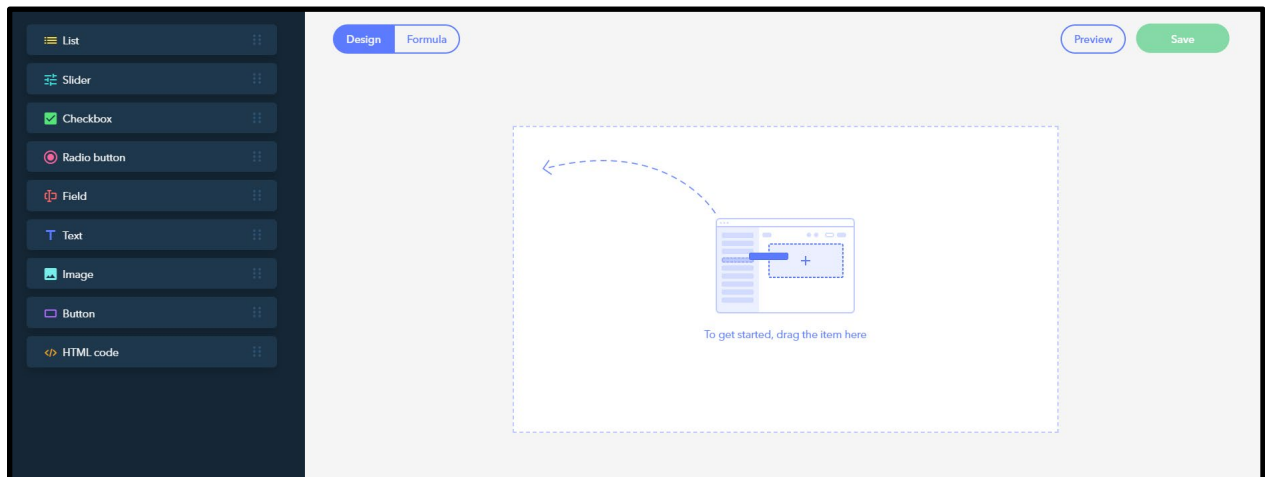
But a quick tip before we get to them is that you can sometimes take a peek at the exact software a competitor uses with [WhatRuns](#) and [Ghostery](#). They run as Google Chrome extensions, so identifying the technologies used on any website just takes the click of a button.

uCalc

One of the best visual calculators I've come across is [uCalc](#).



It's extremely user friendly, includes a ton of different options, and is really simple to integrate on your website. All you need to do is play around with different styles and uses for your own purposes, then grab the HTML code option at the bottom of the display to put what you've created on your site!



Use Examples: PayPal Fee Calculators, Mortgage Calculators, Size Charts

Using Ubersuggest

More generally, though, you can use [Ubersuggest](#) to see the most popular tools that people are clicking on right now.

As an example, here's my search for "calculator."

calculator						English / United States	Q
361 Keyword Ideas						Filters	
SUGGESTIONS						RELATED	
<input type="checkbox"/>	KEYWORD		VOL	CPC	PD	SD	
<input type="checkbox"/>	calculator	→	17m	\$0.41	1	61	
<input type="checkbox"/>	calculator bmi	→	2m	\$0.76	1	48	
<input type="checkbox"/>	calculator of bmi	→	2m	\$0.76	1	43	
<input type="checkbox"/>	calculator loan	→	673,000	\$1.79	9	50	
<input type="checkbox"/>	calculator percentage	→	673,000	\$0.06	1	48	
<input type="checkbox"/>	calculator with percent	→	673,000	\$0.06	1	43	
<input type="checkbox"/>	calculator fraction	→	450,000	\$0.57	3	48	
<input type="checkbox"/>	calculator of fraction	→	450,000	\$0.57	3	43	
<input type="checkbox"/>	calculator with fractions	→	450,000	\$0.57	3	43	
<input type="checkbox"/>	calculator online	→	450,000	\$1.89	2	48	
<input type="checkbox"/>	online calculator	→	450,000	\$1.89	2	48	
<input type="checkbox"/>	calculator scientific	→	368,000	\$0.58	69	68	
<input type="checkbox"/>	calculator graphing	→	368,000	\$0.53	68	68	
<input type="checkbox"/>	calculator date	→	368,000	\$2.46	1	48	
<input type="checkbox"/>	calculator time	→	301,000	\$2.44	1	48	
<input type="checkbox"/>	calculator tax	→	246,000	\$1.59	10	50	
<input type="checkbox"/>	calculator algebra	→	246,000	\$1.03	4	49	
<input type="checkbox"/>	calculator for algebra	→	246,000	\$1.03	4	44	
<input type="checkbox"/>	calculator google	→	246,000	\$0.45	1	48	
<input type="checkbox"/>	calculator factoring	→	165,000	\$5.35	1	48	
<input type="checkbox"/>	calculator hours	→	135,000	\$2.32	2	48	
<input type="checkbox"/>	calculator love	→	110,000	\$1.52	1	48	

After you search a term, you'll need to click "Keyword Ideas" on the left-hand side.

Keyword Overview: calculator



The average web page that ranks in the top 10 has **344 backlinks** and a **domain score of 77**.

	GOOGLE SERP ?		EST. VISITS ?	LINKS ?	DS ?	SOCIAL SHARES ?
1	desmos.com/scientific	🔗	5m	174	82	218
2	online-calculator.com/	🔗	3m	433	63	8,788
3	play.google.com/store/apps/details?hl=en_US&id=...	🔗	2m	0	100	0
4	calculator.com/	🔗	1m	934	59	2,980
5	math.com/students/calculators/source/basic.htm	🔗	778,540	107	76	357
6	en.wikipedia.org/wiki/Calculator	🔗	561,079	699	100	656
7	calculator.net/scientific-calculator.html	🔗	424,959	65	79	267
8	calculatorsoup.com/	🔗	327,020	312	74	460
9	sellercentral.amazon.com/hz/fba/profitabilitycalcula...	🔗	248,999	380	98	755
10	calculator-1.com/	🔗	187,580	331	34	4,507
11	web2.0calc.com/	🔗	35,001	1,595	66	16,501
12	apps.apple.com/us/app/the-calculator/id398129933	🔗	26,559	0	100	0
13	demonstrations.wolfram.com/DSGCalculator/DSGCalculator.nb.html	🔗	22,516	75	78	10

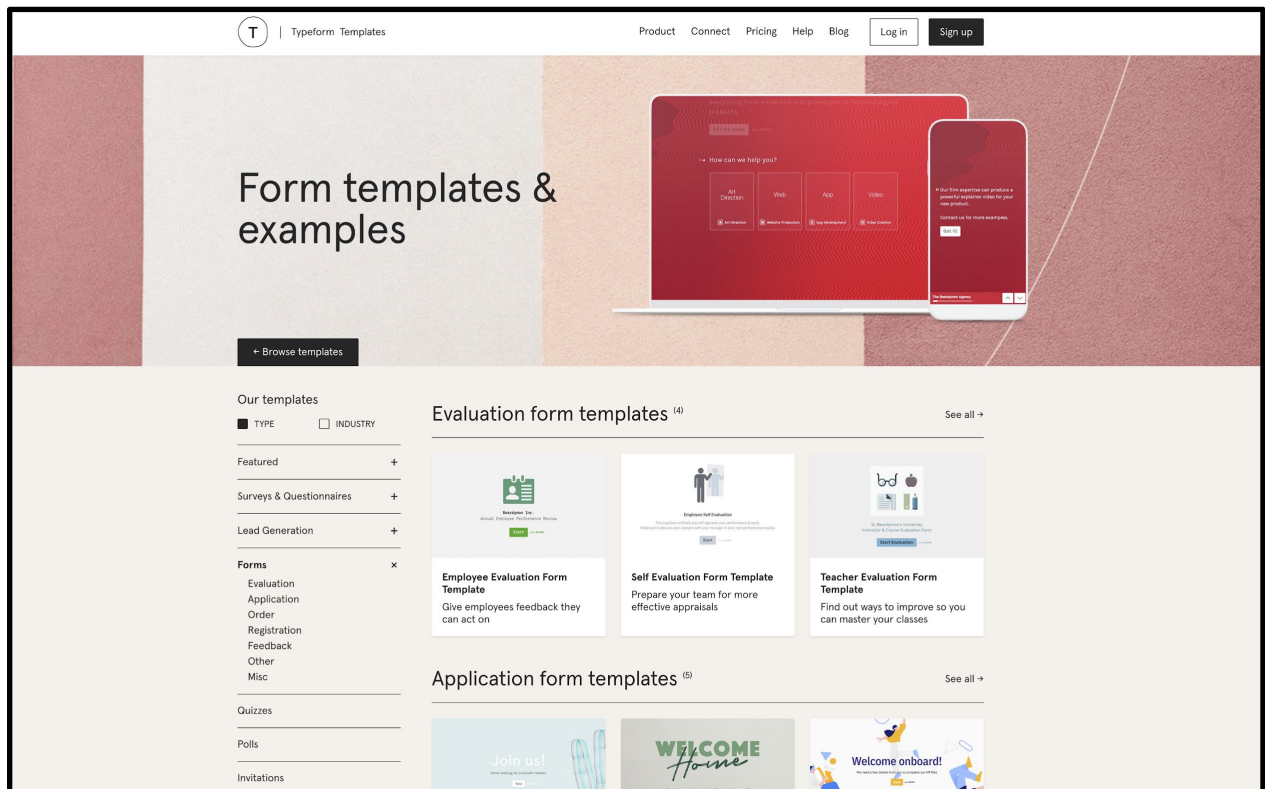
EXPORT TO CSV

You'll see the screen above, and you can navigate over to other companies websites to see what they're using and how they're using them – to create your own.

Typeform

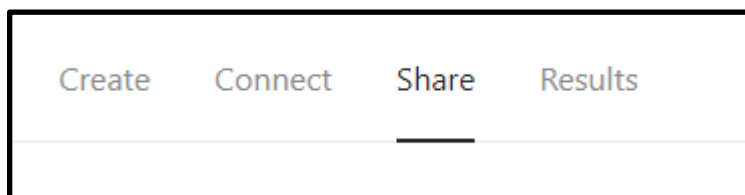
The last example I have to find and create a simple tool on your website is through [Typeform](#). This is a good channel to create visual walkthroughs, surveys, and quizzes. The end goal is to

see why visitors are coming to your site and what they think about your products so that you can tailor those items to your users' wants.



You can play around with many different templates, quiz styles, and content, all to obtain the information you're seeking from your site visitor.

Once you're finished with that, you'll need to click on "Share" at the top of the site.



From here, you can copy the link to your quiz or survey, send it via email, or get the HTML code to embed the tool on your site.

3) Adding "in 2019" to Your Title

In the Master Class, I called adding the year to your title tag one of the easiest traffic wins in the world. That's because it has proven results and takes only minutes to set up.

The company you saw in the Master Class – the one I couldn't name because they didn't want their data out publicly – saw a 46% increase in clicks after adding "in 2018" to their title tag.

That's literally 46% more clicks for seven characters of metadata.

The problem I find with most people trying to use this tactic is that they overthink the situation. They try to find clever ways they can implement it in their future posts... not their past.

But all you need to do is simply find an existing piece of content you've created and work the phrase "in 2019" into the title.

I find it works well on "**list posts**," "**guides**," and "**how-to**" articles.

If you're ever unsure if it will work for your content, do a simple search on Google for the main search term, and see what works for others (most will have this in the title).

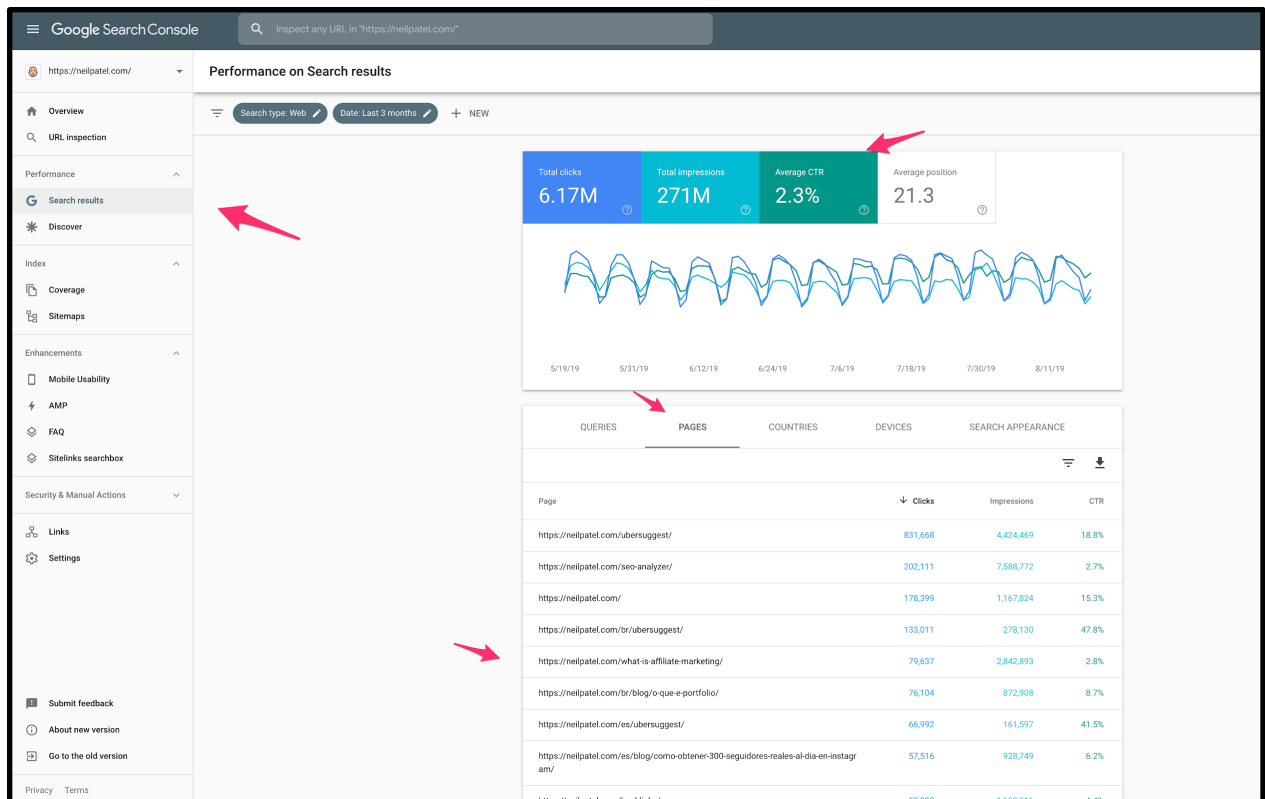
The reason for ranking higher on Google as a result of this is that people searching on Google love freshness of content.

Just make sure the page with the 2019 title backs this up with its content to better retain the clicker. You don't want them thinking they're going to a post from 2019 and instead they see 2018 content.

Here's how to get started...

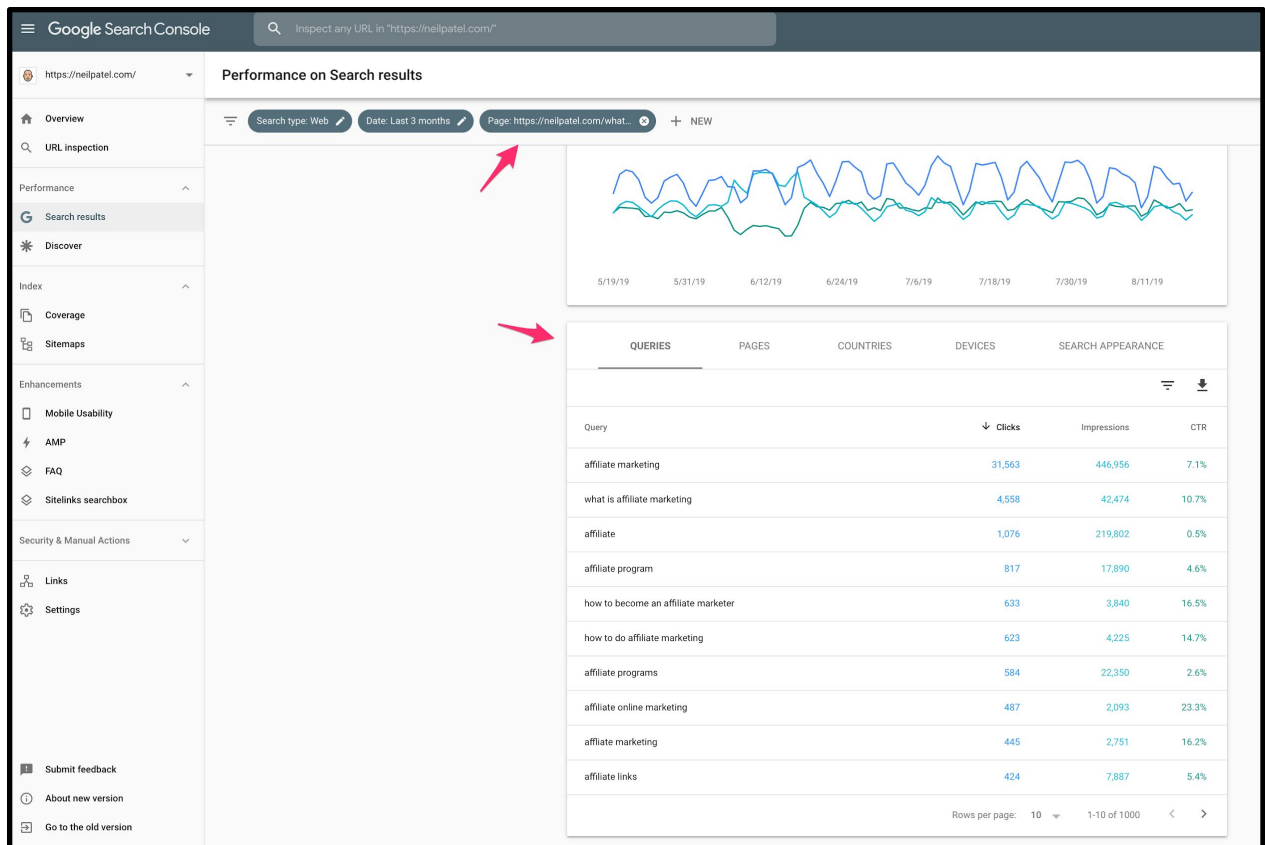
- 1) Either pick a page on your site or visit <https://search.google.com/search-console/about> to find pages worth exploring.

On the image below, I have selected the search results and then added the pages and CTR metrics to order your results for selection.



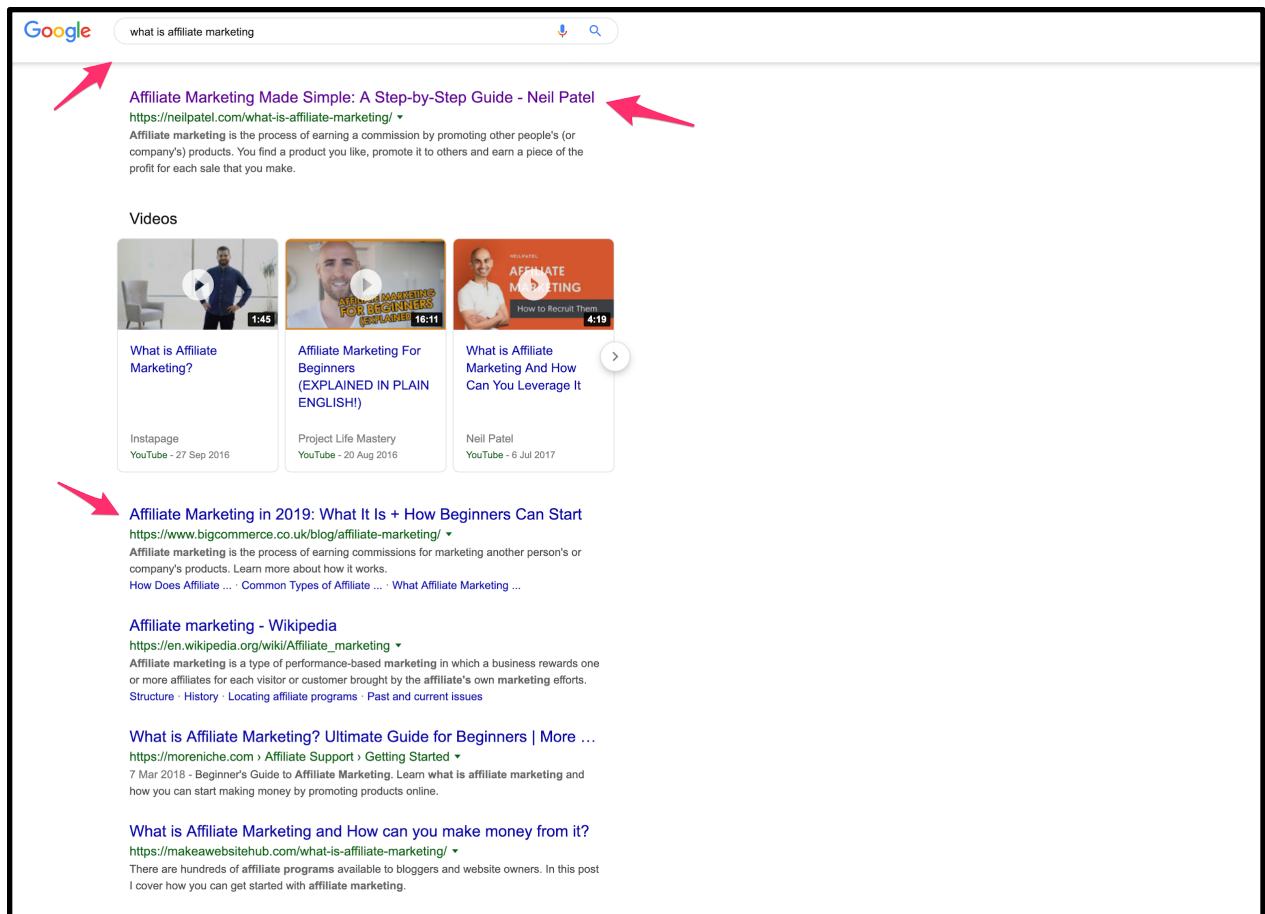
2) I like to see what is vital to keep before I add the term in because certain pages are more established.

Once you select the page you want to dig deeper on, you should then order by queries to determine where the clicks are mainly coming from to make your decision to keep the post with or without the year tag.



3) Do a search for the main terms (“what is affiliate marketing”) to see similar titles used, and you can see how they’ve performed to determine your best course of action.

On the image below, you can see videos that draw traffic – plus, you can see that BigCommerce has used this tactic already.



- 4) Visit the page within your platform (WordPress is mine) that you'd like to change, and revise the title to have the words "in 2019."

WP Engine
Dashboard
Posts
Media
Videos
Podcasts
Pages
All Pages
Add New
Tags
Comments 3
Contact
Appearance
Plugins 6
Users
Tools
Settings
Custom Fields
Options
SEO 1
VaultPress
AMP
Languages
Collapse menu

Permalink: <http://neiloatel.com/what-is-affiliate-marketing/> Edit

Affiliate Marketing Made Simple: A Step-by-Step Guide in 2019

Classic

Ever since the 4-Hour Workweek was released, everyone seems to have the same goal.

To wake up in the morning, open their laptop, and look at something like this:

	Items Dispatched	Revenue	Earnings
Total Amazon.co.uk Items Dispatched	412	GBP 26,613.35	GBP 1,728.24
Total Third Party Items Dispatched	73	GBP 990.66	GBP 64.46
Total Items Dispatched	485	GBP 27,604.01	GBP 1,792.70
Total Items Returned	-1	-GBP 64.17	-GBP 3.21
Total Refunds	0	GBP 0.00	GBP 0.00
TOTAL ADVERTISING FEES	484	GBP 27,539.84	GBP 1,789.49

(Image source: [Top 5 SEO](#))

Passive income.

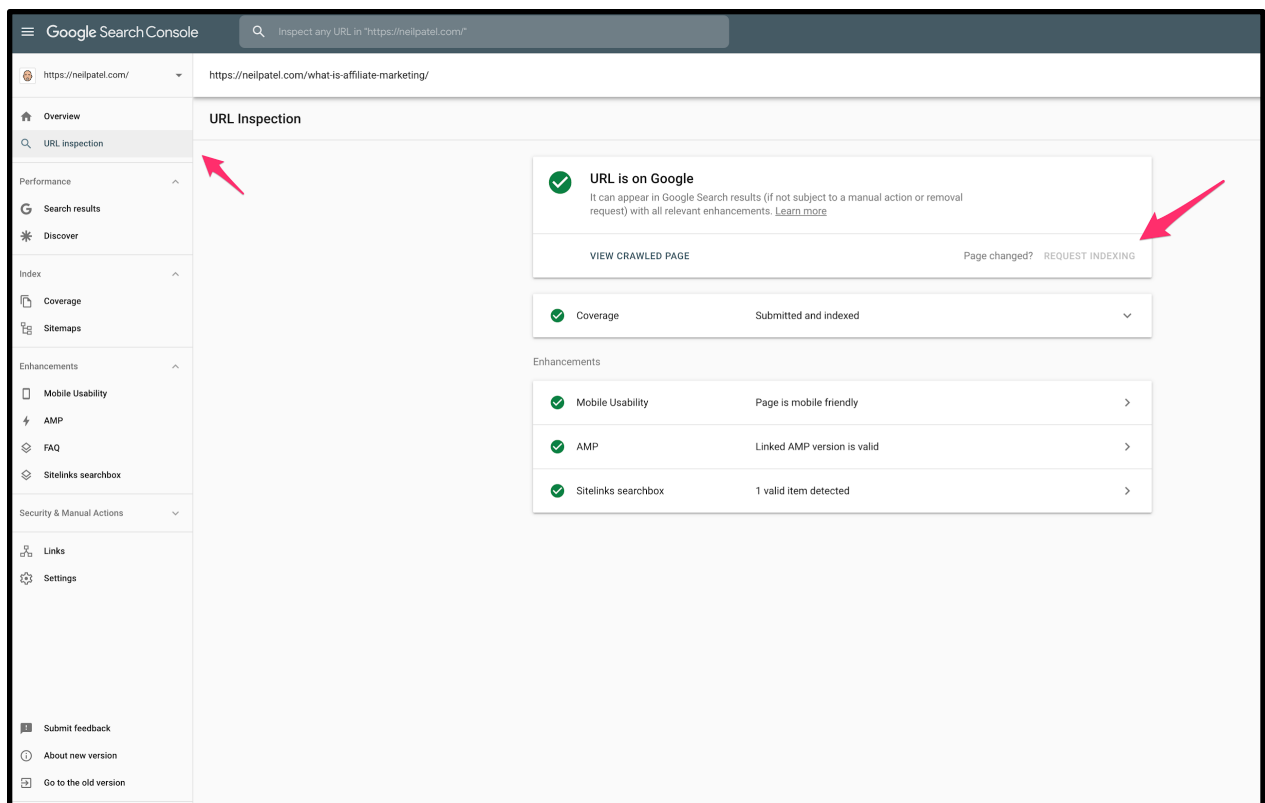
That's the dream, right?

Make money while you sleep.

For 99% of people, **affiliate marketing** is how they get started.

The idea behind it is that you promote other people's products, often through an affiliate network, earning a commission if people actually end up buying thanks to your marketing.

5) Go back into **Google Search Console**, and request indexing for this page.



I highly recommend checking the page to update the content if it's not already up to date.

To track any volume changes to your site's visits and searches, all you need to do is navigate to Ubersuggest and search for your term(s) and 2019.

In closing, I had a lot of fun doing the Master Class, and I'm sorry you won't be a part of **Agency Unlocked**. But I do hope these three tactics will help you scale your business and add a ton of traffic to your site.

Cheers,

Neil Patel