

# 15 MINUTE TRAFFIC FORMULA

How to increase your traffic by  
25% in less than 15-minutes



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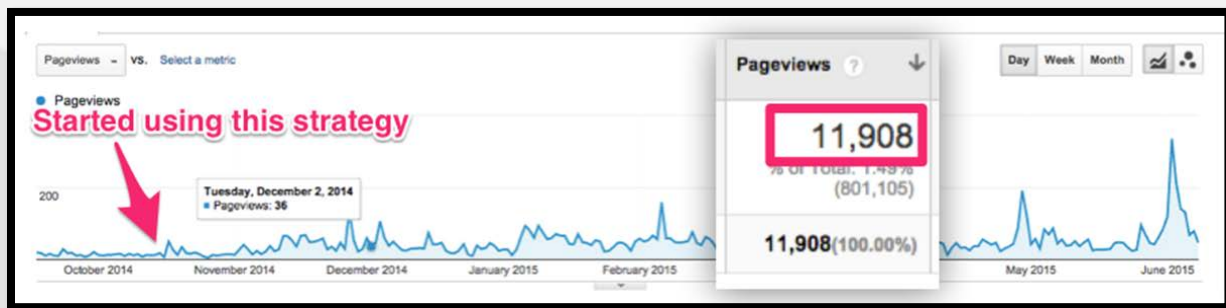
## HOW TO GET MORE TRAFFIC IN 15 MINUTES WITH SEO

What if I told you there was a magical tool you could use that would tell you the exact blog post you needed to write in order to get more readers?

The tool would tell you how many people would read your articles, how you should frame your article in order to get the right type of reader *and*, on top of that, every month 1,000s of new people would find your site as a result.

Oh!

AND the tool is completely free. Sounds too good to be true, right?



Wrong ;)

I first experimented with this tool last fall and used it to optimize [one blog post](#) on my website. As a result, over 10,000 people have read that article...

... 1,300+ people have shared the article...

... and 1,152 people have opted into my email list.

All from a few simple tweaks I made to one EXISTING blog post.

**Today you are going to learn three things:**

- How to start using the tool I described above;
- How I used this tool (and a few other simple tweaks) to get 11,908 new readers to one old blog post; and
- The exact 3-step process that YOU can use to do the same thing.

Sound intriguing?

Let's jump in!



## HOW TO TURN YOUR OLD, RUSTY BLOG POSTS INTO A PASSIVE TRAFFIC SYSTEM

The life span of a typical blog post looks something like this:

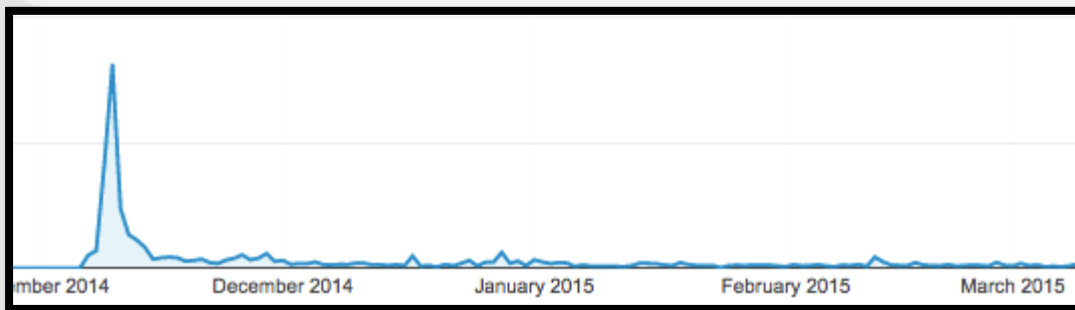
**Day 1:** Publish the article.

**Day 2:** Tell everyone you know about it.

**Day 3:** Lots of people read it.

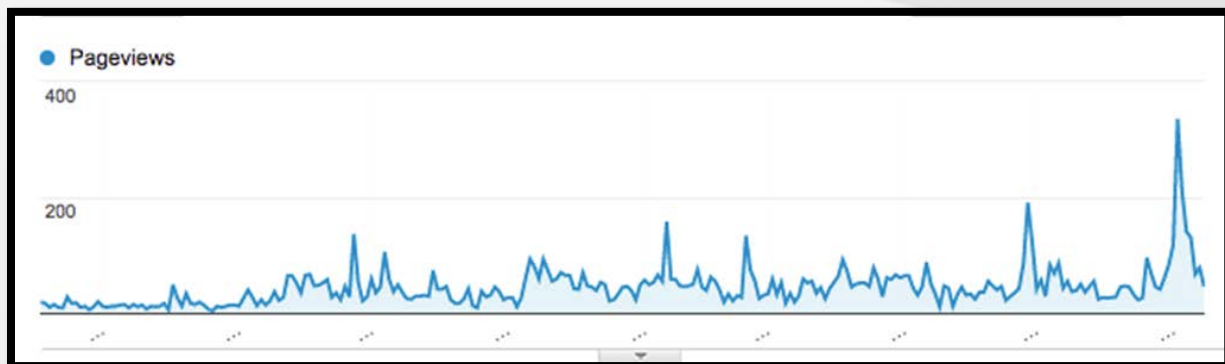
**Day 4:** Everyone forgets it exist.

The resulting traffic looks something like this:



HUGE spike on the first day. And then... nothing.

However, there is something called SEO that can flip this traffic graph around and make it look like this instead.



Before we jump in to how you can do this, let me give you a quick crash course on SEO.

**Lesson #1:** SEO stands for “search engine optimization.”

**Lesson #2:** That’s just a fancy way of saying “getting your blog posts to rank high in search engines so when people type in relevant keywords they find links to your articles.”

**Lesson #3:** Google is the most popular search engine on the Internet.

**Lesson #4:** Millions of people use Google everyday to find articles in YOUR niche.

**Lesson #5:** By getting just one KEY article on your website to rank high in Google, your website traffic can increase significantly.

**Lesson #6:** SEO can be extremely confusing and overwhelming.

**Lesson #7:** I’m about to show you a very basic way to harness the power of SEO without getting overwhelmed.

## HOW I USED THE GOOGLE KEYWORD PLANNER TO GET 11,908 NEW READERS TO ONE OLD BLOG POST

When most people set out to rank their website in Google, they try to game the system.

Power Tip: Google HATES it when you try to game the system.

In fact, they'll penalize your website and make it all but impossible for people to find your website if you do that.

Instead, if you focus on making Google's job easier for them, they'll reward you with boatloads of traffic.

How do you do that?

Find out what people are searching for and then give Google articles around that topic.

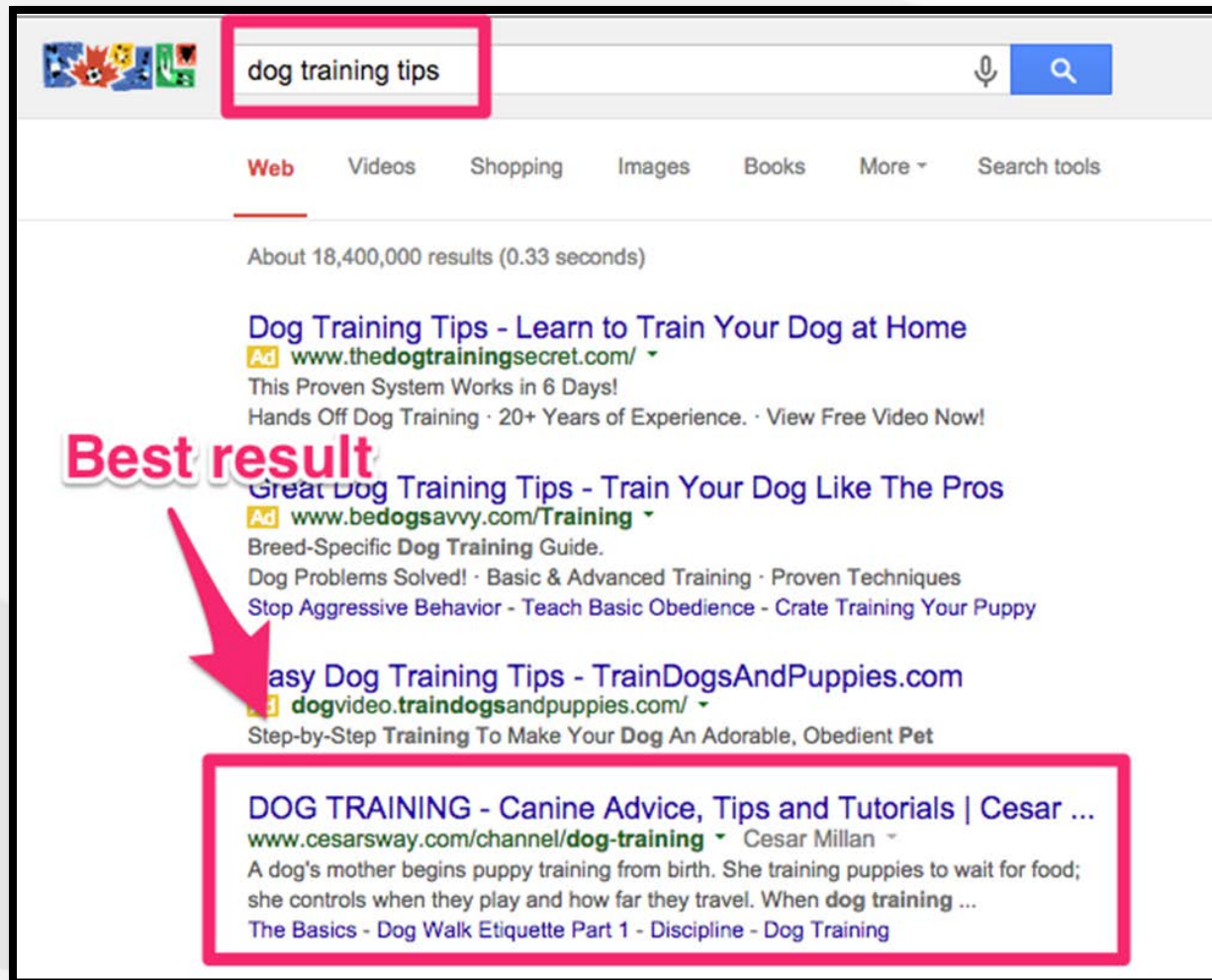
I'll show you the easiest way I know to do it.

### STEP 1: IDENTIFY YOUR MOST POPULAR BLOG POST.

All search engines want the same thing: *quality* and *relevant* content.

For example...

If a user searches for "dog training tips," the search engine's goal is to query all 861 million websites on the Internet and return the highest quality and most relevant articles on that topic.



So the #1 result for “dog training tips” is an article by renowned dog-training expert Cesar Millan, titled “Dog Training.”

A quick look at the article shows a list of 20+ dog training tips and advice.

Quality content? Check.

Relevant content? Check.

The first step you need to take to start generating passive traffic from SEO is to identify **your** highest quality content.

One of the best ways to judge the quality of your content is by its popularity.

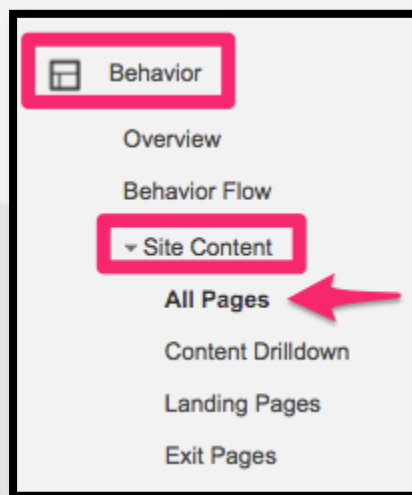
## IN OTHER WORDS: WHICH OF YOUR BLOG POSTS HAVE RECEIVED THE MOST TRAFFIC?

Once you have identified your most popular article, you can take steps to make sure Google knows about the article and displays it to users searching for articles on that topic.

But first we must find your best content.

To do this, go to your Google Analytics account.

**Click Behavior > Site Content > All Pages**



Then set your date parameter to the last 180 days.





After you do that you'll see a list of the most visited pages on your website.

My results showed that the most popular blog post for Videofruit was [11 Ways to Turn Readers into Email Subscribers](#).

**Action Item:** Use your analytics software to find your most popular blog post.

**Time to complete:** 2 minutes

## STEP 2: PICK A KEYWORD TO FOCUS YOUR ARTICLE ON.

The next step is to help Google show your blog post to people searching for information on that article's topic.

The easiest way to do this is to focus your article on the word or phrase that people are actually searching for.

For example...

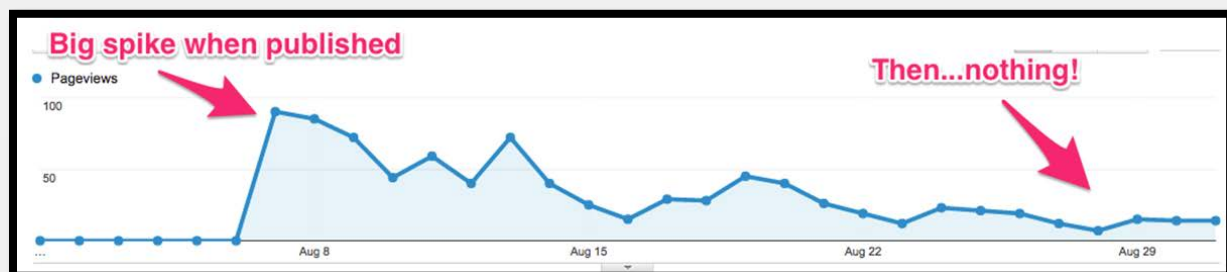
In my most popular article, "11 Ways to Turn Readers into Email Subscribers," I teach people how to convert blog post readers into email subscribers by using post-specific bonuses.

Most people rely on generic ebooks to build their email list. However, I've found creating free downloadable bonuses unique to each blog post produces the best result. And that is what this article covered in depth.

But here is the problem...

This blog post did really well when I wrote in back in August 2014. But very few people knew that "post-specific bonuses" were a thing. And as a result no one went to Google searching for the keyword phrase "post-specific bonus."

Thus, I got ZERO recurring monthly traffic to this article.



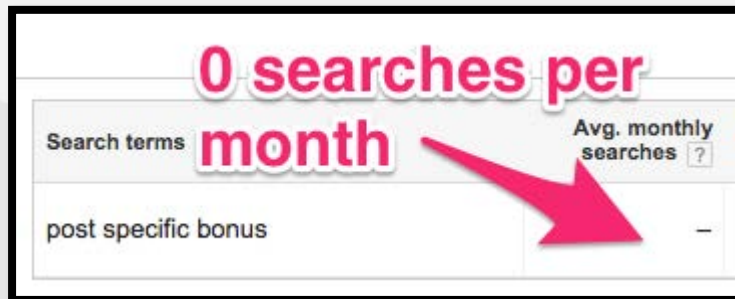
In short: After I published the article it died because I had built the article around a keyword phrase that no one ever searched for.

### Here is where things get interesting.

Google has created a free tool that you can use to know EXACTLY how many people are searching for keywords in your industry. It's called the [Google Keyword Planner](#).

It's intended to be used for people running paid ads on the Google Adword platform, but it's free and open to the public even if you aren't running paid ads.

If we plug in the keyword phrase "post specific bonuses" we can see that there are so few searches on that phrase each month that Google doesn't register the results.



A screenshot of the Google Keyword Planner interface. The search term "post specific bonus" is entered in the "Search terms" field. The "Avg. monthly searches" column shows a dash "-", indicating zero searches. A large pink arrow points from the text "0 searches per month" to the dash in the table.

Search terms	Avg. monthly searches
post specific bonus	-

Once I discovered that I was basically hiding this article from Google, I spent a few minutes brainstorming variations of this keyword phrase.

One of the first that I thought of was "lead magnet."

I quickly plugged it into the Google Keyword Planner and found that there were just over 300 searches per month for this phrase.



A screenshot of the Google Keyword Planner interface. The search term "lead magnet" is entered in the "Search terms" field. The "Avg. monthly searches" column shows the number "320". A large pink arrow points from the word "BOOM!" to the number "320". The "Avg. monthly searches" column header and the value "320" are highlighted with a pink box.

Search terms	Avg. monthly searches
lead magnet	320

Now, with my new keyword in hand, it was time to tweak the original blog post so that Google would know to show this article to anyone searching for that phrase.

### A FEW TIPS:

1. I've found that focusing on keywords with 300-700 monthly searches produces the best results for easily ranking blog posts.
2. Try to focus on keywords for which other people are running paid ads on the search results page.
3. Use the [Moz Toolbar](#) to find keywords where 50% of the first page competition has less than 20 backlinks (RDs) and under 30 page authority (PA).
4. For bonus points, read [this in-depth guide by Brian Dean](#) of Backlinko for more advice on performing keyword research.

### ACTION ITEMS:

1. Brainstorm 5 potential keyword phrases.
2. Run each through the Google Keyword Planner.
3. Pick the most promising.

**Time to Complete:** 10 minutes

## STEP 3: TWEAK YOUR BLOG POST FOR THE NEW KEYWORD.

Now you've identified your highest quality content and have successfully found a keyword phrase to focus the article on.

The next step is to tweak the article so that Google knows to show it when people search that phrase.

There are 3 quick tweaks you can make to do this.

**Tweak #1: Use the keyword phrase in the URL of the post.**

The first thing I did was to rename the URL of the post itself to match my new keyword phrase.



This helps Google properly identify this article as being relevant to that search term.

**Note:** Double-check your website's configuration to make sure the old URL is properly redirected to your new URL (most modern platforms will do this automatically). This will ensure any old links don't break.

**Tweak #2: Use the keyword phrase in the article's headline.**

The second thing I did was to put the keyword phrase in the post's headline.



I generally shy away from front-loading the keyword like this, but doing it occasionally is OK.

Instead, try to bake your keyword phrase into the headlines itself.

Here are a few variations I could have used:

- 11 Ways to Use **Lead Magnets** to Turn Readers Into Subscribers
- How to Use **Lead Magnets** to Build Your Email List

Think of the headline of your post as being the name badge that Google looks to see if your blog post is a potential candidate to show to someone searching on this topic.

### **Tweak #3: Use the keyword phrase throughout the article.**

Lastly, you need to go through your article and substitute your old keyword for your new one.

In my case, every place I had used the phrase “post-specific bonus(es),” I replaced it with my new keyword phrase “lead magnet.”

This is as simple as pressing CTRL+F, typing in your old phrase, and replacing it with the new one.

A few days ago I **showed you the #1 technique** for growing an email list.

**Here it is again:** You need to create a **lead magnet** for EVERY blog post you write. Instead of having one universal toolkit or eBook, create a very specific bonus each time you write a post.

These bonuses are called **lead magnets** or *content upgrades*.

Content upgrades turn your readers into subscribers better than any other single tactic out there. I normally experience **20-30% opt-in rates** on these bonuses and some have been as high as **62%**!

I've found that by including the phrase 2 to 3 times in the first 300 words of your article, you can increase your chances of ranking for that term.



**Note:** Never stuff your article full of the keyword just for the sake of trying to rank high. Google is extremely smart, and remember, they HATE it when you try to game the system. Always use your keyword phrase naturally throughout your article.

Write for your readers. Tweak for the search engine.

### **ACTION ITEMS:**

1. Change the URL of your post to match your keyword.
2. Include your keyword in the title of your article.
3. Tweak your article to include your keyword (use 2 to 3 times in the first 200 words).

**Time to Complete:** 3 minutes

## NOW IT'S YOUR TURN.

Are you ready to start generating passive traffic to your website every month?

If so, focus on the 3 steps I've outlined above. Use the words that your target readers are using.

**Step 1:** Identify your most popular blog post.

**Step 2:** Pick a keyword to focus your article on.

**Step 3:** Tweak your blog post for the new keyword.