

Why Email = Traffic

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Authority
intensive

Where Does Traffic Come From?

- ▶ Referrals
- ▶ Search & Social
- ▶ Earned Media
- ▶ Paid Media (... but who wants to pay?)



Search and Social

HOW SUBSCRIBERS HELP GET THINGS MOVING



A Simplified Framework...

1. Subscribers → Shares & Follows

2. Shares & Follows → Rankings

3. Rankings → Traffic



The Social Signal Experiment

6 Websites were made in 6 similarly-sized U.S. cities. All the websites were in the same niche. Here's the results to their rise in Google position from an increase in social shares.



One site received 100 Google+ followers to a Google+ business page and their rankings went up by 14.63%.

100 GOOGLE+ FOLLOWERS =

↑ RANK 14.63%



Another site received 300 Google +1 votes and their ranking went up by 9.44%.

300 GOOGLE +1 VOTES =

↑ RANK 9.44%



70 Facebook shares and 50 Facebook likes were given to one site and their ranking went up by 6.9%.

70 FACEBOOK SHARES & 50 LIKES =

↑ RANK 6.9%



Lastly, one site received 50 Tweets and their ranking went up by 2.88%.

50 TWEETS =

↑ RANK 2.88%

SOURCE: QUICKSPROUT.COM



Search Engine Correlation Data

Sort by Category

Select/Deselect All

- Page Link Authority Features
- Page Keyword Usage
- Domain Level Anchor Text
- Brand Metrics
- Page Level Social
- Page Keyword Agnostic
- Domain Keyword Usage
- Page Level Anchor Text
- Domain Link Authority Features
- Domain Keyword Agnostic



Embed this chart



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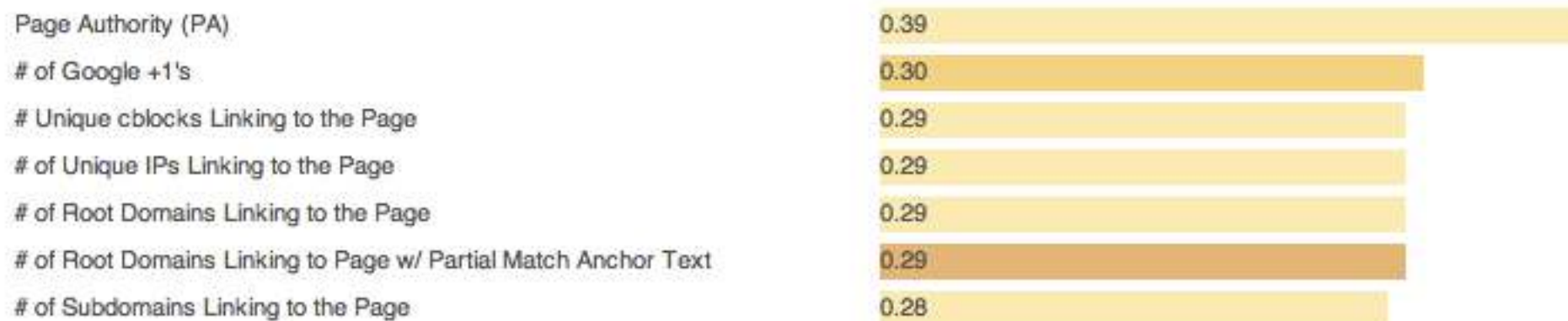
● Domain Link Authority Features

● Domain Level Anchor Text

● Domain Keyword Usage

● Domain Keyword Agnostic

● Brand Metrics



What To Ask Of Subscribers

TO HELP YOUR SOCIAL SIGNALS

- ▶ Rate/review you on social sites
- ▶ Share your content with friends and followers



Example: NextDraft

ASKING FOR SHARES

+ Mike Cassesso and MaiLien Le really hope the government shutdown ends soon. They, along with their 130 guests, are scheduled to get married on Saturday at 5:30pm at the Thomas Jefferson Memorial. If the shutdown continues, [the site will remain closed](#). There. I found someone connected to DC politics that you can actually root for. I deserve a Pulitzer.



– OK, maybe not a Pulitzer. But I at least deserve a little social network love. Do your friends (and me) a favor [and share NextDraft on Facebook](#).



Example: AWeber

ASKING FOR REVIEWS

Over the years, we've heard a lot of good things about our service from your fellow AWeber users.

And while we get feedback every day from users who [contact us](#) by phone, email and live chat (not to mention Twitter, Facebook and elsewhere), there are a lot of users out there who haven't told us how we're doing. Maybe you're one of them.

We want to provide the best email marketing software that we can for **all of our users** (not just the ones who reach out to give us feedback).

I'm hoping that today, you can spare a couple minutes to let us know how we're doing.

So, are you happy with AWeber?

[Yes, I'm very happy with AWeber.](#)

[Not especially. I could be much happier.](#)

We hope you're as thrilled with AWeber as the other users who have reached out with their positive feedback.

But if you're not, we want to know about it.



Earned Media

WHAT DOES EMAIL HAVE TO DO WITH IT?



*“Fast Company prefers submissions from contributors **who are leaders** in and knowledgeable about the types of industries and topics the publication regularly covers.”*

– FAST COMPANY, CONTRIBUTOR GUIDELINES



*“These days, it’s not enough to be a good writer online. You have to be a smart marketer, your own content factory, **your own publicist**. If you can do it all, you are golden. If you cannot, you are screwed.”*

– FORBES.COM, “HOW TO BECOME A FORBES BLOGGER”



*Those big publications you want to get
tons of traffic from?*

They need traffic, too.

This is where email comes in...



3 Steps to Earned Media

GET A GUEST POST, INTERVIEW, OR COLUMN - THANKS, EMAIL!

1. Build and nurture a healthy, responsive email audience.
2. When you pitch, make emailing your audience part of the deal.
3. Deliver the goods.



“Email isn’t just the result of traffic. It’s also where a lot of your best traffic comes from. No spamming required.”

– JUSTIN PREMICK



The logo for 'Authority intensive' features a red shield icon with a white stylized figure inside, followed by the word 'Authority' in a large, dark blue serif font, and the word 'intensive' in a smaller, white, italicized sans-serif font on a red rectangular background.

Authority
intensive



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