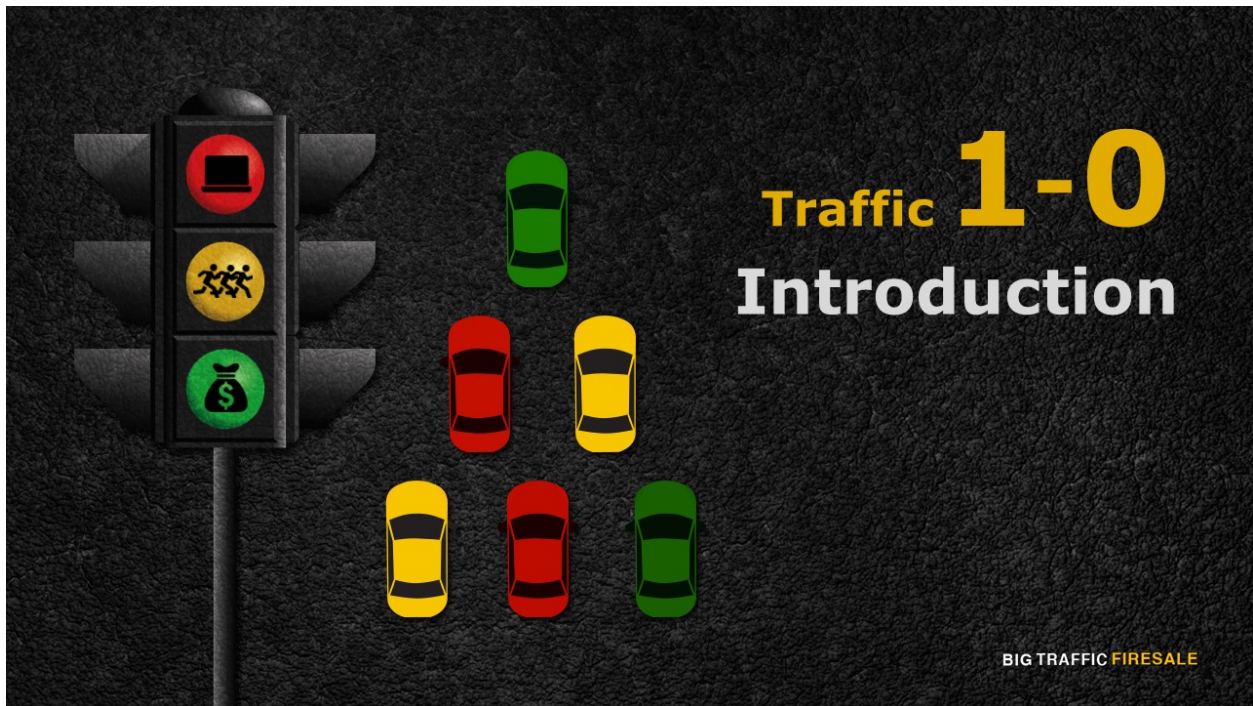
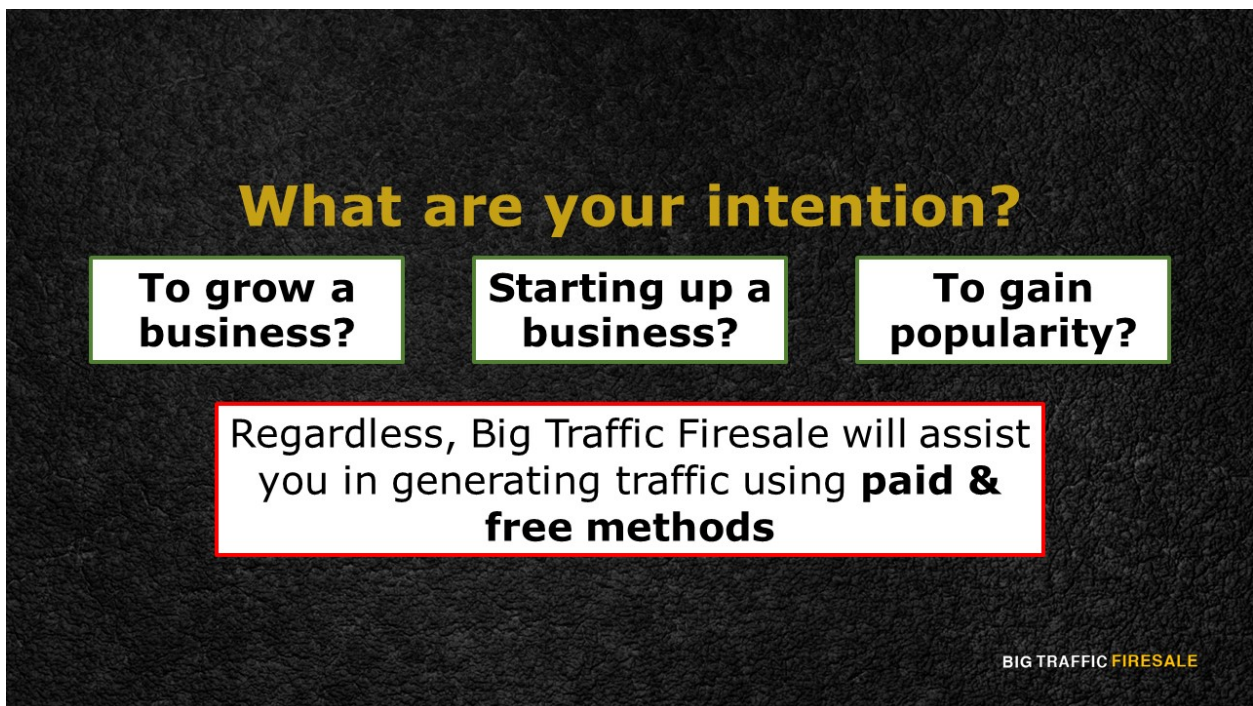


## 1-0 - Introduction



**S1:** Welcome to Big Traffic Firesale, your one-stop method on generating massive traffic!



**S2:** Regardless of your intention, to grow a business, starting up or simply to gain

popularity, this course assists you in generating traffic using paid and free methods!

## Importance Of Traffic

- ▶ It is the main driver for sales.
- ▶ You can have the best sales funnel on the planet but if no one is visiting your website, it doesn't mean a thing.
- ▶ **The theory is simple, the higher your traffic is, the higher probability it converts to sales.**

BIG TRAFFIC FIRESALE

**S3:** Why is traffic important?

If you own a business, it is the main driver for sales. You can have the best sales funnel on the planet but if no one is visiting your website, it doesn't mean a thing. How would you ever expect to get income without visitors? The theory is simple, the higher your traffic is, the higher probability it converts to sales.





**S4:** What are the types of traffic there is? Basically, there's only 2 kinds of traffic that can help you generate traffic. Paid and Free Traffic.

## Paid Traffic

- ▶ Generate traffic using services that require payments.
- ▶ You need a service that is embedded within your website or you hire agents to help you set up your paid traffic.
- ▶ This usually comes in a **form of a paid advertisement** to come up first on users' dashboard.

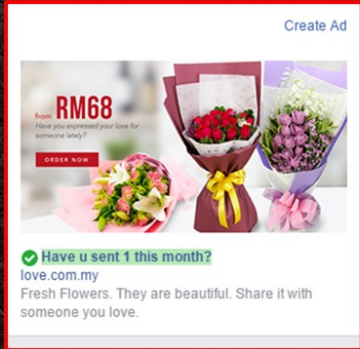


BIG TRAFFIC FIRESALE

**S5:** Paid Traffic is a form of traffic that you, an online business, generate using services that require payments. Usually, you need a service that is embedded

within your website or you hire agents to help you set up your paid traffic. There are multiple platforms that provides the services of a paid traffic. This usually comes in a form of a paid advertisement to come up first on users' dashboard.

## Example of Paid Traffic



The right column of your Facebook newsfeed is the advertisement board

Owners of this page need to pay Facebook for this service

BIG TRAFFIC FIRESALE

**S6:** Take a look at Facebook for example. The right column of your newsfeed is the advertisement board. In order for owners of the Facebook Page to promote their page or items they have on sale on the column, they will need to pay Facebook for the service. This is similar to when you scroll down on Instagram and stumble upon a 'Sponsored' content.

## Free Traffic

- ▶ They are called organic traffic because it is generating traffic using a non-paying method.
- ▶ Depends solely on the users' skill to optimize their website by utilizing keywords, tags and multiple cross-links.



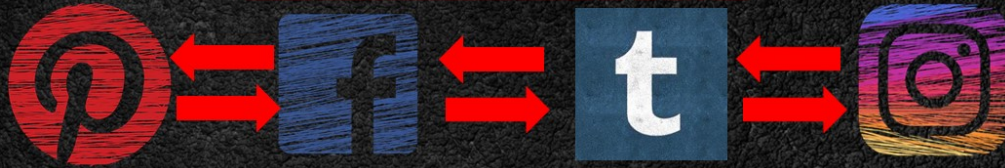
**BIG TRAFFIC FIRESALE**

**S7:** Free Traffic on the other hand is none of that. They are called organic traffic because it is generating traffic using a non-paying method. It depends solely on the users' skill to optimize their website by utilizing keywords, tags and multiple cross-links. Some searches, if you look it up on your web browser are not labelled with 'ads' on them, but they still make it on the first page of a search result.



## Example of Free Traffic

OPTIMIZATION



It is all about using multiple social network and other websites to link the desired site that needs traffic.

BIG TRAFFIC FIRESALE

**S8:** It is all about using multiple social network and other websites to link the desired site that needs traffic.

In Big Traffic Firesale, you will learn how to get the best out of your desired traffic using both, Paid Traffic and Free Traffic.