

How Content Helps Drive Traffic

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People need to find you on the web. The problem is, they can't find you at all if you don't have a lot of content out there. Instead of finding you, they'll find your competitors. They'll find your competitors' videos and podcast episodes. They'll find your competitors' newsletters and articles. They'll read your competitors' blogs and download your competitors' free reports.

This isn't news to you. You know that you need to have great content if you want to grow your business and earn more money. But it's hard to get a lot of content out there. You already work hard and you aren't sure how you're going to make this happen.

One of the secrets of successfully driving a lot of traffic is having a lot of content. One of the biggest secrets of having a lot of content is being consistent and getting into the habit. If you set goals and remain consistent in following through with those goals, you can certainly get a lot of content out there that will help you drive traffic.

You can get a lot of traffic out there very quickly or you can take a slow and steady wins the race approach. Every single little piece of content might only net a small trickle of traffic. It's the thud effect of ALL of your content that makes the big and true difference.

If you're only getting a piece of content out here and there, no wonder it can be frustrating. But, that content will add up, and add up some more, and add up some more, until you're producing a steady stream of content that turns into a waterfall of traffic.

The overall effect of having a lot of content out on the web pointing to your properties, expertise, and products can be huge. Every piece of content you get out there on the web works for you 24 hours a day, 7 days a week.

It's like having little salespeople and advocates working for you, day and night. It doesn't matter where you are, whether you're sleeping or not, or whether you wrote that article a year ago or not, that content is working for you. So the work you do on this 5X10 method will pay off for many years to come. It will all build up and snowball and lead to great results.

Work on creating a lot of content and it will spread your business all around the web so people can find you, your sites, and your products. The 5X10 method helps you get more content out there so you can get more traffic and all the benefits that come with it.



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