

101 Ways Your Intern Can Triple Your Website Traffic & Performance This Year

For 99% of entrepreneurs and business owners, we have identified what we believe are **the top 101 highest leverage, most profitable activities to have your interns engaged in.** These are activities that we have selected because of their ability to **produce leads, sales, revenue, and profits for your business.** Doesn't that sound like the kind of tasks you want your intern working on? We thought so. Here are the tasks we've identified...

Build A List Of People To Market To

1. Set up lead capture page/squeeze page
2. SEO your squeeze page with keywords, description, title tags
3. Create "Free Report" or "Free Newsletter"
4. Give away a "Free Report" or "Free Newsletter" to entice people to join your list
5. Attach an autoresponder to your squeeze page
6. Write autoresponder messages sending your new prospects information about your niche and company
7. Offer something else (affiliate product, or your own product) for sale on the thank you page

Engage Your List: Autoresponders

8. Create autoresponder to communicate with your list
9. Add information and content to autoresponders linking back to your blog or website articles – non sales information – emails to be sent every few days
10. Drive subscribers on list to blog through blast messages for timely information, etc.

Keyword Research

11. Do a keyword research project on your niche using two of Google's free tools: their keyword tool and "Wonder Wheel"
12. Identify what keywords have lots of searches but little competition
13. Determine what keywords you should be targeting
14. Create content targeting these keywords
15. SEO your websites and blogs appropriately with pertinent keywords

Content Creation-Article Marketing

16. Write "SEO friendly" articles (400-500 words each)
17. Create your keyword rich "About" summary for article submission sites
18. Create title tags, keywords and descriptions for articles
19. Post articles to article directory sites
20. Share articles on Twitter, Facebook, and your blog

21. “Spin” articles so you can repurpose them for later use
22. Email articles to your subscriber list

Content Creation-Video Marketing

23. Build out your Youtube channel
24. Get more Youtube friends and subscribers
25. Interact on Youtube (it’s a social network site) by adding more “favorite videos,” ranking other videos, and commenting on other videos
26. Create videos and post to Youtube.
27. Take these same videos and distribute them to other video sharing sites using a service like TubeMogul or TrafficGeyser
28. Optimize your videos for the search engines (use keywords, including links in your video titles, descriptions and tags)

Content Distribution: Your Blog

29. Set up a self-hosted blog using Wordpress
30. Make sure you have the best/latest plugins
31. Write blog posts
32. Social bookmark your blog posts
33. Share you blog posts on Twitter, Facebook, and other social media sites
34. Make it easy for your blog visitors to connect with you Youtube, Facebook, Twitter & LinkedIN (have links to your profiles of these sites on your blog)

35. Get interviews of other big names in your industry and then post them to your blog
36. Provide training about something specific in your niche and post it to your blog

Content Distribution: Intern Blog On Their .edu Domain

37. Have intern create a blog on their own personal web hosting from their school (should be free for the intern)
38. Blog about their experience interning with you
39. Write short blog posts with anchor text links back to your main websites (.edu links give extra link juice to you)

Content Distribution: Social Bookmarking Sites

40. Sign up for accounts at all of the major social bookmarking sites like Digg, Stumbleupon, Reddit, etc
41. Social bookmark every piece of new content like blog posts, articles, YouTube videos, etc

Content Distribution: Social Networking Sites

42. Sign up for accounts at all of the major social networking sites like Facebook, Twitter, Youtube, etc
43. Submit every piece of new content like blog posts, articles, Youtube videos, etc to your profiles on these sites

Content Repurposing

44. Turn articles into blog posts
45. Turn articles into press releases
46. Turn articles into videos
47. Turn articles into podcasts
48. Take videos and turn them into articles or press releases (if not already done)
49. Take press releases and turn them into articles or videos (if not already done)
50. Take articles and combine them and turn them into a free report or ebook
51. Take your ebook and turn chop it up into videos, articles, and podcasts

Podcasting

52. Create new audio downloads and turn them into podcasts
53. Submit to the iTunes store for download

Facebook

54. Create a Facebook profile and add friends and colleagues
55. Create a Facebook fanpage for your business and suggest it to friends
56. Create a “2 Step” approach to marketing your fanpage to get more “likes” and to capture more leads. See www.Facebook.com/internprofits for a better idea
57. Start a Facebook group for your business and invite friends
58. Be interactive on Facebook and “socialize” with your prospects and customers

59. Provide content to your group weekly (non sales information)

Twitter

- 60. Create a Twitter account for your business if you don't already have one
- 61. Build a list of followers and Tweet at least 2-3 times per day
- 62. Send out Tweets with useful content and links
- 63. Send out Tweets and drive people to your Facebook Fanpage, blog and YouTube channel so you can connect with your followers there as well
- 64. Send out Tweets that are good quotes or funny or motivational to encourage rapport with your followers
- 65. Set up an auto-reply welcome direct message for all new followers - include a link back to a particularly helpful/popular blog post on your blog
- 66. Engage your followers with "@replies"

LinkedIN

- 67. Create a profile for your company on LinkedIN
- 68. Start a group on LinkedIN
- 69. Invite others to join your group on LinkedIN
- 70. Start engaging conversations for your group about your industry
- 71. Comment on other discussions in other groups with a link back to your website

Local Search

72. Get your business and website listed in all of the big local search directories (go here for a free report on exactly how you can do this)
73. Validate and verify all of your business information on the local search sites
74. Make sure that your Google Places (formerly Google Local) information is complete and up to date, and links to your Youtube channel as well
75. Add your business to “WikiBusiness” listing - <http://wikibusiness.org/>

Search Engine Optimization

76. Start with www.SEOBook.com and get the firefox plugins
77. Submit your sites to directories
78. Actively get more one-way incoming links to your site(s)
79. Comment on other blogs with links back to your site

Forum Marketing

80. Create profiles on the most popular forums in your niche
81. Comment and join in the conversation
82. Make sure that you have a signature for all posts with a link back to your main website/lead capture site
83. Determine what the main topics are that people are discussing and create more articles, blog posts, and videos answering these questions

Other People's Blogs

84. Contact other major blogs in your niche and ask if you can write a guest post

85. Comment on other relevant blogs in your niche, leaving valuable feedback.

Include a link back to your blog in your signature or when you post your comment

Press Releases

86. Write relevant press releases about your company and industry

87. SEO your press releases with title tags, keywords, descriptions

88. Submit to press release sites and distribute

89. Post to your blog, Facebook pages, and Twitter

90. Create "Press" tab on your main website and post releases there

91. Social bookmark your press releases

92. Send your press releases to local newspaper editors for local SEO and inclusion in local news

Web 2.0

93. Create pages on other web 2.0 properties like Squidoo, Hubpages, Tumblr, etc (there are MANY more than just those)

94. Social bookmark all of those pages and submit them to your social networking pages/sites

95. Create your own wiki

96. Submit your content/information to Wikipedia

Website Analytics

97. Install Google Analytics on all of your sites and pages
98. Create simple A/B split tests to see what pages/offers, etc are converting the best on your website
99. Continue to test other aspects of your site to maximize conversions (keep testing!)
100. Track analytics testing and traffic and create weekly/monthly reports
101. Install heat and click maps to see where your users click, and use this data to make your site more “user friendly”

There is no better time than the present to go out and hire your first intern...

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