

# THE SMART AFFILIATE'S 7-DAY TRAFFIC STARTER CHECKLIST

*Your Step-by-Step Guide to Building Traffic Momentum*

## **Before You Begin:**

- This checklist is designed to be completed over 7 days
  - Each day builds on the previous day's work
  - Don't skip steps - each one is important for your foundation
  - Check off items as you complete them
  - Keep this checklist handy for reference
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## **DAY 1: FOUNDATION SETUP**

*Goal: Get your tracking systems in place*

### **Morning Tasks:**

- Install Google Analytics on your website
  - Create Google Analytics account
  - Add tracking code to all pages
  - Verify installation is working
- Set up Google Search Console
  - Verify site ownership
  - Submit sitemap (if available)
  - Check for any crawl errors

### **Afternoon Tasks:**

- Create/verify your Facebook Business account

- Set up Facebook Business Manager
- Create Facebook Page (if needed)
- Link to your website
- Install Facebook Pixel on your site
  - Generate pixel code
  - Add to website header
  - Test pixel is firing correctly

### **Evening Tasks:**

- Set up basic email capture form
  - Choose email marketing platform
  - Create account
  - Design simple opt-in form
- Create a simple lead magnet (if needed)
  - Checklist, guide, or resource
  - Related to your niche
  - Provides immediate value

**Day 1 Complete:** \_\_\_\_\_ (Date)

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## **DAY 2: BASELINE ASSESSMENT**

*Goal: Know exactly where you're starting from*

### **Data Collection:**

- Document current daily traffic
  - Check Google Analytics
  - Note traffic for past 30 days
  - Even if it's 0, write it down!
- List all current traffic sources
  - Organic search
  - Social media
  - Direct traffic
  - Referral sites
- Count current email subscribers
  - Log into email platform
  - Note total subscribers
  - Note active subscribers

### **Performance Metrics:**

- Calculate current conversion rate (if any)
  - $\text{Sales} \div \text{Visitors} = \text{Conversion rate}$
  - Note affiliate clicks
  - Document any sales
- Take screenshot of analytics dashboard

- Save as "Before" comparison
- Include traffic sources
- Document current state

**Day 2 Complete:** \_\_\_\_\_ (Date)

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### **DAY 3: EMAIL SYSTEM SETUP**

*Goal: Build your most valuable traffic asset*

**Platform Setup:**  Choose email marketing platform

- Recommended: ConvertKit, Mailchimp, or AWeber
- Set up account fully
- Import any existing contacts

Create first welcome email

- Write warm welcome message
- Introduce yourself
- Set expectations

Plan email sequence (if ready)

- Outline 3-5 follow-up emails
- Mix value and soft promotion
- Schedule creation time

**Technical Setup:**  Set up email capture form on site

- Add to sidebar or header
- Create dedicated landing page
- Enable lead magnet delivery

□ Test opt-in process completely

- Subscribe with test email
- Verify form works
- Check email delivery

□ Schedule first broadcast email

- Plan for next blog post
- Create template
- Set regular schedule

**Day 3 Complete:** \_\_\_\_\_ (Date)

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## **DAY 4: FACEBOOK STRATEGY**

*Goal: Leverage Facebook for traffic and leads*

### **Organic Foundation:**

- Audit current Facebook friends list
  - Identify niche-relevant connections
  - Note potential interested parties
  - Plan engagement strategy
- Join 3 relevant Facebook groups
  - Search for your niche keywords
  - Join active, engaged groups
  - Read group rules carefully

### **Paid Strategy Prep:**

- Plan first Facebook Lead Ad campaign
  - Define target audience
  - Set campaign objective
  - Create ad creative draft
- Set daily ad budget
  - Start with \$5-10/day
  - Plan 7-day initial test
  - Set up payment method
- Create or improve lead magnet for ads
  - Ensure high perceived value
  - Match to target audience needs
  - Create compelling description

**Day 4 Complete:** \_\_\_\_\_ (Date)



## **DAY 5: CONTENT PLANNING**

*Goal: Create a content strategy that attracts traffic*

### **Research Phase:**

- Research 10 questions on Reddit/Quora
  - Search your niche keywords
  - Note common questions
  - Identify pain points
- Find trending topics in Facebook groups
  - Note popular discussions
  - Identify content gaps
  - Save post ideas
- Identify 5 long-tail keywords to target
  - Use Google Keyword Planner
  - Find low competition terms
  - Check search volume

### **Planning Phase:** □ Outline 4 blog posts (one per week)

- Create working titles
- Note target keywords
- Plan content structure
- Schedule content creation time
  - Block calendar time
  - Set realistic deadlines
  - Plan research time
- Plan email broadcast for each new post

- Create email templates
- Schedule send times
- Plan subject lines

**Day 5 Complete:** \_\_\_\_\_ (Date)

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## **DAY 6: TRACKING SETUP**

*Goal: Implement systems to measure progress*

### **Spreadsheet Creation:**

- Set up traffic tracking spreadsheet
  - Use provided template
  - Customize for your needs
  - Add starting data
- Create bookmarks folder for daily checks
  - Google Analytics
  - Email platform dashboard
  - Facebook Ads Manager
  - Your website

### **Analytics Configuration:** □ Set up Google Analytics goals

- Email signups
  - Affiliate link clicks
  - Key page visits
- Configure email platform tracking
    - Enable click tracking
    - Set up conversion tracking
    - Create subscriber segments
  - Plan weekly review schedule
    - Choose specific day/time
    - Create calendar reminder
    - Prepare review template

**Day 6 Complete:** \_\_\_\_\_ (Date)



## **DAY 7: LAUNCH AND MONITOR**

*Goal: Put everything into action*

### **Content Launch:**

- Publish first optimized blog post
  - Include target keywords
  - Add email opt-in
  - Include affiliate links
- Share in Facebook groups (value-first)
  - Follow group rules
  - Provide helpful introduction
  - Don't spam links
- Send broadcast email to list
  - Announce new content
  - Provide value preview
  - Include clear call-to-action

### **Paid Traffic Launch:** Launch Facebook Lead Ad (if ready)

- Start with small budget
  - Monitor closely first 24 hours
  - Be ready to adjust
- Begin daily tracking routine
    - Check metrics each morning
    - Record in spreadsheet
    - Note observations

**Day 7 Complete:** \_\_\_\_\_ (Date)

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## **BONUS ACTIONS**

*Complete these as time allows*

### **Engagement Building:**

- Comment on 3 relevant blogs
  - Add valuable insights
  - Build relationships
  - Don't promote yourself
- Connect with 5 niche influencers
  - Follow on social media
  - Engage with their content
  - Build authentic relationships

### **Future Planning:** □ Set up Pinterest account for future use

- Claim website
  - Create initial boards
  - Plan pinning strategy
- Create 30-day content calendar
    - Plan post topics
    - Schedule creation time
    - Note promotion strategy
  - Set 30/60/90 day traffic goals
    - Be specific and measurable
    - Write them down

- Review weekly
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## CHECKLIST COMPLETION

**Congratulations!** You've completed the 7-Day Traffic Starter Checklist.

### Your Foundation is Now Set:

- Tracking systems in place
- Email system ready
- Content strategy planned
- Facebook strategy initiated
- Daily routines established

### Next Steps:

1. Continue daily tracking
2. Publish content consistently
3. Optimize based on data
4. Scale what works

**Remember:** Traffic building is a marathon, not a sprint. Stay consistent, track your progress, and celebrate small wins along the way!

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*Part of the Smart Affiliate's Traffic Toolkit Series Coming Next: Free Traffic Strategies Pack*