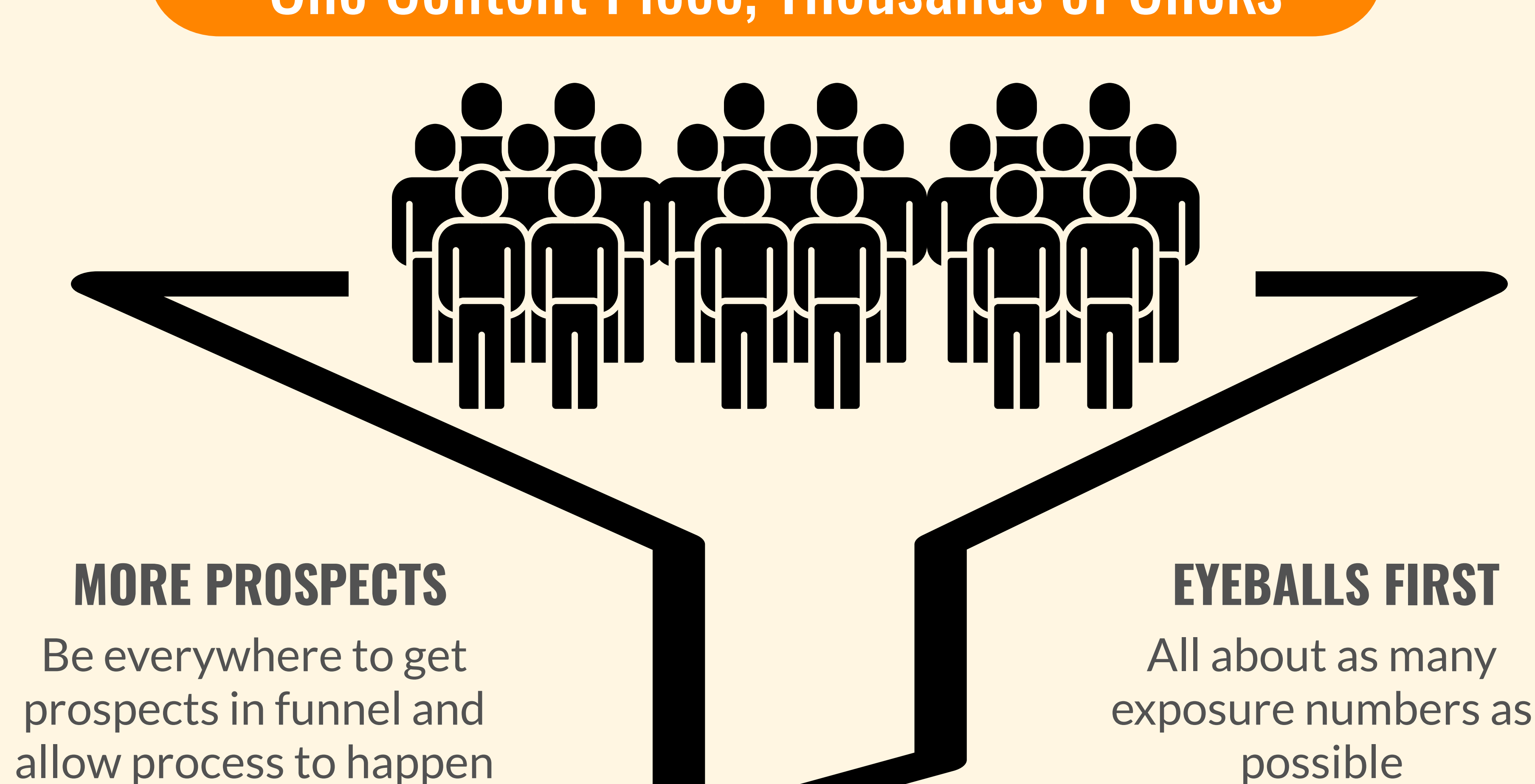




Hub & Spoke Traffic Plan

The goal of the Hub & Spoke Traffic Plan is to drive as much organic traffic back to one anchor content piece to drive conversions.

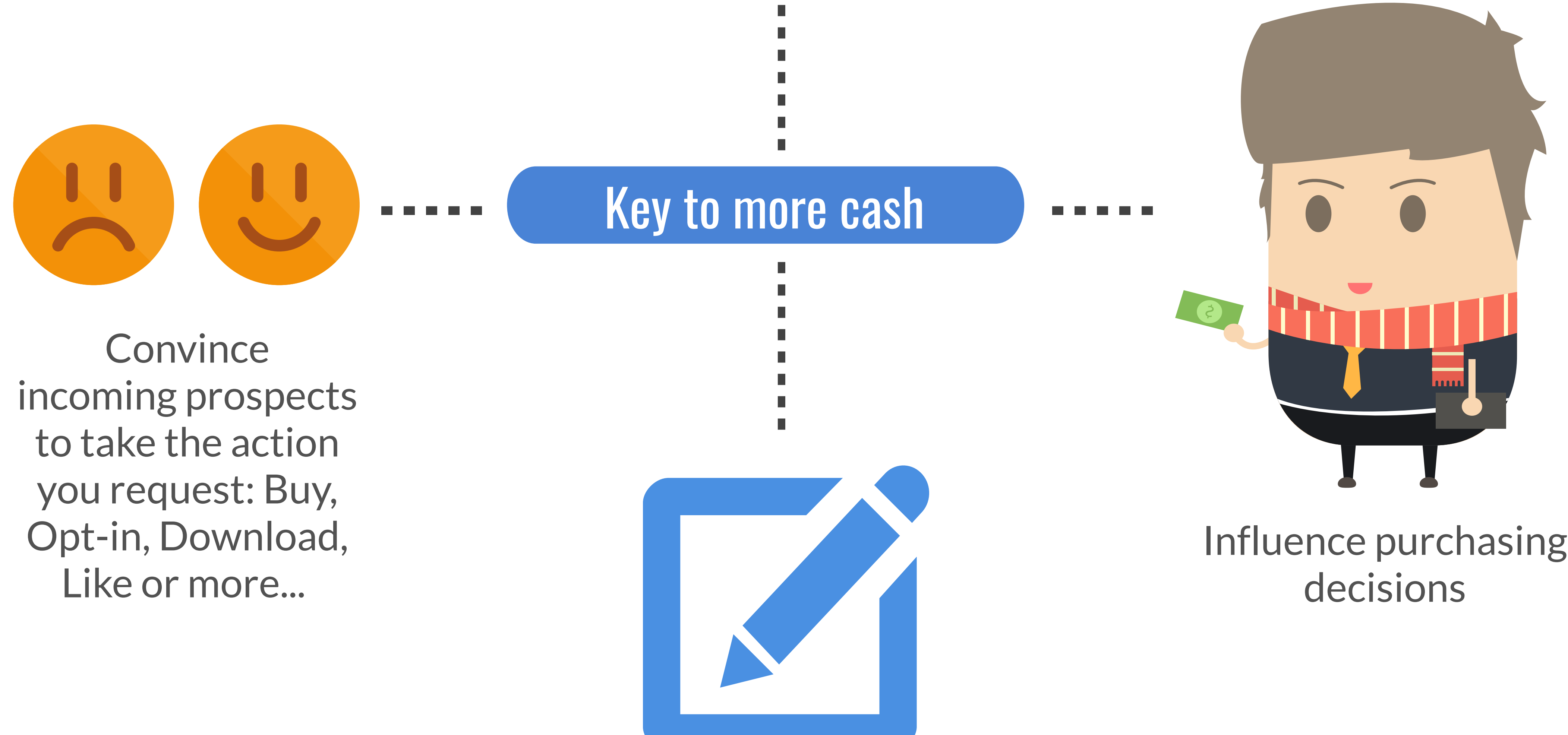
One Content Piece, Thousands of Clicks



There are three layers to a great Hub & Spoke Traffic Plan that drives to one destination.

1

Money Site - Opportunity to Convert Traffic

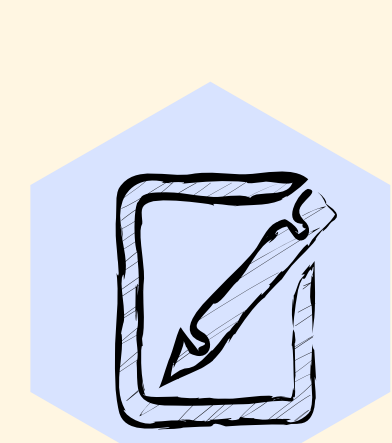


The money site is your cornerstone content, sales page or other mission critical content. You build authority with linkable assets and develop high relevance by focusing on a core topic and driving search engine results.

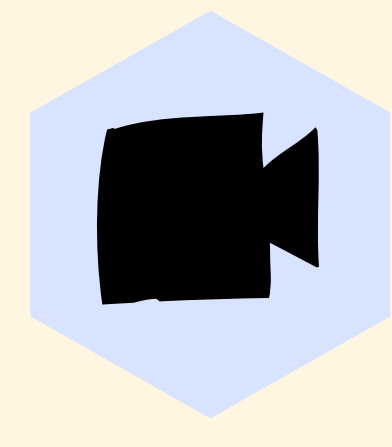
2

Spokes - Supporting content to clarify and edify Hub

What Should Spoke Content Do?



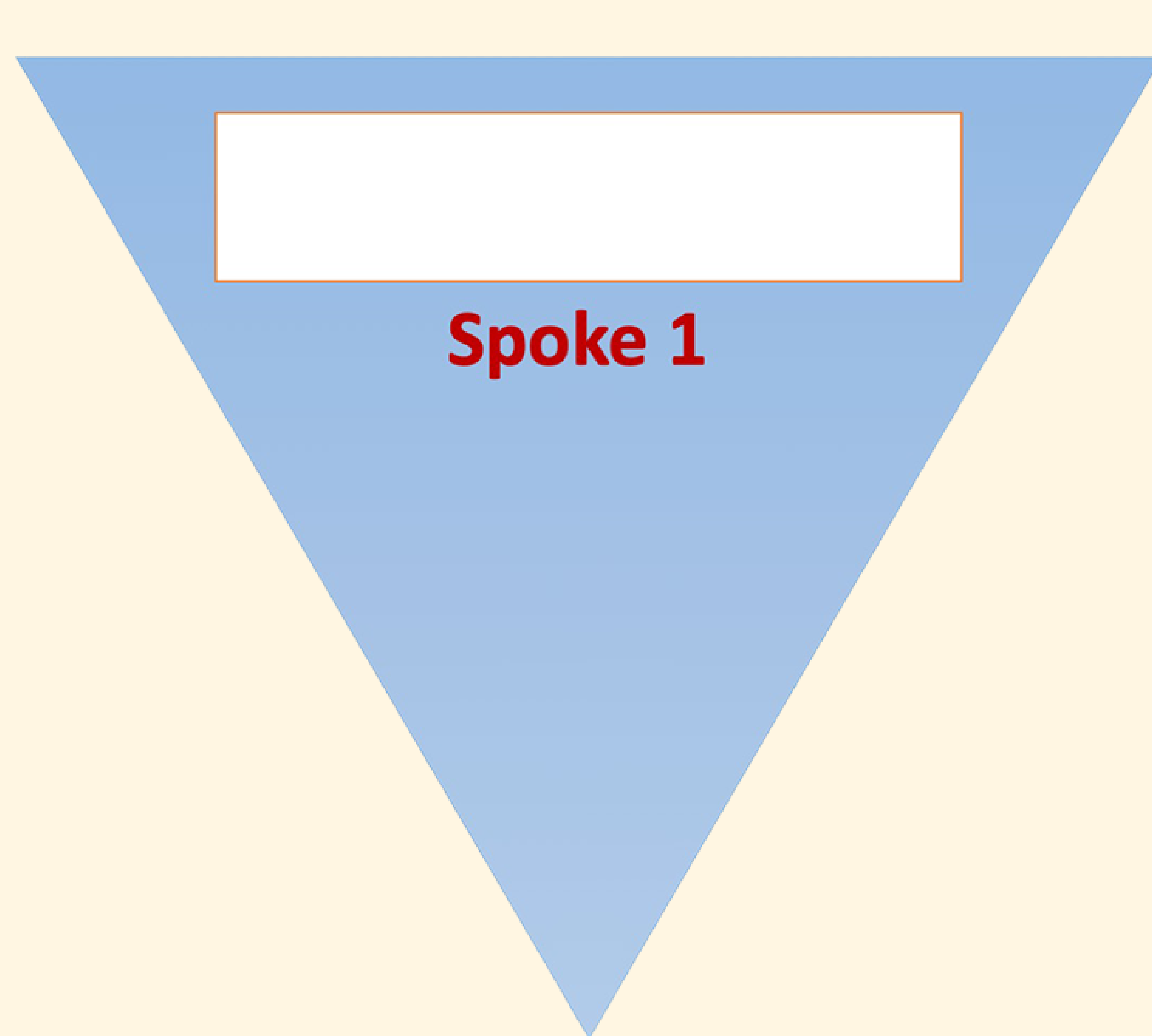
Complementary Topics
Create shorter blog posts or videos that tease the primary Money Site



Types of Content
Video, blog posts, Tumblr posts, LinkedIn Publishing Medium reposts - anything more substantial pointing to Money Site

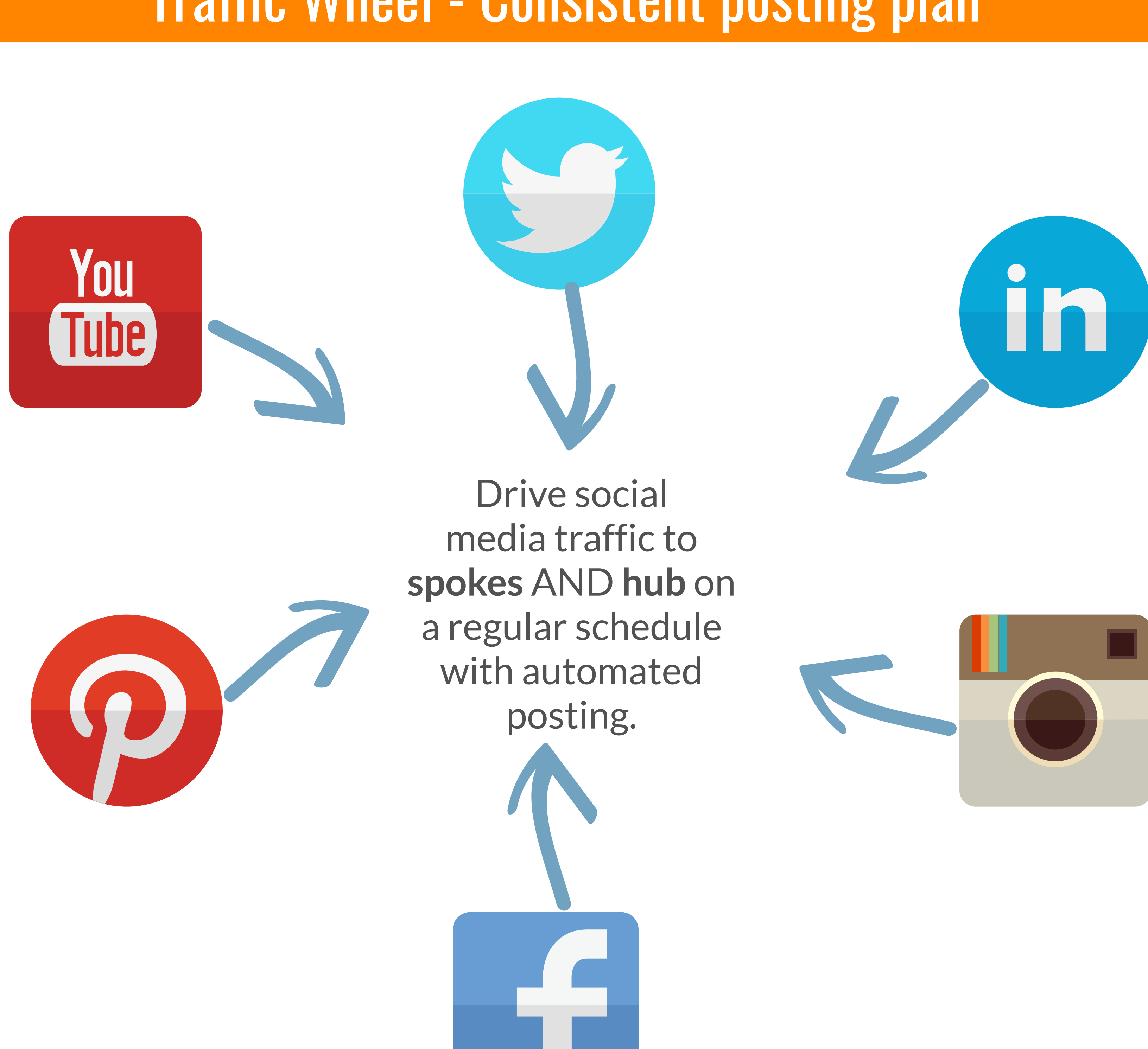


Frequency
Create the 4-6 spokes and then focus only on the traffic wheel - so this is literally one-and-done.



3

Traffic Wheel - Consistent posting plan



Why Use the Hub & Spoke System?



In marketing, the hub and spoke is not new. It's just used incorrectly or not at all these days. And that's a shame because it can be one of the best long-term solutions for ongoing organic traffic generation to your site.

Download a Free Copy of the Hub & Spoke Template Here!



Hub & Spoke Traffic Template

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