

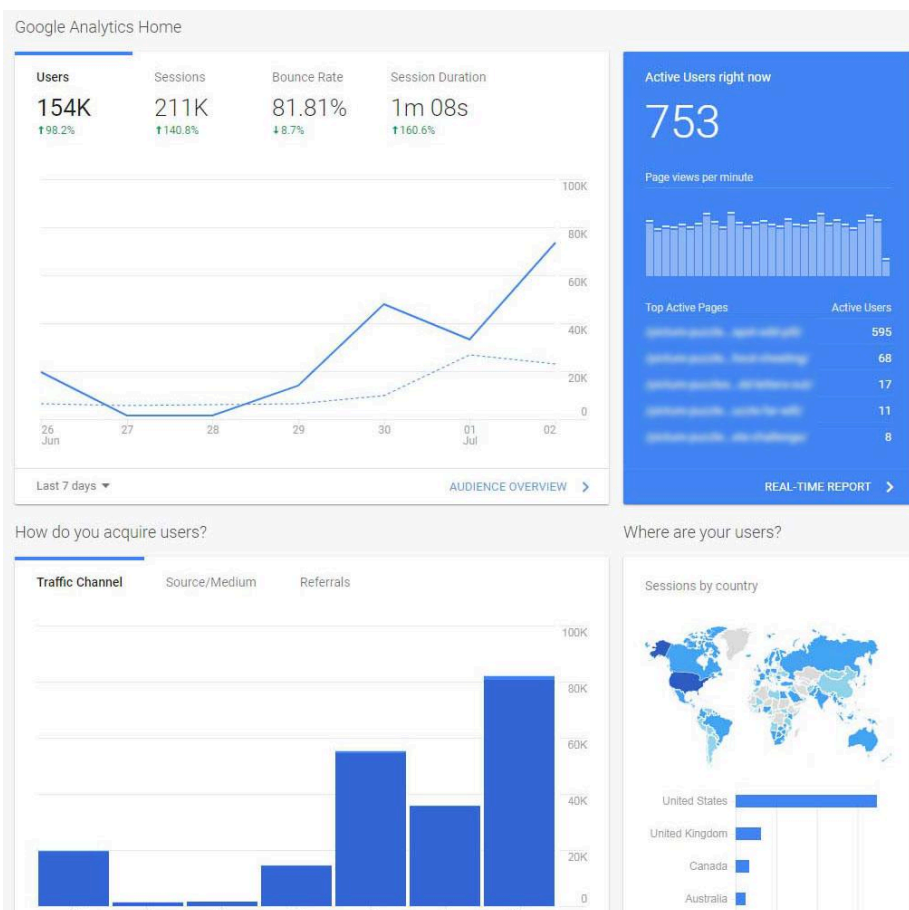


## Facebook Organic Traffic 101

### Introduction

With the HCU (Helpful Content Update) and other frequent Google updates wreaking havoc with the niche site world, more and more SEOs and content creators are becoming interested in **diversified traffic sources** such as Facebook, Pinterest, and other social media platforms.

I've been getting millions of visitors to my websites every month and making great money from **free, organic Facebook traffic** for 10 years now, making over half a million dollars in pretty much passive income along the way, not including the ad revenues I've made with Facebook ads alone for my sites and clients.



Facebook organic traffic has been an absolute lifeline (and goldmine) in troubled times such as the global pandemic when my client work dried up, and more recently with the big Google SEO updates affecting my clients and the wider SEO world.



# Facebook Organic Traffic 101

Something I hear regularly in the social media world is that organic reach on Facebook is dead, or that Facebook has become a “pay to play” platform.

Both of these statements are incorrect - there is still plenty of free, organic reach available every time you post to Facebook. So much so, that I’ve had **my most profitable Facebook traffic months** over the past few years!

Reach on Facebook has always been very low, nothing has changed there. The real secret is that people **just don’t know** what kind of content to post, or how to **craft effective titles and thumbnails** for Facebook audiences that drive traffic toward your website.

I’ll admit, that I’ve been an **obsessive Facebook traffic geek** for a decade, and over that time period, I’ve seen many changes within Facebook’s organic reach algorithms, best practices, community guidelines, and posting rules.

But none of these changes have stopped anyone with the right information, methods, and tools to generate millions of free, organic website visits using **simple, scalable viral content** posted to Facebook!

So what are you waiting for? *Let’s do this!*

## Getting traffic from Facebook pages is simple (compared to SEO anyway)

The key thing about Facebook traffic is there is **just so much of it!** It is almost impossible to get your head around just how many people are on Facebook at any one time, I mean it’s... BILLIONS.

It can actually be a struggle at first to visualize the **vast traffic potential of Facebook**, its colossal user base is almost beyond our comprehension and usual reference points.

A defining characteristic of Facebook traffic is that the average user is not there to search for something, buy something, or solve a specific problem as they would be when using search engines like Google.

They are on Facebook to be **entertained, emotionally triggered**, and **distracted** by some mindless fun, information, and interaction.



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So the effective method here is to **create content that engages the typical Facebook user** exactly in the headspace they are in when using social media.



That means creating content such as listicles, emotional stories (dog rescues are a good example), quotes, quizzes, riddles, jokes, picture humor, memes, personality tests, opinion polls, open-ended questions, and other kinds of similarly lightweight but engaging posts.

The catch here is once you have engaged your Facebook audience **you will need to drive them off the platform** to a monetized website page, which is something Facebook *doesn't really want you to do*.

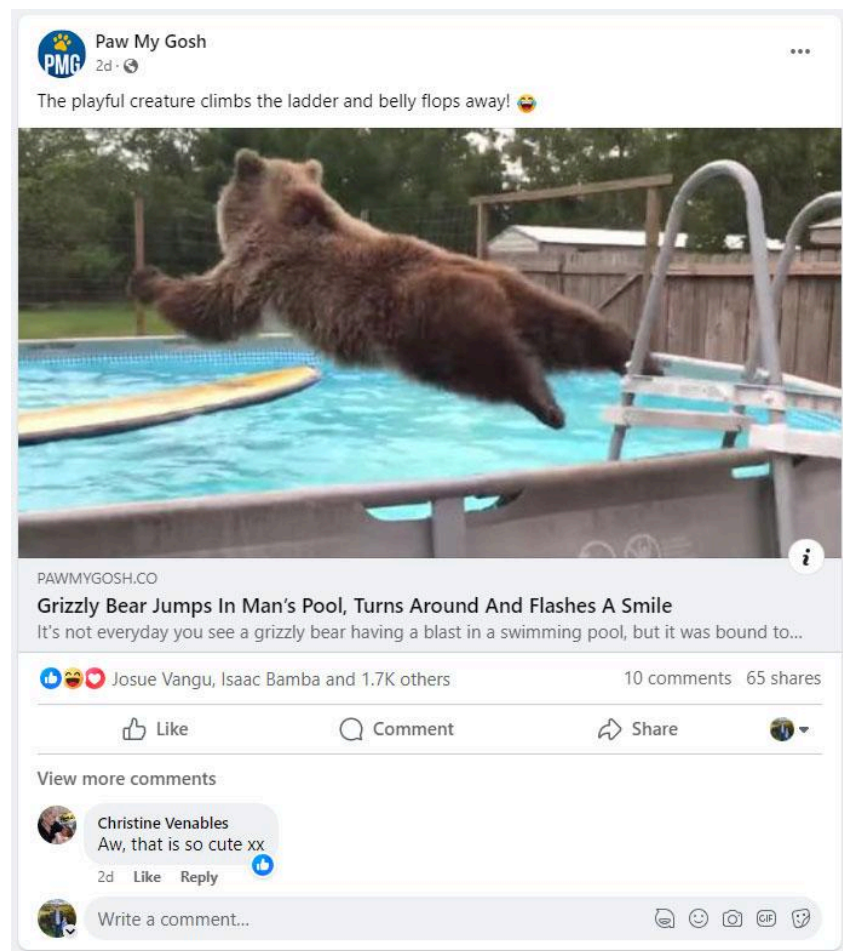


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Facebook wants to keep its audience engaged with and glued onto its platform, not clicking off to another site where they will likely stay. So how do you **get users off of Facebook** and onto your website in the first place?

### Video, image, status, or link post

Facebook currently offers five main types of post formats to engage your audiences with - **link posts**, **video posts** (including reels), **image posts**, live video posts, and **status posts**.



Of these, I believe the **link post format** is the best weapon in our arsenal for driving users away from Facebook and where we want them - onto our monetized website!

Image and video posts can be used to create engaging quizzes, quotes, jokes, and memes that can increase your Facebook page follower count and overall engagement.



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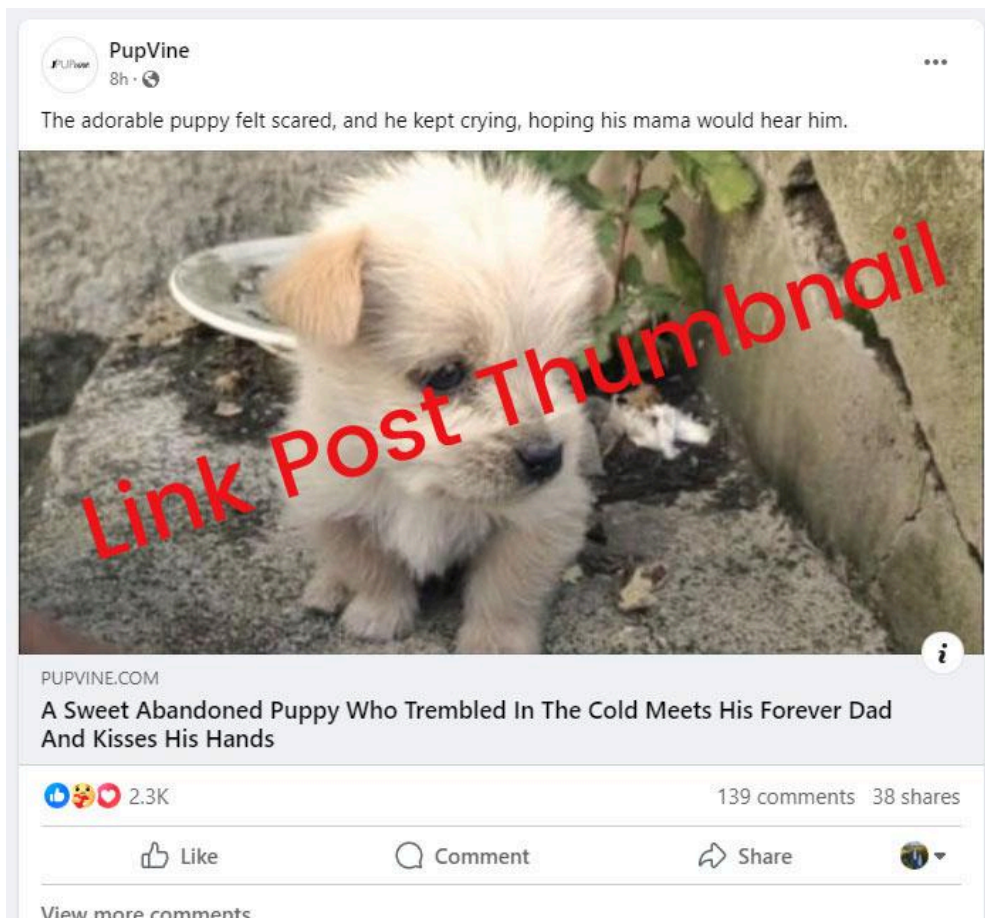
This is a great tactic to grow your fan pages and groups over time, but not so great for driving traffic away from Facebook.

This is because clicking on an image or video post will not direct a Facebook user to another website off Facebook as a link post would, which is a problem if that is your goal.

You can of course add hyperlinks to the message above your image and video, although the click-through rate for these kinds of links is only around **ten to twenty percent** of link posts in the tests we have done.

You can make image and video posts work for website traffic however if your **post goes viral**, and the sheer number of people seeing your post - which could be in the hundreds of thousands or even millions - means just a small percentage of people clicking through to your website via that text embedded hyperlink would result in considerable traffic.

By far the best type of post to use for directing traffic from Facebook to your website is **via a link post**, as mentioned before. A link post is formed when a user pastes into the Facebook status field a link to a website or page.





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Facebook takes this URL and “scrapes” the website using an algorithm to determine the web page title, description, featured image, etc., and then displays this information as a message and - crucially to our business model - a **clickable thumbnail image**.

Link-type posts are currently the go-to format for gaining traffic from Facebook posts for myself and most Facebook pages. A click on pretty much the entire link post takes the user off of Facebook and onto your monetized website page - we like this!

This results in most of the clicks on a link post going straight to your website, as compared to **just a few percent** on an image or video post with a hyperlink embedded in the post message.

You can also **customize link posts** using some HTML code to display whatever custom thumbnail image and headline text we choose on Facebook, using popular SEO plugins such as Yoast or RankMath for WordPress.

Now what if we make that link thumbnail as “clickable” as possible, or the text as engaging as we can make it, or even edit the link description itself to something very enticing?

Now we have a formula we can use to build huge amounts of **frequent, organic, and ultimately free traffic** from Facebook pages!

That said, video and image posts do still **go viral much more easily** and to a far greater degree than link posts generally do, due to how restrictive link posts are in format and they also lack the more large-scale visibility of images and videos in user’s timelines. So don’t ignore these post types to help your page engagements and followers grow!

## Building up the Facebook fan pages and groups

To get traffic from Facebook you will need to utilize an existing page (otherwise known as a business or fan page - that is a distinct Facebook page separate, but linked to your personal profile) or a Facebook group.

Both Facebook pages and groups **can drive traffic to your website** but fan (or business) pages are most suited to driving large amounts of loosely targeted traffic and groups are **more suited** to driving smaller amounts of more niche-targeted traffic.



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It's recommended to build a **large enough following on a fan page** to be about to gain traction with your post and be able to test content, which is **typically 10-20k targeted followers**.



You can also create a dedicated Facebook group for that fan page and invite thousands of followers from the page you just set up **for free!**



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This is easily accomplished using Facebook's built-in groups builder tools. There's more on that under-the-radar tactic (along with many others) in my premium course - <https://hikeyourlikes.com/facebook-traffic-blueprint/>.

Forget pages with millions of followers, the real key ingredient to success with Facebook pages is not so much the number of followers (page likes) but **the quality** - that is how engaged the audience is with your Facebook page, the niche alignment to your website, how recently they interacted with your page, and crucially where those fans are located in the world.

### Matching the audience to the content, or the content to the audience

To make money from your Facebook audiences you must **convert them into website traffic first**.

We accomplish that through posting **mainly link posts** that entice the Facebook user to click away from Facebook and onto your monetized website.

But to do that they must be at least interested in what it is your website is offering, and it must align with their interests.

If you create a Facebook page based around, let's say British humor, and then post memes about computer programming to Brazil-based audiences, you are going to find very few users will interact with your posts or be motivated enough to click through to your website content.

It doesn't matter if you have created, grown, or even purchased a Facebook page with say half a million followers or more, if these followers are **not aligned** with your niche, content, or website you will not achieve any level of success and have a very frustrating time with this traffic model.

In fact, the fan page might even die out due to a lack of engagement with its posts (otherwise known as the Zero Reach Death Spiral) - remember Facebook **rewards engagement** with more reach for your posts!

Due to the way the Facebook algorithm works, fewer fans can sometimes be **more effective** than a colossal but stale audience of random users from anywhere in the world.

You can have as few as 2,000 followers on your fan page, but if they are **completely aligned** and interested in your niche you can create some website traffic and stand every chance of



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going viral - although we do recommend going for at least 10,000 targeted followers to achieve rapid success with this method.

If you already own a fan page with an existing following or you have maybe bought an established Facebook page, it is better to **align your website to that Facebook page** demographic and interests, than to post content they are not interested in or engaged with.

Finally, the geographical **location of our followers** is also crucially important, because some countries are worth more to online advertisers and marketers than others.

For example, if your followers are based mainly in the developing world in countries such as India or South America, then your CPMs on website ads will be much lower than top-tier countries such as the U.S., New Zealand, or Canada.

If you want to make money from affiliate offers or product sales on your website from Facebook traffic, you might find that users in the developing world might not be able to afford your products or be able to access digital payment gateways!

Facebook likes and followers from countries such as India and Asia might seem inexpensive and might appear to be “social proof” to give your follower count a boost, but in reality, these fans will be pretty worthless to your business and might even damage your fan page standing and impair future post engagement.

To make money from Facebook traffic, you need your Facebook fan base to be **of the highest quality**, and very receptive to your posts and website content.

### **Never buy cheap likes or followers (AKA The Kiss Of Facebook Death)**

You might be tempted to skip ahead and just purchase cheap Facebook likes from services such as <https://www.fbpostlikes.com>. You mustn't do this, as these followers will be of the absolute lowest quality (or might even be “bots”) and they will likely never engage with your fan page content or visit your website.

Often they will **harm your Facebook page health score** in the long run and Facebook may even remove any fake followers from your fan page eventually.

You might have seen YouTube videos about “how to get Facebook likes for under a cent” or read similar-themed blog posts. These methods simply make use of **non-targeted followers**



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**in undeveloped countries** where their value to advertisers is so low they cost very little to acquire.

Sure, you might end up with 20k followers for a couple of hundred dollars with these tactics, but these likes are nearly *worthless* to you if you want to generate good revenue from these audiences.

The only effective and proper way to buy new Facebook fans is **via Facebook's native advertising platform** (just known as Facebook Ads) using the Engagement > Page Likes objective for your ads.

This will be the **most efficient, quickest, and effective way** to acquire new and targeted followers.

If you have the budget then it's beneficial to grow your paid-for fan page audiences as large as you can. I recommend **audiences of 10,000 to 20,000 followers** to get your fan page making you money as soon as possible!

You will need to make sure you **target top-tier countries** in your campaigns and set the interest-targeting options carefully and comprehensively to align with your website demographic.

This method should produce thousands of very targeted followers for a few hundred dollars.

The complexity of Facebook ads means we can't get too granular about this approach within the scope of this free guide, but there is a **detailed walkthrough on buying Facebook page followers** in my premium course - <https://hikeyourlikes.com/facebook-traffic-blueprint/>.

A good few thousand targeted followers will be a **solid foundation** to begin growing your fan page via organic "likes" via Facebook itself and also via "Like buttons" embedded within your website content (there's more about these tactics in the premium course).

## How to keep the free traffic growing and flowing

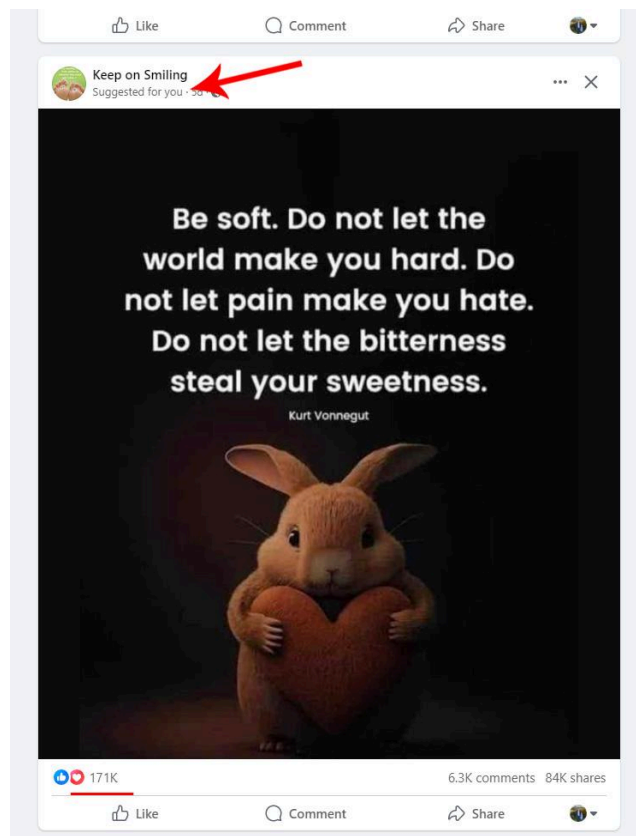
Many people don't have the funds to spend on tens of thousands of targeted followers via Facebook Ads, but fortunately, it's simple to grow fan page audiences organically (although it does take a lot longer)!



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Just a warning, Facebook has recently become very strict about asking for likes and engagement on Facebook posts, so unfortunately the old trick of posting some viral memes and saying “Like us for more!” will quickly have you thrown in “Facebook jail”.

The best way to grow your audiences on your Facebook page is not to ask for likes at all, but to simply **post amazing content** that gets loads of engagement, and often.



Fans of your posts will naturally want to like your page to see more of your content, especially if your Facebook page follower base is aligned with your content and niche. And your page will be **suggested to non-fans** the more your posts go viral...

So if you go viral often or gain **consistently great engagement**, Facebook will start to show your page and posts to a wider audience (more reach), and that in turn will result in *more likes and followers* without your input or buying any more followers.



It's worth noting however that there is a "churn" to Facebook fan page audiences, and every day a number of fans will naturally leave your page or block your posts, even if you post great content.

You might find that you reach a sort of equilibrium, where your follower count stays fairly static, with the number of fans leaving pretty much equal to the number of fans joining your page.

This is fine, as long as the follower count doesn't drop too dramatically in which case you will need to look at how aligned your posts are to your audience.

### **How to stay out of "Facebook jail"**

Facebook has become pretty strict by 2024 in what you can and can't post, how much you can spam comments, etc.

If you want to make money from Facebook consistently you will need to be very "white hat" and refrain from posting any controversial content on both your personal Facebook profile and any of your Facebook pages.



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All of your fan pages, groups, ad accounts and personal profiles are **deeply connected**.

If you post something Facebook doesn't like - which is pretty easy these days - you can be put into "Facebook jail" (suspended in other words) or kicked off of the Facebook platform permanently with **no comeback**, effective appeal, or a human being to reason with!

If this happens you could lose all of your Facebook pages, and content and will not be able to set up a Facebook account as the same person again. *Yikes*.

It's important as well to only use your **authentic personal profile** to run your Facebook pages and groups and delete any second personal profiles you might have.

Facebook only allows *one personal account per person* and will remove you from Facebook permanently if they discover you have two personal accounts.

To mitigate the risk of losing your Facebook page and groups, **always add a second Facebook user** as an admin to your pages.

That way if you do get suspended, banned, or otherwise locked out of Facebook for any multitude of reasons, your Facebook pages - including all of the thousands of followers you have paid for and built up - will not be lost forever!

### Making money from free, organic Facebook traffic

Once you have built up your fan pages to a good number of followers it's time to start posting some links out to your website.

If you have set up everything correctly regarding your follower targeting and Facebook-optimized content, you should have traffic flowing from Facebook and onto your website **almost immediately!**

That's what I love about social media - unlike SEO you can have **thousands of people on your website in minutes** and hours rather than months and years to get good traffic, as is often the case with SEO tactics.

Ideally while building up your fan pages you should be also building up your website content.

When you have a few thousand Facebook fans you should aim to have produced a **few hundred web pages of content** to share with that audience.



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Although you have likely read that you should only post a few times a week on your Facebook pages we have found that the greatest success comes from **posting every hour!**

Most of the big viral sites on Facebook **post once an hour** - sometimes even more frequently - however that is not recommended due to the risk of Facebook marking you out for spammy practices.

If your follower count is below a few thousand fans one unique **post every three hours** will suffice, as three hours is the natural half-life for the reach of a fan page post that doesn't go viral.

I recommend the website content you post should be different each hour, however every 4-8 weeks you **can recycle and re-post** the same content without too much loss in reach or engagement.

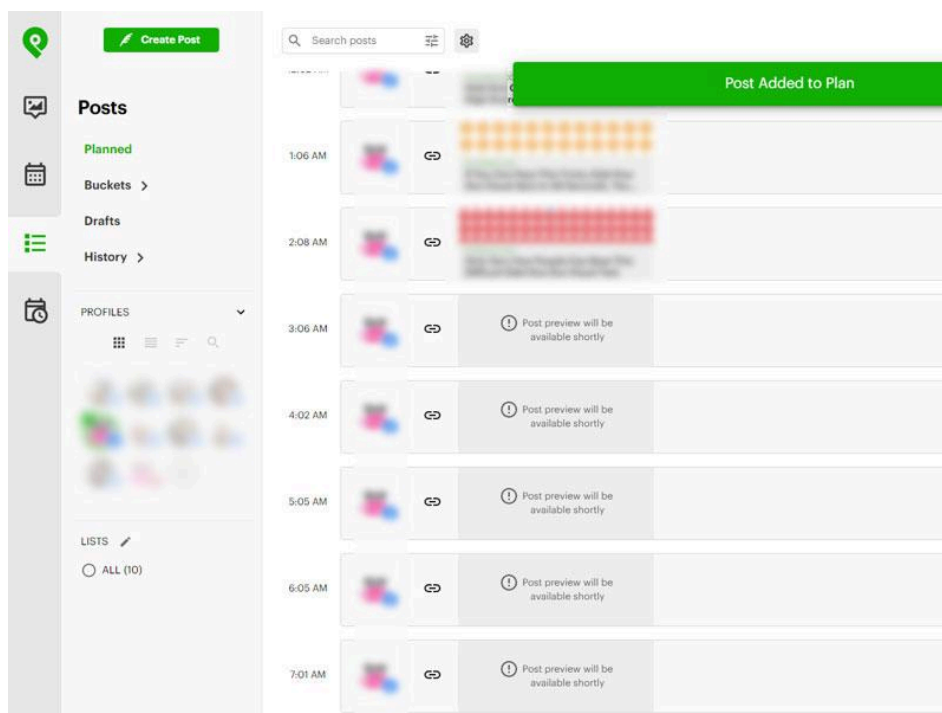
What I have found is that eventually your recycled post will become stale after posting it too many times over, and Facebook's timeline algorithm will no longer show that post to any new people. Then it's time to create new content!

### Use a social media scheduler to save days of work

No kidding, you will go crazy and destroy your social life pretty quickly if you try to schedule hundreds of posts on your Facebook page every day using Facebook's clunky built-in scheduling tools or try to post content manually!

The solution is to use a scheduling app, with a useful set of features to allow you to spend just **a few minutes each week** scheduling hundreds of pieces of unique content.

I recommend [Post Planner](#) or [Postcron](#) scheduling apps for this purpose. Both feature **CSV upload** scheduling, which allows you to create your posting calendar in a spreadsheet and simply save and upload to the tool as a comma-separated file (CSV).



This CSV upload is by far the quickest way to run your Facebook page content flow and **will free up literally days of your time** to work on the most important task - content creation!

## Final step: Turning free Facebook traffic into an automated cash machine!

Website monetization is a huge subject and far beyond the scope of this free guide, but we will need some sort of display advertising like AdSense or Mediavine, affiliate offers, or product sales on our website to make money from **all this free Facebook traffic!**

Just as with SEO traffic, you could also sell custom apparel on your site or offer your own digital products or online learning courses.

Many websites offer a “lead magnet” to sign up for a newsletter which is then monetized via Clickbank offers, or you might just be a local business aiming to have new clients call you.

Either way, you will need some sort of method to create revenue from the stream of Facebook traffic, and that monetization channel depends on your niche, audience, location, business model, and quantity of traffic.



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My advice is if your monetization model works with SEO traffic, it will work with Facebook traffic as well, albeit with less “buyer intent” that you might enjoy from SEO traffic.

### Turning Facebook traffic into a personal gold mine

That’s a wrap for now - and we’ve **only just scratched the surface** of what is possible with Facebook traffic! The rabbit hole goes *deep* my friends...

If you enjoyed this free guide then please check out my premium course [The Facebook Traffic Blueprint](#), which goes super in-depth into **making the most from Facebook traffic** as a solid, reliable, and profitable revenue source with numerous **walk-throughs**, detailed **tutorials**, under-the-radar **tactics** and inspiring **case studies**.

**GRAB THE COURSE AT A SUPER LOW INTRODUCTORY PRICE OF JUST \$347 (ENDS SOON)!**



Also, if you enjoyed this taster of what Facebook traffic can do for you, I currently **offer 1-to-1 consultations** to get you up to speed and gain traffic and revenue FAST. Cut to the chase and get access to **10 years of Facebook wisdom and insights**. You can book yours by visiting: <https://hikeyourlikes.com/consultation/>

Remember to regularly visit the <https://hikeyourlikes.com> website for advice, case studies, tools, and loads of free viral content!