

AI-Proof Traffic Strategy Checklist

Implement the survival strategies from the ebook step-by-step to protect and grow your web traffic.

1. Audit & Optimize Existing Traffic

Immediate Action (Week 1)

- **Identify Risky Sources:**
 - ☐ List all current traffic sources (e.g., Traffic Exchange X, Solo Ad Provider Y).
 - ☐ Use website analytics (Google Analytics, SlimStats) to track traffic origins.
 - **Check for Red Flags:**
 - ☐ Bounce rate > 70%?
 - ☐ Session duration < 10 seconds?
 - ☐ Traffic from non-target regions (e.g., Bangladesh for a US service).
 - **Cut Off Poor Performers:**
 - ☐ Install tracking links (e.g., Bitly, LeadsLeap) on suspicious sources.
 - ☐ Drop sources with 3+ red flags.
 - ☐ Calculate ROI for borderline sources—eliminate if unprofitable.
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2. Build an SEO-Optimized Web Presence

Start ASAP (Week 2)

Option 1: DIY WordPress Site

- ☐ Choose hosting (Bluehost/SiteGround) + domain (\$15/year).
- ☐ Install WordPress + free theme (Astra/GeneratePress).
- ☐ Essential plugins: Yoast SEO, SlimStats, Elementor.
- ☐ Keyword research with Ubersuggest for low-competition phrases.
- ☐ Publish weekly 1,000+ word guides Use AI to draft, rewrite in your voice.

Write me an interesting SEO optimised article on XYZ. It should be 1000-1200 words long, use headings and bullet points to break up the content, and fully optimised for Google.

Alternatively, use [SEO Writing](#) to easily generate and schedule dozens of incredibly detailed articles with customer photos, relevant videos & more!

- ☐ Add internal links, headers (H1/H2/H3), and compress images via TinyPNG.

Option 2: Free Platforms (Temporary)

- ☐ Sign up for Wix/WordPress.com.
- ☐ Use templates + connect a custom domain (\$15/year).
- ☐ Add SEO titles/descriptions to all pages.

Lead Magnets & Funnels

- ☐ Create a high-value freebie for your niche.

Use AI for ideas: *"Acting as an online marketing specialist, give me unique 10 lead magnet ideas for XYZ niche that will be irresistible."*

- ☐ Set up optin forms and pop-ups with Sumo/OptinMonster.
 - ☐ Design effective landing pages with Wix/Elementor.
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3. Build Owned Audiences

Start Today (Week 3-4)

Email List

- ☐ Set up [MailerLite](#) (free up to 1,000 subs), or [LeadsLeap](#), (unlimited subs \$24/m.)
- ☐ Offer a unique lead magnet (e.g., niche-specific toolkit, app, video etc).
- ☐ Send value-first emails

Use AI for ideas: *"give me 20 ideas for short, practical emails about XYZ that ABC will find interesting and useful. Give me three choices of subject line for each."*

- ☐ Vet all offers before promoting to your list.

Community Building

- ☐ Create a Facebook Group (older audiences) or Discord/Telegram (tech-savvy).
- ☐ Post daily with engagement prompts (e.g., "Share your biggest challenge").

Content Repurposing

- ☐ Turn blog posts into checklists & ebooks with simple AI
 - ☐ Turn blog posts into YouTube videos with dedicated video AI.
 - ☐ Turn blog videos into Shorts with other AI tools like Synthesia.
 - ☐ Convert related guides into LinkedIn carousels.
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4. AI-Proof Traffic Sources

Solo Ads

- ☐ Vet providers via Udimi—check past campaign screenshots (open/click rates).
- ☐ Avoid providers charging <0.30/click.
- ☐ Test with \$50 for 100 clicks before scaling.

Quality Paid Traffic

- ☐ Ask providers for audience demographics (age, location, interests).
- ☐ Start with small tests (e.g., \$100 ad spots).
- ☐ Avoid networks promising “thousands of overnight views.”

PPC Ads (Google/Meta)

- ☐ Enable “Invalid Traffic Protection” in Google Ads.
 - ☐ Target exact-match keywords + high-converting regions.
 - ☐ Use PPC Shield to block fake clicks.
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5. Adaptation Strategies by Business Type

Affiliate Marketers

- ☐ Replace random traffic with SEO blogs + email lists.
- ☐ Use ClickCease to block fake clicks on affiliate links.

Ecommerce Stores

- ☐ Launch loyalty programs/SMS updates for existing customers.
- ☐ Use Signifyd to block AI-generated fraud.

Course Creators

- ☐ Host live Zoom workshops (bots can’t attend).
- ☐ Repurpose content into Opus Clip auto-published shorts.

SaaS Providers

- ☐ Offer free trials with 1:1 demos.
 - ☐ Showcase real customer case studies.
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6. Ongoing Maintenance

- ☐ **Monthly:** Audit traffic sources for new red flags.
 - ☐ **Weekly:** Publish 1 SEO-optimized blog post.
 - ☐ **Daily:** Engage owned audiences (email/community posts).
 - ☐ Use Originality.ai to ensure AI content is humanized.
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Timeline Summary

- **Week 1:** Audit traffic.
- **Week 2:** Launch website/blog.
- **Week 3:** Launch email list + community.
- **Week 4:** Direct existing traffic to owned channels.

Tools to Use

- Analytics: Google Search Console, SlimStats
- SEO: Ubersuggest, Yoast SEO
- Email: MailerLite, LeadsLeap OptinMonster
- Fraud Prevention: ClickCease, Signifyd

By following this checklist, you'll reduce reliance on vulnerable traffic sources and build a sustainable, AI-proof strategy. **Start small, track results, and scale what works!**

One More Tool On The Way:

The Ultimate AI Proof Traffic System Is Coming!

We're currently building a new type of *traffic website* that is going to change the way you think about free traffic...

[Make sure you optin to our announcement list here!](#)

This is not a spam list. We'll let you know when we're ready for beta-testers if that's your thing, and again when we open the doors for everyone. After that we'll delete the list.

In the meantime, if you're needing quality traffic right now, EzClix already uses all these strategies and more for our Members. [You can find out more and test it out here.](#)
