



# Hot Traffic: How to start an **ONLINE BUSINESS** with zero investment

*Mr Robert Sabelstrom*

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# Hot Traffic: How to start an ONLINE BUSINESS with zero investment

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**Hot Traffic: How to start an ONLINE BUSINESS with zero investment** Mr Robert Sabelstrom  
HOT TRAFFIC is a set of 100 tested and actionable tips from Robert Sabelstrom, (founder of [www.unitedsurfcamps.com](http://www.unitedsurfcamps.com)) on ways to start, grow and optimize your online business. Straight after studies, despite landing a dream job at Accenture, Robert decided to grow a parallel career and started [unitedsurfcamps.com](http://unitedsurfcamps.com). Thanks to this decision he was able to surf all around the world, grow a successful side-business and learn lots and lots about online business by testing, making many mistakes, and iterating. All of that with less than 3 hours of work each week. Robert's business is 10 years old now and Robert decided to reveal all the key lessons he has learnt during his online career. In this book you will learn how he: - Cut his Google AdWords budget by 50%, but still reached higher profits - Lost > \$5000 in worthless clicks, before he discovered the pitfalls of Google Display Ads - Grew revenues by 300% in less than a year, by applying a scalable landing page structure - Reached Google top 10 organic search for all his strategic key words - Then lost 30% of the Google traffic in one day, and how this could have been avoided - Used testimonials and enriched content to improve the conversion rate, and hence profits by > 25% - Reached 15 000 likes on Facebook, and how he used that to drive sales and customer satisfaction - Was able to automatize and outsource 80% of all administration, enabling <3 hours workweek - Discovered a way to find, test and evaluate new online business concepts in less than 3 weeks HOT TRAFFIC will teach you how to find and evaluate an online business opportunity, how to drive traffic to your webpage (e.g. AdWords, organic search, social media, etc.), how to make your webpage sell ("convert") more, how to build a loyal clientele, how to optimize the business costs and last, not least - how to grow your business into new dimensions. All of that packed into 100 practical, actionable, fully tested tips that will lead you to succeed with your online business.

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