



SPI Podcast Session #54 - The Click

show notes at: <http://www.smartpassiveincome.com/session54>

Pat: This is the Smart Passive Income podcast with Pat Flynn, session #54. A-wha-wha-what-what?

Announcer: Welcome to the Smart Passive Income podcast, where it's all about working hard now so you can sit back and reap the benefits later.

And now your host: the guy who'd have a unibrow if it wasn't for his tweezers--Pat Flynn!

Pat: Yep. It's true. I am...a plucker.

Hey, what's up? This is Pat Flynn and welcome to the 54th session of the Smart Passive Income podcast. I'm really happy to be recording more frequently this year, and I've got an amazing line up of topics for solo shows and also interviews with some amazing people with some incredible success stories and advice for all of us. It's going to be awesome.

In the meantime, I thought it'd be fun to share that since the last podcast session, the SPI podcast in total has crossed over the 2.5 million download mark, and the rate of downloads per day is definitely on the rise. We're averaging maybe 5000-6000 average downloads per day, and when an episode comes out, like hopefully it will for this one, the downloads are between 12 and 20K for that day and a little less the day after and a little less the day after that. So, really, all this just to say thank you for that.

I know some of you, many of you have listened to multiple shows. I actually got a tweet today from a listener, Adam Ross. Adam, if you're listening, thank you so much. Adam Ross is over the UK and he told me through Twitter that he had just finished listening to 15 episodes in 3 days, which is totally incredible!

But I know a lot of you are also first time listeners too, and to you, if you're a first-time listener, thank you. I hope you enjoy the show. And if you like it of course, you can dive into the archives, you can subscribe on [iTunes](#) or [Stitcher](#) or whatever is convenient for you.

For today, I wanted to talk about something really, actually EXTREMELY important. Something we all know about. Something we all do every single day, but we don't really think about it. At least in as much detail as we're going to get into it today.

What is it? It's...a click.



Not clique like, you know, in high school the cool kids had their clique and the band people had their clique and...I was in that clique, the band clique. That's not the type of clique I'm talking about. I'm talking about people on their computers using their mice, or their fingers on their touch pad or iPad or iPhone, and actually physically clicking on a link. That's what I want to talk about today.

It's such a small thing. I mean, it takes a fraction of a second to actually happen, but the click is what initiates a path on your website. It's what leads to a transaction. It controls the experience that people have on your site. It helps people find what they're looking for, or even may help people find something that they didn't even know they were looking for. It's so small, yet it's so important, because online without it you wouldn't really have any results.

Now, a lot of you know that I recently took archery lessons. That sounds like a funny transition...uh, into archery now, but there's a point.

I recently took archery lessons. My wife bought me lessons for my 30th birthday, which was awesome. And in the SPI podcast 51, with Tim Ferris, I actually talked about taking those lessons with him--I didn't take them WITH him, but I talked about taking those lessons on the show with him, and he gave me some tips and stuff, like keep my head still, make sure I follow through and things like that.

Well, I took the archery lessons and I did pretty well, even on my first time out. I consistently would shoot in the red and yellow areas in the target, and after going back a couple times later, I felt like I was doing really good. I was really consistent. But, you know, I'd go to the range and practice and I met some ridiculously amazing archers, some way younger than me, like 12-13 year old kids who would just KILL it.

I mean, they could hit a dime from 20 yards away, and I wasn't even hitting a bull's-eye from 10. And it made me realize that there are a lot of parallels between archery and doing online business.

Not just the fact that it seems like there's a lot of young people involved now who are just crushing it, but more so the fact that, you know, I went there the first time and it was pretty easy to do OK. You know, you hold the bow, you attach the arrow, you pull back, you aim and release, right? But in order to master archery, in order to master that skill, there's a lot of little details that have to be learned and practiced and mastered.

I mean, fractions of a degree and angle that can change everything. You have to learn how to breathe steadily and control your heartbeat and all those sorts of things. How your fingers come off the string--all these things and it's understanding all these things that can really make a difference in your performance. Which is why I think



understanding something as little as a click in online business and blogging is such a good thing to do.

So I'm going to attempt to tackle this idea of the click today. It might seem kind of crazy that all we're going to be talking about today is a simple action of a click, but there's so much to it when you really think about it. What it takes to get people to click on something. What the link should say. I mean, should there even be a link at all?

What about buttons or anchor text or calls to action? There's a psychology behind it. And if we can better understand what's going on when it comes to the simple action of a click, the better we can control how people click around our website. And when you can do that, when you can control how people experience your website, you are onto something. When you can, based on your design of your website, which is a whole 'nother podcast episode in and of its own, we can talk about hours on website design, and I'm sure we're going to do that in the future, especially when Smart Passive Income gets redesigned here in the next couple of months.

But going back to it, when you can control people who arrive on your site, based on the design of your website--the text or the copy that you have in your website--and what actions you enable them to take, for example, clicking on things, you are on your way to success.

Did you hear how I just said "what actions YOU enable them to take?" That's really important, and that's really the first main point of all this, is you OWN your own website, or blog. You have total control of how people move around and navigate through it. You are in power and you are the one that can enable people to click on stuff or not click on stuff, or do anything. You know, be conscious about anything and everything you are doing on your site, or you're having other people do on you site when they get there. Especially when it comes to user experience, that's really what it's all about.

A click is such an important part of that user experience. I mean, when people arrive on your site for the first time, they are given the option to read or click on something, right? And typically many of all of those things all at once. So that first impression when they arrive on your site is really important. But what happens when people click on something and they get deeper into your site?

A couple of things happen. First, that little click is an example of what I like to call a mini-transaction or like a mini-commitment. A click is good, even if it's not for a product or to subscribe to something, even if it's just to another page on your site, or even if it's just to enlarge a picture graphic on your site.

That little click is a sign that your reader is vested in your site to some degree. They haven't left yet, and they've made a decision to stick around and click on something,



which means they want to explore further. That's really important, and there's some great strategies for getting people deeper and deeper into your site, which we'll go into.

But beyond that, beyond the fact that it's a mini little commitment or, you know, it's like a "Hey, sure, let me see what you got!" type of thing--and this is something not very many people talk about. When someone clicks on a link of any kind, it can sort of become a reset, a transition. The page goes blank for just a second or a few seconds, and the page reloads another portion of your site, and--you know, once again they experience that first impression.

It's not the FIRST impression of your whole site, but it's another new page that they're visiting for the first time, and if it's not what they're looking for or not what they expected, or it's not up to the quality of what they are already used to, then you have a problem and people could leave.

You know, it takes a lot of work to get people committed to keep going and go deeper and deeper into your site. But it just takes that one little misstep to send them away. So the main point here is just, again, to be conscious. To be conscious, specifically of what people are clicking on and what happens and where they go when they do that.

The most obvious example, this is an extreme example but it happens to a lot of us, is when a user clicks hoping to get some sort of information--because maybe you told them to go there, and then BOOM a 404 error happens. It's a broken link. That page that they expected is not there. Most likely, those people are going to go away. Some will click the back button and give you a second chance, but many--especially first time visitors--they're out.

About that, actually, about the broken links which I said are bad, obviously, there are two things you can do. Here's your first actionable item of the podcast--first, you can just check to make sure you don't have any broken links. You can do this a few ways--if you're set up with Google Web-master tools--again, there'll be a link in the show notes that you can get at smartpassiveincome.com/session54--you can pick up [Google Webmaster Tools](#), which is recommended, and you can get information directly from Google about what links are not found. So if you log into Google Webmaster Tools, you can see your site errors right there on your dashboard, and you can actually click on--I think there's a section on the left-hand side that says "Health," and you can get crawl errors and get the list of all the bad links that are there.

Sometimes they are links going to content going on your own site, sometimes they're links that go outside of your site that are broken. Either way, they're not good.

Another tool that you can use if specifically you're on the WordPress platform, you have a WordPress blog for your website, it's plugin called [Broken Link Checker](#), which will



monitor links in your posts and your pages and even comments and detect links that don't work, and does a number of other things for SEO, you know, Search Engine Optimization so you don't get docked for having too many of them.

I think the plugin can prevent search engines from following those broken links, and you can also edit the broken links and delete them right from WordPress in one location in your backend instead of having to go from post to post and editing each one individually, which can get pretty annoying.

Now, another strategy that I actually implemented myself, as well, it's sort of a failsafe in case someone ends up on a 404 page, which they shouldn't, but sometimes they do, is they--this strategy is just basically having a redesigned 404 page, or an optimized 404 page. A lot of people forget that the 404 error page is actually a page on your site that potentially a lot of people can land on. So my page, my 404 page, you can actually find that by going to smartpassiveincome.com/ and then just slamming your head on the keyboard and typing random letters.

Don't do that, but I'm just saying, if you find an error--you know, smartpassiveincome.com/youknowgibberish and then you'll reach my 404 page. You'll see it has some text that says "Sorry, the page you are looking for is not here. Please use the search function or the links below to help you find what you're looking for." And then there's a search bar under that and a list of my most popular posts, a list of categories and tags.

That way, even if people through error, reach that page, they have less of a chance of ditching me. There's still stuff on that page that's useful. Most people on that page probably click on the Most Popular Posts area, or they click on a category hoping to find what they're looking for.

I actually had my web designer do this for me because it does include some extra PHP code to show the most popular posts and things like that. Many WordPress themes have a 404.php page that you can edit straight from the theme editor in WordPress, but if you don't know what you're doing I would avoid doing that because you can totally screw up your theme. I've done that before, and it can be very confusing.

But if you have a VA or a web developer or even a friend that can help you out, you can just ask them "Hey, can you add this or that and this on my 404 page so I don't lose people in case they click and end up on a broken page?" Very useful stuff.

I went off on a little tangent there for a little bit, but I think it's all important stuff, what happens when people click on a link and it's broken. It ruins the experience. Hopefully those things will help you.



Now that we've covered that part of it, let's talk about linking within your posts. Obviously this is where a lot of clicking will happen, but there are kind of two levels of links that you can include within your posts to get the kind of highest leverage, I guess you can say.

There are certain strategies that I like to follow that I'm going to share with you. And again, this is crazy that we've been talking almost 15 minutes about clicks and links, but we still have a lot more to cover and it'll all hopefully be very helpful to you.

Let's talk about the first level of links. Again, these are the types of links that you can include within the first level of links. What they are, when you should use them and things to avoid and things like that.

The first level's is what I like to call "in case you were wondering." In Case You Were Wondering. And these are links that are typically included within paragraphs and sentences in your post that link to things that people can learn more information about something that they might not know about, or they might want to learn more about.

The keyword there is might. IT's not a call to action. That's what makes this first level. It's not aggressive at all, and there's no sort of request from you, the blog author or website owner, to click on this link, because you don't want people who already know what's on the other end to click it. You want those people to keep going or just pass over it or ignore it.

But for the people who maybe aren't quite sure what you're talking about or need a little bit of confirmation or more information about whatever it is, or maybe who are just curious, these sort of "In case you were wondering" links can actually help those people go deeper into your site, because they're learning and not getting confused along the way.

A common use is linking to an older post that defines something that you're now talking about in a new post. For example, if I was writing a post about ways to get more traffic to your site, and I mentioned the word "pillar post" in a section where I talked about writing epic content, for example, I'll link "pillar post" to a previous post where I explain more about pillar posts or have examples of a pillar post.

So it might read like this: It might read "another strategy for getting traffic to your site is to simply write epic content. By publishing high-value [pillar posts](#), you're more likely to create awareness to your articles for a longer period of time." So in that sentence, where I mentioned pillar posts I would link to an article that explains more about exactly what pillar posts are that I would've already written. Or maybe it's someone else's article, I don't know.



Pillar posts would be the anchor text. People who need that information, who are wondering about what it is, will click on it to learn more. People who do not will breeze over it and continue on.

This is opposed to doing it this way: "By publishing high value pillar posts ([click here](#) to read more about pillar posts), you're more likely to create awareness to your articles for longer periods of time." Or "By publishing high value pillar posts, you're more likely to create awareness to your articles for a longer period of time. (Read more about pillar posts [here](#).)"

How is this different? They are essentially doing the same thing, they're linking to the same article, but really they're not the same, because in these later examples you're actually telling someone what to do. "Click here to read more posts about pillar posts" or "click here to read more about pillar posts."

You want to save your call to actions for when it really matters in your post. Not for these "in case you're just wondering" type stuff. You're still linking to it, which helps, but you don't need that call to action here for something like this, because it doesn't really matter if people click on it or not.

You might be saying "well, what if I did it this way?" Here's another example: "If you're interested in reading more about pillar posts, [click here](#)." That's different, and it does take care of the--it's not necessarily a call to action, it's not forcing people, it's saying "Hey, if you're sort of interested in reading more about this, [click here](#)."

But that's nine extra words that you don't need. And if you have a lot of those on your page or post, it's going to break up the flow of your content, and it totally breaks it up. Anyone who already knows that information is going to just get annoyed because they're going to keep seeing these sidebars within your post. You want your post to flow as much as possible.

A lot of people, especially in fields or industries or niches where there's a lot of definitions to cover, they'll use this kind of strategy, this "in case you're wondering" link for definitions. Either definitions they've defined on their own site, or simply linking to a Wikipedia article, for example, which I've done a few times on the blog when I didn't want to waste real estate within a post to define something that I could've easily just non-aggressively linked to in case anyone wanted to know more about that thing.

Again, you want people to click when and where it matters to them. And to you as well. The thing is, there are different kinds of people on your site. There's ones who need these links, you know, it's non-aggressive, and to those who already know that information, they won't even see it as a link and they'll keep reading.



That's the first link level. The second link level--the first one was "Ah, well, in case you're wondering let me help you out." The second level is "I want you to click this." This is the call to action, the one where you are actually telling people what to do. You're telling people to click right here. "Please visit this link!" "Click here to get this." "Buy now!" "Subscribe!"

Those are all strong commands, and there's sort of an art to the call to action. Some things I personally like to do when it comes to using the call to action, specifically as a link, because sometimes I'll have call to actions that are just "keep reading!" which I sometimes use within posts when I'm going to reveal something that I've been creating buzz for. I'll say, "Keep reading to find out." That is a call to action, it keeps people going.

Sometimes the call to action is just to simply leave a comment, in which case they don't have to click on anything or on something before they start typing in a comment or an opinion or a question. But here, today, in today's session, we're talking about links. And before I get to how to use call to actions to get people to click on them, I want to talk about something that I saw in a post/video on socialtriggers.com with Derek Halpern.

The post was titled "[What's the best color for high conversions?](#)" And essentially, when we're talking about call to actions and clicks, we're talking about conversions. We use call to actions when we want people to do something, so we are aiming for higher conversions.

Again, go to the show notes and click on the link for this video that I'm talking about if you want to watch it, smartpassiveincome.com/session54. It's a great video. All of Derek's new videos are fantastic and highly entertaining too. He has bloopers in there and stuff.

In this video/blog post, *What's The Best Color For Higher Conversions?*, he actually gives you the answer. The answer is...your particular site's action color.

Now, if you go to SocialTriggers.com and you look around, try to see what's purple. Purple is Derek's action color. Every part of his site where Derek wants you to do something, take some sort of action, is purple. His links are purple, within his sidebar, in his posts--you know, if you open up a post there's a section at the top that's purple where you can subscribe to his email list.

And this is kind of something, you know, that I might be able to improve on, because he talks about a site that mistakenly uses a red action color, which is the color that I use. And he told me that it wasn't me that he was specifically talking about, but I'm using red.



The reason that that might be a not so good thing to do is because red is actually a "stop" color, traditionally. You know, green is go, red is stop. But it's working for me, you know? I'm getting clicks! But it is something I should probably test out.

The major lesson here is that your links should definitely stand out on the page, and hopefully match the action color that you have on your site, one that you've trained your audience to understand, to say "Hey, this is where I want you to do something."

Going back to call-to-action, link level #2. This is where you consciously--and I know I keep saying that word, consciously, but I only say that so many times because--and this is a problem that I have, too. We just like to throw things up and hope that they work. We don't really understand why we do what we do sometimes. But the call to action is where you want people to perform some sort of specific action, and it's where you're actually telling them to do that.

If what's on the other end of that link doesn't really matter, then it doesn't deserve a call to action. Let me say that again--if what's on the other end of that link doesn't really matter, then it doesn't deserve a call to action. Think about that.

You've got to play your call-to-action card wisely, and I feel like a lot of people waste call-to-action cards that they earn. Let me explain this a little bit more. When people arrive on our websites for the first time, we as the blog or website owner have zero call-to-action points. We have zero call-to-action points for a brand-new visitor. Think of a point as literally a point that we can redeem. When you redeem more than you have, you're done for. That person's gone.

So what happens when people come to your site for the first time, and they read an article, and you have an immediate call to action, like right at the top of the article?

You've redeemed more points than you've earned. You haven't earned any yet, and you're either not going to get that person to action that call-to-action, or you're never going to have that person come back to your site.

I typically leave my call-to-actions for after I've "earned" my call-to-action points from people. So how do you earn call to action points? You just write really great stuff! You provide helpful information, stuff that is actually useful, that makes an impact on the reader, that introduces them to something new, that surprises them, that peaks their curiosity, that--you know, just giveaway so much information that they feel like they owe you and they're going to look for a way to pay you back, and many times that is through some sort of call to action.



This is why most of my call-to-actions are going to be later in the posts, and sometimes right at the end. If I've written something that I know is helpful, that is a great article, then I know that when people reach the end of that post that they have momentum, and you can take advantage of that momentum with a call-to-action. They've reached the end of your post--there's got to be something else for them to do. It's almost a sin not to ask them to do something else after they've read your post, whether it's "leave a comment" or "click on something."

Maybe it's read another article that you have, or maybe buy a product of yours, or buy a product that you're promoting as an affiliate or share that article on Twitter or on Facebook, and actually asking them to do that. Just having the buttons there isn't enough. You actually have to tell people to do it, and if they're at the end of the post, that's when it's okay to do that.

You know, if you ask them to do that before them getting to know you and the content that you have, then that's not good, but if they've spent the time to read what you have, or watch the videos, or listen to your podcast, then you can tell them "I would love for you to share this!" And more than likely, they will. And the more sort of call to action points you've earned along the way, the more actions that you can have, the more call to actions that you can have.

A lot of people take advantage of reader momentum by injecting call to actions not just at the end of their posts--and I can potentially be a little more aggressive with this. But they include them at the end of sections within their posts. You know, a certain point was made or something was revealed and then BAM, call to action. And then another few paragraphs, another point made, and then BAM, another call to action. Multiple call to actions within a post. You're sort of collecting and redeeming those call to action points along the way at the same time.

This can be helpful, especially if your post maybe covers a lot of different topics.

There's some important things to keep in mind when it comes to call-to-action, and that is your goal for the reader. We're going to be talking about when to open--you know, when people click on something does it open a new link, or a new window, or does it open in the same window?

Let me explain. For link level one, which is the sort of "Hey, just in case you were wondering" sort of thing--that type of link should always open in a new window, not in the same window but in a new window. You can set this and--you know, you can set your links to either open in the new window or the same window when you create those links in WordPress.



Why? Why a new window? Because you ultimately want to keep going down that original page that they were on. You know, if they were linking to a definition or something, for example, or an older post even that you explain something more, if you open into the same window, they lose their place in that original article that they were on. They might get side-tracked.

Maybe you linked to a YouTube video in the same window and your article's gone. They're on YouTube now, and they're watching you, but then on the sidebar there's a video for 6-pack abs that was featured, so they click on that, and then sooner than later they forgot about where they came from and they're on the floor doing sit-ups or something. You know, you want your readers to be able to go back to where they were before they left you.

So if you're going to include these links that are sort of like sidebars for people who need a little bit more information, always open them in a new window so people can close that and go back to where they were. "Oh, that's what it was? Okay, well let me go back to the original article." Not many people go back and then scroll down. You want people to do as little work as possible when it comes to navigation on your website.

With link level #2, the call to action, do you open them in a new window or do you open them in the same window? Well, the answer is--it depends. You have to ask yourself, with each individual link, "Where do I want that reader, my readers, to end up?" Literally think of their experience when clicking on that link, all the way until they eventually have a need to close that window or they finish up.

The most obvious example would be, if I were to link to a product of mine at the end of a post, after delivering a ton of free content, including some copy about whatever that product could do, that would and should open in the same window because I'm continuing the path that they were on.

If it's in the middle of a post, for example, and it opens up maybe an article on another site that proves my point, or I don't want the reader to necessarily just leave, then it'll open in a new window, because I want them to go back to where they were. Again, just sort of think about it from your reader's point of view. I think a lot of us don't do that as much as we should.

That should be our #1 priority, is to make the user experience on our site as seamless as possible, who can just sort of become your reader for a second and see where your links take them before you hit the publish button. Obviously, you can always change things after you publish and edit things, but just try to keep a conscious mind when



you're including links on your site, things that people can click on. Where are they actually going to end up, and what is that experience like?

Another thing to think about is just the sheer number of links that may be included in a particular post or on your website. Or just in your website in general. I mean, this is partly why Smart Passive Income blog is being redesigned, because I'm getting a lot of complaints from people, especially new users, who come to the site and they are overwhelmed with the amount of things that they can potentially click on.

If you go to smartpassiveincome.com right now, you'll see there's a lot of options that I'm giving people. Too many! Too many options are bad, because it'll just hinder people. It'll stop them from actually taking any action. It's the sites that have fewer options, options that can be sort of seen at a glance, that perform much better.

Copy, you know, text in and around your links and where people can click per call to actions, is very important as well. If you can pique people's curiosity at the same time when you include those links, you'll do so much better.

It's very much like writing a headline. The point of writing a great headline is to stand out, get noticed, and have people click through to read your posts, right? Same thing with your links! You want them to stand out and be compelling enough--again, we're talking about call-to-actions here--you want them to stand out and be compelling enough that people would want to click on it. That they want whatever it is on the other end.

This has to do, again, with something I learned from Derek at socialtriggers.com. He's sort of my resource for all things psychology. It's this thing called the Information Gap Theory of Curiosity, which explains that it's just human nature to want to know what's going on.

So if you can create a gap between what people know and what people DON'T know, they're going to want to fill in that gap, and people will be willing to take action to do so. To click on stuff to find out that information, to fill in that gap. That's really the theme behind all this podcast session, you know, knowing where people are and then giving them the means to figure out something, or fill in that gap, because people will click when they're curious. People will click when they are curious.

So what I want you to do is the next time you're reading a post, you know, not writing one but reading one somewhere, see and try to notice how the owners of those blogs or websites are using those links. I mean, we didn't talk much about the sidebar. We could devote an entire session to what to put in your sidebar. There's a lot of debate about that. Do you put everything in there, or do you only put a few important key



items? I've seen it work both ways. But when it comes to links within your posts, try and see what kinds of links you're actually clicking on, on other sites, and which ones you aren't.

Which ones are you actually clicking on? And what is the strategy behind there? I did this exercise the past couple of days leading up to this podcast session, and it was actually really interesting. I definitely found that when I didn't understand something and there was a link nearby, sort of link level one, it actually felt really nice to know that the author was sort of in my head and gave me a way to learn more and read more about something that I didn't know about.

And when I did come across these level one links, but I already knew that information, I didn't even know that they were there sometimes. I always just somehow ignored them and didn't even think anything of it. It was those articles that were great, that taught me something new, that just blew me away, that just surprised me, where I was actually searching for ways to give back.

So if there was a retweet button, I would do that, or a Like button, I would Like the article. When it comes to call to actions, it was the call to actions that were surrounded by--that just kind of piqued my curiosity, where I really wanted to know what was on the other side of it, that got me to click through quite a bit.

So I want you to try this, you know. Keep track for maybe a day or two. What really are you clicking on when you're reading posts, you know? You're going to learn a lot about why you do what you do. Try to do that exercise on your own and be sure to try to use the methods that you feel work the best for your own site.

We were talking about clicks for over a half-hour now. To finish up, let's talk about be everywhere for a little bit. Be everywhere.

For those of you who don't know what be everywhere is, it's sort of my, the name of my particular strategy for creating a widespread, almost viral brand online, by not just creating content and pouring energy into a single website, but strategically tapping into resources where audiences already exist through other mediums, such as podcasting and YouTube. That's session 28, for those of you who want to listen to that presentation.

I'm in the middle of writing a book titled *Be Everywhere* as well, and I'm making progress on it as we speak, although it's going very slow, but I am making progress! Anyway, the *Be Everywhere* strategy has worked really well for me, and it's working really well for others, too.



But at the core of this strategy, even though we're producing content outside of a blog or website, the core of the strategy still is a great website or a great blog. Why? Because the website or blog is exactly where all of the action takes place, because that's where the clicks happen.

You can't click something you're listening to. And you can't click something you're watching, although nowadays those kinds of lines are starting to blend a little bit, which is pretty cool. But generally speaking, in the *Be Everywhere* strategy, your website is the hub. It's where you want all your iTunes listeners, your YouTube traffic, traffic from other sites--you want them all to come back to your site.

Because that is what you can control, just like we talked about earlier. You can control the user experience on your own site. So get people from all those arms of your business back to the core, to your site, and then use clicking strategies to control the user experience. So just keep that in mind.

I hope you enjoyed today's session. I kind of wanted to throw something a little bit different at you today. We talked about something REALLY micro, and a lot of times we get into the macro, bigger idea type stuff, but this click thing is very important, so I hope you kind of take one or two things away from today's session.

I would love to hear from you, actually. I want to know what strategies you have, or can think of when it comes to getting people to click on stuff on your website.

So if you can go to smartpassiveincome.com/session54, usually the show notes there, you can leave comments or questions there. You can see what everyone else is saying as far as click strategies, and I'd love to hear from you!

Thanks for listening, have an AMAZING day, and look out for another session next week on the SPI podcast! We have an amazing guest coming in. And please, if you haven't already--this is my call to action here at the end of the session--please leave me a rating and a review on [iTunes](#). I would really appreciate that. And please just stay safe, stay healthy, and I will talk to you very soon. Peace!

Announcer: Thanks for listening to the Smart Passive Income podcast at www.smartpassiveincome.com!