Old School vs. New School: What Website Traffic Tips Have Aged Well

Years ago, someone compiled a list of 101 ways to drive traffic to a website. I didn't write that list, but I saved it—and just rediscovered it. Some tips were clever, some were desperate, and a few actually held up. Let's take a look at what's aged well, what hasn't, and how the smart marketers are adapting these strategies in 2025.

1. Forum Posting ? Reddit Comments / Niche Discords

Old Tip: "Add your link to your forum signature and contribute."
Still Works? Sort of. Forums are mostly dead, but Reddit is thriving—and niche Discord servers are buzzing. If you're helpful and not spammy, these can be great sources of traffic.

2. Guest Blogging ? Strategic Collaborations

Old Tip: "Write for other blogs."
Still Works? Yes. But now, it's less about cranking out SEO backlinks and more about building relationships, sharing audiences, and driving meaningful traffic.

3. Article Directories ? LinkedIn & Medium

Old Tip: "Submit your articles to directories like EzineArticles."
Still Works? Not really. Those days are gone. But LinkedIn articles and Medium posts still get attention—especially when SEO is baked in and the post is promoted right.

4. Blog Commenting ? Value-First Engagement

Old Tip: "Leave comments with your link."
Still Works? Not the link part. But if your comments are insightful and relevant, people will check your profile or site. It's about planting curiosity, not links.

5. Webrings ? Niche Roundups / Link Exchanges

Old Tip: "Join a Webring."
Still Works? No. But modern versions like blogrolls, curated resource pages, and newsletter link swaps give a similar boost if you find the right partners.

6. RSS Feeds ? Email Lists & Push Notifications

Old Tip: “Tell people to subscribe via RSS.”
Still Works? RSS is mostly forgotten. These days, it’s all about building your email list—or trying web push notifications for instant reach.

7. Press Releases ? Newsworthy Content on HARO / Substack

Old Tip: “Submit a press release.”
Still Works? Only if you actually have something newsworthy. Otherwise, consider becoming a source on HARO or building attention through your own newsletter.

8. Start a Free Report ? Build a Lead Magnet Funnel

Old Tip: “Give away a free eBook.”
Still Works? Definitely. But now it’s part of a full funnel: lead magnet ? opt-in ? email nurture. People still love free stuff—if it’s useful and relevant.

Final Thoughts: Respect the Roots—But Update the Tools

The core ideas from that old list still hold water. Provide value. Show up consistently. Engage with your audience. But the tools have changed—and will keep changing. If you’re still stuck in 2009 tactics, it’s time to evolve.

Want a modern version of that old traffic guide? Let me know—I might just revive it, with a lot less B.S.

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