

WAYS TO DRIVE TRAFFIC TO YOUR WEBSITE THAT WORK



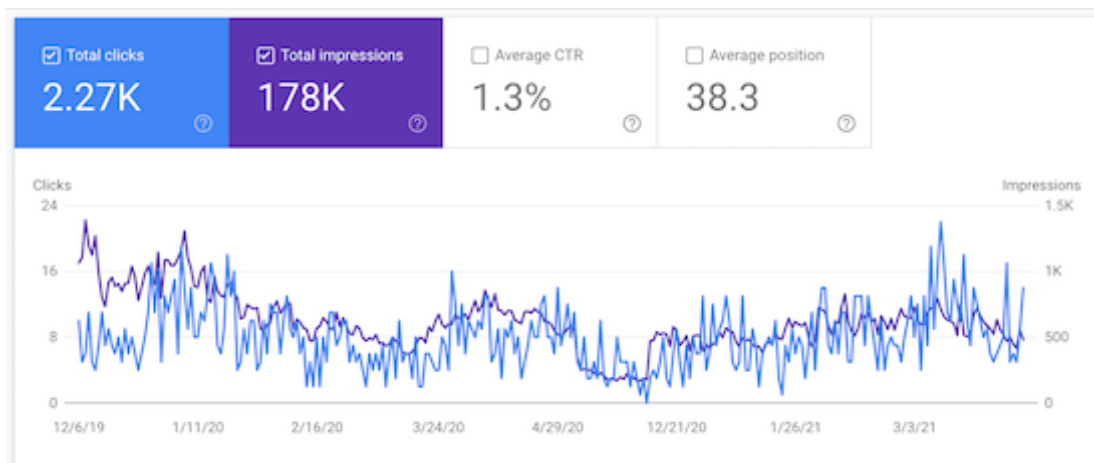
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Ways to Drive Traffic to Your Website That Work

So you have a brilliant website setup. You have amazing product photos. The imagery, colors, typography, and functionality are all top-notch, but— you are still not seeing any traffic.



No, not this traffic. This one:



It can be pretty frustrating. But don't worry, there are many proven methods you can use to direct more traffic to your website. Depending on your product/website, some of these methods will work better than others. Nothing is written in stone and you might have to test a few of these out until you figure out what works best for you.

One of the best ways you can generate long-term traffic for your website is by ranking higher on search engine results. To do that, your website must be search engine optimized (have good SEO). Before we jump into other techniques that can help generate traffic, a brief introduction of our little hero is in order. Let's learn what SEO is.

What is SEO?

If you were to give any business owner and marketer one wish and promise them that their wish will come true, it would be for more customers. The single most important thing for more customers is more traffic to your site. But, you don't want people who are uninterested in your product to land on your site. If this happens, it will probably result in something like the first photo in this eBook.

But surely you want more traffic to your website right? Not quite. You want the **right kind** of traffic to your website. This is where SEO does its magic.

SEO, more popularly known as search engine optimization, is the art of optimizing your website for search engines. There are three types of SEO: namely on-page, off-page, and indirect SEO. This eBook will list a mix of these three. Some of the methods you will learn in this eBook are more popular than the others, and you might already know about them.

Without further ado, let's jump right into the first one.

Use Effective On-Page SEO

Use Primary and LSI Keywords

The first thing you need to do is figure out different high search volume keywords that are associated with your business. Using only one keyword on your website is not nearly enough to drive traffic to your website. The **Primary Keyword** is the main keyword you need to target on your website. **Google keyword planner** is one way to identify the primary keyword for your business.

Related or **LSI** (Latent Semantic Keywords) **keywords** are words that are semantically related to your website. These keywords act as support to your primary keywords, and search engines love good semantics. For best results, you should have at least 3, 4 LSI keywords supporting each primary keyword.

Back to on-page SEO. It shouldn't take you more than a few hours to thoroughly optimize your content for search engines. The first thing you want to do is add internal links to the content on your website. You will learn more about adding content to your website in a second, but first, let's learn how internal linking works.

Consider a person lands on your website, kudos! But is there anything valuable on your website that will make him stick around for longer? This is why you need to add plenty of internal links that are related to what he might be looking for on your website. If he was looking for great shoes to buy, add a link somewhere saying "great shoes to wear on the beach". There is a big chance that he will follow that link.

What to do if there is nothing relevant to the content to link? Well, use this as a roadmap to come up with new content. A customer has come looking to your website for great shoes, why don't present him with multiple articles to read from. Use keywords and LSI keywords as you go about writing your content and your traffic will increase like crazy.

Here is a checklist you can use to make sure that your on-page SEO is effective:

- ☐ Crawl your website – this allows search engine bots to index your website
- ☐ Perform an SEO audit – this will help you define your site structure
- ☐ Update URLs, page titles, and Meta descriptions – don't just let it stay at default
- ☐ Make sure that there are keywords in the URLs of your website
- ☐ Use relevant keywords throughout your website – but be sure that you don't keyword stuff

One Keyword at a time

Don't overthink SEO, it is not. All you need to focus on is delivering good quality content that attracts the right people from the right platforms. There is a popular saying among marketers that "if you try to sell to everyone, you often end up selling to no one." You must choose and rank one keyword before you move on to the next one.

Let me clarify, you need to focus on one "Primary keyword" before you move onto the next "Primary keyword." Once you have built enough authority on one primary keyword and all the associated LSI keywords, only then you should move on to the

next one. One important tool that you can use to find relevant primary keywords for your business is [Keywords Everywhere](#).

Keywords Everywhere are exactly what it sounds like. It is a browser extension that allows you to access the search volume of each word that you type in real-time. After the extension is activated, whenever you search for something on any platform, the search volume for that keyword and the CPC (cost per click) shows right next to that keyword.

Post Content on Your Website Regularly

Okay, you want to rank your website for certain primary keywords. What's the best way to do that? Use that keyword and related keywords on your website as many times as possible. But, here is the catch. You don't want to **overstuff** your website with keywords, so much so that it looks unnatural. The best way to avoid that is to post content such as blogs and articles on your website.

Blogs and articles are a great way to bring organic traffic to your website. Because someone already interested in your product might also be interested in learning about similar products. If you provide home décor services, for example, some good topics for blogs will be "best home décor idea if you are on a budget" and "Minimalistic Home Décor Ideas". You can come up with many similar ideas.

You might be thinking, but who will write all this content for me? Don't worry, you can find plenty of help online. You can invite guest writers to write for you on your website. Or you can hire a full-time content creator to write all your content for you. Hire someone who has experience writing content that ranks higher on Google or similar search engines. Websites like [Upwork](#) are a great place to find talent.

Just like people, search engines love content that is user-friendly and has good semantics (recall last section). So posting relevant, user-friendly content regularly is a great way to generate traffic. Here is a bonus tip for you. Add a comments section to your blogs, but don't leave it unattended. Having a comment section is a great way to increase conversions.

Have a Planned Content Marketing Strategy

Everything we have talked about so far falls under one category— content marketing strategy. Content marketing strategy means creating and posting relevant articles, videos, podcasts, and other content on social media and your website. The main purpose of a content marketing strategy is to create awareness about your brand. It is a good way to establish your authority.

A report indicates that businesses that have an active content marketing strategy have [67% more conversions than businesses that don't](#) have an active content marketing strategy. It is because most people like to read about your business and your authority on the product they are about to buy from you. An effective content marketing strategy has three stages:

Awareness Stage

You don't write to sell at this stage. Let's repeat, you don't write to sell! You only write to address the concerns that the reader might have about the product. Writing about their pain points, the challenges that they face, and how they can solve them is your best chance of engaging with them.

Consideration Stage

You only soft sell at this point. You write content that is still considerate to the pain points of the reader, but you incorporate a pinch of marketing in it. You offer the audience your services, but keep it disguised. You can do that by educating the reader about what features they should look for in their desired product, and how you provide those features.

Closing Stage

You go all out salesman on your audience. But, keep it about them. Tell your audience how your business is the best choice for them, and here is the beauty of content marketing strategy. With the content that you have posted in the above two stages, they already know that you are indeed the authority when it comes to the product that they are looking for.

The advantage of content strategy is that the traffic that lands on your website isn't just surfing through— they are here to buy.

Building Off-Page SEO

Use the power of Backlinks

It's finally time that you understand what domain authority and backlinks are. Suppose another website found your content useful and engaging. So to support their content, they link your content with it. When people come to your website following a link from another website, it lets popular search engines know that your website has authority over that content. Following so far? Good!

Now imagine that your content is hyperlinked across hundreds, maybe thousands of blogs across multiple websites; search engines will start ranking your content in top pages when someone searches for that topic. Backlinks tell search engines that your content is credible and search engines reward you for that. Ranking among top search results is the best way to increase traffic to your website.

It is important to mention that the quality of the backlink is far more important than the number of backlinks. The quality of a backlink demonstrates how many people follow that backlink to your website. A good way to generate high-quality backlinks is to invite guest writers from popular platforms such as Quora, Reddit, and Hubspot to write content linking to your website on their platforms.

Sure this might cost you some money, but when it comes to generating traffic, the only thing to consider is ROI (return on investment). In corollary, it can be said that the websites that rank at the top have more high quality (and maybe high in quantity) backlinks than the website that ranks lower for the same keyword.

One important thing to remember is that the anchor text (text including a link to your website) must include your target keyword. A word of caution. Don't overstuff anchor text with your target keywords. As discussed so far, the more naturally the content flows, the better it appears to search engines. **Google Penguin** is a tool designed by Google to filter out black hat link strategies.

Don't be afraid to exchange backlinks with other credible websites. If someone is willing to write for you on their platform, it is only natural that you do the same for them.

Use traffic sources that your competitors are using

How great would it be, if all the traffic sources of your competitors also generated the same amount of traffic for you? But why would your competitor tell you about their traffic sources? Gladly, you are not asking them to tell you. You can simply find it out yourself by using [Similarweb](#).

Similarweb is a great tool to analyze any website to figure out exactly how they generate their traffic. It shows you an overview of the website's traffic and also the division for that website's traffic. Similarweb is a powerful tool to have in your arsenal, especially when you have a competitor who is ranking higher than you.

Other Popular Methods to Generate Traffic (Indirect SEO)

Paid Advertisements

This is one of the most commonly used, and most effective methods of directing more traffic to your website. Paid advertisements include social media advertising, outdoor advertising, and paid searches. All of these methods allow you to target the people that are already interested in your product (or similar product), and direct these people to your website.

In case you are also hoping to convert most of these people that are coming to your website. You need to incorporate high commercial intent keywords into your website content and your ads. Now, what do these commercial intent keywords look like? Great question!

High commercial intent keywords are keywords that your potential customers use to search for your products. These keywords help you differentiate "I might become your" customer from "I will become your" customer. However, if your goal is to target the former kind of customers as well, you might need to do a little research into what **intent marketing** is.

So before you jump into the bank to take out money for advertising, ask yourself this first. Do you want more traffic, or do you want more conversions?

Make Social Handles for your Business

We live in the digital age, where an Instagram selfie has more reach than Donald Trump's entire presidential campaign (not an assumption). It is simply not enough to make a website and load it with great content in hopes that people will eventually find it — you have to get ahead of the game. One of the, if not the, best ways to do that is to create social media accounts for your business.

Instagram, Facebook, Twitter, LinkedIn, and Google My Business have billions of users. If you are running a bakery, posting appealing photos of your items on Instagram and Facebook might increase the influx of customers to your website. LinkedIn might be a great way to reach out to professional businesses who are looking to buy your product in bulk.

What's important is that you show people that you are proactive, and looking to do business with them. Post regularly on Facebook, tell people about an incoming sale on your website through Twitter, or maybe add a long business post on Google. As we already discussed in the previous section, you can also run keyword-targeted paid ads on social media platforms. This will help you get more leads, as well as increase traffic to your website.

Send targeted emails

One of the least used methods of increasing website traffic is sending out emails. This is because most people don't know how to make an email list for their business. Don't worry, it is not complicated. The first thing that you need is to make sure that your website has a signup portal. Ask for their emails when signing up. You can use these emails to generate a monthly email list.

Sending 6-8 emails a month is a great way to remind your audience about your business. Now, another question that might stem in your mind is, "what to send in your targeted emails?" It's simple, send them updates on your products. Inform them about new stocks that you have listed on your website, or maybe send them a relevant article that you think might be helpful for them.

Targeted emails do not only increase your website traffic, it is a great way to improve your relationship with your audience. After all, your ultimate goal is to make more sales. Retaining your customers for a long time also becomes easier with targeted emails. If you don't want to personalize your emails for different demographics, you can also send generic cold emails.

Keep the content of the targeted email as relevant as possible. You can use the data of the customer's previous purchase to do that. If the client purchased a mobile phone, send him an email regarding cases that'll go perfectly with the mobile phone. A great way to get more traffic on your website is to inform your customers that something they might be interested in, is available for them on your website.

Influencer Marketing

Influencer marketing has taken the world by storm. There is nothing better for your product than to have a celebrity or an influencer talk about it in front of their audience. Influencers are also very cooperative when it comes to products that align with the type of content they share. Here is a trade secret just for you: sponsor a YouTube video.

YouTube videos are the single most consumed content out there. A good quality video has millions of viewers. But, be sure to sponsor a channel or a video that aligns with your product. For example, if you are trying to sell guitars, you can sponsor a YouTube channel that makes music videos.

Another way you can leverage an influencer's popularity is by tagging them in your social media posts. Refer to their content in your posts, ask influencers for a private Q/A session, ask them to appear for you in a podcast. You can also pay influencers to post for you on their social media platforms. Remember, it is all about ROI.

Not sure what kind of influencer is best for your website? Try using tools like [HyperAuditor](#) and [BuzzSumo](#). These tools are designed to help you find the influencers that post content relevant to your industry. If you are still unsure, you can always reach out to a digital marketing agency that can do influencer outreach for you.

Ending Notes

When it comes to driving more traffic to your website, it all comes down to one tiny thing, that is how easily people can find you and your business online. One of the ways you can achieve that is through SEO. Another way is to use the power of social media and advertising. If you leave an impression on people through your content, and through your services/products, they will surely want to know more about you—ultimately landing on your website.

The algorithms for search engines and ads change frequently, so you need to keep your traffic-generating strategies up-to-date. You can achieve that by using the latest SEO techniques, the latest social media and marketing trends, and incorporating any future trends that might surface. But don't let your website stay stagnant.