

DRIVE TRAFFIC USING MEDIUM



Traffic is hard to come by for new websites without spending a lot of money. However, there are some demand strategies such as social media and forums where creating valuable content will help in people following you for more thought leadership and value.

Medium is a social media platform that allows people to publish their thoughts on any topic they want, and there are many ways you can use this to your advantage.

This article looks at how you can generate traffic to your blog using Medium, so let's start by talking about what Medium is and how it works!

What is Medium?

Medium is a blogging platform that allows people to write articles on any topic they want. People who read these articles can follow the authors and publishers to get updates on their stories.

Medium is a great place for thought leaders to publish longer-form articles than what you would see on social media such as Twitter, Facebook, or LinkedIn, and it can be a great way to generate traffic back to your blog.

How does Medium work?

When you write an article on Medium, you are given the option of publishing it as a "story" or as a "note." A story is essentially a blog post, and notes are shorter articles that can be used for quick tips on a specific topic.

How To Use Medium To Drive Traffic To Your Blog

Create High-Quality In-depth Content

When you write an article on Medium, it's important to ensure that it is high quality and provides value to your readers.

Don't just rehash the same content you have on your blog - instead, take the time to write something new and interesting that people will want to read.

With an audience of [more than 100 million people](#), setting yourself apart as a content creator who covers topics in-depth will sure get you noticed and followed.

Experiment On Different Content Types

Medium is a great place to experiment with [different types of content](#) and see which one works best for your readers.

Try to pack your ideas into different content formats and see if any ideas work better. The key is to keep experimenting until you find the type of content that your readers enjoy the most.

This will help build up an audience and get the attention of people who read your articles regularly.

Guest Post on Other Medium Pages

[Guest posting](#) is a solid strategy that works well for businesses looking to expand their audience.

To get more people to notice you and the content you write, seek guest posting opportunities on other medium pages.

One of the best strategies to expand your audience on Medium through guest posting is to target smaller, niche audiences.

Seek guest posting opportunities on other medium blogs that focus on topics related to your focus area. This will draw in more relevant traffic to your Medium, which you can then funnel onto your website.

Connect with Other Medium Influencers

To generate traffic on Medium, try connecting with other influencers in your field who have their following on this platform.

Connect with influential people in your field, and engage with their content to generate traffic back to your medium page.

One of the ways to connect is through commenting on articles by other readers. Invest in engaging other authors, show interest in their journey, and encourage thought-provoking discussions to build a reputation with their community.



Engaging other authors can lead to future collaborations or opportunities where they can link back to your website by mentioning it in their story.

Share Your Medium Posts on Social Media

Another way to generate traffic back to your blog is by sharing your Medium posts on social media.

When you publish a new article on Medium, make sure to share it on Twitter, LinkedIn, and Facebook so that your followers can see it.

You can reach people in different groups and backgrounds who may share similar interests by sharing on social media.

You can create a social media strategy tailored specifically for Medium to help you reach a larger audience.

Include a Link to Your Blog in Your Bio

When you create your profile on Medium, make sure to include a link to your blog in your bio so that people can visit it.

This is a great way to drive traffic back to your website and increase engagement with your content.

Adding a link to your bio is also an effective way for people who stumble upon your profile and like what they read to find other things you've written on the website as well.

Writing Medium Posts that People Will Want to Share

When you write blog posts, make sure that it's something that people will want to share on social media.

For your blog post to be successful, it has to be interesting and provide value to the reader.

When you write posts worth sharing, people will be more likely to do so - which can help increase traffic back to your blog.

Be Consistent

By staying consistent, you will be predictable, and readers can count on you to share new content within a stipulated period. Frequency matters, especially on Medium.

Being consistent is an effective way to increase people's engagement with your blog posts, which can help generate more traffic back to your site.

The best thing about being consistent is that you can show up in the notifications section for their followers - this makes it easier for them to find out when you publish a new blog post.

Final Thoughts

Medium can be a great way for bloggers to generate traffic back to their blog. The most important thing you should do is focus on providing value and being consistent with your posts, which will help increase people's engagement with your content.

It doesn't take much time or effort to get new readers from this platform if done the right way.

Overall, Medium is an effective way to generate traffic back to your blog - you just have to find out what works for you!