

HOW TO USE TWITTER TO GENERATE TRAFFIC



While creating content for your business blog is important, driving traffic to your blog is essential. Twitter is a great platform that you can use to generate more traffic to your blog and increase exposure. In this article, we look at ways in which you can use Twitter to drive more traffic to your blog.

Use Short Provocative Tweets

Tweets are pretty short, and an even shorter sentence can sometimes be more effective than using up all characters. Twitter statistics have proven that [short tweets](#) get 19% more interaction.

Rather than just sharing a link to your blog, you can use short tweets that invoke interest for your blog articles.

You don't have to stick with the title of your post. You can also use a provocative statement or question related to the blog post. This will help get people to click on your link and read your article.

Use Intriguing Quotes and Statistics from Your Blog Post

Quotes perform well on Twitter. According to a [Twitter report](#), quotes get an extra 19% engagement in retweets compared to plain tweets. Quotes are also great for drawing attention to your blog post. statistics get an average of 18% more retweets.

In addition to using quotes, you can also share interesting statistics from your blog post. This will help to pique the interest of Twitter users and get them to click on your link. According to a Buffer report, tweets that contain data or statistics get an average of 18% more retweets.

Include Images

Images are a great way to capture attention on Twitter, and including them in your tweets can help you generate more traffic to your blog. [Tweets that include images](#) get 200% more retweets than those without.

Use Hashtags and Trending Words Creatively

Including hashtags in your tweets can help you to reach a wider audience. Tweets with hashtags get double the engagement of those without.

Do some research to find popular hashtags that will generate more followers, clicks, and engagement. Hashtags can be relevant either to your brand or to the specific tweet you want to post.

Trending words and phrases are useful because users are more likely to search for them on Twitter. Using trending words in your tweets can help get your blog more exposure by giving you a better chance of being seen by Twitter users.

Add URLs Onto Your Profile

You can also make it easy for people to find your website by adding a link to your blog on your profile.

You can link to your main home page or link to a specific blog post. This will help people easily find your blog and read your latest articles.

Pin a Tweet

Twitter allows you to pin a tweet to your profile. A pinned tweet stays at the top of your profile, and it's the first tweet everyone sees when they scroll through your feed.

Any time you share a tweet with a link to your latest post, you can change the pinned tweet to ensure that you get more traffic to your blog.

Tweet Consistently

Twitter is all about consistency. If you want to be successful, you need to be tweeting regularly.

Aim to tweet a minimum of once a day and more if possible. This will help to keep your Twitter followers engaged and ensure that they see your latest blog post links.

Twitter's algorithm favours recent tweets, so tweeting consistently is key to getting your links seen by as many people as possible.

Ask for Retweets from Your Followers

In addition to clicking on your link, ask your followers to retweet and share with their followers.

Your tweets will get more engagement if you ask people to retweet them. This is because it spreads the content further, exposing your blog to a wider audience and increasing traffic through word of mouth.

Find the Best Time to Share

Knowing when to tweet is just as important as tweeting consistently. You need to find the best time to share your blog post links to get the most exposure.

You can use tools such as Buffer and Hootsuite to determine when is the best time of the day to tweet and when most of all your followers are online and likely to see your content.

These tools will help you schedule and automate your tweets, making it easier to generate traffic for your blog.

Create a Call To Action on Your Tweets

Ask people to share, download, click, like, tweet your latest blog post, etc.

For people to take action, you must be clear on what you want them to do. Start by sharing your content, then provide clear information on what they should do.

Promoting Your Tweets

Putting a budget to your Twitter strategy can help you get more traffic to your website.

You can use Twitter Ads to promote your tweets to a wider audience. This is a paid service that allows you to specifically target people who are most likely to be interested in what you have to say.

Final Thoughts

Twitter is one of the best social media sites for promoting your blog. You can use it to generate traffic by using hashtags, trending topics, adding links onto your profile, pinning tweets, tweeting regularly, asking for retweets, and creating a call to action on your tweets.

You should also promote your tweets by creating ads and targeting the right audience. With a little bit of effort, you can see a significant increase in traffic to your blog from Twitter.

Short tweets get 19% more interaction

- <https://www.quicksprout.com/twitter-engagement/>

19% retweets on quotes

https://blog.twitter.com/en_us/a/2014/what-fuels-a-tweets-engagement

Images get more than 200% more retweets

<https://www.quicksprout.com/twitter-engagement/>