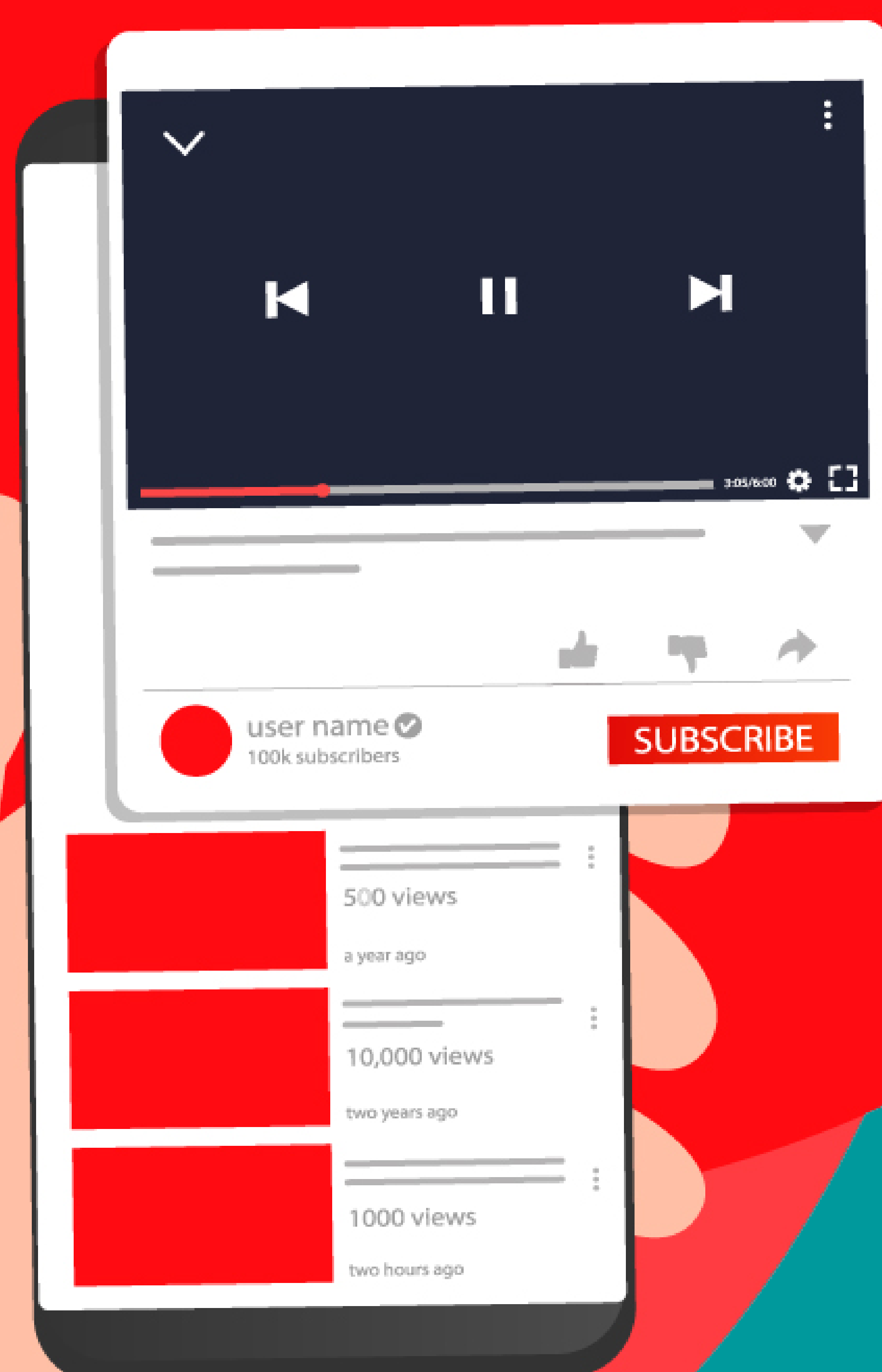


HOW TO USE YOUTUBE TO DRIVE TRAFFIC TO YOUR WEBSITE



The internet is a vast and ever-changing landscape. It can be difficult to get your website seen, let alone generate traffic. With over [2 billion active monthly users](#), YouTube can be a great tool to drive traffic to your website.

YouTube offers multiple other serious SEO benefits, including ranking on Google Search Results Page. This article will talk about how you can use YouTube to drive traffic back to your website!

Make Sure Your YouTube Content Is Optimized

Before you even consider driving traffic to your website, the first step is to ensure that your content is optimized to get you more views on YouTube.

Here are some of the ways you can optimize for YouTube SEO;

Perform Keyword Research

YouTube keyword research is pretty simple and straightforward. One of the best ways to do YouTube keyword research is using the YouTube Suggest feature on the search bar.

If you find an interesting result, you can run it on Google Trends. You can also use other keyword research tools such as MorningFame, VidIQ, and TubeBuddy to find search terms that you can rank for on YouTube.

Other areas that you can optimize to get more video views include; thumbnails, titles, descriptions, and tags.

Create Lead Magnet

One of the biggest mistakes you can make when using YouTube is not giving your viewers an incentive to click your video over to your website.

Incentives are a great way to get more people to visit your website. You can do this by providing [lead magnets](#) that are relevant and irresistible.

Lead magnets are offers you give your viewers in exchange for their contact information. This can be an eBook, a video course, or even just a PDF guide.

Make sure the lead magnet you're providing is high-quality and relevant to what your viewers would want.

Once your viewers have given you the consent to talk to them, you can use newsletters to direct them to your website.

Add a Link To Your Website in the Description

While your description box is great for YouTube optimization, viewers always look in the description box to find links to social media accounts and websites.

Take the time to include your website link in your description box. Ensure that it is visible and that there are no misspellings or typos.

If you are writing long descriptions, it's important that you place your link higher, to get more viewers to click on it.

However, placing it too high on your description can result in the link showing up on search results snippets, which may affect your CTR.

Use a CTA

A Call-To-Action (CTA) is a great way to get more viewers to visit your website. Always add a clear call to action at the end of your videos to encourage more people to visit your website.

[The best CTAs](#) are short and often convey a sense of urgency, prompting a user to take action almost immediately.

It's good practice to combine a verbal CTA with text showing the destination URL.

Use Cards to Drive Traffic To Your Website

YouTube cards are a great way to drive traffic back to your website. They allow you to link text and images from other websites, appearing when someone is watching your videos.

Rather than sending users to look for links in your description box, cards make it easy for viewers to find the link they are looking for.

You can add external links from your website or even a custom landing page specific to YouTube visitors. To make the most out of your YouTube cards, include a verbal call to action and draw viewers' attention to the cards.

Encourage Viewers to Subscribe

While it does not directly result in more website visitors, gaining more subscribers is necessary to build a long-term traffic generation strategy.

One of the best ways to drive traffic back to your website is by encouraging viewers to subscribe.

Once your viewers subscribe to your channel, they will start seeing more videos from you, and you will get more opportunities to drive traffic back to your website.

Optimize Your Channel's About Page

Besides optimizing videos, optimizing your about page is important in helping people interested in you to check your website.

People who are interested in you will visit your about page. An about page with relevant and updated information about you will result in more traffic to your website.

Engage With Viewers in the Comments

One of the best ways to get viewers to visit your website is by engaging with them in the comments section.

Engaging with your viewers reminds them that you are human and helps you build a rapport with your followers.



Your viewers will feel appreciated and acknowledged when you reply to their comments. This can encourage them to visit your website and see what else you offer.

Collaborate with Other YouTubers

Collaborating with other YouTubers is another great way to get more people to visit your website.

When you collaborate with other YouTubers, you are tapping into their audience, resulting in more traffic to your website.

Be sure to choose collaborators who have a similar or complementary audience so that you can reach more people.

When you collaborate, make sure to create interesting and valuable content for viewers. This will encourage them to visit your website for more information.

Final Thoughts

YouTube can be a great way to drive traffic back to your website. Make sure that you optimize all of the available elements on YouTube, such as videos, cards, and descriptions, for viewers to find their way back to your site.

Make sure to optimize your videos, about page, and channel.



Make sure to optimize your videos, about page, and channel.

Also, include clear calls to action to direct viewers back to your website. Engage with users in the comments section for increased traffic generation and collaborate with other YouTubers. With a well-executed traffic generation strategy, you can see an increase in website visitors from YouTube.