

how to increase traffic to your website: 10 proven strategies

you have a brand new website or just updated your old one, and now you are wondering how to get more traffic. in this comprehensive guide, we'll explore the top 10 proven strategies to help you increase traffic to your website.

getting more traffic to your website is a common goal for website owners and online businesses. after all, the more visitors you have, the greater the potential for conversions, sales, and growth. whether you're a seasoned pro or just starting, these tips will help boost your online presence and reach a broader audience.

according to online sources, there are well over 1 billion sites on the internet already, and they are all competing for the attention of your potential customers. so, there is no doubt that this subject will be at the top of everyone's agenda when trying to grow their business.

1. [create high-quality, seo-friendly content](#)
2. [optimize your website for speed and mobile](#)
3. [make sure google knows you're there](#)
4. [leverage social media](#)
5. [invest in paid advertising](#)
6. [engage with your audience and build backlinks](#)
7. [email marketing](#)
8. [content consistency](#)
9. [guest blogging](#)
10. [monitor and analyze](#)

1. create high-quality, seo-friendly content

content is king in the online world, but not just any content will do. focus on creating high-quality, seo-friendly content to stand out and attract more traffic to your website. this involves more than just stuffing keywords into your articles.

it's about providing valuable, informative, and engaging content that solves or entertains your audience's problems.

if you have already done any research, you would have heard the term search engine optimisation (seo) thrown around. seo is making sure that your content is clear and understandable by google so that they show your content. techniques such as keywords and meta descriptions.

there can be quite a lot that goes into seo, but not all of it has to be overcomplicated.

yoast seo is the go-to plugin if you use wordpress as your content management system (cms). no need to worry about paying for premium. the free version will be more than enough to get you started. if you aren't using wordpress, your cms provider might have something similar. if not, yoast seo also provides a load of great resources on their website to help you out.

here is a quick breakdown of what goes into writing seo-friendly content.

keyword research:

start by conducting thorough keyword research. use tools like google keyword planner, ahrefs, or semrush to identify relevant keywords with decent search volume and low competition. these are the keywords you'll want to target in your content.

content structure:

organize your content with a clear structure. use informative headings and subheadings (h2, h3, etc.) to break up the text and make it more scannable for readers and search engines.

quality over quantity:

avoid churning out a high volume of low-quality content. instead, focus on creating fewer pieces of content that truly provide value. in-depth, comprehensive articles tend to perform better in search results.

user engagement:

keep your readers engaged with your content. encourage them to comment, ask questions, or share their opinions. the longer visitors stay on and interact with your content. the more authority search engines recognize your site.

repurpose content:

remember to repurpose content that has performed well. once you have produced any content, you should review it at least once a year to improve it. also, consider repurposing blog posts into different formats, such as infographics, podcasts, webinars, ebooks, or video series.

2. optimize your website for speed and mobile

a fast-loading and mobile-responsive website is essential for both user experience and search engine rankings. make sure that your website is running as best as possible, as potential customers aren't going to wait around for a slow website to load.

you can use a free tool called [pagespeed insights](#) to get a report on your website's speed performance and how to improve it.

the most common issue is large image files! this is easy to avoid if you consider that most users will be on a mobile device, so the image will be displayed on a small scale. why not upload it at that same small scale, to begin with?

consider using newer, smaller format files like webp rather than jpeg files.

some other issues may be more server-related, with technical aspects such as using a [content delivery network \(cdn\)](#). you may need to involve a web developer, but it is worth the investment. google considers website load speeds when deciding which websites to show in its search results.

here's how to optimize your website in these aspects:

website speed:

use tools like google's pagespeed insights to identify specific issues affecting your website's performance. common fixes include compressing images, leveraging browser caching, and minimizing unnecessary scripts and plugins.

mobile optimization:

ensure your website is responsive and adapts to different screen sizes and devices. test your site on various mobile devices to guarantee a seamless user experience. google prioritizes mobile-friendly websites in its search results.

3. make sure google knows you're there

once you build your website, you must tell google where to find it and how it is structured. the most common tool for this is [google search console](#).

although this tool was initially created for developers, it has become much more user-friendly.

you must ensure that your sitemap has been submitted to google and submit an indexing request if any pages need to be indexed.

4. leverage social media

no matter your opinions on social media, there is no doubt that this has become one of the most significant tools for growing your business, and driving traffic to your website is no different. there are loads of groups and forms of like-minded industry personnel with which you can get involved and share a link to your website. this is your opportunity to get your website in front of as many people as possible and the more people that click through.

a good ratio for social media content is 70% entertaining and 30% advertising your business. just think about it as if you were going to be the end user. would you want to constantly engage with a company that only posts sales messages? not likely.

social media is a powerful tool for driving traffic to your website. here's a more in-depth guide on how to make the most of it:

platform selection:

choose the social media platforms that align with your target audience. for example, if you're in the fashion industry, platforms like instagram and pinterest may be more effective than linkedin.

content sharing:

share various content types, including blog posts, videos, images, and infographics. visual content performs well on social media.

consistency:

maintain a consistent posting schedule to keep your audience engaged. use scheduling tools like buffer or hootsuite to plan and automate posts.

engagement:

interact with your followers by responding to comments, messages, and mentions. building a sense of community and connection can lead to more loyal followers.

hashtags:

use relevant hashtags to increase the visibility of your posts. research popular hashtags in your niche and incorporate them into your content.

collaborations:

collaborate with influencers or complementary businesses in your industry. joint promotions or contests can expose your content to a broader audience.

social sharing buttons:

make it easy for visitors to share your content by adding social sharing buttons to your website. this encourages your audience to share your posts with their networks.

you can download our social media template for free here

[download now](#)

5. invest in paid advertising

sem is when you pay to have your website shown at the top of google's search results. being at the top often means you are more likely to get people to click on your website. google shows users which companies have paid to be at the top of the search results by putting 'ad' before the website's url.

a quick rundown on how sem works is you place a bid on a specific keyword. saying: "i am willing to spend £2 for someone to click on the url for my website". other companies will likely also place their bids at their amounts for that exact keyword. what happens then is the highest bid wins!

of course, more finesse is involved, which i will cover in more detail in another post.

paid advertising can provide a quick traffic boost. here's a more detailed look at how to approach it:

audience targeting:

research your target audience thoroughly to create highly targeted ad campaigns. consider factors like demographics, interests, and online behaviour.

keyword selection:

use relevant keywords in your ad copy to attract users searching for specific terms related to your content or products.

budget management:

set a realistic advertising budget that aligns with your goals. monitor your campaigns closely and adjust your spending as needed to maximize roi.

social media advertising:

consider investing in paid advertising on social media platforms. platforms like facebook, instagram, and linkedin offer highly targeted ad options to reach your desired audience.

ad formats:

familiarize yourself with the various ad formats available on social media platforms, such as image ads, video ads, carousel ads, and story ads.

audience targeting:

utilize advanced targeting options to reach specific demographics, interests, and behaviours. a well-defined audience can lead to higher conversion rates.

ad budget:

set a reasonable budget for your campaigns and adjust it as needed. monitor ad performance and reallocate resources to the best-performing ads.

ad creative:

create visually appealing and compelling ad content that resonates with your target audience.

6. engage with your audience and build backlinks

building relationships with your audience and earning backlinks are two critical strategies for traffic growth:

audience engagement:

foster a sense of community around your website by responding to comments on your blog posts and actively engaging with your social media followers. encourage discussions, questions, and feedback to keep visitors coming back.

backlink building:

backlinks from reputable websites are essential for seo. reach out to other website owners in your niche and propose collaborations or guest posting opportunities. high-quality backlinks from authoritative sites can significantly boost your search engine rankings.

7. email marketing

build and nurture an email list of genuinely interested subscribers in your content or products. send out regular newsletters, updates, and exclusive offers to keep your audience engaged and encourage them to visit your website.

list building:

building a high-quality email list is the first step. encourage website visitors to subscribe by offering incentives like newsletters, exclusive content, or discounts.

segmentation:

divide your email list into segments based on user interests or behaviours. this allows you to send highly relevant content to each group.

automation:

use email marketing automation tools to send personalized messages at the right time. automate welcome emails, follow-ups, and product recommendations.

engagement:

keep subscribers engaged with valuable content, promotions, and educational resources. regularly send newsletters and updates to maintain a connection.

8. content consistency

consistency is critical when it comes to content creation. establish a regular posting schedule and stick to it. whether daily, weekly, or monthly, a consistent flow of fresh content keeps your audience engaged and coming back for more.

content calendar:

create a content calendar outlining your posting schedule. plan content ahead of time to ensure consistency.

content types:

diversify your content types, including blog posts, videos, podcasts, and infographics. different formats appeal to diverse audiences.

editorial guidelines:

establish clear editorial guidelines for your content to maintain tone, style, and branding consistency.

repurposing:

repurpose evergreen content into new formats to extend its lifespan and reach a broader audience.

9. guest blogging

write guest posts for reputable websites in your niche. guest blogging helps you gain exposure to a new audience and provides valuable backlinks to your website, improving your seo.

research opportunities:

identify reputable websites in your niche that accept guest contributions and have engaged audiences.

pitching:

craft personalized pitches for website owners, highlighting your expertise and the value you can bring to their readers.

content quality:

create exceptional guest posts that showcase your knowledge and provide value to the host website's audience.

backlinks:

ensure that your guest posts include backlinks to relevant pages on your website. this can drive referral traffic and boost your seo.

10. monitor and analyze

regularly monitor your website's performance using analytics tools like google analytics. analyze your traffic sources, user behaviour, and conversion rates. this data will help you make informed decisions and refine your strategies.

analytics tools:

you should familiarize yourself with analytics tools like google analytics, google search console, and social media insights.

key metrics:

monitor essential metrics such as traffic sources, user behaviour, bounce, conversion, and click-through rates.

a/b testing:

continuously test elements like headlines, call-to-action buttons, and content formats to optimize for better results.

data-driven decisions:

use data to make informed decisions and adjust your strategies based on what works best for your website.

following these expanded strategies will give you a comprehensive roadmap for increasing traffic to your website. remember that success often comes from multiple tactics and ongoing efforts. to achieve lasting traffic growth, monitor your results continuously, adapt to changing trends, and provide value to your audience.