

# 7 EFFECTIVE WAYS TO DRIVE TRAFFIC TO YOUR WEBSITE



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## Introduction

Whether you run your business offline or online, you should strive to get involved in the digital world. You might be wondering why. Well, do you know how many people are using the Internet? Nearly 3 billion people all over the globe are connected via the World Wide Web. In this digital age, people use popular search engine sites to find what they are looking for. It may be a house that's up for sale, a second-hand car, a bridal gown, the best pest control agency in the area, good restaurants and so on. In just a matter of seconds (depending on how fast or slow your internet connectivity is), search engines spew out a cascade of possible options and answers to all of your queries.

Basically, people's purchasing power on the most part depends on what they find on the internet. We all know we need a website.

However, designing a website is just the first step. One of the many challenges I witness business owners go through is the lack of traffic to their site. What is a site if you don't have any visitors? The same logic applies, what is the point of putting up a lavish bricks-and-mortar store if nobody even bothers to go there? If you are not driving traffic to your website, then you won't get any leads which means you won't be generating any sales. Furthermore, if your site doesn't get any traffic then you cannot test the fundamental components of your sales process.

If you do your research you'll find hundreds of ways to drive traffic to your site. But the thing is, not all of these strategies work. If you are going to spend time on one or two of these ineffective strategies you will only be wasting time and money. In order to secure more customers you need to figure out ways of how to drive traffic to your site. Luckily, I've found the most effective strategies to do just that.

## 1. You should have a blog or a newsletter.

One of the most effective ways to generate traffic to your website is through blogs or newsletters regardless if you have a corporate website, an online shop or a directory. You see, when you incorporate insightful and entertaining content into your blog on a regular basis, you are actually offering useful resources to your visitors. Furthermore, you are also publishing additional pages for search engines to index.

If you consistently post high quality articles you are driving a deluge of incoming links to your site. In addition, adding high quality content also helps strengthen your brand and increase the loyalty of new customers, current customers and readers. Keep in mind that your blog represents your business and your professional image. If you do it right it will help fortify your brand, increase your credibility and boost your leads and sales.

One thing I noticed a lot of bloggers do is they go overboard with advertisements and embed unnecessary images on their site without realizing the negative impact it has on their visitors. If I were a visitor to a blog site that offers too many advertisements, I would without doubt click on the back button and I wouldn't push through reading their articles. If your aim is to boost traffic, you should make sure that the design of your website is both practical and attractive.

Sending email newsletters is another way to drive traffic to your website. It is important to keep in mind that your newsletters should be written in a fun and interactive way. Newsletters, like your blogs, also strengthen your credibility as a business and it gives you authority in your market. My advice is that you carefully take the time to develop high quality blogs and newsletters to secure more leads for your business.

## 2. Optimise your site.

Another important factor to effectively increase website traffic is by optimising your site. You can do this by optimising your website's content for search engines. By doing so, you are allowing your target market who are likely to be interested in your website to find you. Search Engine Optimisation is the key factor you need for the success of your business when it comes to driving traffic.

Optimising your site also equates to optimising your metadata and content. The very first thing that Google detects in your website is its metadata and important keywords placed in the first paragraphs of your site's content. Your metadata should contain the usual queries of users so your website will have a good chance of ranking higher in search engine sites. Other details you need to take note of to get better traffic includes adding relevant keywords in the first paragraphs but as much as possible avoid keyword stuffing.

Keyword stuffing is a type of SEO or search engine optimisation technique wherein a web page is packed with keywords in its content or meta tags. This can lead to a site being penalised either temporarily or permanently by major search engines. You should also optimise descriptions, keywords and meta titles. And lastly, optimise image titles and description.

### 3. Link your website to your social media profiles.

If you want to gain traffic, I suggest you link your website to your social media profiles. A lot of times I notice business owners ignore this very important strategy when it has been proven time and time again that linking your website to your social medial profiles can significantly get you website traffic.

How important is social media? Well, at present around 40% of the world population has access to the Internet. Back in 1995 the population that had Internet connection did not even reach 1%. Now the number of Internet users has skyrocketed tenfold. It was in 2005 when Internet users reached 1 billion. In 2020 social media users are projected to reach 2.67 billion compared in 2014 where it was only 1.91 billion. Social media usage all over the world is increasing fast. This year, an estimated 68.3% of Internet users are social media users and this number is projected to increase overtime.

As much as possible, find ways to link your website to your social medial profiles to maximize traffic generation. Social media has morphed from being merely an engagement avenue to a key source of website traffic. And we all know that more traffic equates to more leads and this will ultimately lead to more sales.

#### 4. Social Media ads.

As we discussed above, one of the best avenues to secure website traffic is taking advantage of social media. However, despite the availability of various social media channels, I learned that there are actually two major problems that business owners face. One is when they have a massive social media audience that they need to constantly engage with and two, the uncertainty of whether or not they can be able to reach their social media audience through their organic posts. Just recently, news broke of Facebook announcing that organic reach is declining and that Facebook is actually found to be more effective for businesses who actually pay for their advertising system. This alone is proof that using ads can effectively generate more sales.

Display advertising, social media advertising and paid searches are all fantastic mediums to gain visitors, build your brand and introduce your site to potential customers. If you are aiming to direct more traffic to your website so you can acquire more sales then you should be targeting high commercial intent keywords.

My suggestion is to allocate a budget for paid advertising. While you are tapping into social media, why not take the plunge and go all out by kicking your social media marketing up a notch. You can do this by using Facebook ads, Promoted Tweets and LinkedIn ads to name a few. You can use these ads to link back to your website's landing page and get a conversion. Just make sure that these ads are highly targeted so it can exponentially boost traffic to your website.

## 5. Add images to your content.

Images capture our attention. Unlike novels wherein readers are compelled to use their imagination since it only contains blocks of plain text, websites on the other hand, work differently. You see people today who use the Internet that aren't the least bit interested in stirring up their creative imagination. People who use the Internet today are always in a hurry; they know what they want and they want to find it fast. Therefore, if you apply this kind of strategy, it simply would not work. Besides, it's lesser work to post an image of your product or service rather than typing down its full details and hoping readers understand what you are trying to explain.

A website that does not contain any images bore people. Apart from this, no images will pop out in the image search results section, which by the way is used by millions of users all over the world. Think about it, why are you going to risk not adding images to your site if generating traffic is what you are after?

Always remember that it's not just articles that get clicks, images get clicks too. Google, one of the most powerful and popular search engine sites today is now showing videos and images in high-ranking positions so it's about time you ensure images appear in your content.

If you want to generate traffic to your website, make sure that you add carefully thought out images to your content. Here's a realistic scenario: a person who wants to find a particular product online as recommended by a friend. Take for instance a beauty cream, but is unsure where to get it from, usually clicks on the image section of the search engine site to find that beauty cream especially if that cream is only available online and not in grocery stores. If you have an image on your site they will likely discover it and their clicks will be redirected to your website. It's that simple. Building a successful ecommerce business takes more than creating a website, you also have to learn about image optimization.

## 6. Offer free content on your website.

One of the ways to effectively attract readers is by offering free content on your website on a regular basis like offering free E-books.

Offering E-books isn't really about making things up just to add content to your site. It's not about combining words that will fill up empty spaces. Writing E-books should be carefully done so you can provide content that attracts your target audience. That is why it is important that you know who your target audience is, know what they care about, what their problems are while offering a solution and knowing what interests them so you can supply the right content for your E-book.

Writing E-books can be very powerful if you know how to use it to your advantage. Yes, it does take a lot of work most especially if you are going to do it on a regular basis but you have to know that the value of each E-book will help strengthen your credibility, your authority and more importantly your brand. It's safe to say that it's going to be worth every effort.



## 7. Use video to engage your audience.

Driving traffic to your website requires audience engagement. One of the ways to engage your audience is through the use of videos. Based on an eMarketer poll done in 2013, an estimated 93% of marketers have used video for their online marketing. We are very lucky that today's digital technology, with its advancements, can already create and upload videos through the use of our smartphones and spread these videos all over the World Wide Web with just a few clicks to help generate website traffic.

The attention span of Internet users is slowly decreasing and many of them would rather click on a video to learn more about your company and the products and services you offer instead of learning about them by perusing through blocks of text. Just like your images, videos when done correctly can be considered excellent sources of educational information and entertainment.

## Conclusion

Venturing into the world of business can be perplexing and difficult if you don't know what to do.

You can survive the obstacles but not only that, you'll end up successful. When it comes to doing business, it is not enough to build a physical store, especially now that almost everyone has access to the Internet. If you want to maximize your sales potential, you also need to create a website for online transactions.

But here's the thing, we all know that the Internet is massive and because of this, standing out from the crowd and attracting visitors can be tricky. And there is a very big chance that your website will get drowned by the competition. Competition today is fierce now that everyone has access to the Internet. This is why I believe that every business owner needs to find ways to make their website visible. Visibility can be achieved if you follow the 7 effective strategies mentioned here and apply them in your business so as to drive traffic to your website.

A lot of us tend to forget that those who are able to see your site are the ones who are likely to buy from you and do business with you. Here's a hard truth, your business simply cannot survive if it fails to generate a steady flow of traffic from the right people.

It is important to keep in mind that when there is no traffic, you get no leads and when there are no leads you get zero sales and zero sales means no business.



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