

SEO ISLAMABAD

TIPS TO INCREASE WEBSITE TRAFFIC

9 Proven Ways To Drive
Traffic To Your Website

BEST DIGITAL
MARKETING AGENCY

Increase Website Traffic With 9 Tips

With all of the focus on social media, you might be tempted to wonder if it's worth driving traffic to your company website. Everyone knows that social media marketing is one of the best ways to increase your brand awareness, but the numbers also show website traffic is also a very important factor.

Digital Consumer Report says that 63% of consumers use a company's website and 80% of consumers use search engines to find local business information. This is important because traffic to a company website plays an important role in ranking for a Google search. Check out this short video to learn more about why a website is important.

The final result? Increasing website traffic can help you achieve your business goals in several ways. Consider [These Nine Ways To Increase Website Traffic To Your Company Page](#).

Buy ads

Spending money on paid advertising isn't the only way to increase website traffic, and it's not always the best. But, given the right circumstances, it can be a worthwhile investment. So the most important thing is to understand how paid ads work and develop a thoughtful strategy for your advertising campaign. Don't just throw money on Google ads or social media and wait for the right people to land on the right section of your website.

When you're ready to tackle paid ads, check out our [getting started guide to Internet Advertising](#). If not, there is still a lot you can do.

Optimize your website to increase website traffic

Improve your SEO

SEO Means Search Engine Optimization This is about how to improve your website's chances of getting to the start of a search. The factors influencing Google's algorithms are complicated, but this incredible checklist covers the key elements.

Short version? Have a user-friendly website with quality content. Choose a highly relevant keyword to use in the titles and headings of your website and to include them in your web content as well.

Update your web content

High-quality content is still one of the best ways to get people (back) to your site on a regular basis. Just because an article was great four years ago doesn't mean it's still relevant today. Update your web content by removing outdated material and updating useful content to make sure it is attractive and current.

As you update old material, look for ways to add new external and internal links to your newer content. This also helps your SEO ranking.

Bonus tip: create infographics. Like other premium content, infographics are very shareable as they present interesting information in a compact and attractive format.

Give your website a technical makeover

We live in a busy world where people don't wait for a slow website to load. As we discussed in our post about an intuitive website, the more positive a person's web experience will be, the more time they spend on your website. Try to optimize your website for mobile devices because of more than half of website visits worldwide.

By following these steps, you can also improve your SEO ranking and make sure your website visitors are ready to come back.

Junk mail

If you have an email subscriber list, email marketing can be an effective way to attract existing or potential customers to your website. According to McKinsey & Company, email marketing is still a far more effective way of attracting customers than social media.

If you're new to this approach, check out our introduction to email marketing. The most important thing is that your subscribers never consider your email as spam. At appropriate intervals, share relevant, quality information and give it a reason to keep doing business with you.

Create a schedule for social media posts

Publish LinkedIn articles

LinkedIn continues to be the go-to resource for professionals and a great place for businesses to demonstrate expertise by posting original articles on the LinkedIn publishing platform. This is especially valuable for B2B companies looking to build authority as thought leaders. Do you need ideas on what to write? Check out our post on how to write LinkedIn articles that your network will love. At the end of each article, add a brief bio about yourself or your company and a link to your website.

You can also post updates on LinkedIn that will take readers straight to your website.

Use Instagram to generate traffic

Instagram has become the most popular social platform and a great tool for increasing your business profile. Sharing interesting photos, videos, and stories on Instagram will give your business a personality that people can recognize. Make sure to include your company website URL on your profile so your followers can always find more information.

Instagram recently made changes that allow some users to add links to Instagram Stories, making it easier to use Instagram to directly drive website traffic.

Publish Facebook pages and groups in your company

Facebook still dominates the market when it comes to fan engagement. Your company Facebook page is like a mini profile for your company. As we recommend in our post on how to maximize Facebook if you want to participate in the page, be sure to fill out the "About" section and add the URL of your website. Post content regularly and add a URL to your posts that others can follow to learn more.

Facebook groups are also a great way to interact directly with your fans. For example, you can answer questions and generate discussions. And of course, you can invite your fans to visit relevant areas of your website for more information.

Try Facebook as a way to support your website, not a way to replace it. The fact is, consumers even rely on company websites as a source of information to make decisions.

Answer questions about Quora

You can position your company as a valuable resource by visiting Quora and answering questions related to your company's area of expertise. Quora is a question-and-answer website that users search for information to help solve problems. I like LinkedIn and Facebook, should you set up a profile where you can add a link to your company website. Quora also gives you the ability to create multiple mini-bios when answering questions on more than one subject. This is a great way to showcase your various skills.

You can include a link to your website in your responses, but only if the link you provided is there. For more guidance, check out our post on [Using Quora to Market Your Business](#).