

What is the best way to increase traffic to your website?

- 1. Advertise:** Paid search, social media advertising and display advertising are all excellent ways of attracting visitors, building your brand and getting your site in front of people.
- 2. Use Social Media Channels:** Google+ promotion, image-heavy social sites like Pinterest and Instagram, Twitter is ideal for short text, FB, LinkedIn are the ways.
- 3. The best content:** Intersperse shorter, news-based blog posts with long-form content as well as video, infographics and data-driven pieces for maximum impact.
- 4. Write Irresistible Headlines:** Widen your content strategy to include as many themes and ideas related to your industry with better headlines.
- 5. Pay Attention to On-Page SEO:** Start title tag with your keyword. Wrap your title with **Tag, wrap subheadings** in tag. Use outbound and internal links. Boost your site speed, do image optimisation.
- 6. Target Long-Tail Keywords:** You can target the potential customers who are 'late' in the buying cycle with long tail keywords.

7. Start Guest Blogging: Guest blogging is one of the best ways to showcase your expertise and get your voice heard. Learn how to start guest blogging and kick your content marketing up a notch!

1. Become an Authority
2. Start Building Your Guest Blogging Portfolio
3. Research Target Sites
4. Present Your Ideas to the Editors
5. Create a Post
6. Promote the Post
7. Repeat the Process

8. Invite Others to Guest Blog on Your Site: You need to search bloggers for your site so you will get free backlinks and traffic too. create an active community for your blog. In order to do this, you can start by commenting on other blogs, respect every reader of your own blog, and start building a community. Here's how to do it: Enter your main keyword (e.g. social media strategies) + **submit guest post** or one of the following phrases, in quotation marks:

submission guidelines, **guest post guidelines**, **submit guest post**, **accepting guest posts**, **contribute an article**, **submit content**, **guest post**, **want to write**, **write for us**, **add a post**, **become a contributor**, **guest post by**, **submit your post**. effectively targeting long tail keywords in your content can greatly increase your monthly search visitors.

Step #1: Guest blog on industry blogs

Step #2: Leverage local partner sites

Step #3: Strategically comment on blogs

Step #4: Find linkable ideas and topics & Model the headlines

Step# 5: Get active on social media networks.

9. Go After Referral Traffic: Most people do it by focusing only on search engine optimization. Then, they wonder why they're not getting a significant boost in search traffic and rankings. The truth of the matter is that SEO takes time to produce results. Consequently, you have to use additional methods, like social media, word of mouth, press releases, blog posts, and so on, to keep driving search engine traffic your way.

10. Implement Schema Microdata

11. Interview Industry Thought Leaders

12. Link Internally: Internal Links are hyperlinks that point to another webpage (or resource) on the same website/domain.

13. Don't Neglect Email Marketing: Potential customers are already checking their email: Everyone who is online has an active email address, so there's no channel with a wider reach than email.

14. Make Sure Your Site is Responsive: The fastest way to test if your website is using responsive design is to open your site using a browser like Chrome, Firefox or Safari and taking your mouse to the bottom right corner of the browser window and dragging it from the bottom right to left. You can see a good example of me doing this with my site in the below gif.

15. Make Sure Your Site is Fast: Both in desktop and in mobile

16. Make Yourself Heard in Comment Sections:

17. Off page SEO: collect links

18. Incorporate Video into Your Content Strategy: People are more attracted to visuals.

19. Research the Competition: help you to understand your stand point.

20. Host Webinars: Free webinars attract more people.

21. Check your content quality: Unique headline with long tailed keywords rich.