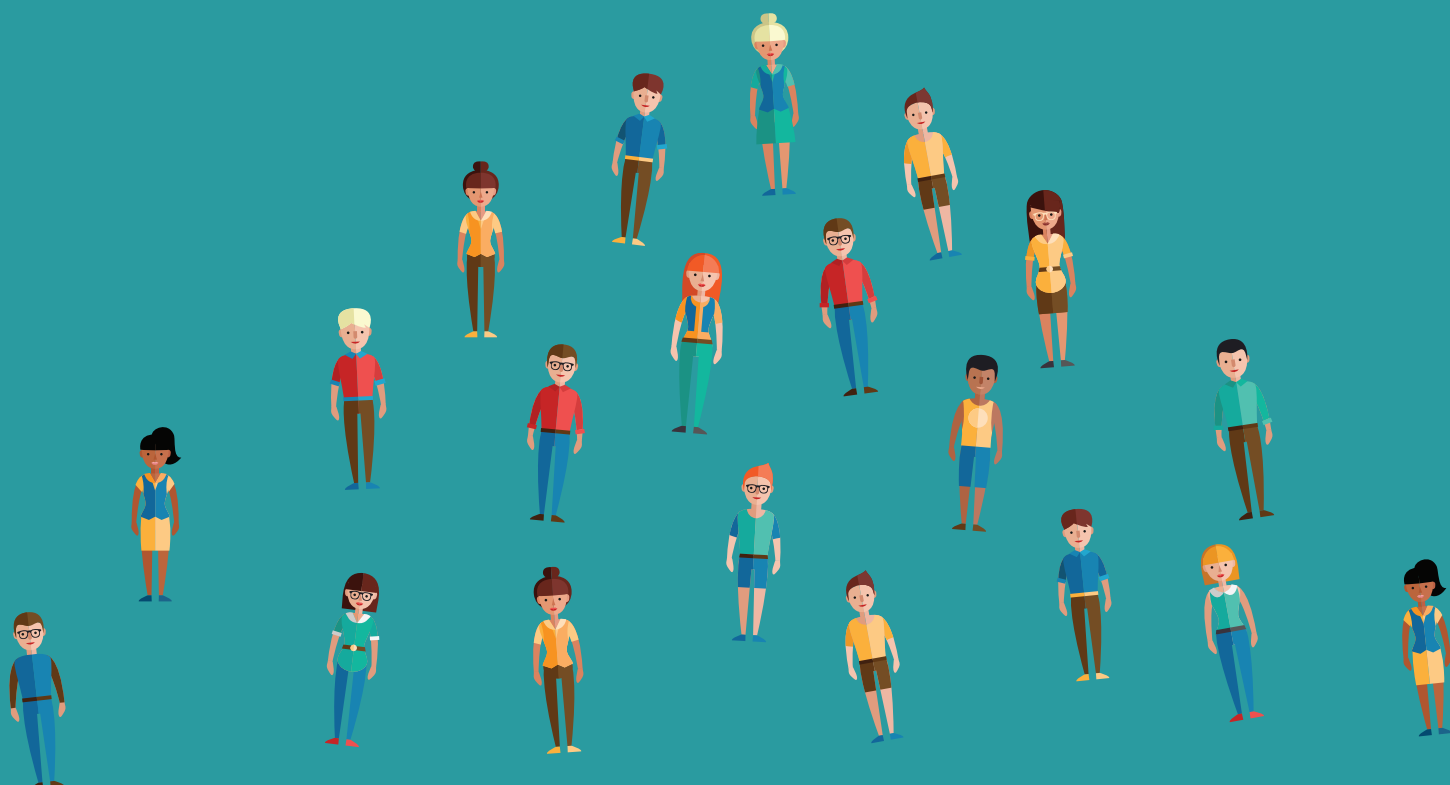




19 USEFUL IDEAS TO ATTRACT MORE VISITORS ON YOUR WEBSITE



How to get more visitors on my website?

This is one of the most common question we hear from many clients, being frustrated due to lack of business from their website.

If you ask a business entrepreneur that what he would need the most for his business, he will probably say, “**more website traffic**”.

For attracting visitors to your website, you may not have enough budget for paid advertising. Fortunately, some free techniques are available in the market with which you can increase your website traffic rate.



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1. SEO (Search Engine Optimization) is STILL important

Don't ignore the SEO part. It's important not only for getting high quality visitors but it is also a way to increase the credibility of a website and to expand brand awareness.

SEO has two major components, On Page and Off page SEO. On Page SEO refers to settings you can apply on the website so that it is optimized for search engines. The most important things are: optimized titles and descriptions, proper URL structures, user friendly navigation, optimized internal links, fast loading pages, top quality fresh content etc.



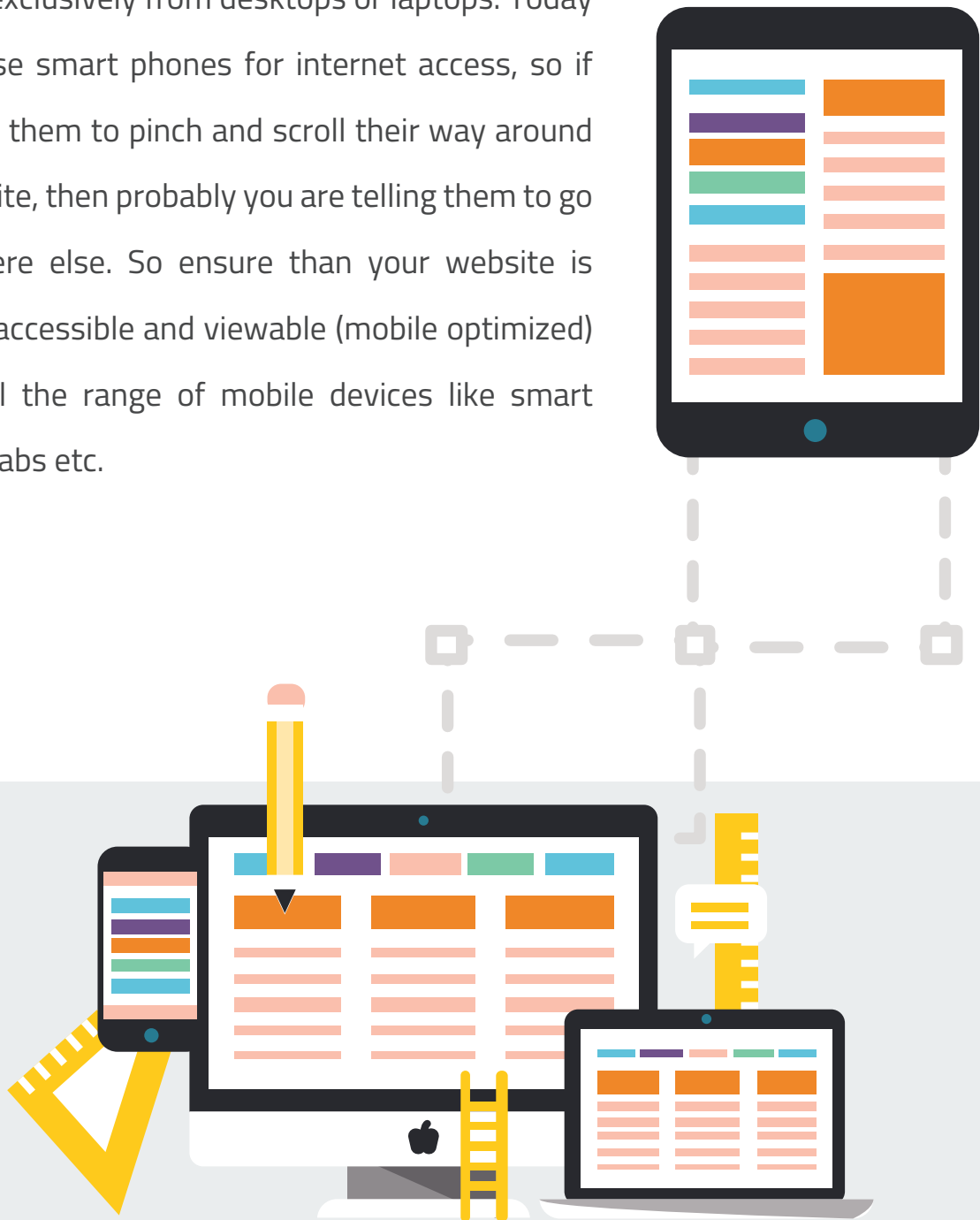
Unlike On- page SEO, Off-page SEO refers to activities outside the boundaries of the webpage. The most important are: link building, social media, social bookmarking etc.

SEO leads have a 14.6% close rate, while outbound leads (such as direct mail or print advertising) have a 1.7% close rate.

Source: www.searchenginejournal.com

2. Make mobile responsive website

The days are long gone when people used to browse internet exclusively from desktops or laptops. Today people use smart phones for internet access, so if you force them to pinch and scroll their way around the website, then probably you are telling them to go somewhere else. So ensure that your website is properly accessible and viewable (mobile optimized) across all the range of mobile devices like smart phones, tabs etc.



3. Create Facebook fan page

It's not enough to create good content and hope that people will find it. You have to be proactive. One of the easiest way to increase your website traffic is to be present on social media channels for sharing relevant content and build relationship with your customers.

Create a company page on Facebook and use it to communicate with your target audience. Your Facebook page is a very good way to advertise your website to a large number of audience.



Useful tips:

- Publish engaging content regularly
- Allow visitors to share website content on Facebook
- Don't forget to optimize the Facebook posts
- Add website links to different parts of your Facebook page so that people can land on your website easily
- Add 'Facebook' sharing popups on your website

49% of Consumers Like a Facebook Page to Support the Brand.

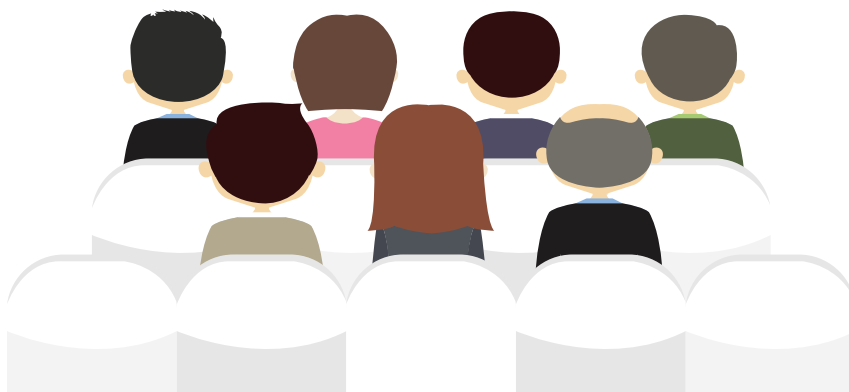
Source: Syncapse.com

4. Use LinkedIn for customer engagement

LinkedIn, world's largest social and professional platform has now become a valuable publishing platform, where also you can post content on a regular basis and engage with your target audience. It will not only boost your website traffic but also gives you identity amongst your targeted industry.

How it helps to increase website traffic?

- Add LinkedIn plugins on your website to increase website traffic
- Post frequent updates on your LinkedIn company page
- Create relevant groups for sharing engaging content and initiating discussions
- Join targeted groups and engage with the members there frequently



LinkedIn: 64% of social referrals to corporate homepage (Econsultancy)

5. Start Tweeting!!

Create a twitter account for your company and start posting useful content from your website. To connect with customers, you can hashtag industry related words



in your tweets so that they also can see and retweet your content. It will give you brand visibility and a chance to engage with the people of your interest.

Try these to drive more website traffic!

- Don't forget to add website links with your tweets
- Adding image accompanying the content is important
- Use hashtags (#) to extend your reach
- Follow more and more people from your target industry
- Involve with communities related to your niche
- Don't be shy to start a conversation with people on Twitter. Ask relevant questions and participate in discussions to build healthy relationships.

Tools you can use:

- Buffer
- HootSuite
- MarketMeSuite

6. Opt for guest blogging

Try to secure a guest post on a good and popular website to increase your website's blog traffic. It also helps in brand building amongst your target audience. But be very careful: during the past one year, the overall standard of guest blogging have radically changed and using spammy techniques may lead to stiff penalties. So go ahead carefully.

The top 5 benefits of guest blogging

- Boosts website traffic. It brings more and more customers to your website
- Provides more back links.
- Increases credibility
- Provides visibility to your blogs

Some of the good guest blogging sites

- KISSmetrics
- Traffic Generation Café
- Firepole Marketing
- Social Media Examiner



7. Ask bloggers to guest post on your website

Guest blogging has two ways. Apart from posting your content on other 3rd party blogs, you can also invite people in your niche to write blog articles on your own website. They will also share and link that to their guest articles, which may bring new readers to your website. But be sure that you only publish original and high quality content without spammy links, because Google is ranking down the poor quality content.

How to get bloggers for your site?

- Checkout for hidden talents within your own team
- Look for bloggers in social media
- Request niche experts to prepare content for your website
- Checkout bloggers in several freelance sites
- You can seek help from agencies



8. Create an excellent blog

Note the word, 'excellent'. Here I am not talking about that kind of a blog which you only write to sell something new. Write blog articles that offer useful, informative and actionable materials consistently.

And yes! Don't forget to ask them for subscription. As repeat visitors are the best visitors, one of your objective should be to build loyal audience. So ask them to subscribe and email all your subscribers whenever you publish a new blog.



How to start?

- Select topics and the popular keywords relevant for your business
- Prepare article using selected keywords
- Publish blogs regularly
- Share the blogs in social media pages, groups and forums
- Comment on other 3rd party articles and share your blogs links

9. Build your own community

People always like to share their inner thoughts and discuss on subjects they feel interesting. Starting a community forums on your own website will be a great way to build engagement and increase website traffic. Community forums are great platforms to discuss what problems your customers are facing and at the same time providing solutions.



Don't forget to implement a commenting system through several third-party solutions like Disqus, Facebook etc through which visitors can participate in the discussions, ask questions and give answers. You have to manage the community effectively in order to ensure proper decorum.

Source: Buffer



10. Participate in networking events for brand visibility

Always try to attend conferences or networking events which are relevant to your business, and interacting with other people out there is even better. It will not only help you to increase your brand visibility but also give you a chance to express and share your thoughts.

Why is it important?

- To increase visibility of your brand
- Building professional relationships that may lead to referrals, strategic alliances etc.
- To stay up to date with the latest trends
- To get connected with key influences from your industry
- Helps to spread marketing messages
- Helps to find out talented people for your business



11. Create content in different formats

People like content in different formats: text, video, infographics and many more. Video is undoubtedly a valuable asset for both increased website traffic and making the website more engaging and attractive. It helps to describe your offerings in a better way. Research shows that information retention is typically higher in case of video compared to other text materials. Infographics are basically big images with lots of information, visually appealing piece of content which people won't mind to share. It's a good way to grab and hold the attention of your website visitors.



Types of content that will provide more website traffic

- Infographics
- E-books
- Videos
- Whitepapers
- User guides
- Case studies
- Customer reviews
- Podcasts
- Product reviews
- Interviews
- How- to tutorials
- Research papers

12. Publish interview of industry thought leaders

One of the exciting ways to increase your website traffic would be publishing interviews of industry thought leaders. The recognition of the thought leader will not only boost your site's credibility and traffic but also the interviewee may share the content too thus facilitating further expanding the reach.

Conducting interviews with them will not be an easy task because for that you need to contact a lot of people and some of them will not even respond. So try to create rapport with the industry thought leaders through several ways for example social media, so that they will start identifying your brand. It will make your job much simpler.

"Content marketing is becoming less about the words you put on a page, and more about the experiences you create for the consumer. By William Comcowich, CEO of Cyber Alert".



13. Start commenting to make yourself heard

On a regular basis, you probably visit several websites that are relevant for your business, but why don't you join in the discussion? You can easily participate in various discussions and share your thoughts there. Commenting may not necessarily increase your website traffic right away, but sharing your thoughts and ideas in various blogs, websites and social media sites is a great way to get your place out there and will gradually help you to drive more website traffic. Reddit and Quora are the most popular forums to exchange ideas.

Tips for you

- While posting in a forum, always provide a link of your website where you wish visitors to land up.
- Provide a brief description of your business in your every post
- Provide your website link in your signature
- The content of your post always should contribute to the discussions.



14. Press Releases (PR)

For increasing your website traffic, you need to properly build your brand reputation and influence. Use strategies to create your brand image and credibility. For example, try to serve as a source in the journalist's write ups, and you will get backlinks to your website from there. It not only will improve your website traffic but also build your brand reputation.

In addition to that, when your brand name will be mentioned on a popular press outlet, a trusted source for several people- they will start having faith on your brand.

List of free PR sites

- www.prlog.com
- www.bignews.biz
- www.pressbox.com
- www.pressreleasepoint.com
- www.onlineprnews.com



15. Word of mouth

It is a really great technique for increasing your website traffic and more sales conversions. Each and every satisfied customer can help you to get dozens of prospective sales leads. It's one of the most trustable form of advertisement because, one satisfied customer puts her reputation on the edge each time when she recommends your service or product to other people and that happy customer will not gain anything except the appreciation of those to whom she recommended you.

Offer excellent customer assistance for making your customers happy and satisfied with your products and services.

Some important statistics to remember:

- 74% of consumers identify word-of-mouth as a key influencer in their purchasing decision. [Ogilvy/Google/TNS]
- 88% of people trust online reviews written by other consumers as much as they trust recommendations from personal contacts. [BrightLocal]
- Word-of-mouth has been shown to improve marketing effectiveness by up to 54%. [MarketShare]

16. Offer FREE TRIAL or Sample

You can capture the attention of your target audience if they get to try out your offerings with no strings attached. It's natural that people don't want to buy an unfamiliar product if they get an opportunity to try out another competitor's product free of cost, even if that competitor's product or service has a lesser value proposition. So start offering free trial of your products or services and see the response!



Why it's so important?

- Helps to create a positive brand image
- Get response from customers even before you launch the product
- Customer feedbacks will help in fine tuning the upcoming product if required
- Chances are if customers like the free samples, they will buy in future.

17. Guerilla marketing activities

Follow the guerilla marketing strategies when you can invest your time and energy instead of money for promoting your business. With guerilla marketing you can achieve conventional objectives like joy and profit with several unconventional ways like investing time and energy.

The 3 main benefits

- Great for small businesses which don't want to invest huge on marketing activities.
- Guerrilla marketing aims at 3 things: grabbing new customers, attracting old customers to buy again and making them pay for more but all these will be done in such a way that customers get delighted.
- The methods used in guerrilla marketing are either low cost or free.

Here is one great example. Colgate has created toothbrush-shaped wooden sticks for inserting into ice cream bars to remind children as well as adults the importance of regular brushing. Presumably the effectiveness of brushing with Colgate.



18. Try seasonal or promotional offer

Offers and incentives are great ways to help in replacing the 5%-10% of total customer base that businesses lose every year. Though sometimes the profit margin can be a little smaller, these offers help to increase the rate of repeat purchase and attract a new bunch of loyal customers.

The top 5 promotional tactics to attract customers

- Reward points
- Incentive programs
- Sampling
- Referral points
- Free coupons



95% of all shoppers like coupons and 60% actively look for coupons".

- A.C. Nielson Co

19. Submit your products to the review portals

People are fond of neutral opinions. If any known person speaks about your brand, then your consumers will not only start believing you but also may start using your products/services.

Publishing positive reviews of your product in review sites will help you to earn the trust of your customers and improve your brand image. At the same time, don't get disheartened if your brand gets negative comments because it will help you to improve the quality of your product and understand your customers' needs.

List of some review sites

- Angie's List
- Trustpilot
- TestFreaks
- Consumer Reports
- Yelp

"88% of consumers say that they trust online reviews as much as personal recommendations."

- A.C. Nielson Co

Connect with your website visitors through REVE Chat to provide instant assistance

- Get instant customer feedback during and after each support session
- Get insights and measure the quality of your customer support
- Generate more leads and increase sales conversions

