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Ways To Increase Your Website Traffic

Henry Tips!!

1) Target Keywords

- Find keywords people search for
- Use tools like Semrush, Ahrefs, Ubbersuggest for research
- Focus on keywords with higher traffic potential and less difficulty.

Keyword Magic Tool: garden furniture

View s

Database: 🇬🇧 United Kingdom ∨ | Currency: USD ∨

| All | Questions | Broad Match | Phrase Match | Exact Match | Related | Languages beta ∨ |

Vol: 1,001–10,000 ✕ | KD: Very easy ✕ | CPC ∨ | Include keywords ∨ | Exclude keywords ∨ | Advanced filters ∨

By number By volume

All keywords: **10** | Total volume: **25,200** | Average KD: **11.80%**
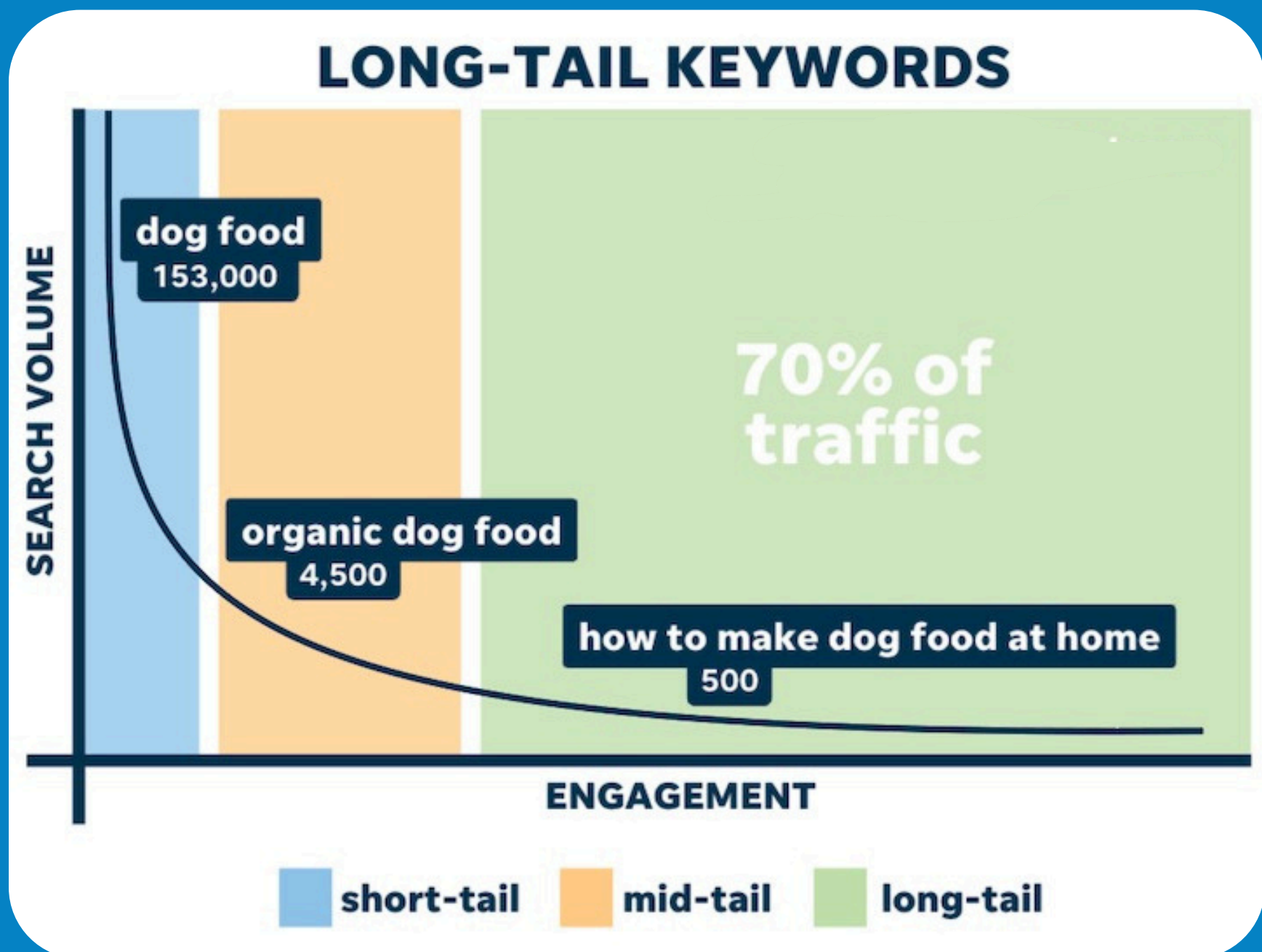
+ To Keyword Manager

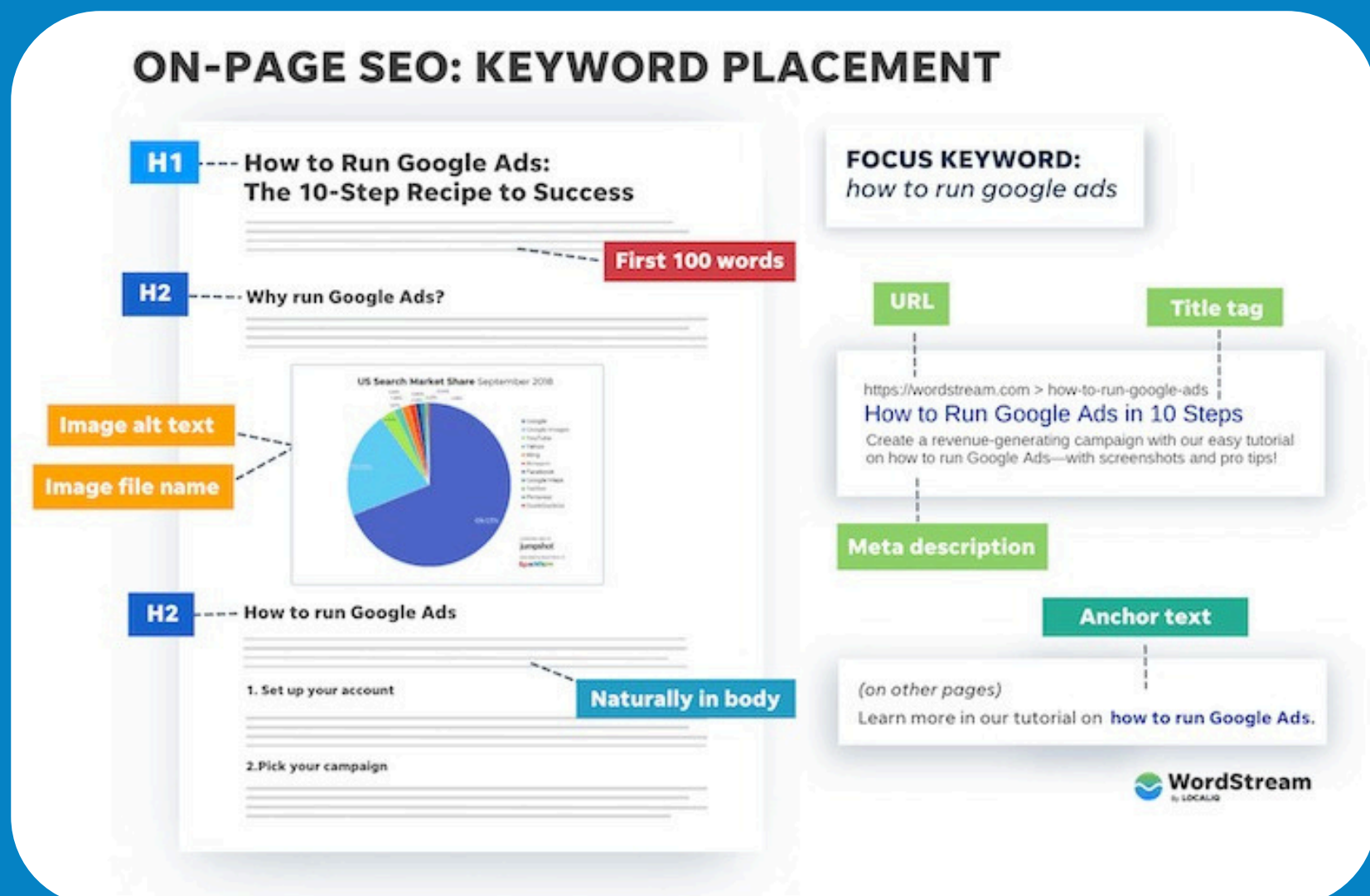| All keywords	10		Keyword ⇌	Volume ⇌	Trend	KD % ⇌	CPC $ ⇌	Com. ⇌	SERP Fe... ⇌
> seater	3 👁		⊕ ex display garden furniture clearance ▾	8,100		11 ●	0.34	1.00	★🖼🛒
> 8	2 👁		⊕ 8 seater garden furniture ▾	2,900		14 ●	0.42	1.00	★❓🖼
> display	2 👁		⊕ 6 seater rattan garden furniture ▾	2,400		12 ●	0.40	1.00	★🔗 +3
> ex	2 👁		⊕ 8 seater rattan garden furniture ▾	1,900		12 ●	0.40	1.00	★❓🖼
> rattan	2 👁								
> 6	1 👁								

2) Use Long-Tail Keywords

- Easier to rank for than broad terms
- More relevant traffic Example: "how to increase website traffic" vs. "website"

LONG-TAIL KEYWORDS

SEARCH VOLUME

dog food
153,000

70% of traffic

organic dog food
4,500

how to make dog food at home
500

ENGAGEMENT

short-tail   mid-tail   long-tail

3) Strategic Keyword Placement

- **Title tag (meta title)**
- **H1 heading**
- **At least two H2 headings**
- **Naturally in the body**
- **The first 100 words**
- **Image file names and alt text**
- **Meta description**

ON-PAGE SEO: KEYWORD PLACEMENT

H1 ---- How to Run Google Ads:
The 10-Step Recipe to Success

FOCUS KEYWORD:
how to run google ads

First 100 words

H2 ----- Why run Google Ads?

URL

Title tag

US Search Market Share September 2018

https://wordstream.com > how-to-run-google-ads
How to Run Google Ads in 10 Steps
Create a revenue-generating campaign with our easy tutorial
on how to run Google Ads—with screenshots and pro tips!

Image alt text

Image file name

Meta description

H2 ---- How to run Google Ads

Anchor text

1. Set up your account

Naturally in body

(on other pages)
Learn more in our tutorial on **how to run Google Ads.**

2. Pick your campaign

WordStream
by LOCALiQ

4) Optimize SERP Appearance

- **Meta description:** 155-165 characters
- **Meta title:** 60 characters max
- Make both actionable and keyword-rich

Electronic Frontier Foundation | Defending your rights in the digital world

https://www.eff.org/ ▾ Electronic Frontier Foundation ▾

Based in San Francisco, **EFF** is a donor-supported membership organization working to protect fundamental rights regardless of technology; to educate the ...

Results from eff.org 🔍

Electronic Frontier Foundation
EFF's Staff - Job Openings at EFF - Board of Directors - Contact EFF

Our Work
Transparency - Free Speech - Defending the Balance - ...

Deeplinks
We all know that the NSA uses word games to hide and ...

Contact EFF
Please direct questions about EFF's ... For all other inquiries ...

Donate to EFF
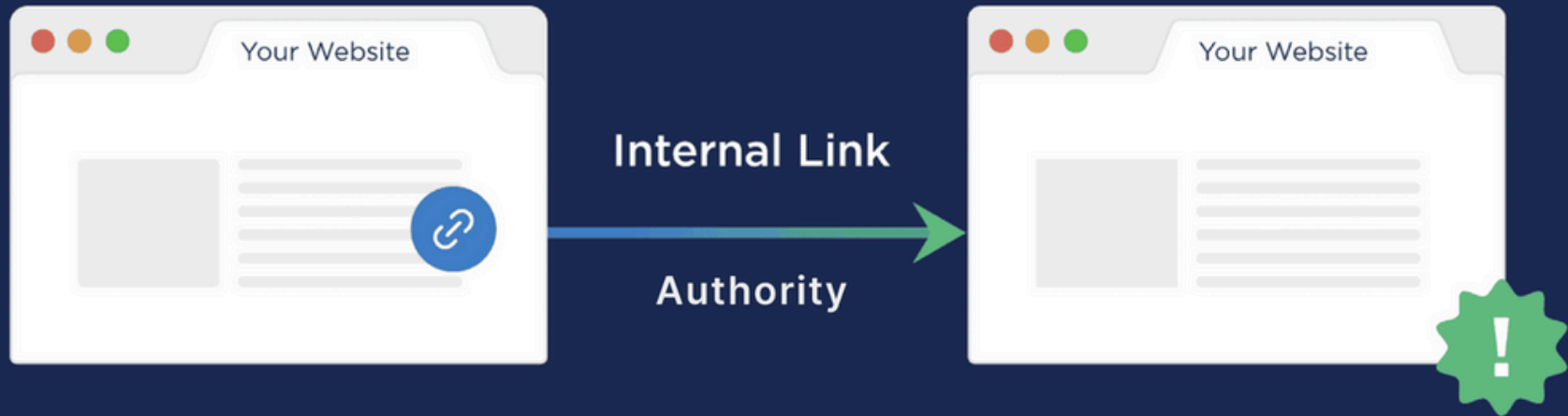Donate to EFF. "Nobody does more lasting good for the ...

donate and become members
Help us add 2500 new and renewing members before our ...
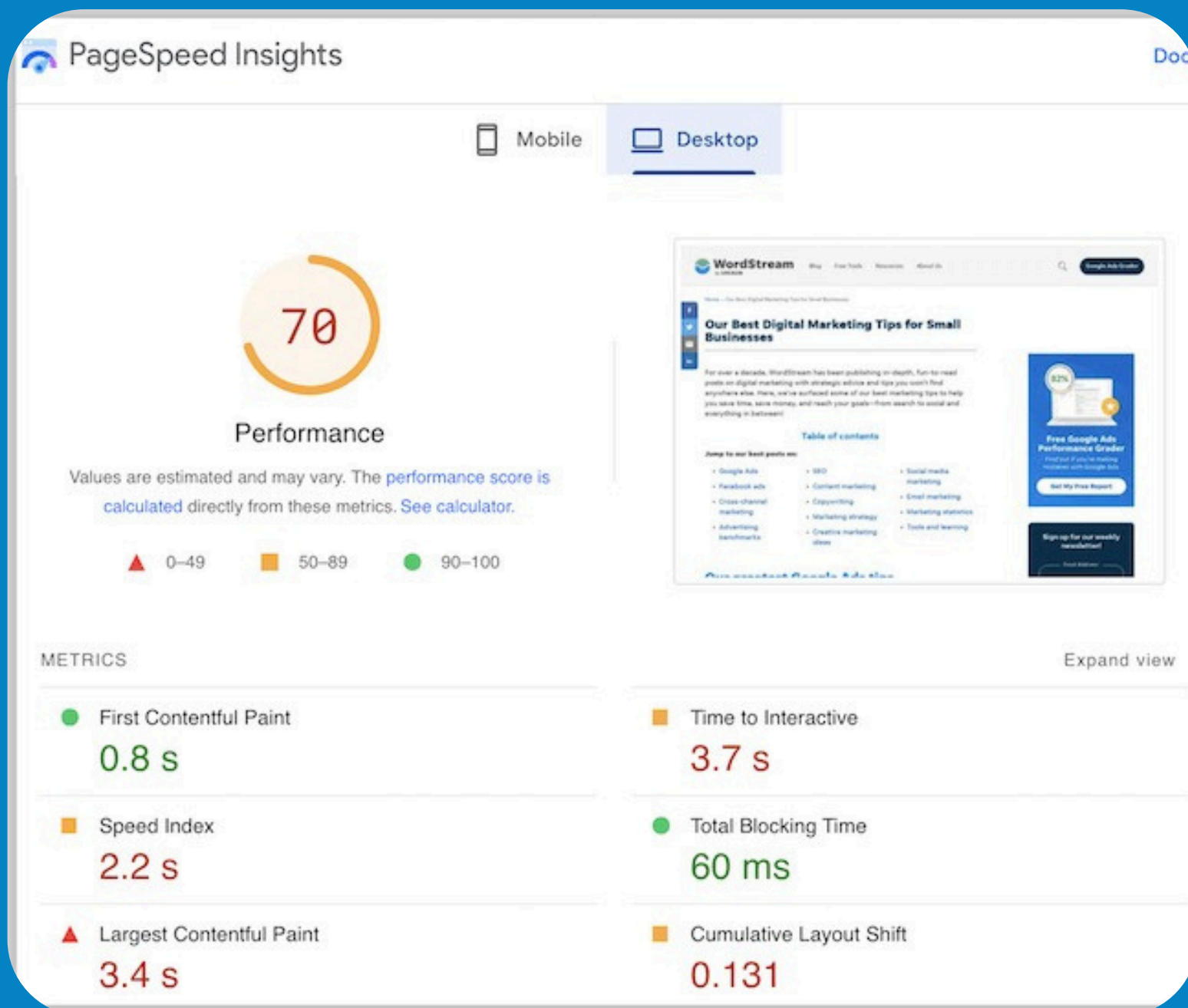
5) Link Internally

- Add 1-3 links to your own pages
- Helps visitors stay longer on your site
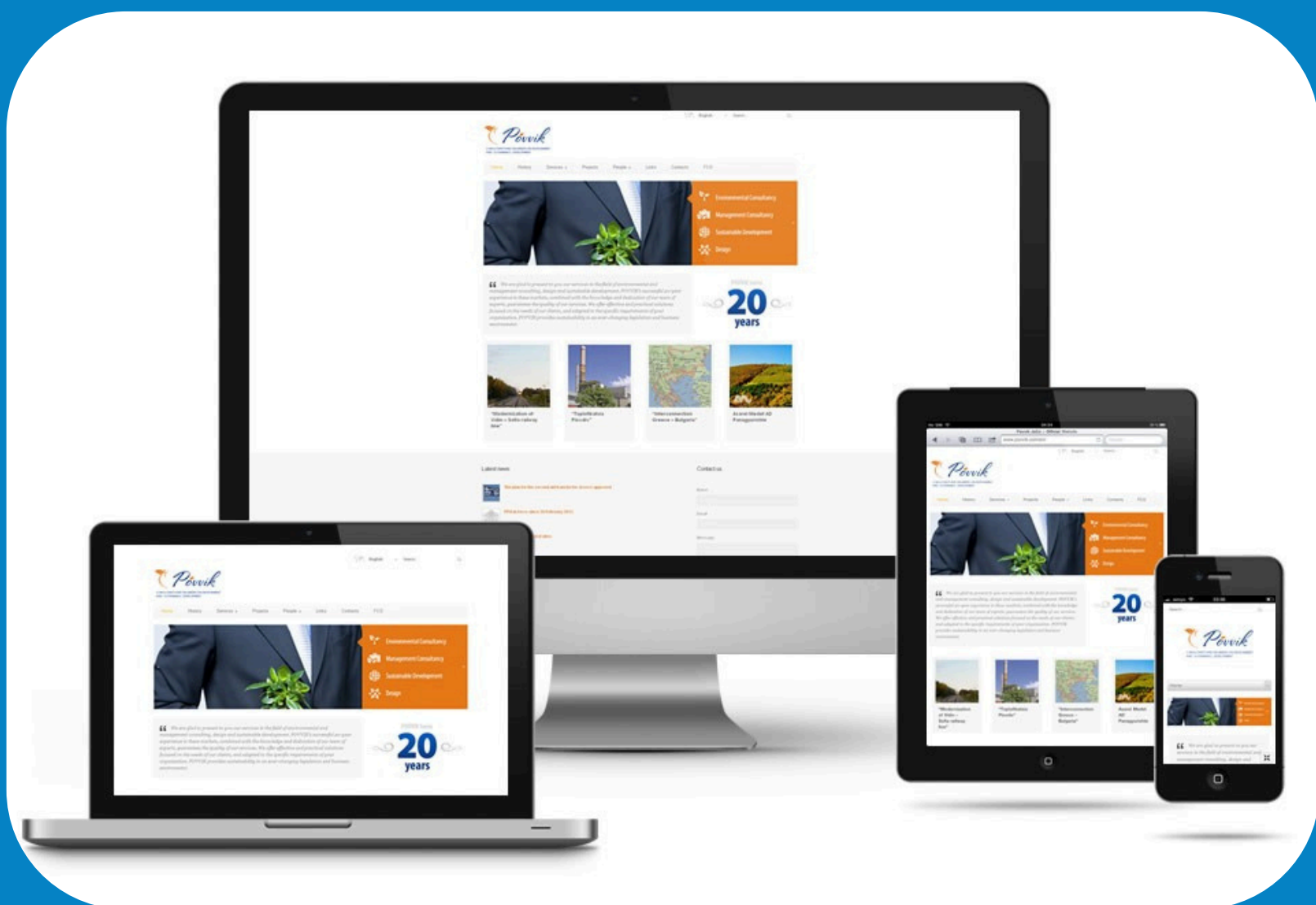- Boosts rankings and traffic

LINK TO IMPORTANT PAGES

Your Website

Internal Link

Authority

Your Website

6) Improve Page Speed

- Slow pages hurt your rankings
- Optimize image sizes and structure
- Use Google's PageSpeed Insights for fixes

7) Make Your Site Mobile Friendly

- Mobile traffic is higher than desktop
- Ensure your site works well on all devices
- Make navigation smooth and easy

8) Use Schema Markup

- Helps search engines index your site
- Improves your site's snippets Use tools to implement easily

https://www.wpbeginner.com › WordPress Hosting   ⋮

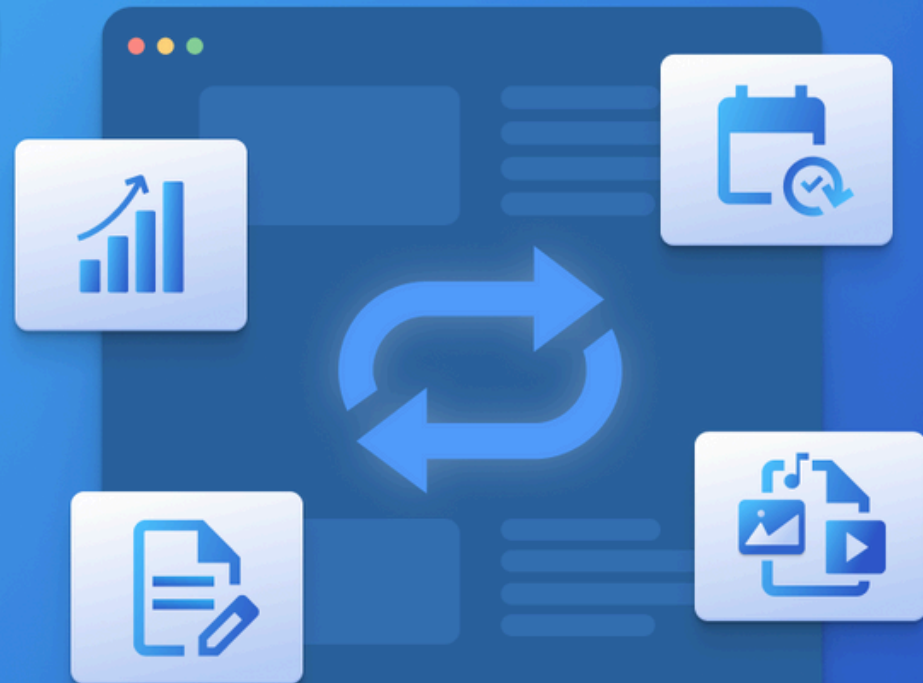Bluehost Review 2021: Honest Look at Speed & Uptime

Looking for unbiased **Bluehost reviews**? We have been using Bluehost for over 12 years. See our honest Bluehost review of their speed, uptime, and support.

★★★★★ Rating: 4.9 · Review by Syed Balkhi

9) Regularly Refresh Content

- Update old info and visuals
- Add new, relevant links
- Fresh content improves ranking

Content Refresh

10) Build Backlinks

- Links from high-authority sites boost your rank
- Guest post on credible sites
- Create valuable content that others link to

SERP overview for "how to market your business" ⓘ

Top stories   People also ask   Featured snippet   Sitelinks   Videos

Search result	AR	DR	UR	Backlinks	Domains	Traffic	Keyw
1 **Featured Snippet** Small Business Marketing 101 - Forbes https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2018/01/23/small-business-marketing-101/ ▾	102	94					
2 ▸ **People also ask**							
3 42 Ideas for Your 2021 Small Business Marketing Strategy https://blog.hubspot.com/marketing/small-business-marketing-guide ▾	190	93					
4 How To Market Your Small Business - Forbes https://www.forbes.com/sites/theyec/2021/08/20/how-to-market-your-small-business/ ▾	102	94					
5 The 30 Best Ways to Promote Your Business at Any Budget https://www.wordstream.com/blog/ws/2020/11/02/promote-your-business ▾	1.4K	90					
6 How to Market Your Small Business on a Shoestring Budget https://www.constantcontact.com/blog/market-your-small-business/ ▾	195	93					
7 25 Alternatives to Running Paid Ads to Promote Your Business https://www.shopify.com/blog/how-to-promote-your-business ▾	35	95					
8 Small Business Marketing 101: How to market your Business https://www.sltcreative.com/small-business-marketing-101-how-to-market-your-business ▾	1.7M	39					
9 13 Ways to Market Your Business Online - Single Grain https://www.singlegrain.com/blog-posts/13-ways-to-market-your-business-online/ ▾	13K	80					

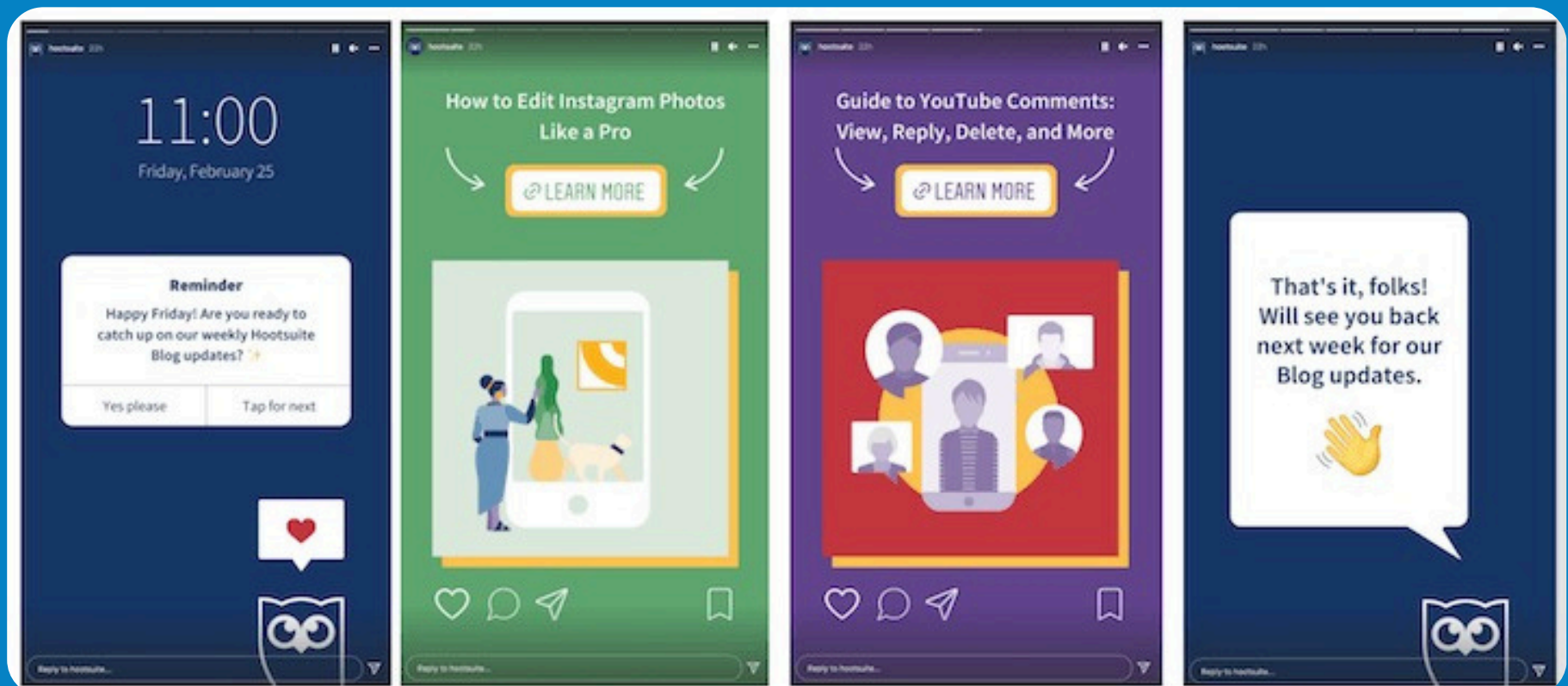| Backlinks	Domains	Traffic	eyw
341	215	3,493	
2,445	686	7,722	1
135	66	454	
5,106	544	7,716	1
10	5	598	
801	248	1,756	1
10	7	221	
78	24	307	

more backlinks = more traffic

How to increase traffic to your website using social media?

11) Boost Traffic with Social Media

- Share your content across popular platforms like Twitter, Instagram, and Pinterest.
- Use compelling visuals and catchy links to draw in your audience.
- More visibility leads to potential backlinks, enhancing your site's authority.

12) Use LinkedIn

- Utilize LinkedIn as a publishing platform to enhance visibility.
- Regularly share insightful content to drive traffic to your website.
- Repurpose existing content to keep your posts fresh and engaging.

13) Podcasts With Industry Leaders

- Interview or conduct podcast with leaders and share on your blog.
- Boost credibility and website traffic through name recognition.
- Encourage interviewees to share the content with their followers.
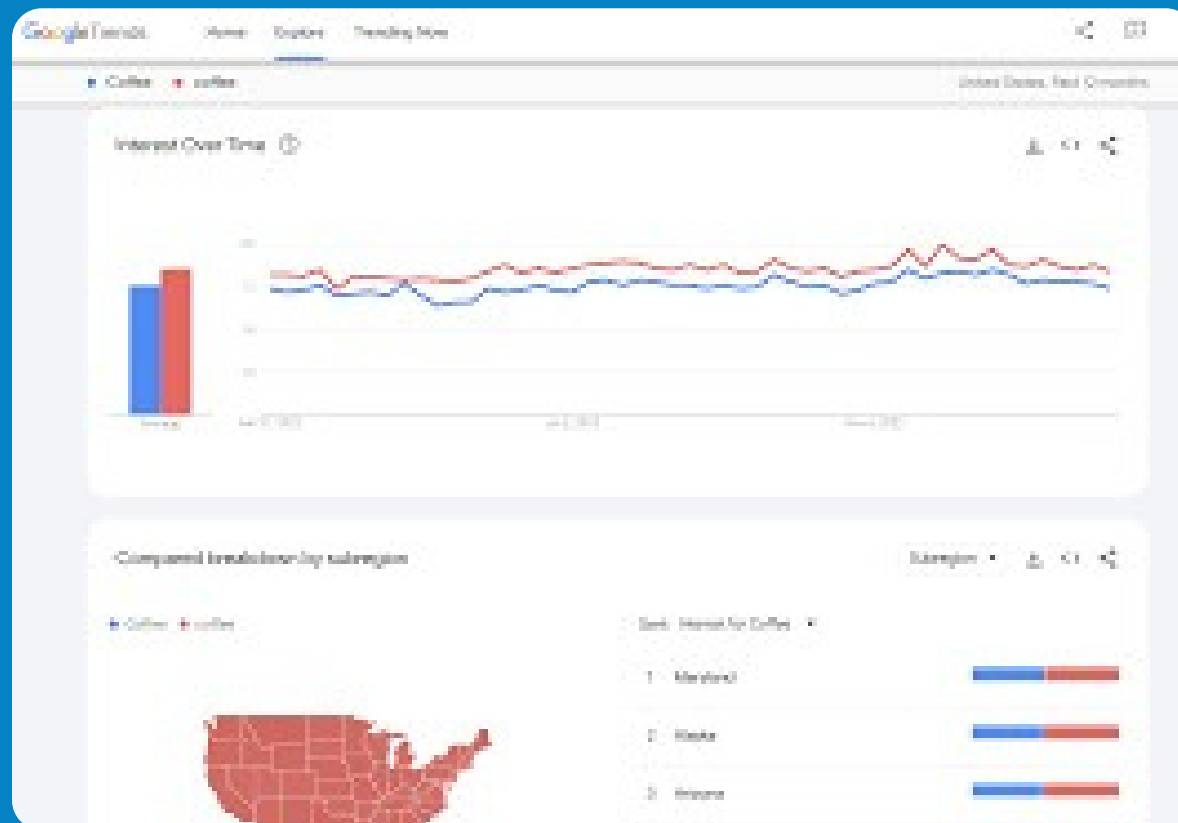
14) Add Share Buttons

- Facilitate easy sharing with social media buttons on your site.
- Consider click-to-Tweet features for quick engagement.
- Simplifying sharing increases the chances of your content being spread.
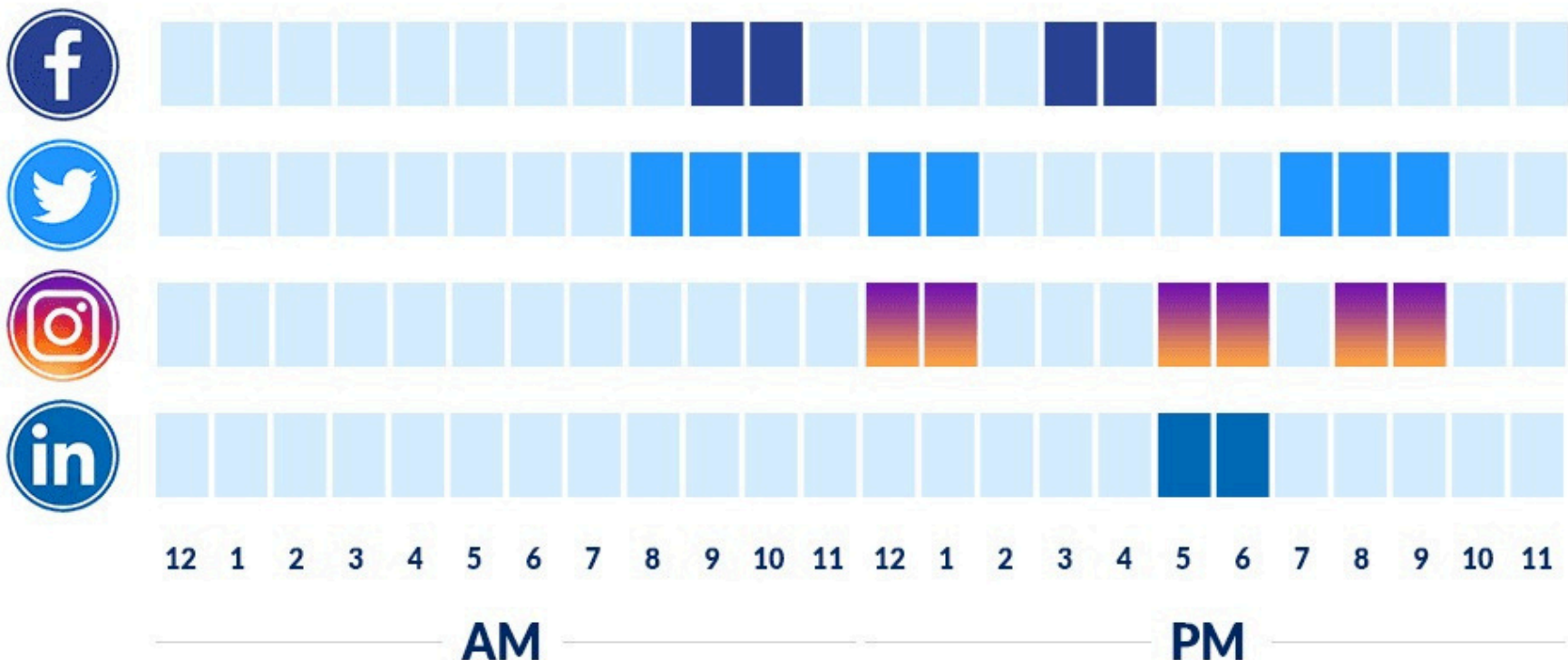
15) Research Competitors

- Use tools to check competitors' successful content.
- Identify trending topics to create relevant, engaging content.
- Emulate popular styles and subjects to attract more traffic.

16) Optimize Posting Times

- Analyze social media analytics to discover peak engagement times.
- Start with the best posting times, then refine based on your audience's habits.
- Timing your posts can significantly enhance visibility and interaction.

B2B SOCIAL NETWORK

adzooma

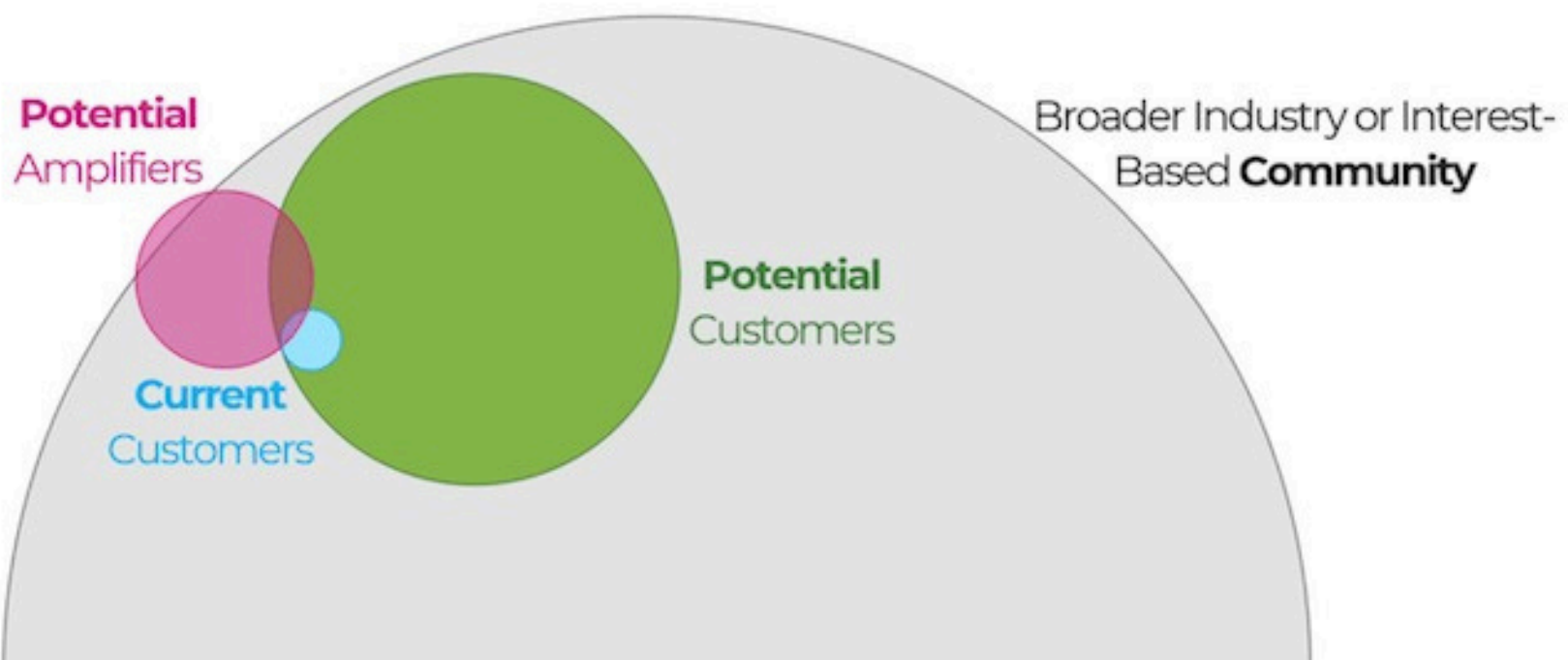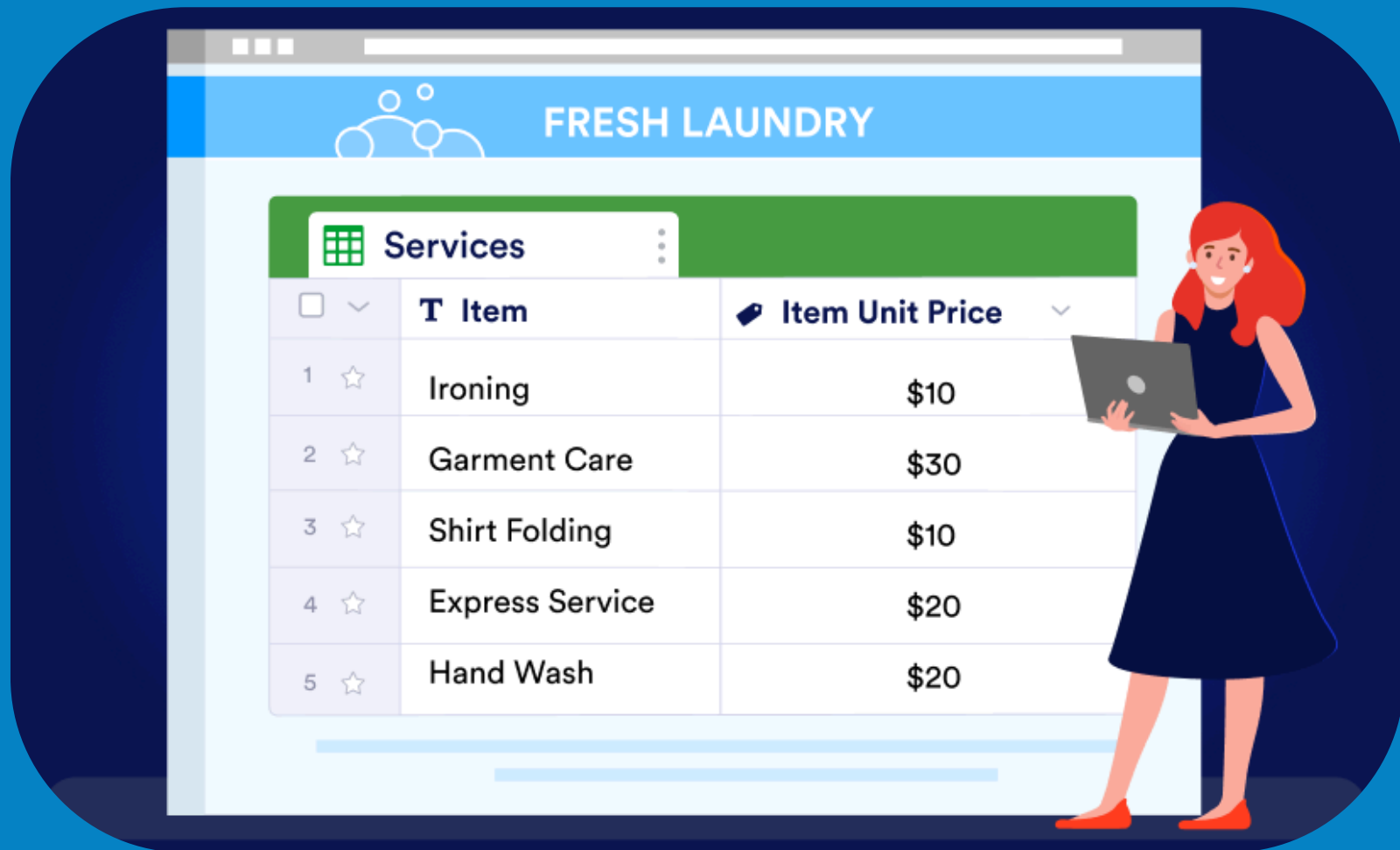|	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11
AM																								
PM																								

17) Engage with Amplifiers

- Create content for industry publications and influencers.
- Build relationships with journalists and thought leaders to expand reach.
- Identify customer evangelists to share your brand within their networks.

The **Audience** for Your Content:

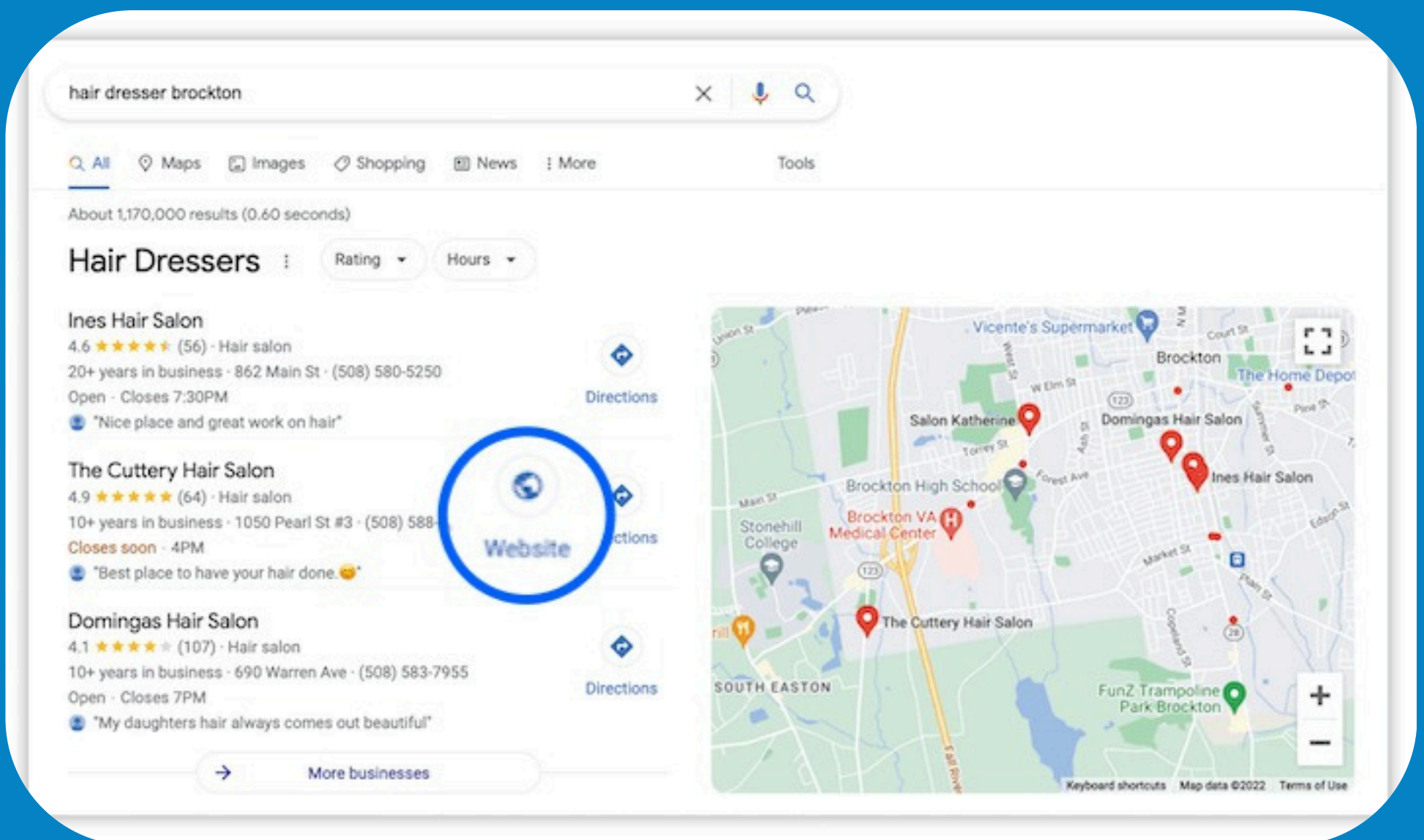(hint: it's not just your customers & potential customers)

Potential Amplifiers

Broader Industry or Interest-Based **Community**

Potential Customers

Current Customers

How to get traffic to your website with listings?

FRESH LAUNDRY

Services

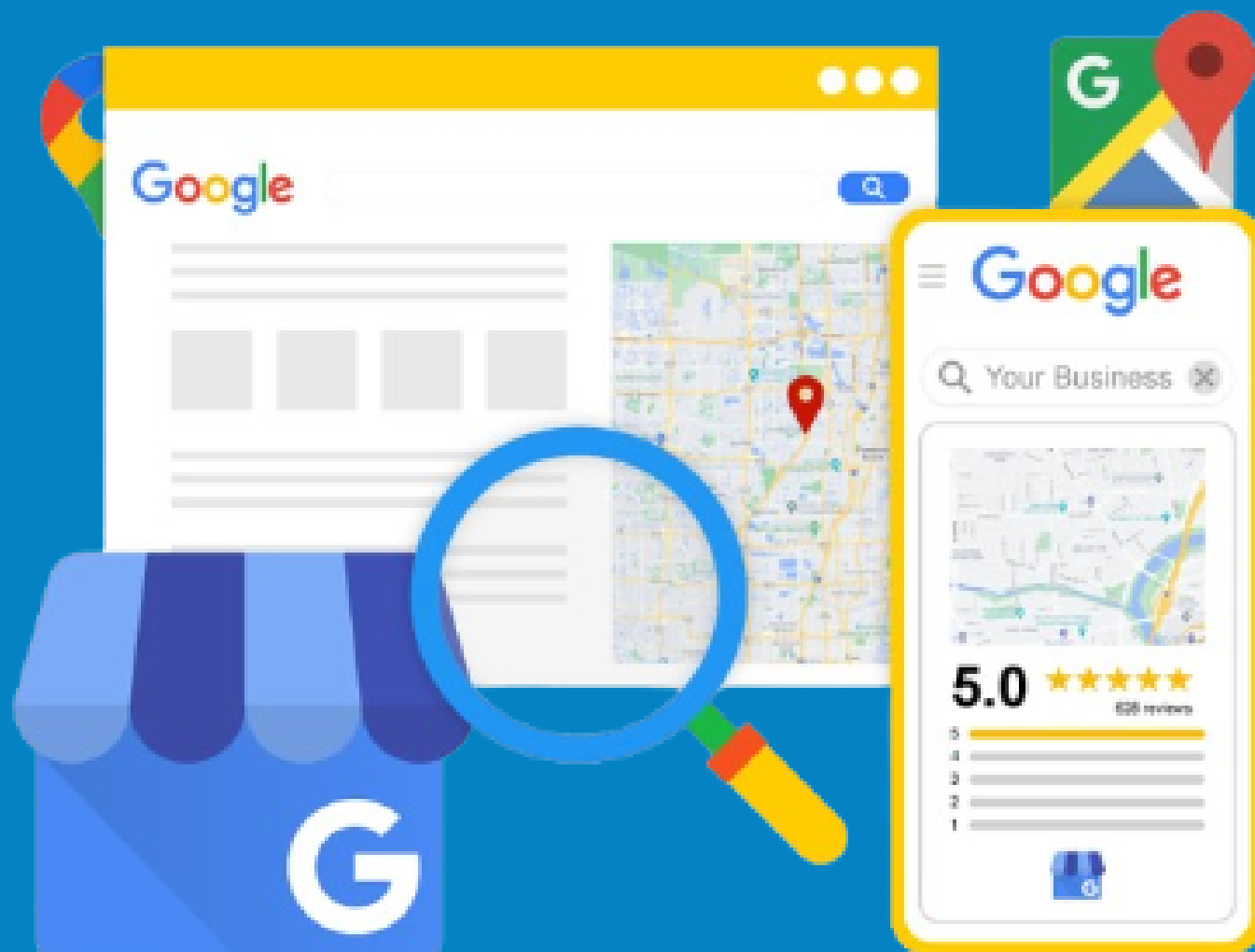|		Item	Item Unit Price	
1	☆	Ironing	$10	
2	☆	Garment Care	$30	
3	☆	Shirt Folding	$10	
4	☆	Express Service	$20	
5	☆	Hand Wash	$20	

18) Optimize Your Listings

- Fill out every section completely.
- Choose the right business category for better discoverability.
- Keep information consistent across all platforms.

19) Maximize Google Business Profile

- Rank higher on Google Maps and Search with an optimized profile.
- Add photos and get reviews to boost engagement.
- Update your profile regularly for fresh traffic.

20) Don't Forget Other Directories

- Utilize Facebook, Yelp, and Angie's List for additional visibility.
- Each platform offers unique benefits for attracting visitors.
- Ensure your business is listed and active on multiple directories.

21) Increase Traffic with Webinars

- Educate your audience and increase traffic.
- Promote through social media and email campaigns.
- Archive and promote past webinars for continuous value

22) Reach Out to External Newsletters

- Get featured in industry-related newsletters for a traffic boost.
- Reach a broader audience and potentially find regular readers.
- Build relationships with newsletter curators for future opportunities.

23) Participate in Forums

- Contribute valuable insights to groups on LinkedIn, Reddit, and Facebook.
- Share your expertise to build credibility.
- Include links only when relevant and allowed by forum rules.

Terry Weaver · Follow

Business Coach (2004–present) · Dec 25

I own a small software company. It's just me that runs it. I have 267 customers at $40/month right now. Can I sell it?

NO.

Anyone else could come up with $10k/month in revenue from a standing start. Your business is just not generating enough revenue to be worth the legal fees and transaction costs someone would incur to acquire it. They'd be better off starting with their own idea (or copying yours) and spending the same money building their business from scratch.

At 267 customers at $400/ month or 2,700 customers at $40/month it might be worthwhile.

84 views · View 1 upvote · View 1 share

⬆ 1   ⬇   ↻ 1   💬   ↗   ⋯

Add a comment...   **Add Comment**
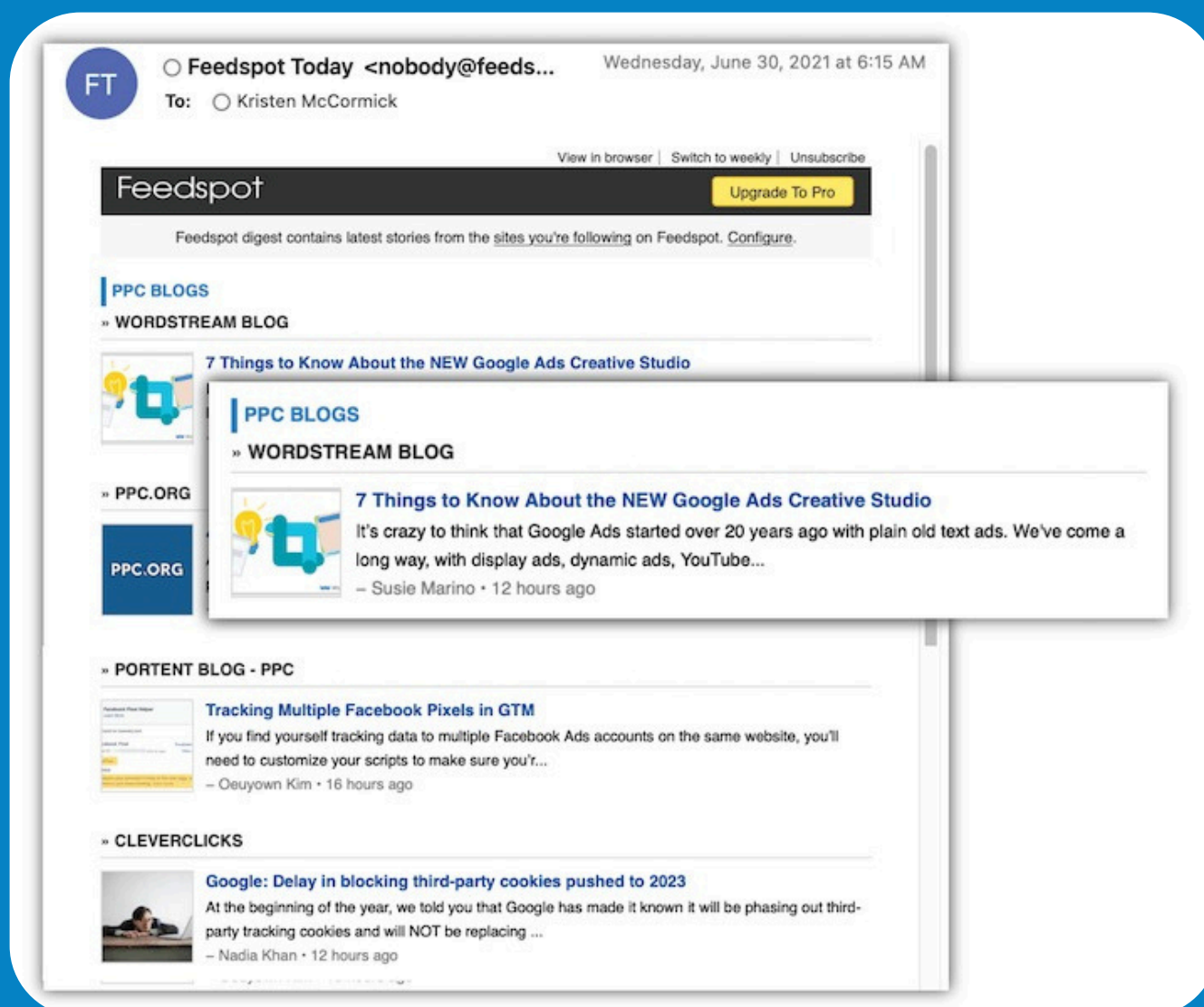
View collapsed comments

24) Attend Conferences

- Gain exposure by attending key industry events.
- Speaking engagements help establish thought leadership.
- Network with professionals and increase website traffic.

25) Submit to Aggregator Sites

- Share your blog content through
- RSS feeds to aggregators.
- Get your latest posts in front of new audiences.
- Use both free and paid aggregators for maximum reach.

26) Start an Email Newsletter

- Keep your audience informed with curated content.
- Feature blog posts or topics they might not search for.
- Avoid overwhelming your readers with too many emails.