



15 Ways To Drive Traffic To Your Website

1. Advertise

Take advantage of the myriad opportunities in paid search (PPC), social media advertising, and display advertising.

2. Maximize Your Social Media

Promote your content through social media channels- Twitter, Facebook, Instagram, Google+, LinkedIn, and YouTube, etc.

3. Always Write Interesting, Compelling Headlines/ Subject Lines

Without a compelling headline or email subject line, your content will never get read. Write several (10-20) headlines to find the most compelling, and use that.

4. Utilize Long-Tail Keyword Phrases

Long-tail keyword phrases make up the majority of web searches. Target those phrases in ALL your marketing materials. That is what people are searching for, after all.

5. Guest Blogging

Become an expert guest blogger on an authority website to boost your brand.

6. Invite Other Experts To Guest Blog On Your Website

Your guest blogger will promote their content on their own website, which could drive additional visitors to YOUR website.

7. Post Content To LinkedIn

Posting content on LinkedIn will boost traffic to your site as well as increase your profile in your industry.

8. Interview Industry Thought Leaders

You'll be pleasantly surprised how many people will be willing to be interviewed. Publish the interview on your website/blog/social media property. Consider recording an audio version and converting it into a podcast, in addition to the written version.





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9. Email Marketing

Email marketing is still one of the most valuable methods to drive traffic to your website.

10. Build A Community

People love to weigh in on subjects they feel strongly about. Building a community into your website is a great way to begin the conversation. Develop a Facebook or LinkedIn group, or create a forum on your own website where discussions can take place.

11. Join The Conversation

Posting comments on relevant websites, forums, groups, etc. can help you make a name for yourself. Post relevant and quality comments.

12. Submit Content To Aggregator Websites

Distribute your content to aggregator websites to increase your web presence/footprint.

13. Produce Quality/Relevant Video Content

Video content has quickly become the king of content. Video has high retention and is an excellent way to grab your audience's attention.

14. Host Your Own Webinars

Webinars are great ways to impart your wisdom to an eagerly waiting audience. Archive the webinar for future viewing, and promote it heavily to your email list and social media followers.

15. Speak at Conferences/Workshops

Speaking at conferences is an excellent way to establish yourself as a thought leader and to gain significant exposure for your website.

