

3 Proven Tips to Increase Website Traffic



How to increase website traffic tips from Yulin Jin

Bringing users to your website, engaging them while there and converting those visits to sales are all critical components to a solid business strategy in the digital age. Three tried and true methods to increase website traffic include strengthening your content, optimizing for mobile users and tapping into the benefits of pay per click (PPC) advertising.

Consider the list of retail giants failing in the digital age. Toys R Us, Bon-Ton and Claire's all filed for Chapter 11 bankruptcy protection in 2018. In 2019, the list of at-risk giants includes the likes of PetSmart, Neiman Marcus and J. Crew. To stay competitive, businesses need a robust online presence.

Content is King

As search engines grow in sophistication, [quality website content](#) becomes an even more indispensable part of your strategy to increase website traffic. In order to build user engagement with your site and drive conversions, you must first bring users to your site. A critical key to increasing SEO involves building content that is high quality, relevant and unique.

When developing website content, keep in mind these best practices:

- **Spend time on headlines** – Consider your own browsing habits. Chances are that eight times out of ten, you read the headline of a news story or a blog post and nothing more. To capture readers' attention and keep them scrolling, make sure headlines are specific, useful and that they stand out from the crowd.
- **Blog frequently** – Keep the content on your website fresh by posting frequently. Some experts suggest posting daily. Whatever schedule you determine, be consistent.
- **Build solid internal links** – In addition to linking to other, high caliber websites, linking back to older articles on your own site not only increases SEO but also keeps readers on your site. Make sure that the anchor text for the link is descriptive and that the landing page is directly relevant.
- **Use keywords effectively** – Do the research necessary to know what your target audience is searching for. Carefully choose keywords that speak to that audience and learn how to use them in headings, content and in the titles and alt text for images.



Develop for Mobile Users

According to Google statistics, mobile phones account for over half of all search queries. In response to that trend, Google has begun to employ a [mobile-first strategy](#) for indexing. That means that the search engine will determine which version of your website is your mobile version and give that ranking preference.

If you have neglected to focus on the mobile version of your website, now is a critical time to rethink your strategy. Make sure your website uses a mobile-friendly layout and that it loads quickly. Some strategies to keep in mind include using larger fonts, optimizing image size and utilizing a simple design. Take the time to build a solid site and test the design thoroughly.

Increase Website Traffic with Pay Per Click

With great content and a mobile-friendly site in place, a PPC advertising campaign is an essential next step to increasing website traffic. In a PPC campaign, you pay only when someone clicks on your ad. And the investment pays off. Google reports that every dollar spent on Google Ads generates an average of two dollars in revenue.

For instance, an ad on Google or Bing will appear at the very top of the search results list when users search for a keyword you specify. Social sites like Facebook and LinkedIn, as well as other private websites, also offer PPC advertising. When you choose keywords wisely and run ads on sites that make sense for your target audience, PPC campaigns can prove highly effective.



Expert Partners Ensure Exceptional Results

Investing in your online presence will pay rich dividends. Partner with digital experts to develop powerful content, reach your mobile users and build a solid [digital marketing strategy](#). The award-winning creative team at eMazzanti can help you design or update your website, increase your SEO and unravel the intricacies of PPC advertising.

Yulin Jin graduated from Dongeuk Women's University and worked at an advertising company in Seoul, Korea prior to embarking on a six-month marketing internship with eMazzanti.