



*35 PROVEN WAYS TO*

# TRIPLE YOUR TRAFFIC WEBSITE

**VOLUME 1**

**SHANE  BARKER**

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# INTRODUCTION

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No matter what type of business you run, your end goal is to drive conversions. To achieve this goal, you first need to drive traffic to your site. If there are no website visitors, there are no people to turn into leads. And if there are no leads, it means you don't have people to convert into customers.

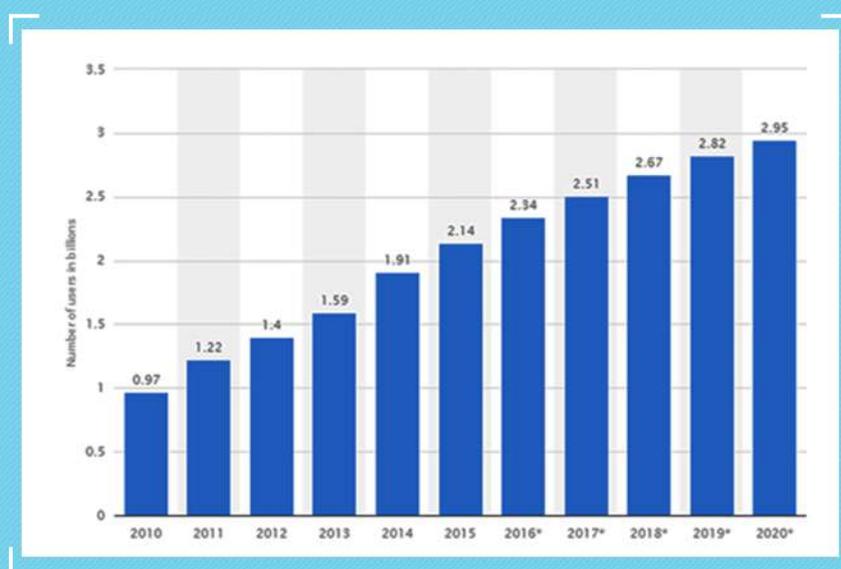
So it's easy to understand that you first need to increase your website traffic in order to meet your other performance metrics. But it's also important to attract relevant traffic, so that you stand a better chance of attracting the people who are far more likely to convert.

This eBook will cover in detail some of the best steps you can take to increase website traffic and attract relevant leads. Using these tips will help you be able to make adjustments to your campaigns and select methods that work for you. By adopting these methods, you will be able to increase your website traffic significantly and make improvements in other aspects of your performance.

## CHAPTER 1 SOCIAL MEDIA

Can you think of 10 people you know who are not on social media? You might have some trouble listing more than 2 names in just a few seconds. Most people we know have a profile on at least one social media platform.

As *Statista* reports, there are currently around 2.5 billion social media users across the globe. By 2020, that number could be close to 3 billion.



With social media being so widely used, it can be one of the most effective channels for driving traffic to your site. In fact, Shareaholic reported in 2015 that 31.4% of all traffic to websites came from social networks.

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Here are some of the best ways to increase your website traffic using social media:

# #1: MAKE USE OF RICH PINS

If you're on Pinterest, it's time to try Rich Pins and see how they impact your website traffic. Rich Pins are different from standard pins in that they include more details about the product. For instance, a Rich Pin may include product information such as pricing, links to the product page, available inventory, etc. Here's an example of how Rich Pins look.



Image Source: [Pinterest](#)

While Rich Pins are commonly used for products, you can also use the following variations:

*Place Pins for including a map and an address or even a phone number*

*Article Pins for including the headline and story description as well as the author*

*Recipe Pins for including ingredients and cooking duration as well as serving information*

*Movie Pins for including reviews and ratings as well as cast members*

*Dotdash* (previously About.com) experienced impressive results from Rich Pins when they started using them for their articles. After just one week of using Rich Pins, their traffic from Pinterest jumped by 40%. Since then, their year-over-year referral traffic from the social media platform has increased by 70%.

# #2: SHARE YOUR CONTENT THROUGH FACEBOOK

According to research conducted by the Pew Research Center, Facebook continues to be the most popular social media network with 79% of adults on the internet using it. Making it the best platform for sharing your content with the goal of driving visits to your site.

With such a huge number of Facebook users, there's a good chance you'll find many of your target customers on this platform. And if you wish to drive them to your site, you'll first need to engage them. There are several ways to engage your Facebook audience, but the most important one is to share intriguing content that's relevant to them.

Use the platform to share your latest blog posts or promote your upcoming products. You can create previews or teasers to go with the post and entice your audience. And make sure you include a link to the complete post so people can click on it and land on your site.

Vox.com has been doing this incredibly well. In addition to producing engaging content, their editors and writers are required to optimize their posts for sharing. For instance, they have to choose compelling images and develop catchy headlines to be used in their social media promotions.



They create funny and engaging images to preview their posts on Facebook and engage their audience. The post in the screenshot above has received more than 3,000 reactions. To promote their interview videos, they post a short teaser video along with a link to the full video. Their goal is to engage the audience on Facebook and hopefully convince them to visit their website.

Since they have adopted this technique, Facebook referrals for Vox.com have increased by almost 200% within a period of six months. There are also times when Facebook contributed around 40% of their overall monthly traffic. You can also promote contests and sales through Facebook.

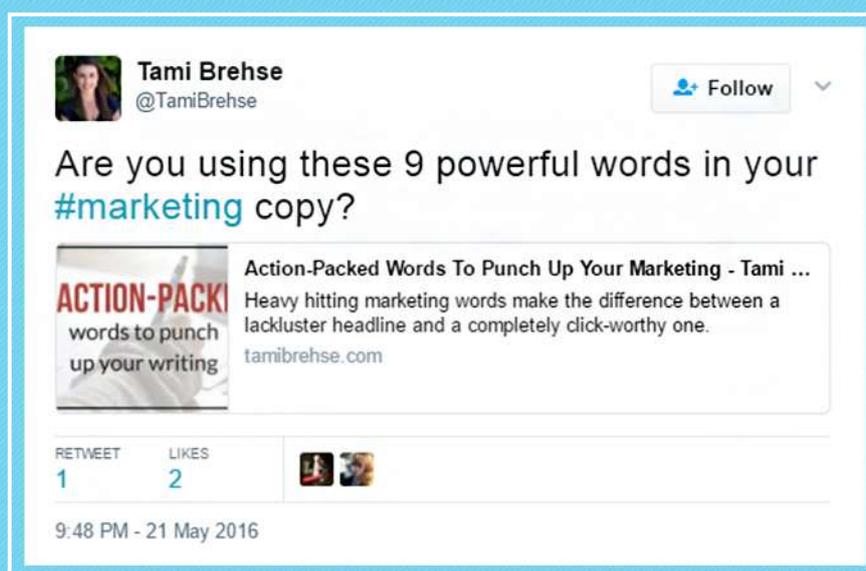
# #3: SHARE YOUR CONTENT THROUGH TWITTER

In the previously-cited study conducted by the Pew Research Center, Twitter was classified as the third most popular social network with 21% of all adults in the U.S. using it. Although Instagram is the second most popular, there are some limitations in terms of links unless you have a shoppable gallery.

Through Twitter, you can share your blog posts and other types of content to engage your followers and drive them to your site. Ideally, you need to have engaging headlines, eye-catching images, and engaging captions along with the link to your content.

It's also important that you tweet frequently so that people notice you. But this doesn't mean you should tweet every other hour or so. Two or three tweets a day should be good enough to keep your audience engaged without annoying them.

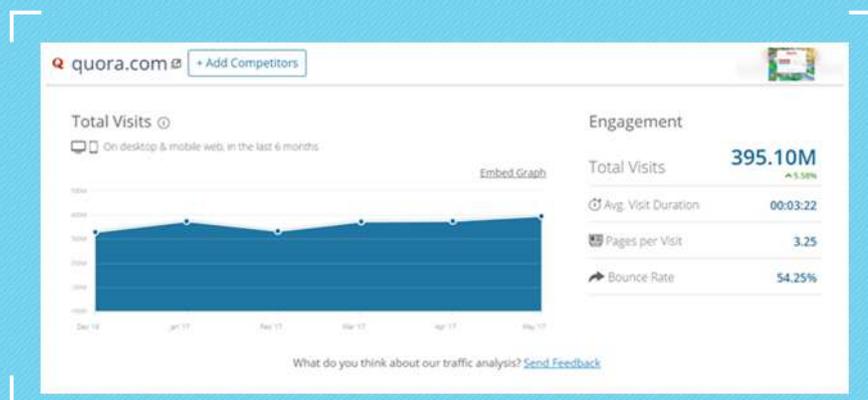
For *Tammy Brehse*, scheduling two tweets a day using Buffer made a significant difference to her Twitter referral traffic. The increased frequency of tweets resulted in a growth in traffic of almost 50%.



# #4: ANSWER RELEVANT QUESTIONS ON QUORA

Quora had close to 400 million visitors in May 2017, according to SimilarWeb. And 72.79% of that traffic came from search.

So if you want to increase traffic to your website, you can make the most of this platform by showcasing your expertise. This will ensure high visibility in searches related to the topic and you should be able to attract relevant searchers who might decide to check out your link after reading your answers.



Make a list of relevant keywords and then search for questions related to those words. Answer the related questions and use relevant links embedded in your answers. Make sure the answers are helpful and actually answer the question.

Otherwise, your answers could end up being hidden due to downvotes. Websites like *Wishpond* have been leveraging Quora to get 9000+ visits.

# #5: PARTICIPATE IN LINKEDIN GROUPS

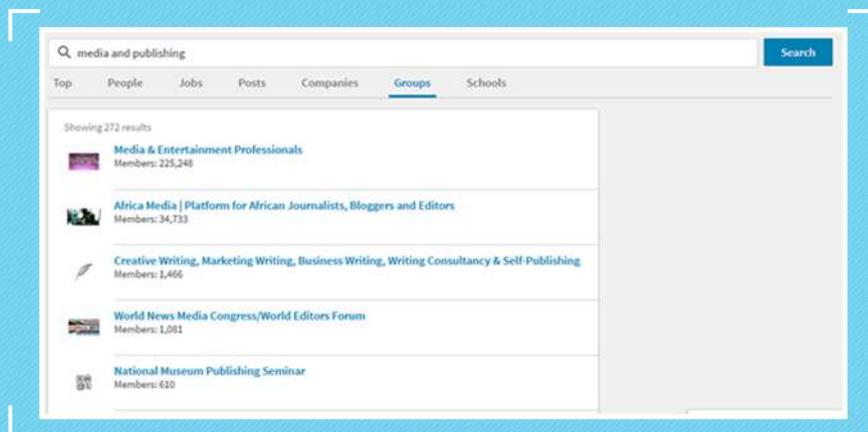
Another way to leverage social media for traffic is by using LinkedIn Groups to share your content with a relevant audience. Join groups that are related to your industry so you can get connected with people who are likely to be interested in what you have to say.

Once you have shared your blog post content, case studies, and resources through these groups, you should see a rise in traffic to your site.

To find some of the best LinkedIn groups to be a part of, conduct a search for relevant keywords and then select “Groups.”

And what’s more is that these people may even share your content with their own followers or through their website, further improving your chances to drive website traffic. It’s very important to never spam the group by constantly sharing content that other members might find useless.

Make sure you also contribute to the group by checking out and interacting with content shared by other group members.



*LM Group* conducted a case study in which their client engaged with LinkedIn Groups to grow their site traffic. Within the first six months, their LinkedIn referral traffic jumped from 0% to 15%. Over the course of 24 months, they were able to increase their page views by 32%, their site users by 25%, and average site sessions by 58%.

# #6: MAKE THE MOST OF REDDIT

As a social news aggregation platform, Reddit can be an excellent source of traffic if your target audience frequents it. You'll need to join relevant subreddits and then share content with the users there. People will then upvote or downvote your content depending on how they like it. The more upvotes you get, the better your chances are of gaining visibility and website traffic.

Entrepreneurs like Travis Levell have used the platform to generate relevant website traffic. Using only three posts to the right subreddits, he was able to drive more than 1,000 sessions, out of which 96.2% were completely new.

Source ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	<b>1,104</b> % of Total: 0.25% (433,806)	<b>96.20%</b> Avg for View: 45.97% (109.27%)	<b>1,062</b> % of Total: 0.53% (199,413)
1. reddit.com	<b>1,092</b> (98.91%)	<b>96.15%</b>	<b>1,050</b> (98.87%)

image Source: [Startupbros.com](https://Startupbros.com)



# CHAPTER 2

## WEBSITE OPTIMIZATION

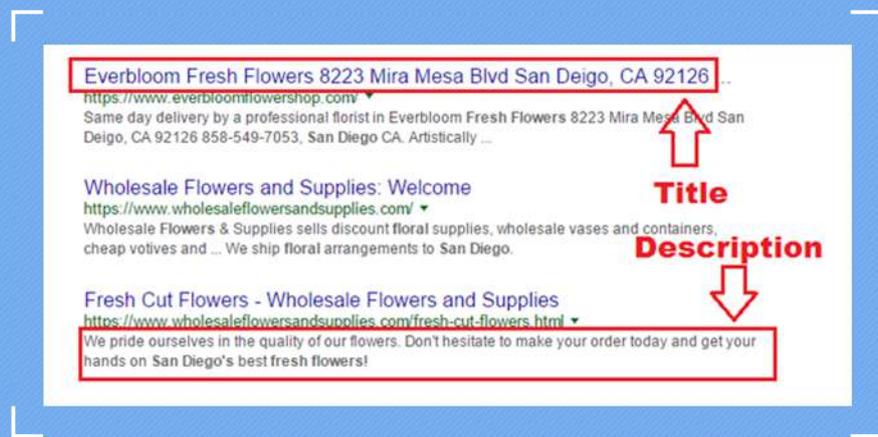
Optimizing your website is a crucial step towards increasing your website traffic. In fact, it's one of the first steps necessary to boost your ranking on search result pages. When you rank higher in search results, your website will be more visible to relevant searchers. Meaning you stand a better chance to draw in these searchers to your site.

While there are several elements involved in website optimization for increased traffic, there are some elements that have a more significant impact on your traffic than others. It's important to remember that you need to combine these tactics for your overall optimization efforts.

# #7: OPTIMIZE YOUR META CONTENT

Meta content is the preview of your web page that shows up in the search results. It gives a quick insight into what your page is all about, so searchers can easily determine whether or not it's relevant to them.

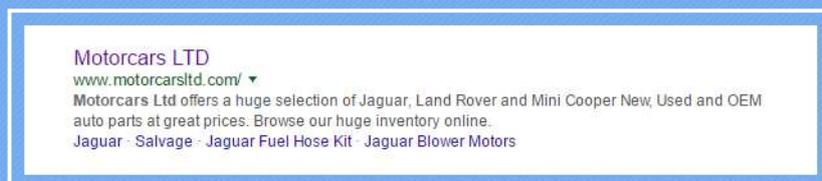
By providing them with meta information, you are more likely to draw in relevant visitors to your site. That's why meta content optimization is always a crucial step in website optimization.



According to Moz, your meta description should be long enough so that it can describe what the page is all about. However, it shouldn't be longer than 160 characters, as search engines may not display the rest of the characters.

The description should be actionable and compelling in order to convince people to click through. And while it should contain relevant keywords, it shouldn't be stuffed with keywords to the point that the description doesn't make sense.

For Motor Cars Ltd., meta tag optimization played a huge role in increasing the ranking and visibility of their web pages. They switched to a more SEO-friendly meta content for each page, which was largely responsible for their website ranking in the first page for certain keywords. This, along with several other SEO strategies, helped them increase their visibility and expand their reach.



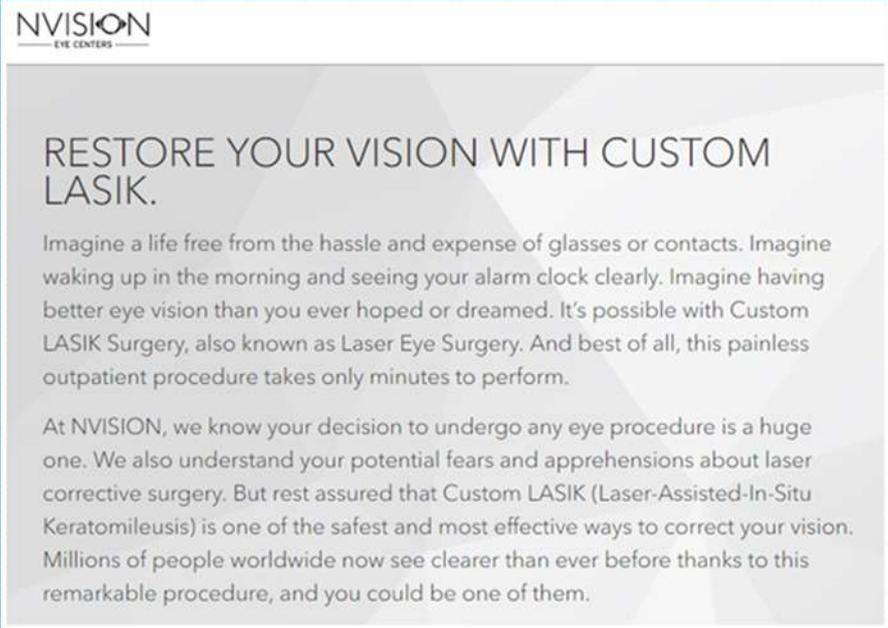
For MadeComfy, meta content optimization was an important part of their SEO efforts. They used carefully-selected, relevant keywords to optimize the meta tags for each page. Within four weeks, their website ranked in the first page for half of the keywords they used. And they also experienced a 15% increase in site traffic.

# #8: OPTIMIZE YOUR ON-PAGE CONTENT

Another essential step in website optimization is to optimize your on-page content with relevant keywords. This can improve the visibility of your website in search results, which is crucial for attracting relevant visitors to your site.

On-page content optimization involves selecting a relevant target keyword that has a high search volume and low competition. You then use this keyword in authentic ways in the heading, subheading, and body of your content as well as the URL. It's important to avoid stuffing the content with keywords, as you need to make sure the content sounds natural and compelling.

*NVISION Eye Centers* carried out a comprehensive SEO campaign in which on-page content optimization played a major role. They optimized their page content with relevant keywords and carried out several other tactics to enhance their visibility. As a *result of their efforts*, they gained 395% more online leads and a 15% increase in new visitors.



The screenshot shows a webpage for NVISION Eye Centers. At the top left is the logo "NVISION EYE CENTERS". The main heading is "RESTORE YOUR VISION WITH CUSTOM LASIK." Below the heading is a paragraph: "Imagine a life free from the hassle and expense of glasses or contacts. Imagine waking up in the morning and seeing your alarm clock clearly. Imagine having better eye vision than you ever hoped or dreamed. It's possible with Custom LASIK Surgery, also known as Laser Eye Surgery. And best of all, this painless outpatient procedure takes only minutes to perform." Below that is another paragraph: "At NVISION, we know your decision to undergo any eye procedure is a huge one. We also understand your potential fears and apprehensions about laser corrective surgery. But rest assured that Custom LASIK (Laser-Assisted-In-Situ Keratomileusis) is one of the safest and most effective ways to correct your vision. Millions of people worldwide now see clearer than ever before thanks to this remarkable procedure, and you could be one of them."

# #9: SWITCH TO A RESPONSIVE DESIGN

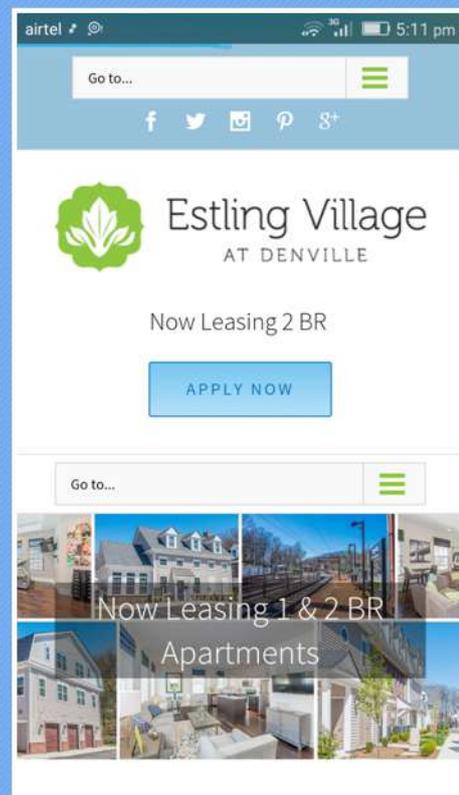
According to We are Social, mobile phones account for more than half of the global internet traffic. This being the case, there's a good chance that some of your site visitors are using their phones or some other mobile device to explore your site. To cater to the needs of these visitors you will need to switch to a responsive web design.

Although mobile responsiveness may not directly impact your traffic, it may influence other factors that have an effect on your traffic. In other words, there is a correlation between mobile responsiveness and website traffic.

If your web design is difficult to navigate on a small screen and visitors have to squint or pinch zoom to read the content, it might frustrate them and ruin their experience. It might make them want to leave and go to another website. This means there will be an increase in bounce rate, which could negatively impact your ranking. And this in turn results in lower visibility, which hampers your chances of driving traffic.

For *Estling Village*, a mobile responsive design resulted in a significant uptick in traffic and other metrics. They wanted to make sure visitors could seamlessly view, interact with, and navigate their website regardless of the device they were using.

*Within three months* of re-designing their website to a fully responsive design, they saw a decrease in bounce rate of 20% and an increase in average monthly sessions of 33%. Mobile traffic to their website increased by 103% and tablet traffic increased by 144%.



This case study is proof that mobile responsiveness has an impact on website traffic by improving user experience and decreasing bounce rate. When visitors have a pleasant experience browsing your site, it's not only going to make them stay but also entice them to visit again. So if you're not yet using a responsive design on your site, it's time to make a switch.



# CHAPTER 3

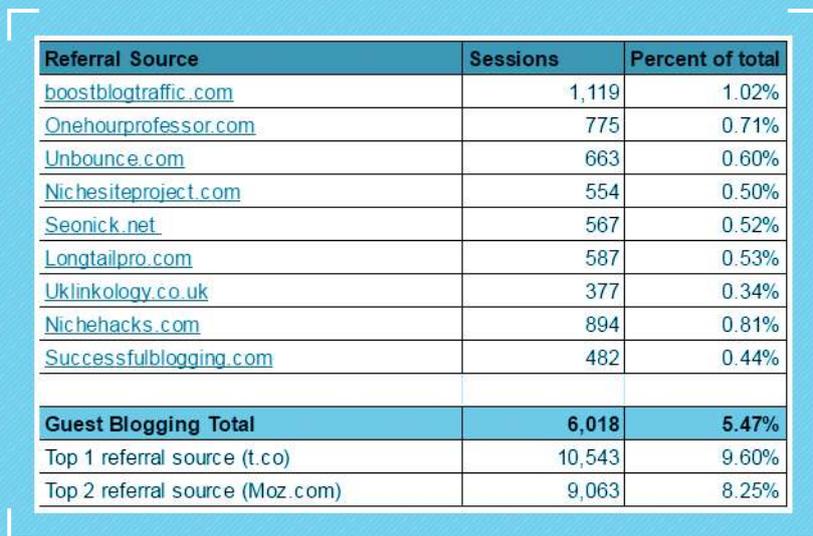
## GUEST POSTING

You're probably familiar with guest posting and may have even written a few guest posts before. But if you wish to drive more traffic to your site, you need to take your guest posting strategy to a new level. It should become a vital part of your content marketing strategy. Not only should you submit guest posts to other websites, you should also start accepting guest posts on yours.

# #10: SUBMIT GUEST POSTS

When you submit guest posts to relevant and reputable websites, you're building high-quality backlinks for your website. Since a good link profile can improve your ranking, you will be able to increase visibility and drive more traffic to your site. Plus, you're proving your credibility to the website's audience, who might decide to visit your site after reading your guest post.

In other words, submitting guest posts can help you garner traffic in more ways than one. A case study on The HOTH found that links from guest posts drove a significant amount of traffic to the Ninja Outreach website. In two years worth of referral traffic, 5.47% came from websites on which they submitted guest posts.



Referral Source	Sessions	Percent of total
<a href="http://boostblogtraffic.com">boostblogtraffic.com</a>	1,119	1.02%
<a href="http://Onehourprofessor.com">Onehourprofessor.com</a>	775	0.71%
<a href="http://Unbounce.com">Unbounce.com</a>	663	0.60%
<a href="http://Nicheproject.com">Nicheproject.com</a>	554	0.50%
<a href="http://Seonick.net">Seonick.net</a>	567	0.52%
<a href="http://Longtailpro.com">Longtailpro.com</a>	587	0.53%
<a href="http://Uklinkology.co.uk">Uklinkology.co.uk</a>	377	0.34%
<a href="http://Nichehacks.com">Nichehacks.com</a>	894	0.81%
<a href="http://Successfulblogging.com">Successfulblogging.com</a>	482	0.44%
<b>Guest Blogging Total</b>	<b>6,018</b>	<b>5.47%</b>
Top 1 referral source (t.co)	10,543	9.60%
Top 2 referral source (Moz.com)	9,063	8.25%

*Image Source: The HOTH*

As you can see, their referral sources are high-authority websites that are likely to bring high-quality traffic. But this isn't the only case in which guest posting has driven traffic for websites. A Guest Post Tracker case study found that a single guest post generated 50,000 visitors within just three days of the post being published.

# #11: ACCEPT GUEST POSTS

Besides submitting guest posts to reputable websites, posting content from guest bloggers is also an excellent way to drive traffic to your site. By doing this, you're engaging your audience by providing them with fresh content. But that's not the only reason why accepting posts from guest bloggers is so important.

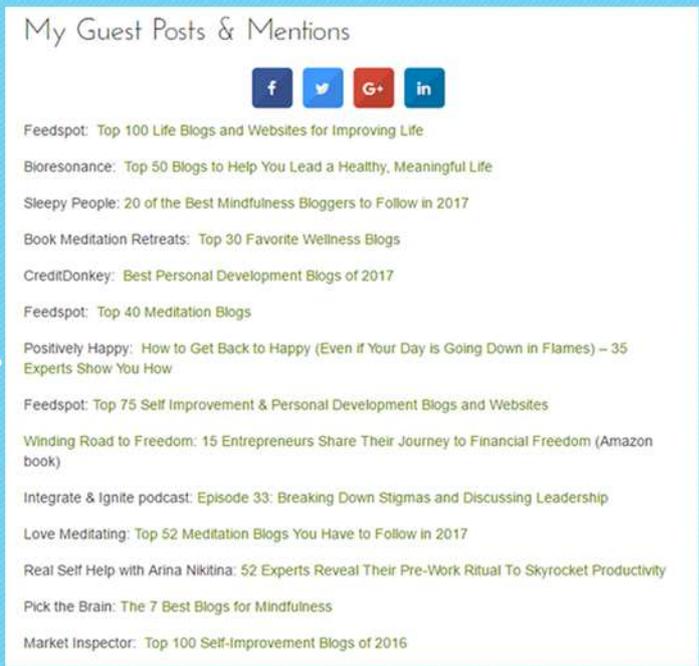
For example, *Inc.com* regularly accepts contributions from subject matter experts like Gordon Tredgold. The contributors then share the post with their social media followers, inviting them to visit the site to read the post.

Many authors have an established audience on social media and on their blogs. Once you publish their contribution, they can share it with their followers and subscribers, in turn driving their followers to your website. It's important to maintain the quality of your blog by only accepting contributions that are well-written, relevant, and useful.



Some bloggers like Paige Burkes of *Simple Mindfulness* even have an entire page to list all the websites that have published her contributions or mentioned her.

All of these mentions, shares, and promotions are an excellent way to drive traffic to your website. For this tactic to have a significant impact, carefully choose your guest contributors. If they send you a pitch, see what they have to offer in terms of reach and content quality. They don't necessarily have to have an influencer status, but they should at least have a decent number of followers or subscribers.



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