

Strategies to drive traffic on your website

Traffic on your website means taking your website's ranking higher. If you drive more traffic to your website, then this will benefit both an important indicator and the driver of a business's growth. To take your business to the top, and to drive more and more traffic to your website, you need to bring more visitors to your website. But driving traffic is not an easy task, you need to take several measures and adopt several strategies to gain traffic.

To have traffic on your website, it requires a lot of effort, time, and money. So here are some of the strategies and channels that drive traffic to your website:

- Advertising
- On-page SEO
- Email
- Social media
- Long-tail keywords
- Blogging

- **Advertising**

Advertising plays an important role in attracting an audience towards your project or website. Social media advertising and display advertising are excellent ways of attracting visitors, building your brand, and getting your site public.

To bring more traffic to your site, you'll need to do advertising with the help of social media platforms like Instagram, Facebook, WhatsApp, etc. If you're a B2C (business to consumer) product company, platforms like Pinterest and Instagram will help you to promote your content.

- **Write Irresistible Headlines**

Headlines are one of the most important parts of your content to attract the reader's attention. So make sure that your heading or title should be eye-catching and more attractive to grab the reader's attention. Without a compelling headline, even the most comprehensive blog post can be ignored by the readers. Master the art of headline writing to attract the reader's attention.

- **Target Long-Tail Keywords**

While short-tail keywords can be searched often on search engines. So target long-tail keywords, to get a better chance of higher ranking because, in this field, higher ranking means more traffic. There are many free tools to find specific keywords.

- **Guest Blogging**

If your site is having any industry influencer who is publishing any blog post on your site, then this can help you to drive more traffic to your website. And due to uniqueness, more visitors will come to your website. You can also add a variety of categories to your content to make it more attractive.

- **Start Email Marketing**

Email marketing is also one of the powerful tools to drive traffic to any website. Because many businesses are more focused on modern methods to grab visitors to their website. Even a moderately successful email can blast more traffic as compared to other tools.

- **Build Backlinks**

A backlink is used to connect your site to another website. Backlinks from many other businesses or industry influencers can not only attract a larger audience, but it will also drive

more traffic to your website. Also, it will increase your ranking in google's survey. A higher ranking will lead to more traffic.

- **Include trendy Hashtags**

By adding trendy hashtags to posts, it will promote your website pages and blog posts, and will extend your reach beyond your network. If more people will see your link, then more traffic will get to your website.

- **Engage Online**

It's good to stay active in online groups and websites that are related to your business because it will help you to obtain more traffic. The more you engage with your community or business, the more exposure and profile visits you will get.