

27 Ways to Drive Traffic to Your Website



Easy-to-adopt, proven techniques to increase your web traffic and generate more leads and revenue.



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MARKET YOUR WAY UP

Why You Need More Web Traffic

Driving traffic to your website is no longer a simple or straightforward task. If you are feeling overwhelmed by the infinite options, you are not alone.

Between writing blog posts, posting on social media, and strategizing for new email campaigns, it's hard to know exactly what works and how to stitch everything together into a seamless, efficient approach.

These 27 tactics outlined in this eguide lay the groundwork for increasing your visibility and generating more high quality traffic.

We hope you find this information helpful. If you have any questions, feel free to reach me at 800-834-4910 or at inbound281.com.

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Source credit: HubSpot.com Rebecca White. Rebecca White

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You know you're a marketer when you're sitting in traffic on the highway, it's completely bumper to bumper, and all you can think about is "Why can't I drive traffic to my website like this?"

If you've struggled with driving traffic to your website, you're not alone. According to 2019 research done by [Content Marketing Institute](#), 61% of content professionals are challenged with knowing what is most important to their audiences, 50% are challenged with knowing the goal of the audience at a particular stage of the customer's journey, and 49% are challenged with knowing the steps in the customer's journey.

Between writing a new blog post, posting on social media, and strategizing for a new email campaign, it's hard to look back and see what's driving traffic to your site and what isn't.

The list below will help you increase the traffic to your website, generate more leads, and improve ROI.

How to Get More Traffic to Your Website

1. Content creation
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3. Paid advertising
4. Organic social media
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1. Content creation

Inbound marketing focuses on attracting the right people to your company. One of the best ways to do this is by creating content through blogging.

To come up with content that will attract the right visitors to your website, you should know your **buyer persona**. Once you know your audience, you can create content that will attract them to your website.

But how do you write a good blog post that will attract the right audience? Follow these five steps:

- Identify your buyer persona: Find out more about your audience, from job title to pain points.
- Conduct SEO research: Learn what your audience is searching for on search engines so you provide the right content.
- Write a draft: Begin by drafting a post that answers your audience's questions.
- Publish: Publish your post on your blog.
- Promote: Promote your blog post on social media and email newsletters to generate traffic. The more traffic your post generates, the higher it will rank in search engines.

You can learn more about how to implement a blogging strategy [here](#).

2. Topic expertise

Ranking higher in Google will increase the organic traffic to your site. At HubSpot, we do this by using the **pillar/topic cluster model**. Google favors sites that are known to be topic experts on the subject matter they're writing about.

To be seen as an expert, you can create a pillar page, which is essentially a longer blog post that broadly covers all aspects of a topic. Then, you write "cluster content," or supporting blog posts, targeting long tail keywords that show you've covered a topic exhaustively. Focusing on long-term traffic will help you rank higher on search engines

Christina Perricone, team manager of HubSpot's pillar page content, says, "The pillar cluster model organizes content on your site around a single topic and search term through internal linking. This organization helps search engines easily crawl and categorize all of the content that you have on a particular topic, thereby making it easier for you to rank for that search term. When the model is done right, it also helps visitors navigate your site and move through related pages, boosting traffic for all of the pages in your topic cluster."

3. Paid advertising

You can drive traffic to your website quickly with paid advertising. With search engines, you can run pay-per-click or retargeting ads. With social media you can run display ads or sponsored posts. Your strategy will most likely include a combination of different types of advertising.

In fact, according to the [2019 CMO survey](#) of 341 executive-level marketers conducted by Deloitte, American Marketing Association, and Duke's Fuqua School of Business, spending on social media will rise by nearly 90% in the next five years.

The same study found that companies making 10% or more of their sales online will increase their social media spend by even more, allocating 27.6% of their marketing budget to social media by 2024.

Getting started with paid advertising can be a simple process. Learn more about it [here](#).

4. Organic social media

Organic social media is not a new strategy, but it's still something marketers should pay attention to. Besides posting on social media platforms, you can also use Instagram Stories (Hello, swipe up feature!), live video, IGTV, or Facebook Messenger. The key with organic social media is to be an early adopter of new features

For instance, Facebook is releasing an [automated lead generation](#) feature on Messenger, allowing businesses to create an automated chatbot experience within Messenger to link to content offers on your site. This is a great feature for sending traffic to your website.

It's also important to have a diverse social media strategy and use the right social media platforms – not just Facebook, Instagram, and Twitter. Platforms like YouTube or Pinterest generate a lot of traffic. Pinterest has great engagement rates – [66% of Pinterest users make a purchase](#) after seeing a brand's Pins.

Henry Franco, a brand marketing associate at HubSpot, recommends two things regarding organic social media. "First, don't spam your audience – it costs a user nothing to scroll past your post, and if you don't offer them any value, that's exactly what they'll do. Know your audience, and craft content that speaks directly to them," Franco says. "Second, stay active with community management. People love when brands like and reply to them – it'll humanize your business, and keep people coming back for more content."

Check out our [ultimate social media marketing guide](#) to learn more.

5. Website analysis

Let's do a little reverse engineering of our thought process. Before you drive traffic to your website, it's important to learn about your audience. To do this, there are platforms that will analyze your website, such as [Crazy Egg](#), to see where you're losing visitors. With this information at your disposal, you can create the right content to drive the right traffic to your website.

6. Contests/giveaways

A simple way to drive traffic to your website is through contests and giveaways. This can give you a quick boost, while also rewarding your followers. You can host giveaways on social media, through your email list, or both.

Implementing a strategy like this can be simple. Just follow these six steps:

1. Decide what platform on which to host your giveaway (can be multiple)
2. Choose a prize (free tickets, discount, etc ...)
3. Select the criteria (website comments, email sign up, etc ...)
4. Write ad copy
5. Create graphics
6. Post and promote

7. Influencers

Influencer marketing isn't a passing fad. In fact, it's a budget-friendly option to drive traffic to your website. According to [Think with Google](#), collaborations with YouTube influencers are four times more effective at driving brand familiarity than those with celebrities. When influencers post discount codes, links, reviews, or giveaways, you are tapping into their audience to drive traffic to your website.

Remember Brian Halligan's [INBOUND 2018](#) keynote speech? Customers are more likely to buy from organizations with excellent word of mouth. How do you create great word of mouth? First, delight your customers. Second, [work with influencers](#).

8. Email list building

Using your current readers and customers is a great way to drive traffic to your website. When you post a new blog or content offer, you can promote it to your followers/subscribers for a quick traffic boost. With content-heavy websites, having repeat readership is helpful for traffic goals, conversions, and lead generation.

To get started with this, build an email list or grow your current list. Below are a few strategies you can use:

- Content offers (see #23 for more information): Generate gated content for visitors that requires them to provide an email address to receive. Include CTAs (calls to action) for your content offers on your website.
- Easy-access newsletter sign-up: Include sign-up forms on your website, from your homepage to your about page. If a visitor had a delightful experience on your site, they might want to sign up for a newsletter. Make this an easy process.

Use [HubSpot's free forms tool](#) to easily add a form to your site and start growing your email list.

- Social media: Promoting your email newsletter on social media, whether through a post or contest/giveaway, is a great way to convert your current followers into subscribers.

Learn how to build an email list from scratch [here](#) or grow your email list [here](#).

9. Community engagement

The more brand recognition you have, the more traffic you will drive to your website. One way to achieve brand recognition is to be active and engaged in your community. You can implement an engagement strategy today by participating in Facebook group discussions in your industry, answering questions on public forum websites, and interacting with your followers on social media.

One of my favorite brands on social media is Taco Bell. Taco Bell engages with users on social media to delight their customers every day. See a couple examples from Twitter below.

Just remember to be helpful and human. No one likes spammy links when they're asking a quick question online.

10. Guest posting

In that same vein, writing guest posts can generate traffic to your site. Guest posting shows you're active in your community, while also linking to your website — more on generating backlinks below.

To implement a guest posting strategy, you need to find a site that would be a good fit for your company, draft a blog post, and then write a pitch. Caroline Forsey, staff writer on the HubSpot Marketing Blog, says, "I'm always particularly intrigued with a guest pitch if it shows me the writer has done their research ahead of time.

For instance, I'd pay much closer attention to a pitch if it tells me how this piece could appeal to my readers. Additionally, I'm impressed when a writer can recognize gaps in our content and how their piece will fill those gaps, rather than competing with existing content."

11. On-page SEO

On-page SEO can help your website rank higher in search engines and bring in more traffic. Some on-page SEO elements include page title, header, meta description, image alt-text, and the URL (plus more). Showing up in search engines will generate more traffic for your site.

12. Quality backlinks

In order to drive traffic to your site, you need to rank high in search engines. In order to rank higher in search engines, you need to be an authority in your industry. One way to do that, besides the topic/cluster model described above, is by acquiring quality backlinks. If websites with high authority link to your site, that gives you more credibility.

Irina Nica, senior content strategist at HubSpot says, "There are two main ways in which high-quality backlinks can help drive more traffic to a website: boosting ranking and driving referral traffic. On the one hand, backlinks are one of the most important ranking factors for every major search engine out there. By constantly earning high-quality backlinks from relevant websites, you'll improve your rankings in SERP and, as a result, see a lift in your organic traffic."

Nica adds, "On the other hand, backlinks can also drive a substantial amount of referral traffic. That's something to be expected if you get a mention in popular news website. You can also see referral traffic coming through if you're mentioned (and linked to) in an article that's already ranking well for high search volume keywords and is getting a constant flow of traffic.

Want to learn how to earn backlinks? Find out more [here](#).

13. Video marketing

It's time to add video marketing to your content strategy. According to a report by [Cisco](#), video will account for 82% of traffic by 2022. Start implementing video marketing into your strategy as soon as possible because this is the content people are clicking on.

You can create video for Instagram or Facebook Stories, live videos, IGTV, Facebook Watch, news feed videos, YouTube, etc. Want to get started today? Learn everything you need to know in our [ultimate guide to video marketing](#).

14. Content repurposing

Need content to drive traffic to your site but struggling to come up with ideas? I get it. A great way to overcome this hurdle is to repurpose old content.

Take a well-performing blog post and repurpose that into a video. Or if you have a podcast that did really well, write up a blog post on that topic. Using content that has already performed well will continue to drive traffic to your site.

15. SEO tools

To drive traffic to your website, it's important to be a student of SEO. Learning SEO tools such as [Google Analytics](#), [Ahrefs](#), and [SEMrush](#) will help you develop a strategy to generate traffic to your website.

These tools will help you learn and analyze what's working on your site and what isn't. Plus, these help you come up with ideas for content that has potential for high traffic. Check out our roundup of the [best SEO tools](#) to monitor your website.

16. Historical optimization

Historical optimization is the process we use at HubSpot to update old blog content and generate more traffic and leads. If you're anything like us, a majority of your monthly blog views and leads come from older posts.

Pamela Vaughan, a principal marketing manager on HubSpot's Web Strategy team, a.k.a. the woman who introduced us to the concept of historical optimization, has written about this extensively.

She says, "Historical optimization is a tactic best-suited for a blog that's been around for several years, because you need to be generating a significant amount of organic search traffic, have built up a critical mass of blog subscribers and social media followers, and you need a sizable repository of old posts at your disposal."

Vaughan adds, "Historical optimization should be a piece of your overall blogging strategy — not the whole strategy."

Here, she lays out her step-by-step process to [historical optimization](#).

17. Voice search optimization

Remember in "The Little Mermaid" when Ariel wanted to go where the people were?

That same principle applies to digital marketing. In order to drive traffic to your website, it's important to show up where people are searching.

Voice search is an increasingly important area in which to rank. In fact, according to [PwC](#), 65% of 25- to 49-year-olds speak to their voice-enabled devices at least once per day. That's why [optimizing your content for voice search](#) is essential.

Here are a few tips to get started:

- Research long tail keywords: When people use voice search, they speak in full sentences. To optimize for voice search, start researching longer tail keywords.
- Write answer-focused content: The content you write should answer your audience's questions.
- Optimize for snippets: Smart speakers like Alexa and Google Home look for short, concise answers. Writing quick summaries in your posts make it easier for search engines and smart speakers to find the answer they need.

18. Local SEO

If your company is a brick and mortar store, [local SEO](#) is an important factor to consider. My colleague, Kelsey Smith, wrote about it in this [blog](#). She says, "To gather information for local search, search engines rely on signals such as local content, social profile pages, links, and citations to provide the most relevant local results to the user."

For example, when someone types in "best pizza near me" on Google, the results are generated by the user's location. Tools such as [Google My Business](#) and [Moz Local](#) help businesses manage their directory listings and citations so they show up in local searches.

To rank for local search:

- Ensure your name, address, and phone number (NAP) is consistent on your Google My Business and social media pages.
- Use a directory management tool to monitor [directories](#) like Yelp, Foursquare, Best of the Web, etc.
- Research and use location-based search terms on sites like Google Trends, which analyzes popular search terms across various regions.

19. A/B testing

Besides driving traffic to your website, you know you're a marketer when your motto is "Test, test, and test again."

[A/B testing](#) is a split test that helps you determine what version of a campaign performs best. These tests can give you key information about your audience so you can create tailored content and offers that drive traffic to your site. There are a lot of tools you can use to get started. Check out our roundup of the best A/B testing tools [here](#).

20. Internal linking

When a visitor comes to your blog, your goal is to get them to continue reading on other pages of your website. That's why internal links — links to other pages on your site — are very important. When visitors continue to other pages of your website they're more likely to convert and become a brand enthusiast.

For example, you can create an internal linking structure using the pillar/cluster model described above. Pillar and cluster pages link back and forth, which boosts your site's credibility on search engines, while also increasing the likelihood of a conversion.

21. Technical SEO

Technical SEO focuses on the backend of your website to see how the pages are technically set up and organized. Factors include elements like page speed, crawling, indexing, and more. Matthew Howells-Barby, HubSpot's director of acquisition, has written about technical SEO in this [blog](#). In it, he says, "Don't underestimate the power technical SEO changes. [Technical SEO] resulted in us growing our organic traffic by more than 50% in just one month."

To get started with your technical SEO, use some of the tips from Howells-Barby's article, including:

- Fix broken links and redirects
- Create an XML sitemap for your subdomains
- Set up language meta tags
- Add custom H1 and introductions to topic pages

22. Community building

Building a community of brand enthusiasts is a great way to continuously drive traffic to your website. You can build a Facebook group, Twitter chat, LinkedIn Group, or Quora Space specifically for your followers and others in your industry where you create value, while also linking back to your site.

A great example of community building comes from career coaching business [CultiVitae](#). They have a closed Facebook group where Emily, the founder, answers questions and provides networking opportunities. With over 3,000 members in this group, CultiVitae creates value for its followers, while also promoting its product.

These types of communities keep you top of mind in your customer's eyes. Plus, it's a great way to engage with your followers and learn more about your audience as they evolve over time.

23. Content offers

Content offers, sometimes referred to as [lead magnets](#), are a way to use content to drive traffic to your site and generate leads. Content offers vary depending on what stage of the [buyer's journey](#) your customer is in, but can include webinars, guides, reports, trials, demos, checklists, and more. You can learn about different types of content offers [here](#) and how to create content for every stage in the buyer's journey [here](#).

24. Media coverage and public relations

Earned media coverage is a great way to drive brand awareness for your company and traffic to your website. If your marketing and [public relations](#) teams work together, you can generate traffic to your site and create excellent word of mouth.

Ellie Flanagan, a senior corporate communications manager at HubSpot, says, "Although most outlets these days try to stay away from including backlinks in their stories (it's usually against their editorial guidelines), that doesn't mean that a good story won't drive folks back to your site.

Media coverage provides great third-party validation for your company. Stories about new products or services, your company culture, or even industry thought leadership can all be great drivers for a reader who maybe hadn't heard of your company before and wants to learn more."

25. Social share buttons

Social share buttons are links that make it easy for your readers to share your content on social media. When your readers become promoters of your content, your traffic will increase. Here's a quick cheat sheet on creating [social share buttons](#).

Once you've created your social share buttons, how do you get people to share your content? Here are a few tips to get started:

- Ask people to share on social media
- Create strong content
- Include quotable content
- Add multimedia such as images, videos, infographics, etc.

26. CTR optimization

Once your content is posted and you begin ranking on search engines, make sure people are clicking through to read your posts. Your click through rate (CTR) measures who clicked on your post and read it against the number of people who viewed the link to your post (e.g., the landing page, email, or advertisement) in total.

A great tool to measure your organic CTR is [Google Search Console](#). To get more people to click through and drive traffic to your site, it's important to write compelling and apt meta descriptions and titles. To write quality meta tags that are click-worthy, make sure your titles are short and snappy, and your description leaves visitors wanting more. This ties into on-page SEO, described above.

27. Academy/knowledge base posts

One form of content that can drive traffic to your website is educational content. If you create courses, certifications, or knowledge based posts that are helpful to your audience, you'll likely see an increase in traffic.

For example, HubSpot uses [HubSpot Academy](#) to generate content that is helpful to our audience. We provide videos, certification courses, and [knowledge base articles](#) to answer questions. See an example of a knowledge base article below.

If you're struggling to get traffic to your website, you're not alone. Implementing the tips above can help you increase your traffic as soon as possible. Once your traffic has started to improve, it's time to think about conversions. [Learn more about conversion rate optimization here.](#)

About Inbound 281



A Growth Agency

Inbound 281 is a full-service, growth-focused digital marketing agency. We help businesses grow by improving their marketing to increase sales, revenue and profits.

We help owners, marketers and sales managers who are looking for new ideas to help sales hit their targets. Often times they are frustrated that, after all the time, efforts and money they have invested, they're still not getting the results they were expecting.

Our sights are set on lead acquisition, lead conversion, and conversion rate optimization. We specialize in multi-channel digital marketing, including content marketing, web design and development, SEO, pay per click, and social media.

Ready for a Conversation?

What's your dream result? Let's get the digital marketing conversation started!

Looking for new customer acquisition, lead generation, client engagement or a competitive advantage? We're ready to learn more about your goals so we can help you build a Marketing Road Map to help you achieve your goals.

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