



Social Media Traffic

www.facebook.com
www.youtube.com
www.myspace.com
www.twitter.com
www.flickr.com
www.linkedin.com
www.tagged.com
www.reddit.com
www.instagram.com
www.pinterest.com





Referral Traffic

- 1) Social Media
- 2) Partner/Sponsor Websites
- 3) Media Coverage
- 4) Email Marketing
- 5) Blog/guest blogging
- 6) Reviews/online listings





Direct Traffic

- 1) Returning Visitors/Customers:
- 2) People referred by word-of-mouth
- 3) People driven by offline campaigns





Search Traffic

2) Paid Traffic: Ads: Pay-Per-Click advertising

Example: Keyword: **Digital Marketing Agency**

Digital Marketing Agency | Goat | Bespoke Campaigns | goatagency.com

www.goatagency.com/Digital/Marketing • +44 20 3820 5200

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Search Traffic

1) Organic Traffic:(SEO)

Example:Keyword:Digital marketing company in India

1. Digital Marketing Agencies: Top 30 Online Marketing Companies in ...

<https://www.digitalvidya.com/blog/top-digital-marketing-agencies/>

Jan 13, 2017 - Webchutney is a Marketing agency in India of the group Dentsu Aegis Network (DAN). Very progressive in their approach to Online Marketing. ...

Top Clients: Cleartrip, HDFC, CRY, Citibank, C...

CEO: Rubeena Singh

Team Size: 51-200 employees

Services: Paid Search; Organic Search; Paid S...

DS: 0 TS: 0

Get Trust metrics with free SEMrush account - [Correct](#)

L: 31 LD: 243K I: 10.5K Rank: 31.2K Age: 2009(12)02 whole source

Rank: 103K Adv Disp Ads: 90 Pub Disp Ads: 0

2. Top Digital Marketing Agencies in India - 2019 Reviews | Clutch.co

<https://clutch.co/in/agencies/digital-marketing>

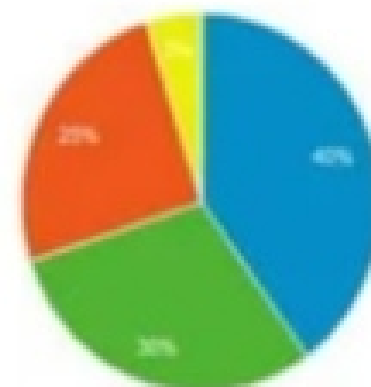
Top Digital Marketing Companies in India. SEO.com. Stress-Free SEO & Online Marketing Solutions. Webmaxed. The Digital Marketing Arena. Sweans Technologies. Digital Marketing



Type of Website Traffic

- ✓ Search traffic
- ✓ Direct Traffic
- ✓ Referral traffic

Top Channels



- Organic Search
- Social
- Direct
- Referral

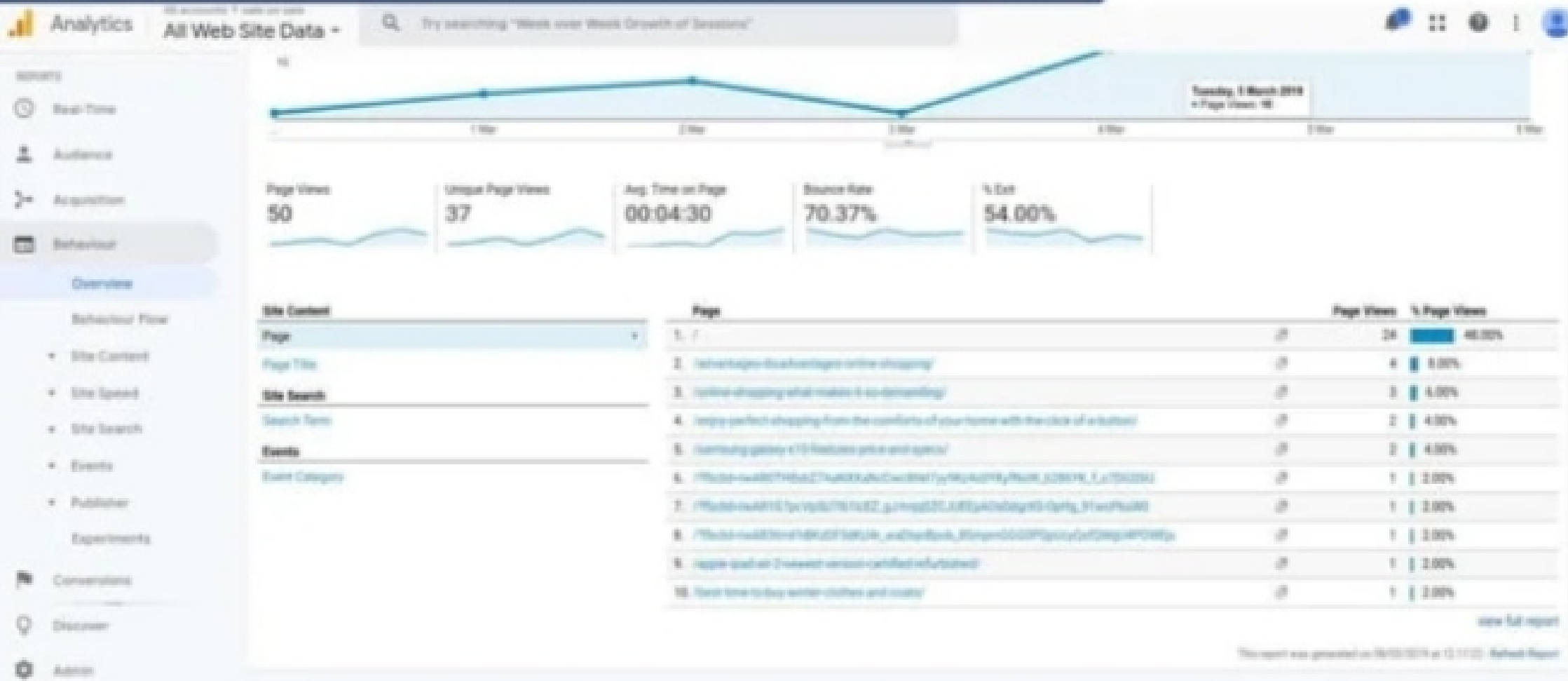


What is Website Traffic

Website traffic refers to **web users who visit a website**. Web traffic is measured in visits, sometimes called **"sessions"**.



Pages



Awesome Feature of Google Analytics

- It is completely **free of charge**
- Able to find out how your visitors **locate your website**.
- Able to identify which **pages and links** your visitors click the most
- Visualize what **people click** on the most.
- Identify your **worst performing pages**.

Another way to increase Website Traffic

- Create a Google My Business Account
- Get Listed
- Use Hashtags
- Use Landing Pages



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How to Increase Traffic on Your Website

