**5 Most common reasons why your website is not gaining traffic?**

Several reasons are owing to which a website does not receive its intended traffic. The traffic depends upon the reputation of the website's holder, types of references included, marketing strategies undertaken, age of the domain, and quality of content, among others.

Below mentioned are a few reasons which can help you understand why your website is not gaining traction.

1. **Quality of your content**

Search engines have been built to recognize good content from bad. Thus, if your content is not up to the mark, the chances of attracting good traffic are low. Our **eCommerce development company in Chennai** can help you fix this.

1. **Use of high competition words**

If you include words that have high competition already, chances of receiving footfall on your website are reduced. If you do not add the correct keywords, your website will not be displayed on the first page of the results. We are an **eCommerce website development company in Chennai** focused on helping you not make this mistake.

1. **Slow website**

If your website takes a significant amount of time to load, users will get frustrated. Quiet loading time has a substantial impact on the website's traffic.

1. **Ease of use**

A website is all about its user experience, along with its content. If the user interface and the user experience are not perfect, the site will not gain the intended traffic

1. **Wrong Choice Of Company**

You took the help from a wrong **eCommerce website development company in Chennai.** It can cause you the profits of your business. If a website is not attractive enough, you cannot magnetize the traffic towards it.

**Conclusion**

We are an **eCommerce development company in Chennai** who can help you attract traction for your website. We are a group of professionals who have the best tricks up our sleeves to help your eCommerce website excel. Of the several companies based in Chennai, our **eCommerce website development company in Chennai** strives for 100 percent customer satisfaction and on-time deliveries.