



# 5 PROVEN WAYS TO DRIVE TRAFFIC

A WEBSITE IS ONLY AS GOOD AS THE TRAFFIC IT GETS. SO HERE ARE 5 WAYS TO GET MORE.

# Marketing Matters

A website is only as good as the traffic you drive to it. The truth is, a well-designed site isn't doing you any good if people aren't seeing it. If you want to generate leads online, you have to drive people to your site. There are many ways to drive traffic to a website, and there's rarely a wrong way to do it. But there are a few methods that give you the most bang for your buck. These are our go-to methods that we've spent several years perfecting and fine-tuning.

## Organic Traffic (aka SEO)

It's more than a buzzword, it's an actual science these days. But what is it, and how do you do it? It can seem overwhelming—Google uses more than 200 metrics to judge your site—but if you focus on just a handful of those metrics, it will give you a big boost. But the biggest thing we tell our clients is "it takes time." The biggest factor for Google is whether you're providing quality content and are a reputable source, and that will take time to establish. There's no surefire way to get you to the top of the search results in a day, so be patient and keep at it.

But since time is inevitable, these are a few things you may be able to do yourself that will make an impact:

- Focus on keywords, specifically high-volume, low-competition keywords. There are plenty of online tools out there for the DIYer that will help.
- Update outdated content, because Google sees it as irrelevant and ranks your site lower.
- Content should match search intent. It's sounds silly, but think about what phrases people will use to search for you, and use those phrases.
- Make sure your site is secure. This one is super simple. If you don't know how to do it, contact your hosting company and have them do it for you.
- Link relevant content on your site together. Linking from one page of your site to another page on your site helps Google know that your site has more relevant content.

There are many other ways to boost SEO, and you're better off hiring someone to handle them, as they deal heavily with site structure and code. But even little tweaks like the ones listed above can give you a boost in search rankings.

### Pro Tip:

Updating and republishing old blog posts with new content and images can increase organic traffic by as much as 106%.

# Automated Email

Everyone is doing this, and I have no doubt that your inbox is full of marketing emails. So doing it right helps, and having realistic expectations will serve you well.

A few things to consider with email:

- Keep choices to a minimum. The more options people have to click, the less likely they'll click anything at all.
- Provide real value to your customers, and don't just send them fluff. It's not an "email blast" it's a strategic marketing campaign.
- Keep it short and to the point
- Mix it up. You don't always have to sell to people to email them.
- Solicit advice from your customers. Once you've built a solid email list, start asking people what they want more of, and give it to them.

When it comes to any marketing strategy, realistic expectations will serve you well. I'm adding this because experience tells me that you need to know it. A quick Google search will give you average open rates and conversion rates for marketing emails in your industry. And think about it in terms of conversions: email costs very little on a monthly basis, so if you can get even a few people to buy from you per email, you're already seeing a great ROI.

## A Quick Note

Many of our clients worry about over-sending, thinking they're bothering people. But as long as you do it strategically, people won't mind. We've become used to getting marketing emails, because we shop a lot online. So don't worry about over-sending, just make sure you don't actually over-send. 3 times per day, what we call the "J. Crew Method," is probably a bit much. But weekly or even twice-weekly emails is considered low-volume these days. There's a balance, and it'll take time to find it. But not sending any emails will guarantee you're missing out on valuable traffic.

### Pro Tip:

Welcome emails are incredibly effective: on average, 320% more revenue is attributed to them on a per email basis than other promotional emails.

# Social Media Ads

The key is to know your audience, and know where they are. Facebook and Instagram are two of the biggest, but it all depends on your market. Did you know that only 7% of people under 25 are on Facebook? Or that their largest demographic is 25-45 year-olds? So knowing your audience helps a lot to make sure the right ads are showing to the right audience. We have had a ton of success marketing to 25-35 year old professionals on Facebook, and also LinkedIn if you're offering professional services.

Don't just rely on paid advertising though to get you where you need to be. Having an active profile, that curates your brand to your audience, will help build your reputation and trust. And people take those reviews seriously, so make sure you're requesting positive ones as often as you can to help your social trust score.

# Search Engine Marketing

This is a very big area of marketing that a lot of small businesses don't consider. Go to Google and search for anything at all, and your first 3-4 choices will all be paid advertisements. That's search engine marketing. And if you do it strategically, you can get great results. Much like SEO, this comes down to knowing your keywords, and knowing what your audience is searching for. By a huge mile, Google is the king of SEM, and offer multiple different types of ads for different rates, but don't rule out others like Bing (some people still use it, I promise).

# Remarketing Ads

These are amazing, because they're targeted specifically to people who have already visited your website (hence the name re-marketing). Using a simple cookie, you can track a user all over the web and remind them they should come back to your site. Remarketing Ads are great, because they target people who are already warm leads, and already visited your site from one of the other methods listed above. Make sure you're staying front-of-mind with people who have already found value in your site.

## Pro Tip:

Mobile marketing is the brick-and-mortar store's best friend. Over 30% of the time, consumers using Google on mobile are searching for nearby solutions.

# Are you losing traffic?

In a world full of competition and trillions of websites, you have to *make* people visit your page. Using these 5 methods will be a great place to start if you aren't already. And we get it, running a business takes time. If you know you should be doing these things, but just can't find the time in your day to manage it all, don't stress. That's why companies like ours exist. Give us a call today, and let's work together to start getting you the traffic you deserve.

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