

Strategies to Increase Traffic by 5x

Website - idreamcareer.com
Organic keyword - 35000+
Organic monthly traffic - 90000+
Domain authority - 30
Backlinks - 11000+

1) Increasing Traffic by collecting Data such as whatsapp number and email address

Through the website we can promote quizzes and article writing competitions.

In these competitions participation will be free and we can offer some incentives such as cash prizes and free counseling.

These competitions can easily bring a lot of participants as these are free. We can collect WhatsApp numbers and email addresses of the participants by this.

Now instead of giving quiz links to all participants via email we can make a whatsapp group and ask each of them to join the group.

Once the competition is over we can ask each of them to stay in the group as we keep on sharing career related articles which will guide you throughout.

By doing this we will get a like minded and targeted audience. The percentage rate of conversion will be higher in comparison to other traffic.

This process will not only increase the traffic but it will also help us to get more and more participants for future paid courses.

Tools required -

a) Google form - It will be used to create a registration form and also a quiz can be conducted via google forms.

b) Mailchimp - It is used to collect emails.

Approx Budget - It totally depends on how much cash prize we will offer.

2) Backlinks

To grow the traffic we must make as many backlinks as possible.

We can increase domain authority by creating backlinks which will ultimately help to rank articles higher.

Tools required

- i) Ahref - It will help us to track information on our competitive website. Sites from which they are getting their backlinks and also for keyword research.
- ii) Check my link chrome extension - This extension helps to find broken links on a particular page.

Strategy (a) - To get more and more backlinks we can use the broken link method.

A lot of websites have broken links. We simply have to search for the relatable keyword and run the chrome extension named check my link. It will show all broken links.

Now in our next step we will have to mail the person and state the issue their website is facing which is somehow not good for their readers and suggest to them that I have an article related to that and if you want you can link us.

Strategy (b) - Under this strategy we can create backlinks by guest posting. It is very important to hit a good and relatable website for backlinks.

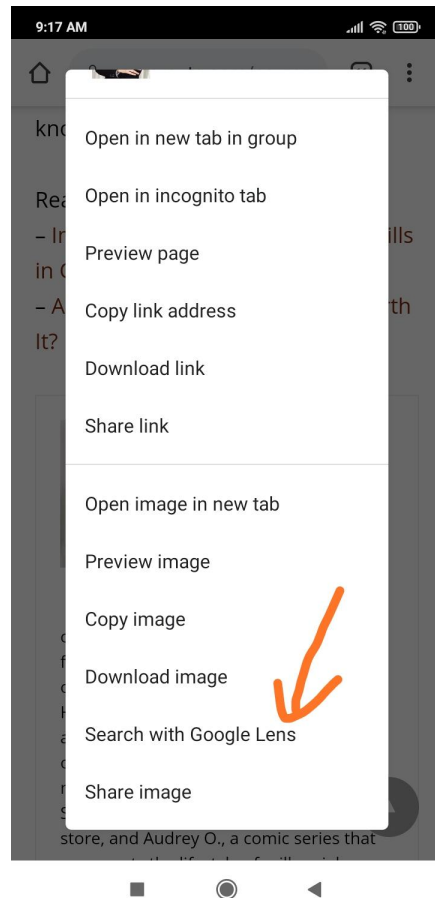
We simply have to find a person who actively guest posts and we can copy the link of google image once he used for author image.

Simply put that in google and all websites will appear for which he had guest posted. Now we have some websites who have good domain authority and prefer guest posting.

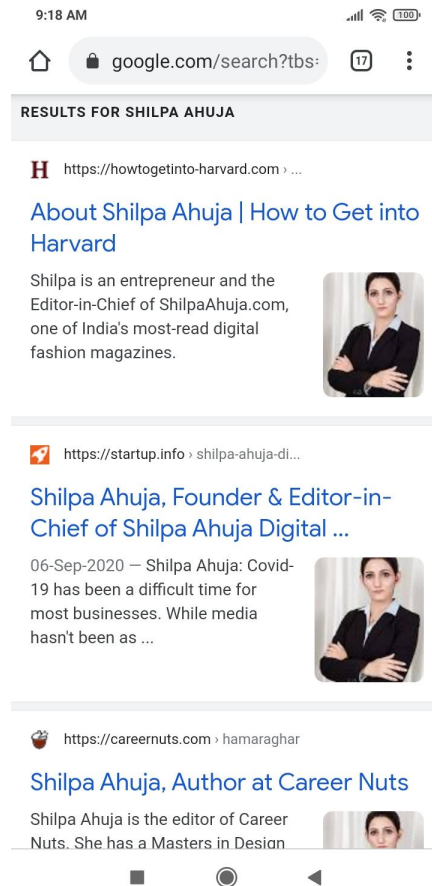
STEP 1 - FIND A AUTHOR WHO DOES GUEST POSTING FREQUENTLY.



STEP 2 - IF YOU ARE USING MOBILE BROWSER SIMPLY CLICK ON SEARCH WITH GOOGLE LENS



STEP 3 - NOW YOU WILL COME ACROSS ALL THE WEBSITES THAT ACCEPTS GUEST POST FROM THE AUTHOR.



STEP 4 - NOW WE HAVE A LIST OF WEBSITES WHICH WILL ACCEPT GUEST POSTS.

Moreover we can check out our competitive websites too and find from where they are getting backlinks and if we have an article related to that anchor text we may approach them to checkout our article once.

3) Creating good Content

Writing a good blog or an article is very important. Creating good content will not only increase the traffic but will also decrease the jump rate.

We must write an interactive article which must include infographics. It will not only flourish the article but will also increase the chances of shares.

We must include the link of our website in that article and share it to our social media platforms as well.

Including LSI keywords in meta tags, meta description and title will help the article to rank higher as compared to others. LSI keywords can easily be found when we search a particular keyword and the keywords which are suggested by google down below the first page.