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# A Guide to Driving Traffic to Your Website

Many businesses struggle to drive more traffic to their website. If you're not getting as much traffic as you'd like, these five strategies will help.

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From implementing a solid SEO strategy to engaging on social media, there are several effective ways to increase traffic to your website. — Getty Images/golibo

You worked hard to create a website for your business in hopes that it would bring in new customers. But as the weeks and months go by, your traffic never seems to improve. Here are five ways you can begin driving more traffic to your site.

## Do a full website audit

If you're not getting as much traffic as you'd like, you'll probably want to do a website audit. An audit helps you identify any issues that are preventing your site from getting more visitors and conversions.

## Take advantage of SEO strategies

One of the best ways to bring more traffic to your site is by taking advantage of SEO. This involves strategically using keywords in your page descriptions, meta descriptions, image alt-text, blog posts and more.

A good SEO strategy can help you rank higher in Google, so people who are searching for what you have to offer can find you. Keep in mind, though, that SEO is a long-term strategy and will not result in overnight success.

If you're not sure where to start, there are a variety of free and paid SEO tools available. These tools can help you identify relevant keywords, perform competitor research and more.

[\[Read more: 3 Expert Strategies for Improving Your SEO\]](#)



A good SEO strategy can help you rank higher in Google.

## Guest post on other websites

One of the best ways to boost your SEO strategy is by guest posting on credible websites. When you guest post on a high-authority website, you'll gain a backlink to your site. This improves your website's credibility and can help your ranking on Google.

Guest posting can also drive referral traffic back to your site. Guest posting regularly can be a great way to bring in an additional source of traffic to your website.

## Utilize social media

Hopefully, you're already using social media for your business. But if you aren't or if you haven't been as consistent as you would like, now is a great time to start. Utilizing social media is a great way to engage customers and boost traffic to your site.

Facebook, Instagram, Pinterest and YouTube can all drive a lot of traffic to your website. By assigning someone to be in charge of engaging with your community and responding to comments, your social media strategy will be more effective, and it will help you get ahead of potential problems or customer complaints.

[\[Read more: 5 Easy Ways to Use Social Media to Promote Your Business\]](#)

This is why paid advertising can be so helpful. Using Facebook ads is a great way to get in front of potential customers on Facebook and Instagram. And you can use paid advertising on Google to drive more traffic to your site and increase your conversions.

Just make sure you think carefully about what your goals are before investing in advertising. Of course, you should also keep your customers top of mind and think about the type of advertising strategy that will resonate most with them.

[Read more: Understanding Pay-Per-Click Advertising]

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