



50 SMART WAYS TO INCREASE WEB TRAFFIC

DRIVE TRAFFIC TO YOUR WEBSITE

You have worked so hard on getting your website live and ready for the world to see (and for your customers to find). But if you aren't confident navigating the online space or if you don't have a launch strategy in place, the traffic you hoped for might be out of reach. This is why I have rounded up a bunch of powerful ways to boost your traffic. And best of all? Most of these are completely free!

01 HAVE A MEMORABLE DOMAIN

Make sure your domain (www.YOURNAME.com) is easy to remember and makes sense. It's also proven that .com or .com.au (when in Australia) tend to show the most credibility.

02 SUBMIT YOUR SITE TO SEARCH ENGINES

Let search engines like Google and Bing know you exist! You can register your website quickly and start to build on your ranking.

03 CLAIM YOUR GOOGLE MY BUSINESS

Get found in local searches and appear to be more credible by this easy and free way to put your business out there.

04 ASK FRIENDS AND FAMILY TO SPREAD THE WORD

Start small with organic growth. Your friends and family are your most secret marketing weapon as they can spread word-of-mouth.

05 SEND A PERSONAL EMAIL TO YOUR NETWORK

Use what you've got. Let your professional network know what you are up to via a personalised message or email.

06

USE YOUR EMAIL SIGNATURE

Create a professional email signature and include your web link. You can use tools such a [Hubspot's free email generator](#) or [WiseStamp](#). Don't forget your signature on mobile!

07

HAVE A SOLID EMAIL MARKETING STRATEGY

EDM can be very effective and generate a high return on investment. Start collecting email subscribers via your website and follow-up with them regularly.

08

REGISTER WITH ONLINE DIRECTORIES

Help your customer to find you by registering your business with local directories and industry-related ones. If you can find niche directories, that's even better!

09

START A BLOG

Share your knowledge, how-to's and add value by writing about what you know or sell. Inject some keywords too, so you'll increase your Google Rank and SEO.

10

COMMENT ON RELEVANT EXTERNAL BLOG POSTS

Leave comment with advice or a thought on a relevant blog post in your industry. You can post your website link as well, creating a backlink which will rank you higher in Google.

11

MANAGE YOUR REPUTATION AND TRUST WITH REVIEWS

People are more likely to purchase from you or book your services if you are being recommended by others. Reviews via Google are also a great way to build your SEO.

12 START A COMPETITION ON SOCIAL MEDIA

This is a great way to spread the word and get people to share your business. Make sure you comply with rules and regulations though.

13 STIMULATE USER GENERATED CONTENT VIA A CONTEST

Ask people to snap a photo, tag you, share thoughts about your business... in order to go in a draft to win (or perhaps for a discount code for a return purchase). This stimulates viral possibilities and organic reach.

14 CREATE AN FAQ PAGE

Frequently Asked Questions is one of the most looked for pages on a website. Give people answers to their questions within a click of a button.

15 CREATE COUPON CODES AND SUBMIT THEM TO COUPON SITES

Everyone loves a good discount. Offering 10% or free shipping is a great way to get that extra push to sale, but submitting them to coupon sites will actually get you traffic too.

16 THANK EXISTING CUSTOMERS AND FOLLOW UP WITH THEM

it's cheaper to keep a customer, than to win a new one, so make sure you'll stay in touch. Stay personal and approachable, and reach out to them.

17 ADD SOCIAL SHARING BUTTONS TO YOUR PAGES/PRODUCTS

This is an effective and simple way for people to share your products, services or blog posts with their network. Hello organic reach!

18 POST TO RELEVANT SOCIAL MEDIA CHANNELS

Yes the 'gram is great, but make sure to find your audience via other channels too such as Reddit, Snapchat, Twitter, TikTok, LinkedIn and Clubhouse.

19 USE VIDEO TO EDUCATE AND ENTERTAIN

Show up on your IG Stories, have fun creating Reels & TikToks, or post to IGTV and YouTube. Think unboxing, behind the scenes, Q&As, answering FAQs, tutorials, webinars... And don't forget to add subtitles (because 90% of the viewers watch on mute).

20 ADD CALL-TO-ACTIONS TO YOUR SOCIAL POSTS

Make sure to direct people to take action. Ask them a question, ask them to click a link, or ask them to share your post.

21 DESIGN YOUR OWN INSTAGRAM BIO PAGE

With a custom page you can send traffic to more links such as your website, products, offers, lead magnets, contact, etc. Build your own or use a tool like [Linktr.ee](https://linktr.ee)

22 EXPLORE THE ONLINE AD WORLD

And we are not just talking Facebook, Insta and Google Ads here. Why not try advertising on YouTube, Pinterest or LinkedIn? Or try something called "programmatic advertising".

23 SHOUT OUT SIMILAR BUSINESSES IN YOUR NICHE

Supporting your own community and locals gets you exposure (and also respect). If you are lucky, your posts will be reshared by them. Just make sure to tag them in your posts (especially on IG Stories) so they'll see what you are up to and can easily repost it. You can also try this with bigger players, news sites and industry leaders!

24 CREATE VALUABLE AND SHAREABLE SOCIAL POSTS

These days, best practices are to share 70% valuable content and sell in 30% of the posts. Roll up your sleeves and start creating tips, tricks, hacks, and showing how your products/services help people.

25 PROMOTE VIA MICRO INFLUENCERS

Contact a few micro influencer (ideally around 2k - max. 10k followers) to collaborate. Usually these accounts have higher engagement. You can find influencers on [influence.co](https://www.influence.co) and make sure to [check my post about influencers here](#) as well.

26 WORK WITH BRAND REPS

Brand reps are people like you and me who can share your products on their social platforms. This is a way of getting your brand out there work is much more authentic.

27 JOIN FACEBOOK GROUPS

FB Groups are hot! Join local groups, or groups for business owners and niche ones. Connect with people and help them out when asking a question, plus there are often threads to promote your business. Always adhere to the group rules though, please!

28 USE FACEBOOK MARKETPLACE

This amazing free tool is great for when you sell products and even better when you sell very locally and offer pickup or drop-off. You can be found and start getting your first customers in, and who knows, maybe they'll leave a review too!

29 INTEGRATE FACEBOOK AND INSTAGRAM SHOP

Integrating a shop means you can tag your products on these platforms in your posts. This will generate links and people can shop directly from IG or FB - meaning they won't have to leave the app and often leaves a better user-experience (and getting you more sales!)

30 CHECK YOUR BROKEN LINKS

What's the point of sending traffic your way if visitors bounce due to a 404 error. You can use plugins or [DrLinkCheck](#). Make sure to fix the broken ones!

31 FRESHEN UP YOUR WEB CONTENT

Google loooovess fresh content, meaning you will start to rank higher (aka work on your SEO) and people can find you in Google quicker. Add new articles, blog posts, pages and proofread your current content to make sure that's up to scratch.

32 USE INTERNAL LINKS

Work on your SEO by creating internal links on your pages. Link to different products, services, FAQs, blogs, contact pages and more.

33 TRY HISTORICAL OPTIMISATION

Reach back into your website's history and find old content that can be improved via on-page SEO. With a few tweaks to the old content, historical optimisation can help you drive brand new traffic.

34 OPTIMISE YOUR IMAGES' ALT TEXT

Add keywords to your images through ALT TEXT. Focus on creating useful, information-rich content that uses keywords appropriately and is in context of the content of the page.

35 WRITE EYE-CATCHING HEADLINES

Write headlines that beg to be clicked on from your website pages to social media and email subjects. You want to stop your audience and draw them in to make them want to read more. Use this [Headline Analyser Tool](#) to help you out.

36 **USE PRINT MARKETING**

Print is vitally important for your business. Don't forget the power of a flyer, business card, loyalty card, sticker or brochures. Why not add a QR code on them now (this is making a comeback thanks to COVID). Drop your prints off at your local cafes to start generating some awareness and eyes on your business.

37 **CONFIGURE A REFERRAL PROGRAM**

92% of people trust word of mouth or referrals from those they know, above all other advertising. Setting up a referral program to reward your existing customer for recommending you, can be just that boost that your business needs.

38 **BECOME A SPONSOR**

Increase your brand exposure and even generate some backlinks (great for SEO) by sponsoring an event or local club. It doesn't have to be expensive - we sponsor our local SES for \$300 per year (which is tax deductible too).

39 **SEND OUT PRESS RELEASES**

Again, keep it local and send a few press releases to the local news outlets. You can also use a free press release distribution service.

40 **ENTER INDUSTRY AWARDS**

Award wins give you a chance to get media coverage, network with industry experts, gain much deserved recognition for all of your business efforts, and build your trust and credibility in your market.

41 **COMPETITOR INSPIRATION**

Similarweb enables you to discover the keywords driving the most search traffic (not just the search volume) to your competitors, providing the foundations of good SEO & PPC campaigns. When done right, this fundamental activity can help rank your pages for more keywords and get you more traffic.

42 ANSWER QUESTIONS ON QUORA

This platform is an effective lead generation source, and a clever way to drive more qualified traffic to your site.

43 UTILISE PR

Build partnerships with professionals and other companies in the industry through PR. Another powerful way to conduct an ongoing PR campaign is to sign up for a service like [HARO \(Help A Reporter Out\)](#).

44 PIMP YOUR CAR WITH DECALS

A one-time investment that gives you long-term gains! The average Australian drives over 13,000kms a year. A bright, attractive car decal or car sticker will easily grab the driver's attention as they twiddle their thumbs waiting in the traffic jam.

45 ATTEND AN (ONLINE) NETWORK EVENT

Networking is one of the most important skills to have in the business world. Search through LinkedIn if there are any local events near you, or why not join some niche web events or collaborate to start a Facebook or Instagram live event.

46 WRITE A GUEST BLOG

Find related bloggers in your field and reaching out to see if they'll accept a guest post from you. Start by carefully crafting your outreach approach and focus on providing value to them first, before asking for a guest post in return.

47 CREATE A QUIZ

No matter what you want to sell, [your online quiz](#) can prime an audience for any offering. Use your quiz as a fun tool to help your prospect start their buyer's journey on the right foot. Make sure to give educational value in order to build trust with an audience.

48 LEAVE A TESTIMONIALS FOR OTHER BUSINESSES

Return the favour by writing reviews for business you work with. Even better, use your business' Google account so your profile will be shown elsewhere - sending that extra traffic your way.

49 PUBLISH A FREE EBOOK OR GUIDE ON AMAZON

By writing and giving away free ebooks, you give visitors an incentive to visit your website. You can also submit your ebooks and reports to [ebook directories](#) for free. If you make your ebook brandable, which means others can place their links inside your ebook, you give others an incentive to share your ebook and spread it across the internet.

50 BECOME A GUEST ON A PODCAST - OR START YOUR OWN

It's super exiting (and slightly nerve wrecking) that people are interested in what you have to say! To find podcasters, listen closely in your networking circles, find them on social media or in Facebook Groups. Put your hand up to become a guest. It's also great to connect with other, likeminded people. Why not [listen to my guest podcast](#) with Emily-Jane from Empower with Em and take some notes!

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