

DRIVE WEBSITE TRAFFIC

Share links prolifically. Develop the habit of sharing your website links in emails & social media. Are there newsletters on your website for download? You can share your entire newsletter via link, rather than attaching a document to an email or post.

Get listed. Online directories and review sites highlight your profile and will have a link to your website, so actively updating these listings and getting positive reviews is likely to result in more website traffic.

Create tutorial videos. Platforms like YouTube and Vimeo offer access to audiences that want to know how you do what you do. Strut your stuff and engage your would-be customers by answering their DIY questions. (Every video you share should contain at least one link to a page on your website.) People buy from those they know, like & trust. What better way to earn someone's trust than by giving them great advice?



Learn SEO 101. Produce high-quality content that your audience is searching for, and write concise meta descriptions for your pages. The meta description appears below your URL in search results. Knowing what a page is about and what will result in a click makes users much more likely to do so.

#HashtagMania. By adding hashtags to social media posts that promote your website pages, you can extend your reach beyond your network and get discovered by users searching for your products and services.

Create landing pages. Landing pages highlight specific offers, such as for redeeming discount codes, downloading a free guide, or starting a free trial. Landing pages contain the details users need in order to move forward and convert.