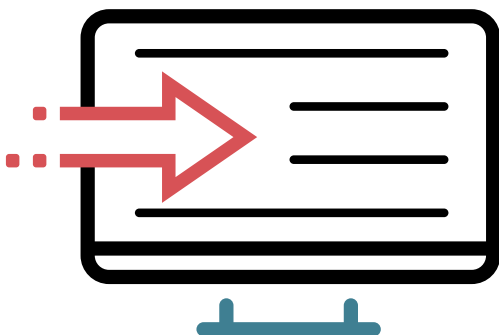
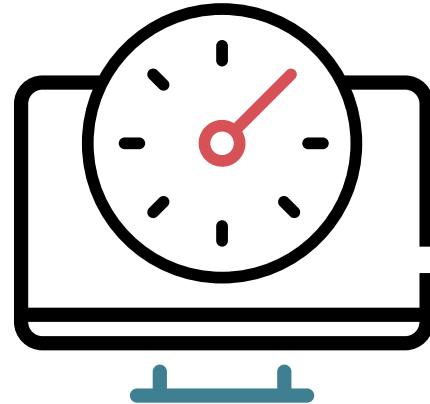


A Comprehensive Guide to Boost Your Website Traffic

Building a good website takes a lot of time and effort.

You'd naturally want to boost traffic and increase engagement for something you've invested this much on. What business doesn't wish for good numbers? But if your site growth remains sluggish, and the only way you see movement is when you promote, you may have to rethink your overall strategy.

Instead of just aiming for a lot of clicks, your primary objective should be improving your organic search engine rankings, and then turning actual traffic into loyal, recurring readers. You have to target the right keywords, build backlinks, and establish an effective magnet to capture emails along prominent parts of your website.



Going viral on one particular blog post is not enough. Sure, exposure through shares, likes, and comments does help out. But chasing a metric is ultimately a short-sighted goal with even shorter-lived effects. If you desire long-term and lasting results, you have to build a loyal following of dedicated readers.

The suggestions below should help you drive traffic to your blog repeatedly, regularly, and reliably. Don't waste your time, efforts, and money on strategies that no longer work. Let's get started!



Research Your Keyword

Before you even begin putting your thoughts on paper, you have to research your keywords. Doing so helps you figure out what content to prioritize. This means you know what topics your target audience is searching for. From there, you can determine which subjects have the potential to bring a lot of organic traffic to articles you write.

There are several ways to do keyword research. Tools like **SEMrush** show you some pretty important stats for potential topics. A quick glance will easily show you the best volume to difficulty ratio, ranging from high to low. It can also be part of a more complex procedure, with insights that'll prove useful to future market research.

For best results, you'll want to visit your target audiences' respective online communities. This should give you a clearer view of the kinds of questions they ask and the topics they largely pursue. With this data, you can write cornerstone content that specifically addresses your audience's real-world concerns.

Moreover, your SEO or search engine optimization strategies need to be based on a master list of keywords that came up through your own extensive research. Don't be surprised if your SEMrush keyword results export a lot of words. This is an excellent guide that helps you determine the natural language of your audience. These lists hold a lot of hidden treasures that you can use to your advantage.



Craft Solid Cornerstone Content

Decide on the thrust of your blog. What is your niche? The first step to crafting solid cornerstone content is to figure out what your blog is all about. This will determine what kinds of posts should be present in a unique blog like yours.

Once you've identified your niche and have a solid list of blog topics, you'll need to focus on writing your cornerstone content. There are several important things to consider here:

- It's instrumental to answer all your audience's concerns.
- Your content must be comprehensive, and look at the question from all possible angles.
- Create something longer than two thousand words so you rank higher with every search.
- Content must be optimized using on-page SEO guidelines for maximum results.



Focus all your effort on delivering good cornerstone content as this is the foundation your entire site stands on. Failure to provide that means missing potential traffic to your site. A solid audience only really stays when there are valuable resources to stay for. There may be spikes in website traffic if you post new stuff, but you will not gain the loyal following of recurrent readers.

Cornerstone content is essential for making deep and reliable links. With this, you can link a post to your past article. You can also craft a network of links that serve as your reader's guide. This also motivates them to stay longer and explore your site. Your content must be substantial, and this is where your keyword list comes in.



Build a Strong Link with the Goal of Ranking First

Link building is vital to the success of your page, and there are so many approaches to this, like guest posts, reaching out to other sites, building links, and syndicating. It will take time and effort, but you'll make strong links that repeatedly rank on top of Google's searches.

This however, is something you must work hard on because if no one links back to your content, Google doesn't hold your page in high regard. As a result, you rank lower for every search. It becomes increasingly difficult to find you then.

Keep in mind that the more links you have, the higher you place in the ranking list. Backlinks are proven effective, and as a blogger and site owner, you need to master this. Consider the reasons you get authentic and meaningful linkbacks:

- Your material is all original, so a lot of people look for it.
- The impact of your content is tremendous, and people seek it out.
- Your content is so cutting edge that fellow bloggers discuss it, along with influencers, podcasts, and other businesses.

How to Build Links

This is not a one-shot deal. You must continuously work to achieve the best results. Don't be complacent, just sitting around and waiting for results. Work on building your links to stay ahead of your competitors!

TIP 01

Leverage guest posting for high-quality links by related domains

If you're a newbie, you understandably haven't gotten the audience you need yet. You do however know that more established bloggers or businesses have that audience. You can leverage this to meet your needs.

Most of these established blogs accept guest posts because it is great for their audience to receive fresh, free, and quality content from another individual. Be keen on writing for other blogs because it means you get free linkbacks to your own site. As a standard rule: the more unique sites link back to your content, the better this will rank in search engines.

To illustrate:

Receiving three links from the Huffington Post will not make as much impact as receiving three links from different pages like Forbes, Times, or Business Insider. The more unique domains you are tied to, the more authority you have because Google sees variety as a sign of trustworthiness. The more sources seek you out, the more legitimate your standing is, making guest posting an ideal and reliable pursuit.

Here's how you can get it done:

Choose the cornerstone content that you want to rank high with, and a difficult keyword or a high-volume term that you need people to pay attention to. Next, find similar blogs that accept guest posts. Use the link back from this guest post to lead readers to the high-value term that you want them to focus on. To illustrate, if you are trying to boost your article about the advantage of green tea, try pitching your content to health blogs.

With the help of **SEMrush**, for example, you can find 100 to 200 relevant blogs to work with. Export this list of domains into a spreadsheet so you can remain organized. Pick your top 20 sites, and keep the email addresses of their respective editors on hand. Load the editors' names and company affiliation into a CRM tool, then send them pitch emails to allow you to guest post, along with your topic and credentials.

Send this pitch to all the editors on your list. Once you get favorable feedback, take note of this on your spreadsheet. Now write your post with the corresponding linkbacks to your site and watch as your numbers improve.

TIP 02

Get in touch with sites for syndication

When executed correctly, syndication is an incredible tool that boosts traffic to your site. Syndication happens when a big site like Forbes picks up the content of smaller businesses and publishes it on their website.

The best part about this is you receive a lot of premium backlinks without having to write new content. With syndication, you can optimize the more reputable site's broad audience base. You also build your own website's credibility and receive more linkbacks.

A major caveat here is you will be dealing with professional journalists. These are busy people with deadlines to beat and zero time to coddle you. You are going to have to work extra hard to get their attention when you pitch new ideas.

In addition, sites that offer syndication do not publish this. If you are hunting for them, it can be a real problem. When contacting a website, reach out to the syndication editor. Keep your letter simple and straight to the point. The last thing you want is to waste the time of an already busy journalist.

Prove yourself right away with a well-crafted pitch that is teeming with your personality. There's no need to ramble, so as not to waste their precious time. You'll likely provide a URL from the jump, but make sure they can see what you have to offer in the email body.

TIP 03

Reach out to other bloggers

Try reaching out to fellow bloggers. Asking them for help to link back to your articles is one way to get this done. Craft your outreach emails and send them to the domains that match your niche. Otherwise, why bother? A camping website will most likely not link back to a nails blog.

If you want a favorable response, make sure that your outreach emails grab attention. They must be written well and offer great value. For best results, offer something in return. You can expect a favorable outcome when a link exchange is offered because you provide a win-win situation for yourself and the other domain.

Another way to get this done is to bring your content to the attention of the bloggers by telling them that you mentioned them in your post. Bloggers typically want to link back to it or perform social media shares because it is something that serves their interests. There is no shame in emailing companies and personal bloggers you linked to. The worst they could do is say no.



Build a Good List of Recurring Readers

While it's a very nice feeling to have a lot of viral traffic, this alone will not sustain your site. The same holds true for social shares and referrals. Getting more page views is excellent, but don't expect long-lasting outcomes.

This will only result in spikes to overall traffic, followed by zero visits to your other posts. An expert blogger calls this the "**treadmill traffic**" because you literally have to work extra hard to get attention, all day, all the time. These temporary spikes can't sustainably build your blog because it takes so much time, and makes it hard to focus on the other aspects your page growth.

How do you solve this problem and create consistent long-term spikes? The first solution, as mentioned earlier, is **organic SEO**. This guarantees that your page is always visible, allowing people to continue finding your content. What happens if these people never come back after clicking through a search, though?

The important thing that you must do now is to capture your traffic so you can turn them into a bunch of loyal email subscribers. There are several ways to build this loyalty, which will be expounded below.

How to Build an Email List

An email list is a necessary part of growing your blog. You have to work hard to nurture your subscribers because loyal followers get your content straight into their inboxes. Even if they don't click on your site, you have direct access to them and lead them to the fresh content you want them to see.

TIP 01

Use Opt-in Boxes

All blogs and domains will benefit from an email list because this means you can send encouraging messages to keep your readers coming back. A straightforward way to build your email list is to use an opt-in box.

An opt-in box does precisely as its name suggests. It is a place somewhere on your website where the visitors opt into to avail of your subscription or offer by leaving their name and email address. It has to be well-written and concise so you can capture as much information as you can to build your database.

This is a beautiful way to capture your readers' information so you can send them newsletters, promos, and more. An opt-in box is a simple strategy that will make them go back to your website again and again. Consider the following tricks for a compelling opt-in:

✓ **Be Clear and Accurate**

You have to be clear about what your clients are actually opting into. No one likes to get anything they didn't sign up for. Avoid the bait and switch because it leaves a terrible impression. Instead of building loyal clients, they will choose to opt-out.

✓ **Consider Putting an Opt-in for All Your Promotion Pages**

All possible touchpoints with your client must be optimized. This is your opportunity to capture their email. Place an opt-in on all your website's promotional pages so that you will never miss out on a valuable opportunity.

✓ **Keep Lists Separated**

When you present clients an all or nothing option, most opt for nothing. This is a bad strategy because some people are amenable to be included in an individual list. You alienate them right away. For best results, craft separate mailing lists that cover various topics. This approach gives your clients a chance to select only the email topics they are interested in receiving.

✓ **Craft Compelling Opt-Ins**

If you don't enjoy your own opt-in offer, that's a huge red flag. There's a big chance that your clients will feel the same way you do. It's vital to make a compelling offer, so your clients know they're not wasting time. They'll get something for their effort to opt-in and sign up. A promo, a free gift, or a coupon is always an enticing incentive.

✓ **Make Sure They Get Straight to the Point**

In this fast-paced, busy world, no one has the time to read lengthy opt-in boxes. Huge blocks of text are a big turnoff and eyesore. Keep your writing short and get right to the point. You have to be intentional about your word choice because this small spot must be able to hook and keep that attention of your clients.



✔ **Maintain Consistency**

You must place all your opt-ins in the same spot on your promo registration page. Avoid switching up the words you choose for consistency. Opt for something simple and straightforward to get your message across. Keeping it this way makes it easy for your audience to remember what you are offering.

Opt-ins are a perfect way to create a loyal following. If you are unsure about how to make them, there are numerous tools you can use. A popular one is called **OptinMonster**, which plugs in easily with Wordpress and works seamlessly with an email marketing platform like ConvertKit or MailChimp.



TIP 02

Leverage Lead Magnets

You have to offer something astounding to get them to subscribe. Lead magnets can make that happen quickly! These provide a piece of downloadable digital content. You can give an ebook, links to educational videos, an email course, a free PDF checklist, reports, how-to guides, and more as an incentive for their contact information.

With this option, you're not purely offering a newsletter subscription. You are also providing something tangible and useful. This method is a successful inbound marketing approach because it works well. The primary goal of doing this is to maximize your number of targeted leads for your offer. Getting that email is essential because you can readily market your products and keep clients coming back to your site.

These days, however, people are stingy about giving away their email addresses. You have to assure them that there is something valuable for them to entrust it with you. An alluring lead magnet is something your clients cannot resist. It grabs your target's attention and provides them with real value.

The moment you win over your leads with a free offer, you can begin an awesome relationship. These lead magnets are typically on your landing page, located in a highly visible location. Consider the following tricks to help with your lead magnet creation.



✓ **Attract the Right People**

Instead of attempting to lure in everyone, you must be very specific about who you are targeting. If the lead magnet you are offering is not a want or a need of your target audience, they will not download it no matter how attractive your offer is.

✓ **Pick Your Offering**

After deciding which people to target for your lead magnets, you should provide them a valid reason to download what you're offering. The amount of leads you generate based on your offer is tied to the promised value you intend to give them when they download. To pick the best value proposition, it is best to go with what your niche market needs. Find a common problem that your target audience faces and provide a quick solution. You get the best results when you give a speedy response to issues.

✓ **Craft a Unique Name**

Create a beautiful, attractive headline for your lead magnet. The name must be witty and full of personality to catch the eye of people. The title you choose for this magnet can have a significant impact on our conversions. Provide a name that is easy to recall.



✓ **Pick Which Lead Magnet Type to Use**

There are several types of lead magnet you can use from guides, infographics, books, webinars, etc. The key is to keep it simple because a complicated lead magnet is hard to understand. Make sure it is loaded with value while focusing on your strengths. If you are a writer, an ebook is the right choice, but if you are a digital artist, a pack of free sticker downloads is a great idea. For best results, choose a lead magnet format that will allow for fast delivery, access, and consumption of your offer.

✓ **Create the Lead Magnet**

Once you are done with the strategic aspect, you must make your lead magnet. When you're crafting it, remember who your target audience is and what value you are promising to give your audience. Make these two are top priority so you can provide people with something that they need and enjoy.

TIP 03

Utilize Content Upgrades

If you have time to craft something more personal, don't just settle for a general guide or resource. Take your lead magnet up a notch and offer content upgrades. These are very specific, making them unique to every blog post.

These upgrades are highly useful for growing your email list. Apart from getting social shares and traffic, you want to convert your site visitors into loyal subscribers because they are more likely to return and become clients when your offers land inside their inbox.

A content upgrade provides a very highly specialized and specific piece of bonus content based on the topic of a particular article of your blog. It is made specifically for a blog post, so it is highly relevant to that topic discussed in the post. After all, there is nothing wrong with turning every blog entry into an email list boosting machine.

This method is highly effective with higher conversion rates. For example, you come across the title "How to Entice More People to Try Your SaaS" on your Facebook newsfeed. You own a SaaS app, and you do want people to try it out. Since the article touches on a topic you are interested in, you click to read it. Remember, your blog article will teach the theories while your bonus offer is actionable and very useful.

The article is an exciting read that teaches you many things. You garner several ideas that will help you get may try your SaaS software. As an added perk, the article comes with a bonus offer for a How-To Marketing Guide to Boost SaaS Demand. Because you're curious, you leave your name and email to avail of the bonus offer.

If you analyze it, the connection between the title, the article, and the content upgrade are interrelated. They all have the same theme, speaking about a direct problem and solution that resonates with the one reading the piece. Because this visitor is a perfect candidate for your offerings, you have successfully converted this first-time visitor to a new client.

Should you send this person a newsletter, they will likely come back to your site to take advantage of your offers and make essential purchases. The more people read your content, the more trust you build for your company. With trust, you increase sales and build better client relationships.

To see how content upgrades function, take a look at the following elements below. These are essential for making this a successful addition to your site. There are three basic approaches to a content upgrade, so make sure yours contains all of these parts:

✓ **The CTA or Call To Action**

Your CTA content upgrade should be placed within your blog post. Place it once in the middle, and repeat it again towards the end. For optimal results, this must be highlighted in some sort of text box with a corresponding button.

The CTA wordings must be compelling, and the button must scream for attention. The goal is to be descriptive to get your reader to give their email address.

✓ **The Surprising Pop-Up**

Once your reader clicks the CTA button, it will launch your pop-up. Instead of just asking for the email address, make sure that your box once again states the title of the bonus content. Include the short description along with the benefit of your readers sign up.

✓ **The Delivery of Bonus Content**

Once the popup form is completed, an email will be sent automatically to the reader within a few minutes. The email that lands in your reader's inbox will contain the link to your site where they can download the bonus content upgrade.

Additionally, your reader's email list is now secure. Your pop-up form adds the email to your list through your email marketing tool. With this in your hands, you can send your welcome email series, and then follow up with more relevant content that will keep them coming back to your site. Be sure you have a lot of newsletters, offers, promos, and more. Consider a drip-email campaign for maximum results.

Most people shy away from a content upgrade because they feel as if it takes a lot of work. It will take some effort on your part to get your bonus offer ready. You also have to set up your site to bring in your CTA and popup, along with an automatic email response to deliver the bonus content. However, this method is a handy tool for building your brand's email list.

Final Word

It is vital to attract visitors to your site to increase your traffic. You increase your chances of securing sales, the more visitors you have. Thus, it is essential to have a solid strategy for growing your online audience. Both new and seasoned online entrepreneurs must learn how to optimize promotional techniques. There is a broad range of solutions out there, from free to paid to drive your traffic up.

Your site's traffic stats are a huge indicator and driver of your business' growth. It will help you gauge if your marketing campaigns are working well. You will also gather additional insight into your audience, which impacts your decisions. Website traffic also improves your SEO rankings and search engine credibility. Most of all, with more people flocking to your site, your business generates more leads, increases conversion, boosts sales, and secures a loyal following.