



***35 PROVEN WAYS TO***

# **TRIPLE** YOUR **WEBSITE** **TRAFFIC**

**VOLUME 1**

**SHANE  BARKER**

A blue line art illustration of a workspace. It includes a desk with a laptop, a chair, a clock on the wall, a pen holder with pens, and a trash can.



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# INTRODUCTION

No matter what type of business you run, your end goal is to drive conversions. To achieve this goal, you first need to drive traffic to your site. If there are no website visitors, there are no people to turn into leads. And if there are no leads, it means you don't have people to convert into customers.

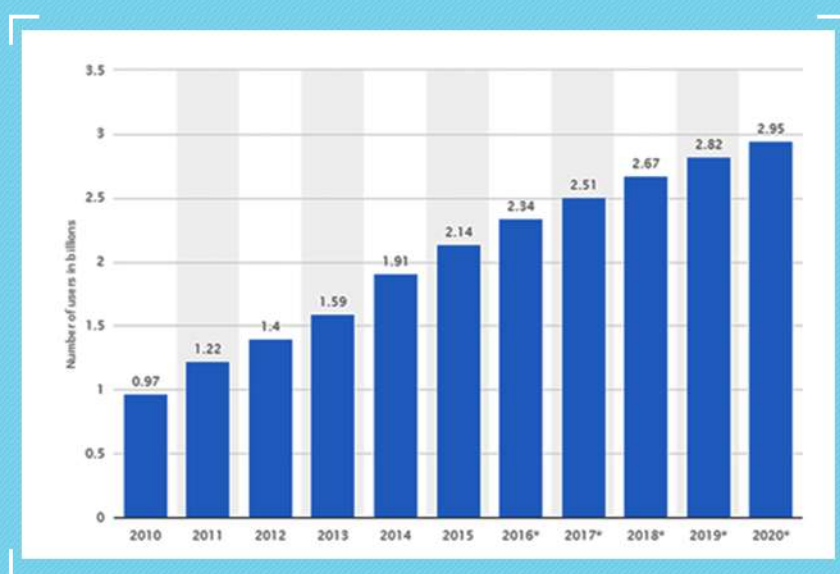
So it's easy to understand that you first need to increase your website traffic in order to meet your other performance metrics. But it's also important to attract relevant traffic, so that you stand a better chance of attracting the people who are far more likely to convert.

This eBook will cover in detail some of the best steps you can take to increase website traffic and attract relevant leads. Using these tips will help you be able to make adjustments to your campaigns and select methods that work for you. By adopting these methods, you will be able to increase your website traffic significantly and make improvements in other aspects of your performance.

## CHAPTER 1 SOCIAL MEDIA

Can you think of 10 people you know who are not on social media? You might have some trouble listing more than 2 names in just a few seconds. Most people we know have a profile on at least one social media platform.

As *Statista* reports, there are currently around 2.5 billion social media users across the globe. By 2020, that number could be close to 3 billion.



With social media being so widely used, it can be one of the most effective channels for driving traffic to your site. In fact, Shareaholic reported in 2015 that 31.4% of all traffic to web-sites came from social networks.



Here are some of the best ways to increase your website traffic using social media:

# #1: MAKE USE OF RICH PINS

If you're on Pinterest, it's time to try Rich Pins and see how they impact your website traffic. Rich Pins are different from standard pins in that they include more details about the product. For instance, a Rich Pin may include product information such as pricing, links to the product page, available inventory, etc. Here's an example of how Rich Pins look.



Image Source: [Pinterest](#)

While Rich Pins are commonly used for products, you can also use the following variations:

*Place Pins* for including a map and an address or even a phone number

*Article Pins* for including the headline and story description as well as the author

*Recipe Pins* for including ingredients and cooking duration as well as serving information

*Movie Pins* for including reviews and ratings as well as cast members

*Dotdash* (previously About.com) experienced impressive results from Rich Pins when they started using them for their articles. After just one week of using Rich Pins, their traffic from Pinterest jumped by 40%. Since then, their year-over-year referral traffic from the social media platform has increased by 70%.



## #2: SHARE YOUR CONTENT THROUGH FACEBOOK

According to research conducted by the Pew Research Center, Facebook continues to be the most popular social media network with 79% of adults on the internet using it. Making it the best platform for sharing your content with the goal of driving visits to your site.

With such a huge number of Facebook users, there's a good chance you'll find many of your target customers on this platform. And if you wish to drive them to your site, you'll first need to engage them. There are several ways to engage your Facebook audience, but the most important one is to share intriguing content that's relevant to them.

Use the platform to share your latest blog posts or promote your upcoming products. You can create previews or teasers to go with the post and entice your audience. And make sure you include a link to the complete post so people can click on it and land on your site.

Vox.com has been doing this incredibly well. In addition to producing engaging content, their editors and writers are required to optimize their posts for sharing. For instance, they have to choose compelling images and develop catchy headlines to be used in their social media promotions.



They create funny and engaging images to preview their posts on Facebook and engage their audience. The post in the screenshot above has received more than 3,000 reactions. To promote their interview videos, they post a short teaser video along with a link to the full video. Their goal is to engage the audience on Facebook and hopefully convince them to visit their website.

Since they have adopted this technique, Facebook referrals for Vox.com have increased by almost 200% within a period of six months. There are also times when Facebook contributed around 40% of their overall monthly traffic. You can also promote contests and sales through Facebook.



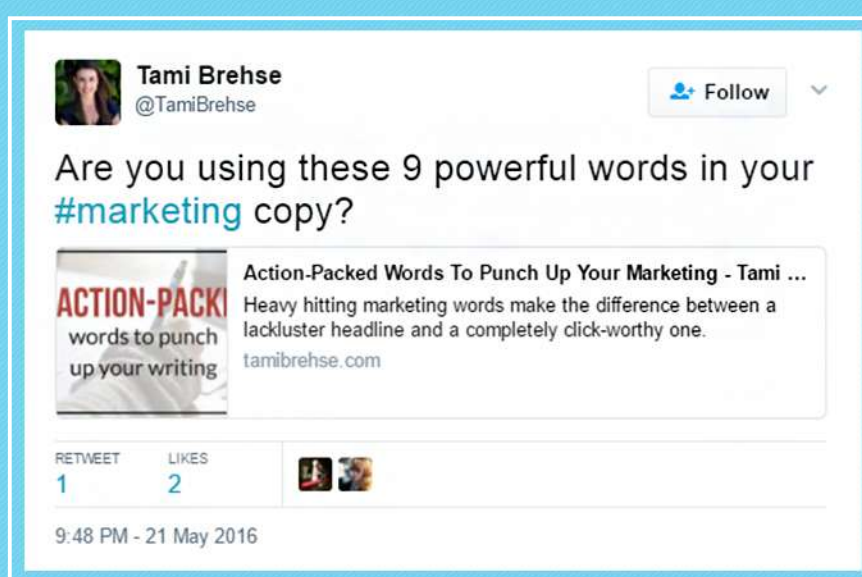
# #3: SHARE YOUR CONTENT THROUGH TWITTER

In the previously-cited study conducted by the Pew Research Center, Twitter was classified as the third most popular social network with 21% of all adults in the U.S. using it. Although Instagram is the second most popular, there are some limitations in terms of links unless you have a shoppable gallery.

Through Twitter, you can share your blog posts and other types of content to engage your followers and drive them to your site. Ideally, you need to have engaging headlines, eye-catching images, and engaging captions along with the link to your content.

It's also important that you tweet frequently so that people notice you. But this doesn't mean you should tweet every other hour or so. Two or three tweets a day should be good enough to keep your audience engaged without annoying them.

For *Tammy Brehse*, scheduling two tweets a day using Buffer made a significant difference to her Twitter referral traffic. The increased frequency of tweets resulted in a growth in traffic of almost 50%.





# #4: ANSWER RELEVANT QUESTIONS ON QUORA

Quora had close to 400 million visitors in May 2017, according to SimilarWeb. And 72.79% of that traffic came from search.

So if you want to increase traffic to your website, you can make the most of this platform by showcasing your expertise. This will ensure high visibility in searches related to the topic and you should be able to attract relevant searchers who might decide to check out your link after reading your answers.



Make a list of relevant keywords and then search for questions related to those words. Answer the related questions and use relevant links embedded in your answers. Make sure the answers are helpful and actually answer the question.

Otherwise, your answers could end up being hidden due to downvotes. Websites like *Wishpond* have been leveraging Quora to get 9000+ visits.



# #5: PARTICIPATE IN LINKEDIN GROUPS

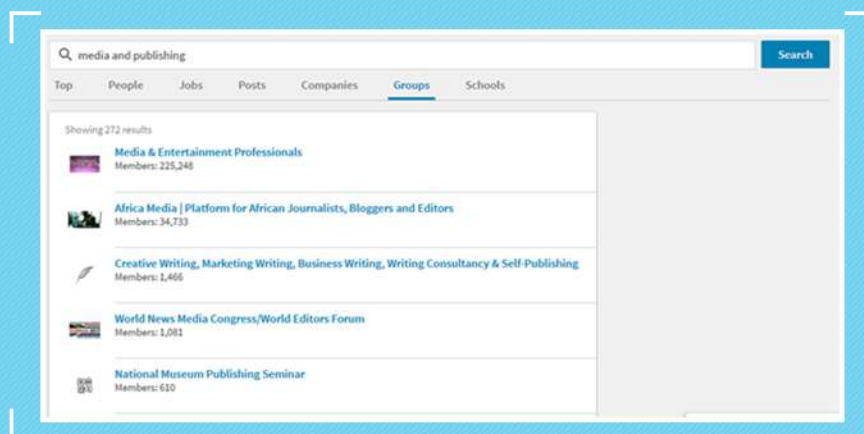
Another way to leverage social media for traffic is by using LinkedIn Groups to share your content with a relevant audience. Join groups that are related to your industry so you can get connected with people who are likely to be interested in what you have to say.

Once you have shared your blog post content, case studies, and resources through these groups, you should see a rise in traffic to your site.

To find some of the best LinkedIn groups to be a part of, conduct a search for relevant keywords and then select “Groups.”

And what’s more is that these people may even share your content with their own followers or through their website, further improving your chances to drive website traffic. It’s very important to never spam the group by constantly sharing content that other members might find useless.

Make sure you also contribute to the group by checking out and interacting with content shared by other group members.



*LM Group* conducted a case study in which their client engaged with LinkedIn Groups to grow their site traffic. Within the first six months, their LinkedIn referral traffic jumped from 0% to 15%. Over the course of 24 months, they were able to increase their page views by 32%, their site users by 25%, and average site sessions by 58%.



# #6: MAKE THE MOST OF REDDIT

As a social news aggregation platform, Reddit can be an excellent source of traffic if your target audience frequents it. You'll need to join relevant subreddits and then share content with the users there. People will then upvote or downvote your content depending on how they like it. The more upvotes you get, the better your chances are of gaining visibility and website traffic.

Entrepreneurs like Travis Levell have used the platform to generate relevant website traffic. Using only three posts to the right subreddits, he was able to drive more than 1,000 sessions, out of which 96.2% were completely new.

Source ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	1,104 % of Total: 0.25% (433,806)	96.20% Avg for View: 45.97% (109.27%)	1,062 % of Total: 0.53% (199,413)
1. reddit.com	1,092 (98.91%)	96.15%	1,050 (98.87%)

image Source: [Startupbros.com](https://Startupbros.com)



## CHAPTER 2

# WEBSITE OPTIMIZATION

Optimizing your website is a crucial step towards increasing your website traffic. In fact, it's one of the first steps necessary to boost your ranking on search result pages. When you rank higher in search results, your website will be more visible to relevant searchers. Meaning you stand a better chance to draw in these searchers to your site.

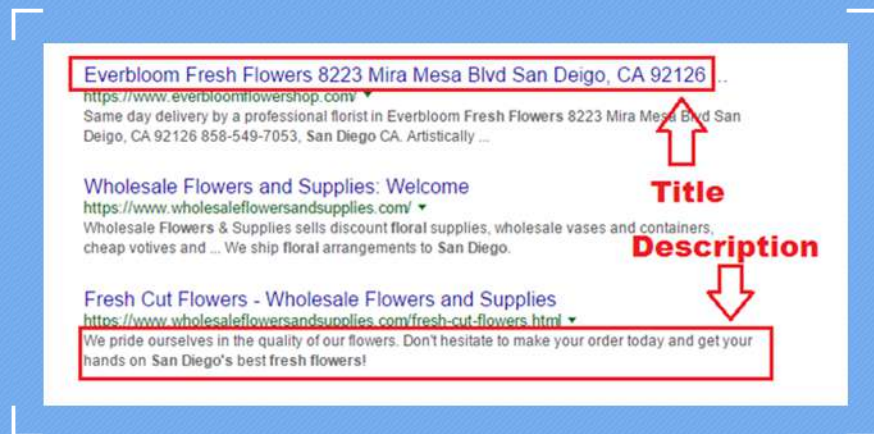
While there are several elements involved in website optimization for increased traffic, there are some elements that have a more significant impact on your traffic than others. It's important to remember that you need to combine these tactics for your overall optimization efforts.



# #7: OPTIMIZE YOUR META CONTENT

Meta content is the preview of your web page that shows up in the search results. It gives a quick insight into what your page is all about, so searchers can easily determine whether or not it's relevant to them.

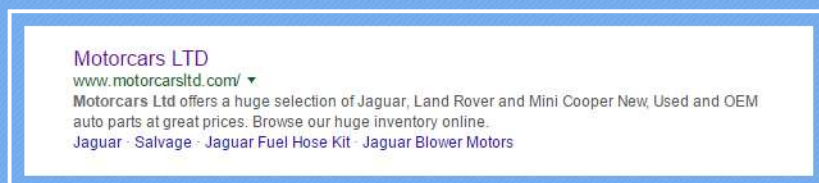
By providing them with meta information, you are more likely to draw in relevant visitors to your site. That's why meta content optimization is always a crucial step in website optimization.



According to Moz, your meta description should be long enough so that it can describe what the page is all about. However, it shouldn't be longer than 160 characters, as search engines may not display the rest of the characters.

The description should be actionable and compelling in order to convince people to click through. And while it should contain relevant keywords, it shouldn't be stuffed with keywords to the point that the description doesn't make sense.

For Motor Cars Ltd., meta tag optimization played a huge role in increasing the ranking and visibility of their web pages. They switched to a more SEO-friendly meta content for each page, which was largely responsible for their website ranking in the first page for certain keywords. This, along with several other SEO strategies, helped them increase their visibility and expand their reach.



For MadeComfy, meta content optimization was an important part of their SEO efforts. They used carefully-selected, relevant keywords to optimize the meta tags for each page. Within four weeks, their website ranked in the first page for half of the keywords they used. And they also experienced a 15% increase in site traffic.

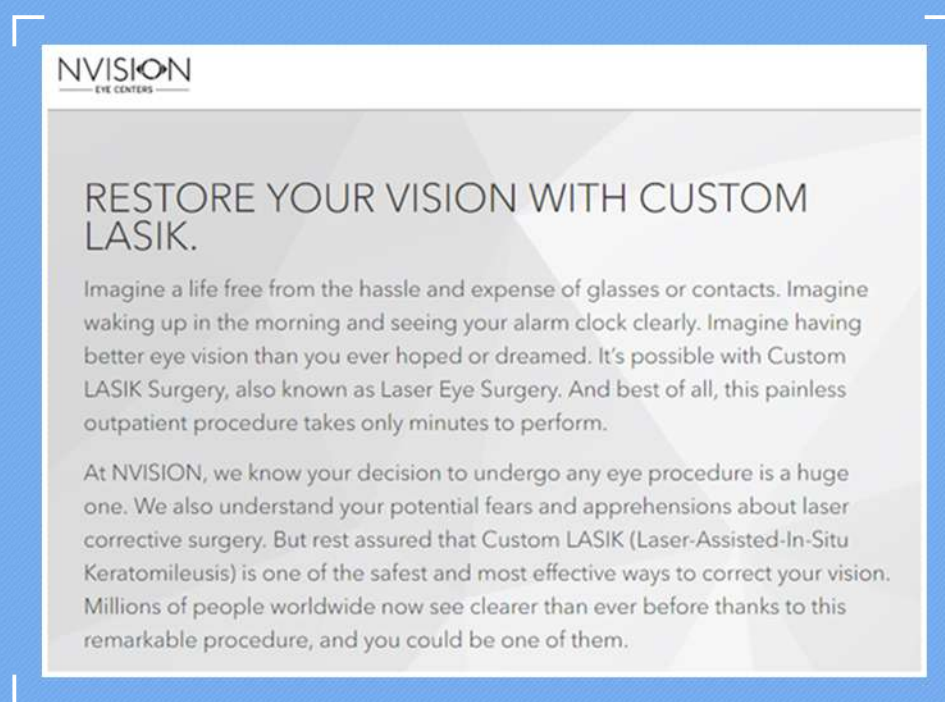


# #8: OPTIMIZE YOUR ON-PAGE CONTENT

Another essential step in website optimization is to optimize your on-page content with relevant keywords. This can improve the visibility of your website in search results, which is crucial for attracting relevant visitors to your site.

On-page content optimization involves selecting a relevant target keyword that has a high search volume and low competition. You then use this keyword in authentic ways in the heading, subheading, and body of your content as well as the URL. It's important to avoid stuffing the content with keywords, as you need to make sure the content sounds natural and compelling.

*NVISION Eye Centers* carried out a comprehensive SEO campaign in which on-page content optimization played a major role. They optimized their page content with relevant keywords and carried out several other tactics to enhance their visibility. As a *result of their efforts*, they gained 395% more online leads and a 15% increase in new visitors.





# #9: SWITCH TO A RESPONSIVE DESIGN

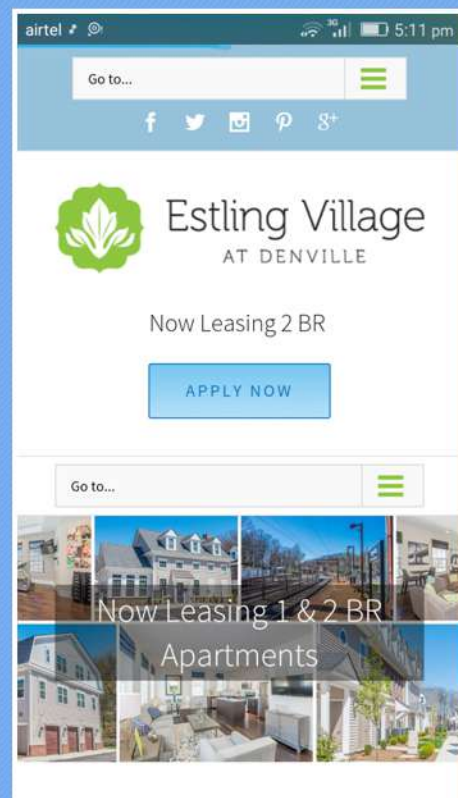
According to We are Social, mobile phones account for more than half of the global internet traffic. This being the case, there's a good chance that some of your site visitors are using their phones or some other mobile device to explore your site. To cater to the needs of these visitors you will need to switch to a responsive web design.

Although mobile responsiveness may not directly impact your traffic, it may influence other factors that have an effect on your traffic. In other words, there is a correlation between mobile responsiveness and website traffic.

If your web design is difficult to navigate on a small screen and visitors have to squint or pinch zoom to read the content, it might frustrate them and ruin their experience. It might make them want to leave and go to another website. This means there will be an increase in bounce rate, which could negatively impact your ranking. And this in turn results in lower visibility, which hampers your chances of driving traffic.

For *Estling Village*, a mobile responsive design resulted in a significant uptick in traffic and other metrics. They wanted to make sure visitors could seamlessly view, interact with, and navigate their website regardless of the device they were using.

*Within three months* of re-designing their website to a fully responsive design, they saw a decrease in bounce rate of 20% and an increase in average monthly sessions of 33%. Mobile traffic to their website increased by 103% and tablet traffic increased by 144%.



This case study is proof that mobile responsiveness has an impact on website traffic by improving user experience and decreasing bounce rate. When visitors have a pleasant experience browsing your site, it's not only going to make them stay but also entice them to visit again. So if you're not yet using a responsive design on your site, it's time to make a switch.





## CHAPTER 3

# GUEST POSTING

You're probably familiar with guest posting and may have even written a few guest posts before. But if you wish to drive more traffic to your site, you need to take your guest posting strategy to a new level. It should become a vital part of your content marketing strategy. Not only should you submit guest posts to other websites, you should also start accepting guest posts on yours.



# #10: SUBMIT GUEST POSTS

When you submit guest posts to relevant and reputable websites, you're building high-quality backlinks for your website. Since a good link profile can improve your ranking, you will be able to increase visibility and drive more traffic to your site. Plus, you're proving your credibility to the website's audience, who might decide to visit your site after reading your guest post.

In other words, submitting guest posts can help you garner traffic in more ways than one. A case study on The HOTH found that links from guest posts drove a significant amount of traffic to the Ninja Outreach website. In two years worth of referral traffic, 5.47% came from websites on which they submitted guest posts.

Referral Source	Sessions	Percent of total
<a href="#">boostblogtraffic.com</a>	1,119	1.02%
<a href="#">Onehourprofessor.com</a>	775	0.71%
<a href="#">Unbounce.com</a>	663	0.60%
<a href="#">Nicheproject.com</a>	554	0.50%
<a href="#">Seonick.net</a>	567	0.52%
<a href="#">Longtailpro.com</a>	587	0.53%
<a href="#">Uklinkology.co.uk</a>	377	0.34%
<a href="#">Nichehacks.com</a>	894	0.81%
<a href="#">Successfulblogging.com</a>	482	0.44%
<b>Guest Blogging Total</b>	<b>6,018</b>	<b>5.47%</b>
Top 1 referral source (t.co)	10,543	9.60%
Top 2 referral source (Moz.com)	9,063	8.25%

*Image Source: The HOTH*

As you can see, their referral sources are high-authority websites that are likely to bring high-quality traffic. But this isn't the only case in which guest posting has driven traffic for websites. A Guest Post Tracker case study found that a single guest post generated 50,000 visitors within just three days of the post being published.



# #11: ACCEPT GUEST POSTS

Besides submitting guest posts to reputable websites, posting content from guest bloggers is also an excellent way to drive traffic to your site. By doing this, you're engaging your audience by providing them with fresh content. But that's not the only reason why accepting posts from guest bloggers is so important.

For example, *Inc.com* regularly accepts contributions from subject matter experts like Gordon Tredgold. The contributors then share the post with their social media followers, inviting them to visit the site to read the post.

Many authors have an established audience on social media and on their blogs. Once you publish their contribution, they can share it with their followers and subscribers, in turn driving their followers to your website. It's important to maintain the quality of your blog by only accepting contributions that are well-written, relevant, and useful.



All of these mentions, shares, and promotions are an excellent way to drive traffic to your website. For this tactic to have a significant impact, carefully choose your guest contributors. If they send you a pitch, see what they have to offer in terms of reach and content quality. They don't necessarily have to have an influencer status, but they should at least have a decent number of followers or subscribers.

Some bloggers like Paige Burkes of *Simple Mindfulness* even have an entire page to list all the websites that have published her contributions or mentioned her.

## My Guest Posts & Mentions



Feedspot: [Top 100 Life Blogs and Websites for Improving Life](#)

Bioresonance: [Top 50 Blogs to Help You Lead a Healthy, Meaningful Life](#)

Sleepy People: [20 of the Best Mindfulness Bloggers to Follow in 2017](#)

Book Meditation Retreats: [Top 30 Favorite Wellness Blogs](#)

CreditDonkey: [Best Personal Development Blogs of 2017](#)

Feedspot: [Top 40 Meditation Blogs](#)

Positively Happy: [How to Get Back to Happy \(Even if Your Day is Going Down in Flames\) – 35 Experts Show You How](#)

Feedspot: [Top 75 Self Improvement & Personal Development Blogs and Websites](#)

Winding Road to Freedom: [15 Entrepreneurs Share Their Journey to Financial Freedom \(Amazon book\)](#)

Integrate & Ignite podcast: [Episode 33: Breaking Down Stigmas and Discussing Leadership](#)

Love Meditating: [Top 52 Meditation Blogs You Have to Follow in 2017](#)

Real Self Help with Arina Nikitina: [52 Experts Reveal Their Pre-Work Ritual To Skyrocket Productivity](#)

Pick the Brain: [The 7 Best Blogs for Mindfulness](#)

Market Inspector: [Top 100 Self-Improvement Blogs of 2016](#)





## CHAPTER 4

# INFLUENCER MARKETING

Influencers are people who have a significant reach and have an impact on people's opinions and decisions. They're often considered as subject matter experts and people look to them for advice regarding their subject specialty. Due to their influence, they are potentially an excellent channel for promoting your business and driving traffic to your site.

According to a Linqia report, 89% of marketers found influencer content to be either valuable or very valuable. And 57% of marketers believe that influencer content outperforms professional content. Another Linqia report found that at least 56% of marketers use influencer marketing to drive traffic to their site or landing page.

All these stats prove that influencer marketing plays a valuable role in a brand's content marketing strategy and in driving website traffic. Now take a look at some of the ways you can work with influencers to increase traffic to your site:



# #12: INVITE INFLUENCERS TO WRITE GUEST POSTS

Previously, we talked about accepting guest posts to your website. Now take it up a notch and publish guest posts written by influencers and subject matter experts. This is an excellent way to enrich your website with valuable content and provide something fresh and useful to your readers.

At the same time, it's also an effective method of driving traffic to your site. When you promote the content through social media, the mere mention of an influencer's name is likely to compel many people to click on the link. Additionally, the influencer can share the content with their followers, which should drive traffic to your site.

*Business2Community*, for instance, regularly publishes guest posts from subject matter experts and influencers such as *Jeff Bullas*, who has more than 530,000 Twitter followers.



The influencer then shares the content with their followers using Twitter. Jeff Bullas, for instance, shares the post multiple times to ensure maximum visibility.



Instead of just having them guest post once, you could invite them to be contributors or paid columnists to make recurring posts. If your blog has a significant amount of monthly impressions, this could be good publicity for an influencer as well as since it provides them with a platform to reach a new and larger audience.



# #13: INVITE INFLUENCERS FOR INTERVIEWS

It may not always be possible to have influencers submit guest posts on your blog. Influencers are busy people and may not have the time to write an entire article to share their insights. But you can still incorporate their influence into your content and use that to draw in traffic to your site

Invite them to do an interview for your blog so they can share their expertise. Like influencer guest posts, this is a great way to engage your readers with fresh content. And you're also establishing a relationship with the influencer by showing them your appreciation for their expertise and insights

Additionally, the influencer can share the news of your interview with their followers and invite them to check it out. So you'll be gaining more traffic when you interview influencers. If it's not possible to get the influencer into your offices for an interview, you can still interview them through Skype or by sending them a set of questions to answer.

You could do a whole series of influencer interviews to enrich your website content. For instance, [Mediakix](#) provides their readers with exclusive interviews of social media influencers such as [My Nguyen](#), the creator of My Healthy Dish.

INFLUENCER SPOTLIGHT: INTERVIEW WITH MY NGUYEN OF MY HEALTH DISH



Mediakix shared news of the interview on Twitter. And the influencer then retweeted this post to share the news with her followers.





You could also conduct the interview in the form of a podcast, like how *OkDork* did with influencer *Brian Dean*, who founded Backlinko. Brian shared the link to the podcast with his Twitter followers and encouraged them to check it out.





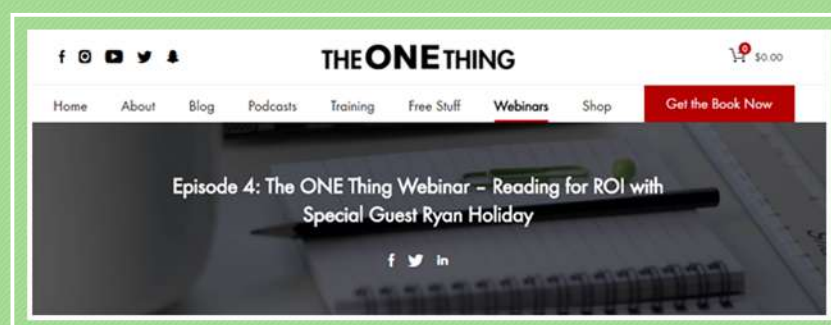
# #14: INVITE INFLUENCERS AS WEBINAR GUESTS

As established in the previous points, influencers already have a loyal following of individuals who are interested in what the influencer has to say. You can invite influencers as guest speakers for your webinar and drive traffic to your website and gain more audience for the webina

Just like with guest posts and interviews, the influencer can share the news of the webinar and invite their followers to participate. This could then play a crucial role in driving traffic to your website. Outbrain, for instance, invited influencers like Jeff Bullas and Ann Handley for an AMA (ask me anything) webinar.



The publishers of “The ONE Thing” book invited a few relevant influencers for a series of webinar episodes. One of the webinars had WSJ bestselling author, [Ryan Holiday](#) as their guest.



After a few days, they uploaded the episode to their [YouTube channel](#). The video has since received almost 3,000 likes and driven several subscriptions for their channel.

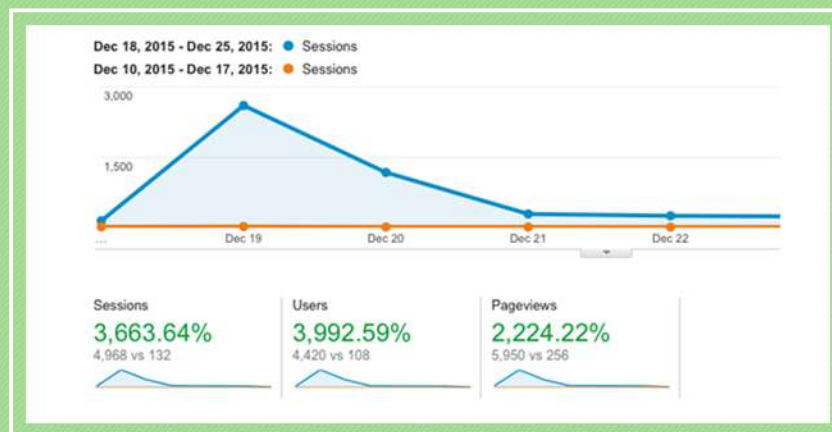


# #15: FEATURE INFLUENCERS IN ROUNDUP POSTS

This is one of the most popular ways to feature influencers in your content and drive traffic to your site. Although we spoke previously of conducting interviews if influencers don't have the time to write a guest post, some of them may still be too pressed for time to give a full interview. In such cases, you can invite them to add their insights to your expert roundup post.

Creating an expert roundup post with influencers adds value to your website content. Readers can get useful insights in a bite-sized format, allowing them to engage with your content. But the best part is that you'll be getting multiple influencers to share your content, which can make a huge difference to your referral traffic.

*Shae Baxter* published an expert roundup post in December 2015 on *Shut Up and Speak*. Within just one day, the post generated 2,875 page views and the numbers rose to 5,568 in one week. Within six weeks, Shae also experienced an 80.61% increase in organic search traffic as a result of the post. The increase in page views she experienced due to the expert roundup was more than 2000%.



*Image Source: Shae Baxter*

Several other bloggers and marketers have experienced the benefits of expert roundup posts for their website traffic. A Sumo case study even highlighted how one expert roundup post generated 2,231 page views and 1,500 shares.





## CHAPTER 5

# OPTIMIZE YOUR CONTENT STRATEGY

According to research conducted by Content Marketing Institute, 86% of B2C marketers now use content marketing. These marketers believe that website traffic is the top metric that provides truly measurable results of their content marketing efforts.

The same study found that 78% of marketers have experienced increased audience engagement as a result of content marketing. And 67% of marketers believe it has helped them increase the number of leads. This goes to show that with the help of an optimized content strategy, you can make sure more people engage with your brand and visit your website, which will improve website traffic.

Here are a few ideas for optimizing your content strategy in such a way that you experience increased website traffic



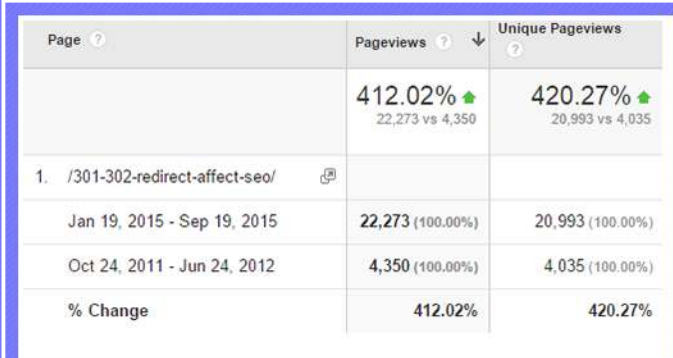
# #16: OPTIMIZE OLD POSTS

Everyone can agree that coming up with fresh content ideas and writing a useful article using those ideas is time-consuming. With several other tasks to focus on, you might not always have the time to provide fresh content to your audience. But that doesn't mean it's the end of the world.

You should also make it a point to optimize and update your old posts to increase website traffic. This requires identifying the top-performing content on your blog and then updating it. You can update it with relevant keywords, fresh ideas based on updated rules, new images, etc

Once the update is finished, you can then share it with your social media followers. To the audience that hasn't read the old post, this is entirely fresh. And even for those who have read it before, it's still something new because you've made several changes to the content.

A case study by [SEO Hacker](#) found that updating old posts made a huge difference to their website traffic. They picked three of the most popular blog posts they have ever published and then started with their update. The first post experienced a 412.02% increase in page views within just eight months of the update.



Page ?	Pageviews ? ↓	Unique Pageviews ?
	412.02% ↑ 22,273 vs 4,350	420.27% ↑ 20,993 vs 4,035
1. /301-302-redirect-affect-seo/ ?		
Jan 19, 2015 - Sep 19, 2015	22,273 (100.00%)	20,993 (100.00%)
Oct 24, 2011 - Jun 24, 2012	4,350 (100.00%)	4,035 (100.00%)
% Change	412.02%	420.27%

*Image Source: SEO Hacker*

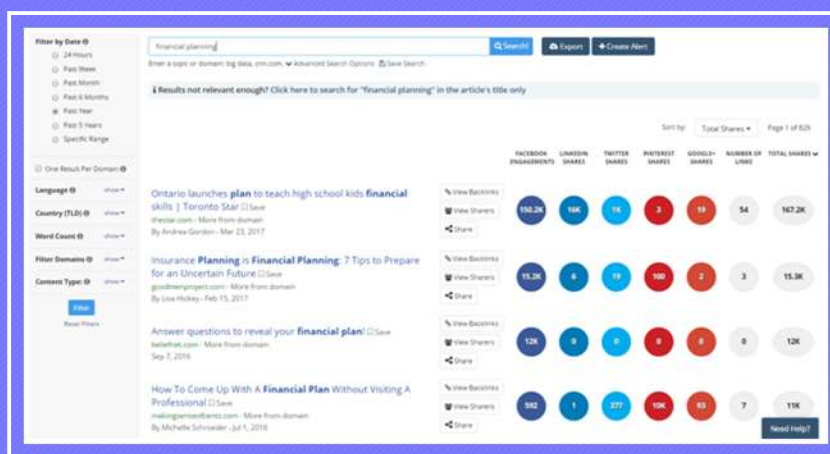
For the second post, SEO Hacker experienced a 283.36% increase in page views in eight months. And the third one saw a 189.02% increase in page views within the same time-frame. These numbers are proof that updating and optimizing an older piece of content can still have a huge impact on your website traffic.



# #17: GET IDEAS FROM TOP-PERFORMING CONTENT

Your competitors are regularly producing quality content that gets them plenty of shares and drives tons of traffic to their site. If you wish to outperform them and drive even more traffic to your site, you need to produce better content. And you'll need to distribute this content through various blogs, publications, or influencers.

The first step is to look for top-performing content in your niche. Which ones get the most shares across various channels? BuzzSumo is an excellent tool for this. You can enter a specific keyword relevant to your niche and start your search. You'll then get a list of articles that received the most shares on Facebook, LinkedIn, Twitter, and other social media channels.



Among these results, you can look for content topics that interest you and would be useful for your audience. Then try to come up with a way to improve on those articles so you can provide something even better. Or look for a way to create something new such as infographics, case study collections, etc.

You can then post this to your blog and share the link with leading influencers in your industry, your newsletter subscribers, and your social media followers. You can also share it on popular blogs and publications in your industry.

This technique is popularly known as the Skyscraper technique. Niche bloggers and business websites alike have implemented this technique to drive traffic to their site. In **some cases**, the technique helped in driving more than 70,000 page views through just one post.

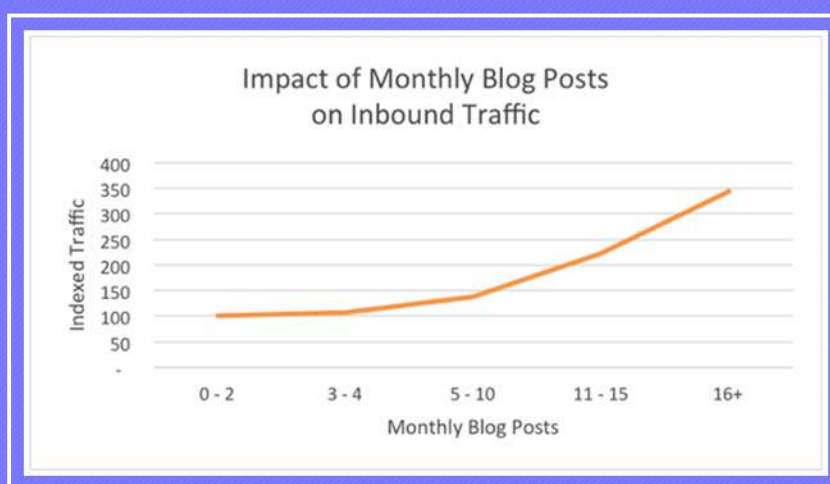


# #18: POST MORE FREQUENTLY

Your content strategy should also involve a strategic planning of content delivery timing. This is because you need to update your blog regularly with fresh content if you want to gain more traffic. When you create new blog posts on a regular basis, you give your existing audience a reason to return to your blog.

And it also gives you a chance to attract a new audience because the new entries could improve your visibility in search engines if you optimize it properly. This high visibility can improve your chances of driving new traffic to your site.

*HubSpot* conducted a study and found that there's a correlation between high posting frequency and increased traffic. According to this study, the traffic for companies that published 16+ blog posts a month was 3.5 times higher than those who published less than 4 posts per month.



*Image Source: Hubspot*

In a case study by blogger Kevin J. Duncan, posting daily resulted in a 46% increase in traffic. There was an 84% increase in social media shares for his blog posts after implementing this tactic. His comment rate also increased by 119% compared to the three weeks prior to the daily posting implementation. Additionally, there was a slight drop in his bounce rate too.

Just because you have to post frequently doesn't mean you should sacrifice content quality. Create a content calendar and a content strategy that will help you adjust your posting frequency according to your abilities. If it's simply impossible for you to produce fresh, original, and valuable content on a daily basis, try posting at least 2-3 times a week to boost your traffic.





## CHAPTER 6

# EMAIL MARKETING

Email marketing has been around for decades and continues to be one of the most preferred channels for marketers. This is likely because email continues to be the preferred communication channel for consumers as well. According to *Adestra*, almost 68% of teenagers and 73% of millennials *prefer emails* for receiving communication from brands or businesses.

*Tomoson* found that email marketing continues to be the most cost-effective channel for acquiring new customers online. You can make the most of it to generate more website traffic for your business by using the following tactics:



# #19: PERSONALIZE YOUR EMAILS

To make sure recipients open your email and click on the link to your site, you need to personalize your email message. Instead of simply sending out mass emails, you should personalize your emails for every recipient.

According to [Statista](#), emails with a personalized message had a higher open rate of 18.8% as opposed to emails that are not personalized, which had an open rate of 13.1%.

The click rate for emails with personalized messages was higher at 2.1% compared to 1.9% for non-personalized emails. A higher click rate will eventually result in increased traffic. You can personalize emails based on the recipient's interests and behavior. For example, send out product recommendations based on their browsing and shopping history.

Personalized emails made a huge difference in site traffic for [ENDURO](#). They were able to use predictive analysis to send out highly personalized emails as shown in the screenshot below.

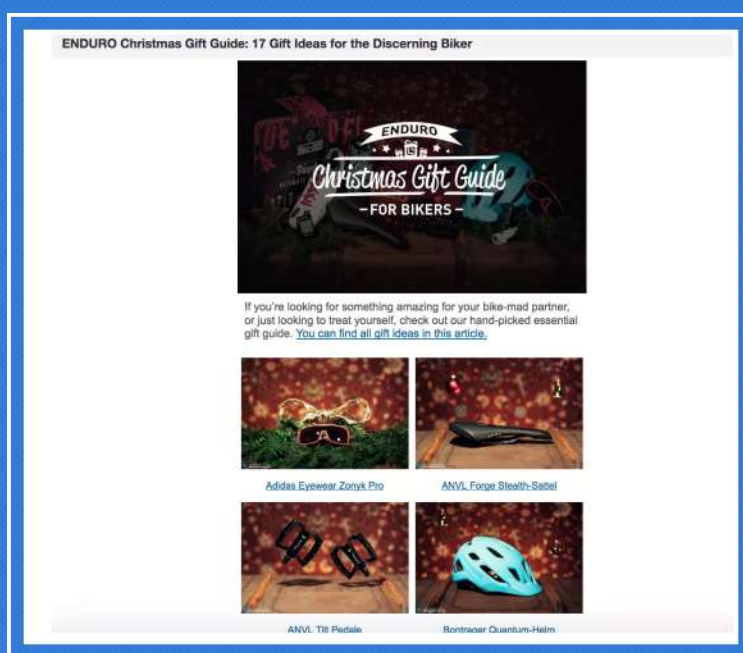


Image Source: [Boomtrain](#)

According to a [Boomtrain case study](#), personalization resulted in a two times increase in traffic coming from emails. Their non-personalized emails received a click rate of 10%, while the click rate for personalized emails was 15%.



# #20: OPTIMIZE DELIVERY TIME

Another change you have to make in your email marketing is in delivery time. You need to make sure your email reaches recipients at the time when they're most likely to open it. This improves the chances of getting them to click on the link so they visit your website.

Artificial Intelligence can now help you improve this delivery time optimization by collecting the behavioral and interaction data for each recipient. So you can automatically make adjustments to the delivery time according to the individual preferences of your email recipients

*Natera* was able to use this tactic to increase their email open and click rates as well as website traffic. They used *Seventh Sense* and Hubspot integration to carry out this task. Their email open rate was 2.5% higher when they *personalized send time*. And their click rate was 23.9% higher when they personalized send time.

Additionally, they were able to re-engage 15% of their contacts and attain 85% more new contacts after optimizing their send time.

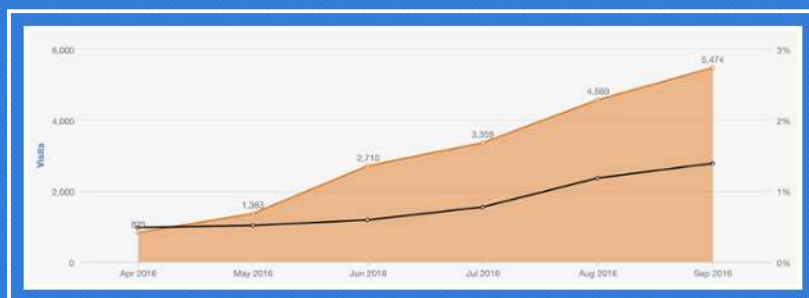


Image Source: *Prism Global*



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# #21: AUTOMATE EMAILS FOR DIFFERENT CUSTOMER LIFE CYCLE STAGES

In addition to personalizing email messages based on a recipient's interest, you should also send out automated emails triggered by specific events.

It's crucial to engage your audience at every stage of the customer life cycle — whether they just signed up for your newsletter, downloaded a free resource, or abandoned a purchase.

This can help with your website traffic because the recipients are more likely to open and click on the email if it's relevant to them. And since you're delivering a customized email relevant to the recipient's actions or a certain event, it could compel them to click through the email and visit your site.

For example, you can send out emails to remind people about the expiration of their free trial.

Aside from boosting your website traffic, event-triggered automated emails could help you engage your recipients better, resulting in more conversions.

*Adestra* conducted a case study in which *Inclisive Media* automated emails with conditional content delivered based on a recipient's life cycle segment. They delivered different content to recipients according to the stage they're in, such as prospects, free trial signups, subscribers, etc.

They were able to increase engagement among email recipients. They now had an average open rate of 50% per month and an average click-to-open rate of 80% per month.





## CHAPTER 7

# LINK BUILDING

One of the most effective tactics for driving website traffic is link building. [Search Engine Land](#) conducted several case studies in which link building instantly boosted website traffic. Link building improved website traffic by 20% for some websites and some experienced a 46% increase in traffic. Others even experienced a 65% increase in website traffic through link building.

Guest posting, which was covered thoroughly in Chapter 3, is a crucial link building method. But in addition to this, there are several other methods for building links to your website:



## #22: GIVE TESTIMONIALS FOR SERVICES/TOOLS YOU USE

If your business uses well-known tools or services, you could earn backlinks from those websites by writing testimonials for them. Or you could even go so far as to provide a case study on how their tools or services helped you out.

Check out how Michael Simpson Jr. of [The Residual Entrepreneur](http://theresidualentrepreneur.com) provided a case study for GetResponse, for instance. GetResponse has linked back to his website, which could work wonders for his link profile.



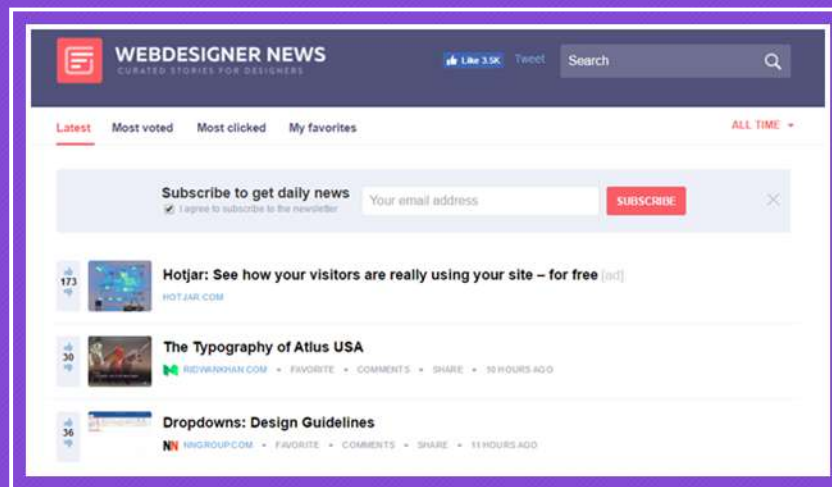
## #23: PROMOTE YOUR BLOG THROUGH CONTENT AGGREGATORS

Site aggregators can be an excellent source of backlinks if you wish to increase your traffic. When you promote your blog or website through these sites, you have a good chance of getting noticed by people who are looking for new sites or content to check out.

Most aggregators promote content focused on a specific subject. For instance, there's [Inbound](http://inbound.org), which is perfect for copywriters and marketers. You can promote content in categories like content marketing, e-commerce, SEO copywriting, etc.



There's also [Webdesigner News](#), which as the name suggests, is ideal for promoting content related to web design, UX/UI, typography, etc. You have other options like [Hacker News](#) and [Designer News](#) for this as well.



For content related to tech and programming, you can use aggregators like [Digg](#) and [Pineapple.io](#). But for a wider range of topics, there's [StumbleUpon](#). This platform delivers relevant content to users based on the interests they've selected.

## #24: SHARE CONTENT ON SLIDESHARE

Another excellent platform to include in your backlink profile is SlideShare. You can prepare relevant and informative content such as presentations, videos, and infographics. You can then share this content through SlideShare. And you will be able to link to your site from this platform.

This can make a huge difference to your traffic because the website gets 80 million visitors, 80% of which come through targeted searches. So people who happen upon your SlideShare content are likely there because they're looking for that exact information. And then there's the fact that SlideShare has a [DA](#) of 94.77. This means your SlideShare content has a good chance of ranking among the top results in relevant searches.

Results	
URL:	<a href="https://www.slideshare.net">https://www.slideshare.net</a>
Domain Authority(Max = 100)	94.77
Page Authority(Max = 100)	82.47

You can add links to your SlideShare content to try and get people to click on them. And make sure you include contact information with your website URL at the end of your slides. You can even add a CTA (call to action) inviting people to visit your website for more information or resources on a related topic. For instance, see how [Content Marketing Institute](#) invites people to view all their research at the end of their slide.

### ABOUT

*Thanks to all the survey respondents and survey distribution partners who made this study possible.*

**About Content Marketing Institute (CMI)**  
Content Marketing Institute is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's **Content Marketing World** event, the largest content marketing focused event, is held every September in Cleveland, Ohio, USA, and the **Intelligent Content Conference** event is held every spring. CMI publishes the bi-monthly magazine **Chief Content Officer**, and provides strategic consulting and content marketing research for some of the best-known brands in the world. Watch this [video](#) to learn more about CMI, a UBM company. To view all research and to subscribe to our emails, visit [www.contentmarketinginstitute.com](http://www.contentmarketinginstitute.com).

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To learn more about content marketing for technology marketers, attend a full-day **Industry Lab at Content Marketing World** on September 8, 2017.

44 of 44

6,618 views

## Technology Content Marketing 2017 - Benchmarks, Budgets & Trends - North



## #25: GET LISTED IN RELEVANT BUSINESS DIRECTORIES

Getting listed in relevant business directories is also crucial in your link building efforts and can help you gain plenty of relevant traffic. Aside from the obvious listings like Google, Bing, Yahoo, Yelp, and Facebook; you should also try to create profiles on the Better Business Bureau website. There are *other directories* and listing such as CitySearch, Whitepages, Angie's List, Foursquare, Local.com, etc.

For *D&V Philippines*, this was a crucial part of their link building strategy. In addition to their regular blog marketing, the firm *decided to create* profiles in business directories relevant to them. Within a period of two years, their website received 125% more traffic than before. And 56.57% of this traffic came from organic search results.

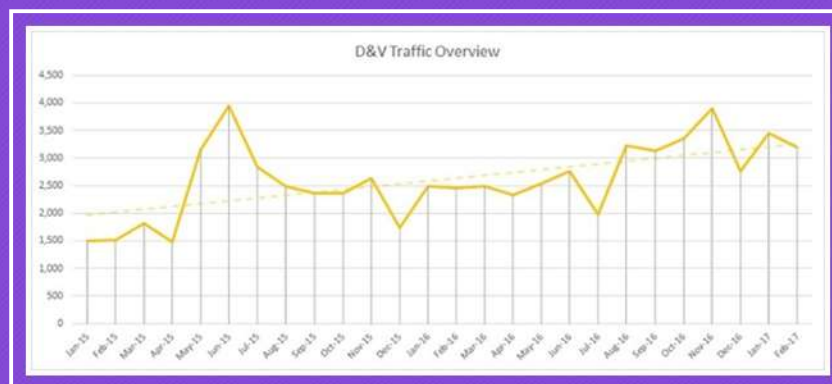


Image Source: *Straightarrow*

# #26: PARTICIPATE IN EXPERT ROUNDUPS

In addition to creating expert roundups, you can even participate in expert roundup interviews conducted by other websites or bloggers. This could help you earn linkbacks from those websites, which will help enhance your link profile and also result in higher traffic.

You need to first build your name in the industry and showcase your expertise through guest blogging. This will help you grab the attention of bloggers, influencers, and publications that are conducting expert roundup interviews

Once you have established a name as someone with experience and knowledge in the industry, you may get approached to contribute to expert roundup posts. Grab the opportunity to further strengthen your reputation and reach a wider audience.

Although the people preparing the roundup post will already link back to you, you can take the opportunity to link to another website related to you. Take for example how Sujan Patel talks about his [Mailshake](#) tool as one of the influencer marketing tools in [our roundup post](#).

## #3. Sam Hurley – [OPTIM-EYEZ](#)



I have always used BuzzSumo for a double whammy: Research of influencers for outreach and also content creation.

You are able to quickly discover **influencers, journalists, and blog writers** for your desired niche and the tool has powerful filtering options you can apply to find influential people (*with the most social shares*) and also those who are most active.

*I'm also going to cheat and drop in another tool that I use afterward to validate the likelihood of getting a reply from your chosen influencers...Check out [Klear](#)!*

A few handy ways you can use BuzzSumo to find influencers:

- Sort results by their reply ratio and average retweets, plus highest domain authority if they have a website
- View the recent links they shared so you get a sense of what interests them
- Use the advanced search function similar to how you would in Google
- Click the 'View Links Shared' button to see the influencer's most popular shared content

Use the 'Content Research' tab to gain valuable insights into a topic of your choice, including which posts and topics are performing best. This will also return lots of websites to target for outreach and consequent guest blog and [link building opportunities](#).

## #4. Sujan Patel – [SujanPatel.com](#)



You'll notice it's very low tech as I found that finding and reaching out to influencers outside of any platform works best.

Connecting with influencers starts and ends with reaching out to influencers over email. I only use two tools to do this; the first is called **ContactOut**, a **Google Chrome extension that finds email addresses on the back of LinkedIn**. It's – without a doubt – **the best tool I've ever used to find email addresses**. It has about a 95% success rate, and usually finds personal and work emails for influencers.

The second is my own tool **Mailshake**. I use it to send, automate, and manage all of my cold email outreach campaigns. It's super lightweight and easy to use (and inexpensive), and allows you to send personalized emails in-bulk, schedule followups if they don't reply, and track opens, clicks, and bounces, and overall performance of an outreach campaign.

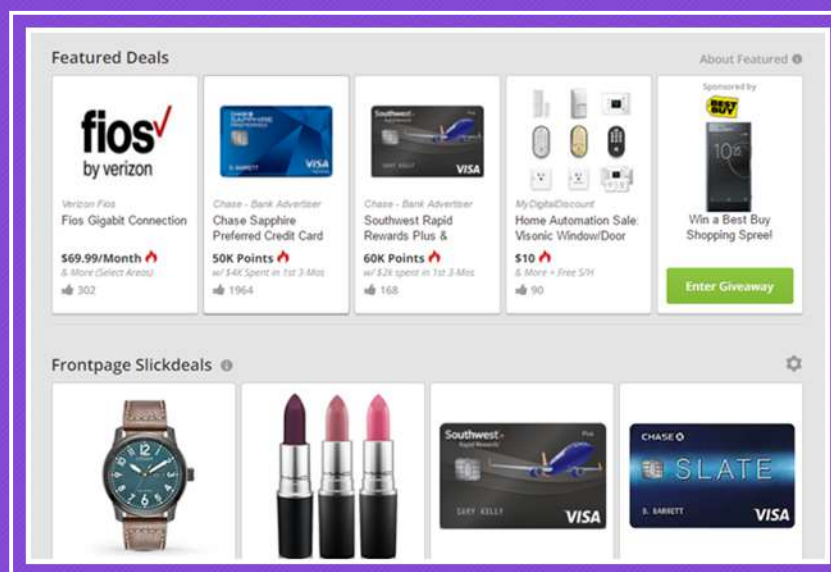


# #27: RUN PROMOS ON DEALS SITES

Another excellent tactic for driving traffic to your site is by promoting your offers and discounts through deals sites. You may not have a year-round offer but when you do come up with a promotion, make sure you get in touch with these sites. Here are some of the best websites through which you can promote your deals:

- ✓ Slickdeals
- ✓ DealNews
- ✓ TechBargains
- ✓ Offers.com

You can even enhance the visibility of your deal by investing in advertising on these sites. Slickdeals, for instance, gives retailers the opportunity to be part of their “Featured Deals”.



Promoting your offers on these deals sites is a great way to improve your website visibility among customers who are interested in grabbing the best deals. And if your offer is enticing enough, you can easily lead them to your site.

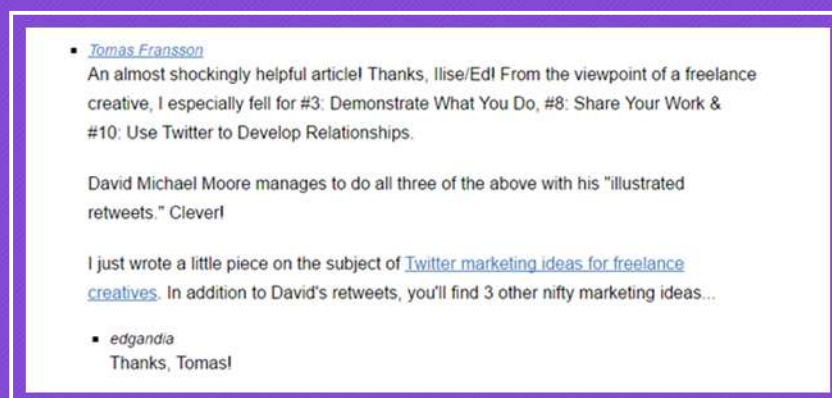
# #28: POST COMMENTS ON RELEVANT BLOGS

Guest posting may be an excellent way to showcase your expertise to a new audience. But you may not always have the time to write a new, high-quality article every single day. In between the guest posts you submit to other sites, you can also earn backlinks by commenting on relevant blog posts.

However, avoid writing spammy-looking copy-pasted comments at all costs. If you're planning on leaving a blog comment, make sure you thoroughly read and understand the post. Then thank the writer for the tips and insights. Follow this up with a brief mention of what you think regarding the topic and then talk about a relevant article from your blog or mention your tool/service when it's appropriate. In other words, your comment should add value to the conversation instead of blatantly promoting yourself

You can start by picking out a few relevant keywords and reading the top blog posts that show up in the search results. And then follow the tip above to write valuable and insightful comments while linking back to a relevant page on your site.

This is exactly how Tomas Fransson of [Flaunt My Design](#) managed to drive more traffic to his site. He looked for blog posts related to freelancing and posted valuable comments such as the one below. Through 26 blog comments he was able to drive more than 2,200 visits to his website.







# CHAPTER 8

## ADVERTISING

Most of the tips mentioned above are achievable without much cost. But there are times you need to make some financial investments to get the desired results. So when you wish to drive tons of traffic to your site, you may need to invest in paid advertising campaigns. Here are some of your best options:

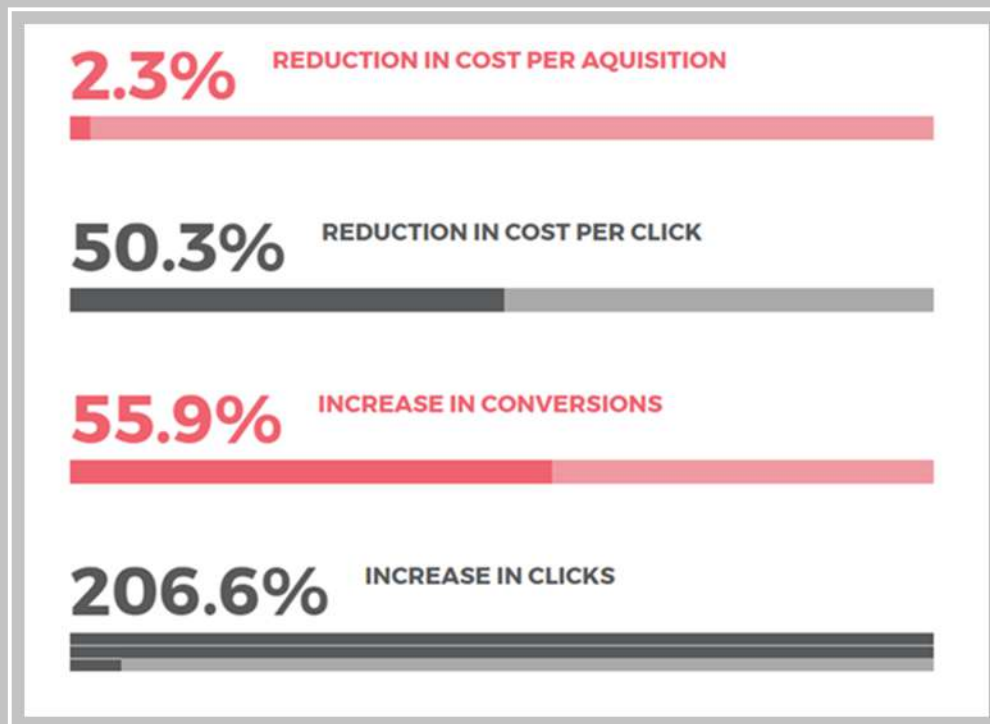


# #29: INVEST IN PAID SEARCH

After you've optimized your website for searches, you may see some improvements within a few days. But if the results aren't fast enough, you may want to leverage your efforts through PPC campaigns.

This way, you enhance your visibility in relevant search results when your organic ranking hasn't yet improved significantly.

UK-based Click Consult developed a relevant and personalized PPC campaign for Act-On. These efforts resulted in a 206.6% increase in clicks to their website. They were also able to reduce their cost per click by 50.3%.



*Image Source: Click.co.uk*



# #30: INVEST IN FACEBOOK ADS

With almost *2 billion users*, Facebook is the perfect platform for executing an advertising campaign. Since the platform has such a large user base, there's a good chance your ads are going to reach people who would be interested in your service or products. And you'll be able to target users who share similar interests and characteristics as your best customers.

*Coolpad* made the most of Facebook advertising to drive awareness for their new Note 5 smartphones. They first showcased the phone's features in a video ad and then followed this up with carousel ads.

After this, they used retargeting to display ads that included a “Shop Now” button for users who had seen at least one of their previous ads. Through this *ad campaign*, Coolpad drove 750,000 clicks to their ecommerce website.



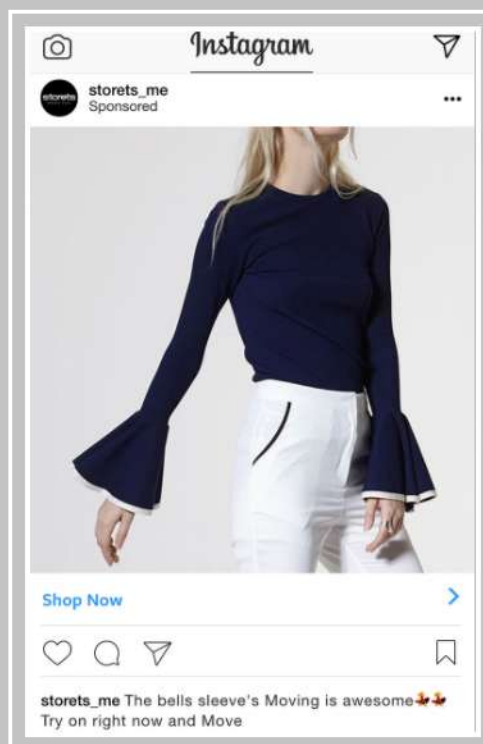
*Image Source: Facebook Business*

# #31: INVEST IN INSTAGRAM ADS

Facebook may be the most popular social media network but Instagram has the most engaged audience, according to *ComScore*. This makes it another excellent platform for advertising your brand if you wish to drive more traffic to your site. And there are hordes of advertising options on Instagram.

In addition to the regular photos and carousel ads, you can have video ads. And with the introduction of Instagram Stories, you can even run your ad campaign through stories. The choice is up to you. You can run a few test campaigns and see which works best.

For *Storets*, Instagram advertising resulted in an immense lift in website traffic and improvements in other aspects as well. They delivered outfit inspirations using their ads and included a “Shop Now” button so people were able to visit their website to buy the pieces. Not only did they get 48% more unique visitors, their sales were four times higher than their other campaigns.



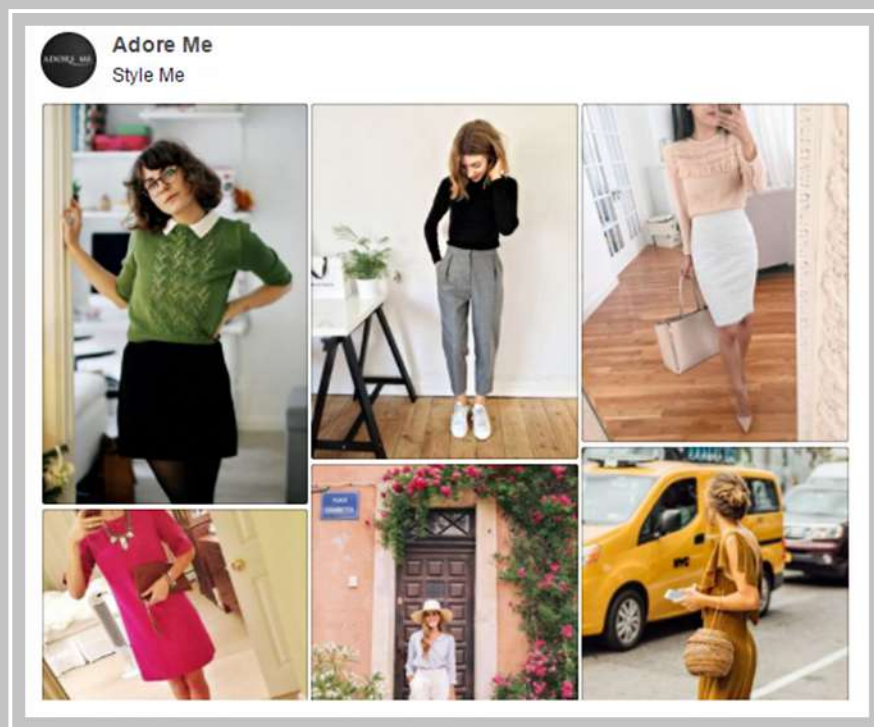


# #32: INVEST IN PROMOTED PINS

Pinterest is another social media platform you should leverage for advertising. According to Shopify, it's the second biggest source of traffic from social media channels to Shopify stores. There's also the added advantage that shoppers coming from Pinterest tend to have a much higher average order value than those shoppers from any other social channel.

If you want to optimize traffic coming from Pinterest, you can invest in Promoted Pins. These are like regular pins but you can get more people to see them if you make a small financial investment. Unlike with Facebook ads or Instagram ads, these Promoted Pins will continue to bring traffic long after your campaign ends because pins last forever.

For Adore Me, Promoted Pins resulted in an immense traffic increase. Their traffic from Pinterest grew by 2600% and their click-to-purchase rate was 50% higher than other channels.



# #33: INVEST IN TWITTER ADS

Twitter is also one of the most popular social media channels. According to Statista, the platform currently has 328 million monthly active users. This makes it ideal for running an advertising campaign for those who wish to boost their traffic. Using Twitter, you can deliver relevant ads to your target customers based on their location, interests, activity, and more

Businesses like the Bahia Principe have made use of Twitter ads to reach a relevant audience and drive more traffic to their website. They first created custom GIFs for four target audience groups such as foodies, travel enthusiasts, couples looking for romantic getaways, and parents looking for family vacations.



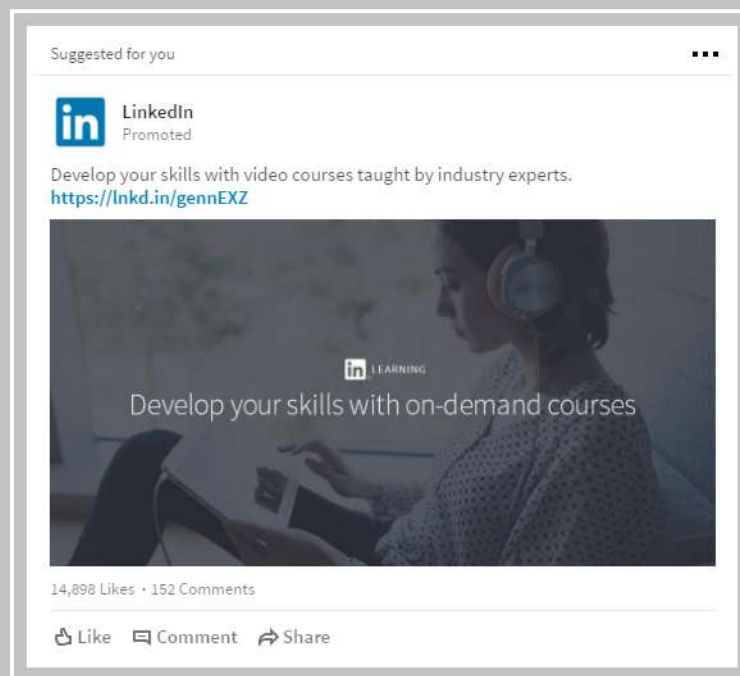
They then executed a second phase of the ad campaign by retargeting people who had interacted with the GIFs. This time, they used Website Cards customized according to the audience's specific interests. With the help of this ad campaign, Bahia Principe was able to increase their website traffic 44 times



# #34: INVEST IN LINKEDIN SPONSORED CONTENT

LinkedIn is another platform you should invest in, especially if you're targeting B2B customers. With *500 million people* having a professional profile on the platform, you can create sponsored content and target users based on what work they do and which industry they're in. You can showcase valuable content to a relevant audience and possibly even drive them to visit your business blog.

Here's how your promoted content would look on a user's newsfeed.



This is how *Queen's School of Business* was able to drive tons of traffic to their website. The school uses business insights to show how students engage in discussions and thought leadership within their classrooms.

They wanted to drive awareness about QSB Insight, the thought leadership platform for the school. They also wanted to gain more leads for their Executive Education program. They began promoting their content from the QSB Insight website using Sponsored Content on LinkedIn. They also used Sponsored InMail for driving higher attendance to their webinar sessions.

The results were impressive. The QSB Insight website saw a 300% increase in traffic. They also saw a 60% increase in the number of people attending their webinars.



# **CHAPTER 9**

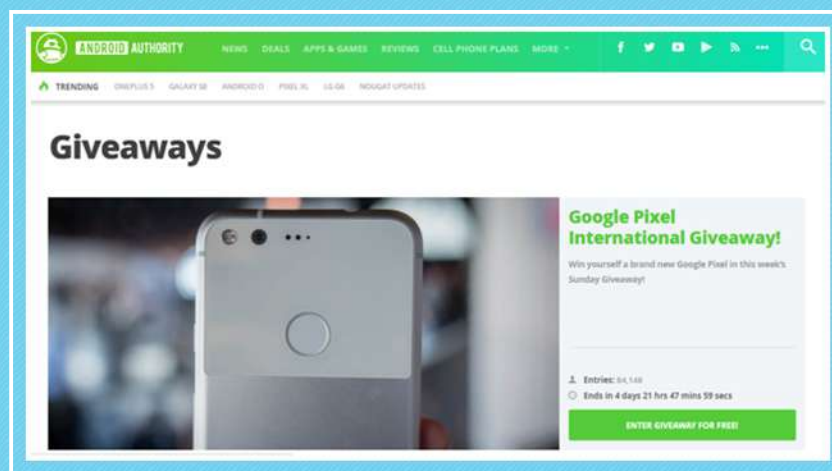
## **ADDITIONAL TIPS**



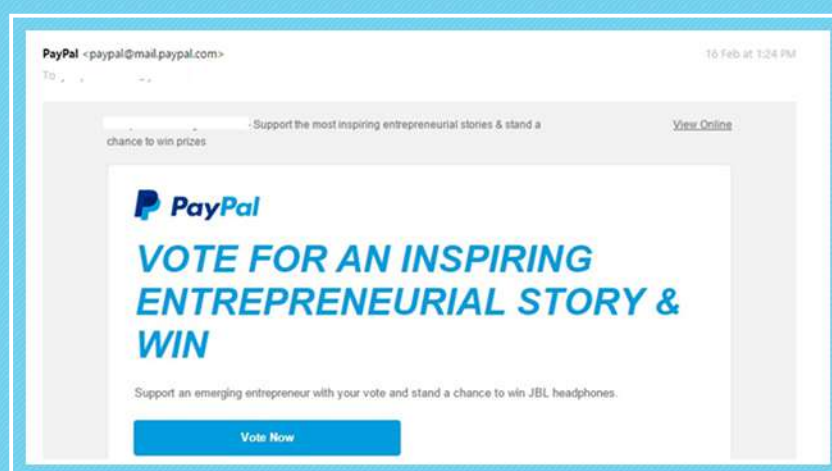
# #35: RUN A GIVEAWAY ON YOUR SITE

People love free stuff! And if you give them the opportunity to win free stuff, you can easily drive tons of traffic to your website. When you run a giveaway on your site, you can attract people who conducted a search for sites that have an active giveaway campaign.

*Android Authority*, for instance, has a separate giveaway page. This page is highly visible in search results when you search for “giveaway.”



You can promote the giveaway through social media and get your fans to share it with their followers. You can also promote the giveaway through your newsletter and invite people to enter. Here's how PayPal does it.



If it's a huge giveaway, you could even have relevant influencers or publications promote the contest. You can reach out to influential bloggers and offer to compensate them for promoting your giveaway. You could either pay them per post or pay them a fixed amount for every click to your site.





# CONCLUSION

These are the top 35 ways that can help you drive more website traffic. As you can see, there are a wide variety of options whether you're a startup, a small business, or a large organization. You can simply select any of these tips and start applying them as long as they're suitable for your business. You can also make adjustments to these tactics and combine them with other tactics as necessary.

Among these options, you'll find ones that require a bit of financial investment. But most of them require just a bit of effort with little to no additional finances. This makes them perfect for any business that wants to experience growth using minimal investment.

Did you find these tips helpful? If you did, make sure to look out for the second volume in which you'll find more effective tips to drive website traffic.





# ABOUT SHANE BARKER



 Facebook: <https://www.facebook.com/shanebarkerconsultant>

 Twitter: [https://twitter.com/shane\\_barker](https://twitter.com/shane_barker)

 LinkedIn: <https://www.linkedin.com/in/shanebarker/>

 Instagram: <https://www.instagram.com/shanebarker/>

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An influencer marketing consultant to Fortune 500 companies, and celebrity A-listers, Shane Barker has helped thousands of expert entrepreneurs expand their reach, and bolster their reputations. Whether it's launching products, creating and converting niche website traffic, or building targeted sales funnels, Shane works daily to make sure brands like Puma and IMAX stay relevant and influential. His vast wheelhouse includes business development, marketing blueprints, SEO, and social media marketing.

Practicing what he preaches, Shane writes prodigiously on many facets of content marketing and SEO best practices. He is a top contributor at INC.com and The Huffington Post, and has been named one of the top Salesforce influencers for his viral article, "15 Keys To Writing Better Content For Social Media Campaigns." In December 2016, he was named the 13th most influential marketer online by the Content Marketing Institute. He proudly adds his charming personality to the mix with the SEMrush video series, "Influencer Marketing with Shane Barker!"

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