



## 1. Advertise

This one is so obvious, we're going to look at it first. Paid search, social media advertising and display advertising (try our Smart Ads Creator!) are all excellent ways of attracting visitors, building your brand and getting your site in front of people. Adjust your paid strategies to suit your goals – do you just want more traffic, or are you looking to increase conversions, too? Each paid channel has its pros and cons, so think carefully about your objectives before you reach for your credit card.

If you're hoping that more traffic to your site will also result in more sales, you'll need to target high commercial intent keywords as part of your paid search strategies. Yes, competition for these search terms can be fierce (and expensive), but the payoffs can be worth it.

## 2. Get Social

It's not enough to produce great content and hope that people find it – you have to be proactive. One of the best ways to increase traffic to your website is to use social media channels to promote your content. Twitter is ideal for short, snappy (and tempting) links, whereas a Facebook or LinkedIn promotion can help your site show up in personalized search results and seems especially effective in B2B niches. If you're a B2C product company, you might find great traction with image-heavy social sites like Pinterest and Instagram.

## 3. Pay Attention to On-Page SEO

Think SEO is dead? Think again. Optimizing your content for search engines is still a valuable and worthwhile practice. Are you making the most of image alt text? Are you creating internal links to new content? What about meta descriptions? Optimizing for on-page SEO doesn't have to take ages, and it could help boost your organic traffic.

It's time for a ...  
**LIVE RAG**  
Thursday May 7th, 2020 | 2 PM EDT

**Driving Traffic to your Site**

Co-Hosts: Jen Hanson & Brian Deckard

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*"For Real Marketing"*  
that works!

#### 4. Post Content to LinkedIn

LinkedIn has become much more than a means of finding another job. The world's largest professional social network is now a valuable publishing platform in its own right, which means you should be posting content to LinkedIn on a regular basis. Doing so can boost traffic to your site, as well as increase your profile within your industry – especially if you have a moderate to large following.

## Bonus

#### Implement Schema Microdata

Implementing schema (or another microdata format) won't necessarily increase traffic to your website on its own, but it will make it easier for search engine bots to find and index your pages. Another benefit of using schema for SEO is that it can result in better rich site snippets, which can improve click-through rates.