

# 101 FREE WAYS TO DRIVE TRAFFIC TO YOUR WEBSITE



The Best Free Ways to Get People to Your Website

A free guide by

Webpage**FX**

# Introduction

For many, the internet is the easiest way to communicate with others, efficiently complete tasks and discover new things. We know that you have a lot of great ideas and useful info for web users, so **why let all that go to waste** by not driving the optimum amount of traffic to your website?



The percentage of internet users in the U.S. jumped from roughly 54% in 2003 to over 71% in 2011. That's a huge opportunity for your website to not only attract traffic, but to also convert that traffic into revenue. Well, you may be saying, *that's all fine and dandy, but how do I drive traffic to my website anyway?*

Fear not, fellow webmaster. This ebook will help you navigate the autobahn that is online traffic flow. We'll show you how to not only drive traffic to your website, but also how to maintain that traffic to keep the visitors coming.

**The best part is, it's free.** Professional advice about how to get more site visitors can be pricey. We know you've probably sunk a bit of money into your website already, so this one's on us. We've compiled 101 ideas on how to drive more visitors to your website so that you don't have to spend hours scouring the internet for snippets of tips here and there. Whether your website sells products, promotes your business or service, or even provides valuable information for searchers, this ebook will help you direct more traffic to your site.

## HOW IMPORTANT IS TRAFFIC TO MY SITE ANYWAY?

Traffic is **very important** to your site. With no traffic, you have no readers, no buyers, no online identity at all really. And if you don't have an online presence, it's going to be difficult for search engines to index you, which means no one will be able to find your site anyway. It's a vicious cycle. However, it can also be a very positive cycle when you consciously try to draw more visitors into your website.

By implementing our 101 ways to drive traffic to your website, you'll build up your online presence so that it becomes easier for search engines to index you. You might even improve your rankings on Google.

## USER FRIENDLINESS IS KEY

Listen to what your site's visitors have to say. Pay attention to comments, complaints and suggestions that visitors give you. Hopefully, your website has a **contact us** button or webpage that allows visitors to give you feedback. This feedback can provide you with invaluable information about what works and doesn't work on your website, allowing you to tailor your site to the needs of the traffic coming there. The better the site functions for visitors, the more likely visitors are to come back.

## DON'T FORGET ABOUT MOBILE

Mobile internet usage is on the rise. **73 percent of the US population actively use their mobile devices to surf the Internet.** Thus, it is important to consider what your visitors experience when visiting your website on a phone or tablet.

Of our 101 ways to draw traffic to your website, one involves **creating a mobile app**. Mobile apps allow your visitors to experience your website in an easy-to-read, non-frustrating way. Nothing irritates mobile visitors more than slow loading time and too much tiny content. By developing a mobile app, you let mobile traffic flow smoothly to and from your website, which can be the difference between a single visit and numerous future visits. Many of our other tips appeal to mobile users too. Keep reading to learn them all.





## WHAT KINDS OF WEBSITES GENERATE THE MOST TRAFFIC?

No one kind of website necessarily attracts more traffic than others, with the exception of search engines. Google.com is currently the most-used website in the U.S. However, in terms of non-search engine sites, there doesn't seem to be one fail-safe template to follow, which is both good news and bad news. **The good news** is that anyone can drive traffic to his or her site. **The bad news** is that there are tons of competitors also trying to drive traffic to their sites. However, our tips can benefit you no matter what kind of website you have.

### E-Commerce Sites

If the purpose of your website is to sell products online, it's obviously pretty darn important that you're able to drive traffic to your site. Even the best quality of products, design layouts and prices **won't do anything for you** if your site isn't attracting traffic.



Within the following 101 tips are suggestions for how you can utilize social media sites, coupons and even offline events to drive traffic to your website. **Literally every idea in here is worth a shot** if you truly want to draw in potential customers. You don't need tons of money to make them happen - you just need to get a little creative.

### Business Sites

For those sites that exist primarily to provide current and potential customers with details about your business, we have what you need, too. One of the best ways to **increase online awareness** about your business and attract more traffic is to utilize social networking sites. Those things are just awesome at driving traffic. Why? Because almost **everyone** uses them.

Some other tips that permeate our collective 101 include creating interesting graphics, blogging about related topics and even participating in interviews. We'll show you how to create interesting content that will attract more customers to your site. **Your business doesn't have to offer some crazy exciting service.** We can help you drive traffic to your site even if your company specializes in plumbing, accounting, dentistry or sewer maintenance. Simply continue reading to find out how.

### Information Sites

Sites that provide information about a specific topic or industry are incredibly valuable. But all too often, Wikipedia is the first thing that shows up in web users' search results. While Wikipedia is all well and good, **some searchers just want an expert on a specific topic.** Our 101 ways to drive traffic to your site will help searchers find you – and all that juicy information you have that they want.

If you run an information-based website, one of the very best ways to drive traffic to your site is to create **infographics.** These colorful, graphic-based sources of information are great for short attention spans, but also provide tons of useful data and graphs. You could also organize a forum, create a video tutorial or even make some funny cat memes. **And that's just the tip of the iceberg.** Our other 96 ideas are just as good.

## HOW THIS GUIDE WILL HELP YOU

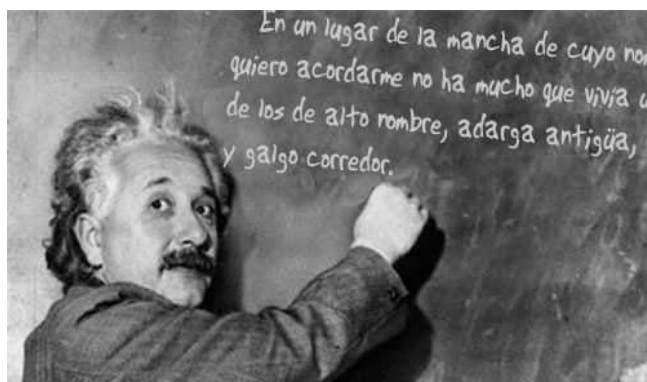
It's simple. The internet is huge. Ironically, some of the best ways to drive traffic to your site involve utilizing other sites. Our guide will teach you which sites can produce the best results, along with how you should be using them to direct traffic to your own website. In addition to our online strategies, we also have a few good old-fashioned offline strategies you can implement.

Furthermore, in addition to providing you with 101 strategies you can use to entice more traffic to your website, **we've also created a rating system for each strategy**. On a scale of 1 to 5, we tell you how much traffic each strategy is likely to bring to your website, along with how difficult implementing each strategy can be. While some tactics may require more of your time, they may also yield greater results.

We've also provided professional tips from our internet marketing and SEO specialists. Whether it's writing new content, media creation and sharing or beefing up your website's functionality, our team has the tips to make these strategies successful for you.

## WHAT MAKES US SUCH EXPERTS?

We're experts because we've used all of these tactics ourselves! That's how we know that they work. That's also how we know that brainstorming this many ideas often takes more than one person. You can think of this ebook as your online web traffic think tank. These 101 tips have helped us bring tons of traffic to our clients' websites, and they can help you too.



As the number 101 suggests, there's a ton of information in this thing. Trying to carry out all of these strategies by yourself on top of the work you already do would be pretty time consuming. If your website or business doesn't already have an internet marketing/maintenance/social media specialist department, you may want to consider developing one. Hiring some new, internet savvy professionals will help you maintain your online presence and drive traffic to your site, without driving you crazy.

Another department you may want to consider developing if you haven't already is a design department. The quality and design of the graphic content that your website puts out can significantly affect whether or not your website's social media content goes viral. **Well-designed, attractive graphics generate a lot of interest online.** However, poorly-designed graphics do not. A team of skilled graphic designers can serve your website very well in the long run, but even if you have one skilled professional and access to Adobe Photoshop, you can make out pretty well. It all depends on your website's budget and your expectations for your graphic content.

**A helpful tip:** to drive traffic to your site in the most effective manner, you should take time to plan out your traffic-driving strategies. After you've finished reading our 101 tips, we suggest that you sit down with your social media specialists and plan out exactly what blog posts, social media posts and other content you want to develop. Using an Excel sheet to systematically organize all of your social media posts for the next month can be a huge lifesaver. By developing all of your content a month or more in advance, you will be able to **maintain a consistent flow of new content** to your social sites month after month.

## WELCOME TO THE GUIDE!

Without further ado, we welcome you 101 Ways to Drive Traffic to Your Website. We hope the following pages of tips and professional advice will serve you as well as they have served us. Enjoy!

## SOCIAL MEDIA

There are dozens of social media networks out there. Take advantage of them! Social media sites have made it very easy for many people to quickly share a lot of information - including information about the companies and products they like best. By utilizing social sites to the fullest extent, you can generate a lot of interest in your company and your website. Create interesting content, post often, share others' posts often and see how much traffic you can drive to your site.



**LinkedIn** - The best way to take advantage of [LinkedIn](#) is by being active in groups. You can either create a group (maybe about your website niche) or engage in an existing one to spread the word about your site. If you've written a blog post about one of the topics being discussed, add a link! LinkedIn also has a question and answer area where you can do the same thing. Furthermore, you can connect with professionals in your industry and see what others in your field are talking about. LinkedIn is a great way to drive traffic to your website from professionals like you all over the world. It's also very useful for generating web traffic from local residents, too.



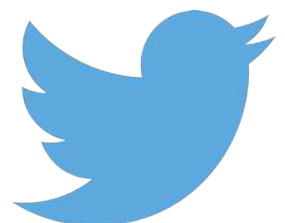
**LinkedIn Tip:** Provide an easy way for users to share your website's information by using a LinkedIn Plugin on your website. When visitors are able to simply click your InShare button, they're a lot more likely to promote your website on LinkedIn. By making it convenient for site visitors to share information about your website, you'll get a lot more links and traffic.



TRAFFIC POTENTIAL: 3

DIFFICULTY: 1

**Twitter** - [Follow people](#) related to your industry and start tweeting! People won't follow a brand new account if it hasn't tweeted anything yet. Start out by retweeting popular figures in the industry, mix in some tweets about your website with links, and start conversations with other followers. You won't gain a large following if you simply tweet



a link to the new blog post you just wrote. You need to provide some sort of interesting content that compels web traffic to follow the links to your site. This means keeping up with and updating your niche's culture on twitter and inserting an appropriate hashtag here and there. If your tweets are interesting, people will click on your links and go to your site.

**Twitter Tip:** You can find Twitter users and followers by searching for them on Twellow, We Follow, and other Twitter directories. Twellow is great for hunting down Twitter users by profession, hobby or industry. We Follow is also great for finding Twitter users by industry, and you can even click through related tagged industries and keywords after you run a search within the site. This easily allows you to peruse related fields and find more Twitter followers, faster.

Oh, and did we mention that signing up for both of these sites is free? They are, and you should most definitely sign up for them. Signing up takes all of 30 seconds, and you can then use these sites to get more Twitter followers in your business industry.



TRAFFIC POTENTIAL: 5

DIFFICULTY: 1

**Facebook** - Build up your [Facebook page!](#) There are nearly a billion users of this social network so be sure you are focusing a significant amount of your efforts on Facebook. This is a good place to build your brand with images and cover photos. Give users a call to action and include a link to your site. Don't just post the blog title or what the post is about - tell the readers why they need to read it at this very instant. Make your updates personable and relatable.



**Facebook Tip:** Pictures and videos rank higher on Facebook's newsfeed. Posts with pictures and videos in them are also a lot more likely to catch your followers' eyes. When you upload content to your Facebook page, try to upload pictures and videos with the content as often as you can. More people will pay attention to your posts and potentially visit your website.



TRAFFIC POTENTIAL: 5

DIFFICULTY: 1

**Pinterest** - [This growing social media network](#) allows you to share images from your website with a helpful description. If other users like it, they can click on it and go to your URL. They can also re-pin something onto their profile as well. The sharing aspect of this network is immense! Pinterest is also unique in that most of its content is indexed by Google. Keep this in mind when you are typing





up descriptions on your Pinterest board. Keywords you want to rank for on Google should also be in your Pinterest descriptions.

**Pinterest Tip:** Edit your images to have large text describing the URL within the picture. This boosts its click rate and share rate on Pinterest. It's also incredibly helpful to update your Pinterest account on a regular basis. Other Pinterest users are more likely to see your pins and share them if you update them periodically. And remember to comment and repin what other users post! This will help you get your brand name noticed, as well as gain you followers and potential website visitors.



**TRAFFIC POTENTIAL: 5**

**DIFFICULTY: 1**

**Google+** - Start off by building up your public circles and joining relevant [Google+ Communities](#). This will increase the number of people adding you into their own circles as well. You can then share links on your +1 account from other important web pages, just like you would on Facebook. Like many other social networking sites, the more you post the more traffic you get. As a perk, Google+ also syncs up with your other Google accounts automatically. That includes Gmail and YouTube.



**Google+ Tip:** Google is stretching its reach further and further across the internet's sphere, so make sure you are well-connected. Having a Google +1 account makes your website look more valid in Google's eyes, which increase your chances of web users easily being able to find your website through Google search.



**TRAFFIC POTENTIAL: 3**

**DIFFICULTY: 1**

**Swarm** - If you are a business with a physical address, Swarm is a great place to generate some web traffic. However, there is a bit of a trick to successfully driving people to your site. You need to add your URL to the end of your business's Swarm name. When someone checks into your business, it gets posted on Facebook or Twitter with your name and a clickable URL. This is a bit sneaky, but can be very useful if you are a local business.



**Swarm Tip:** Give out product discounts through Swarm. People love to get the same great products at a discounted price and won't be able to resist the urge to spend their discounts on your website. Your customers will get a great deal, and you'll get more web traffic!



**TRAFFIC POTENTIAL: 2**

**DIFFICULTY: 2**

**Tumblr** - Believe it or not, [Tumblr](#) is a great resource for getting that extra boost in traffic. Excitingly enough, some of the links from Tumblr are dofollow, meaning that they can build your link authority on your website. Not only that, but it is super easy to share content on Tumblr. Repblogging something will spread your reach even further, providing more backlinks and more ways to get to your website. If your post or image becomes popular, many people will share it several times down the line, all driving traffic to your site.



**TRAFFIC POTENTIAL: 3**

**DIFFICULTY: 1**

## CONTENT SHARING WEBSITES



Content sharing websites are pretty much exactly what they sound like: they allow users to publish their own content and share it with others. How is this helpful to driving traffic to your website? Well, when you create your content you can link back to your own website within that content. Then, when you share the content with other people, they will see your links and have the opportunity to click on them. What would make them want to click on your links? Interesting content! This is why fresh ideas and an enthusiastic marketing team are must-haves for directing visitors to your site. Here are some different kinds of content that you can use to drive more traffic to your website.

**Photo Sharing Websites** - Lots of photo sharing sites allow others to download your photos or link to them from



their websites. Using this capability, you can add images to sites like Flickr and allow others to use your pictures freely online. Simply require anyone who uses your photos to use an attribution link back to your website. These images will

show up in Google's Image search as well, so be sure to properly tag your photos with keywords you want the images to rank for.

**Photo Sharing Websites Tip:** Use your own Flickr photos in your blog posts and cite them as being created by you and available on Flickr. This will entice people who read your blog to investigate the subjects of your other photos, and will likely result in not only social media followers, but also increased web traffic as well.



TRAFFIC POTENTIAL: 3

DIFFICULTY: 2

Examples: [Flickr](#), [Shutterfly](#), [Photobucket](#)

**Document Sharing Websites** - There are many different document sharing websites out there that allow you to share presentations, books, guides or even articles. If you have something of value to add to one of these sites, you should do so with a link back to your website. These sites are indexed by Google and usually rank pretty high in the search results. Putting your URL within one of these documents will give you consistent traffic as long as the document is worth reading.



**Document Sharing Websites Tip:** Establish relationships with other document sharers and see if you can encourage them to share your documents with people in their own networks. If you show contacts in your own network that you are interested in their material and are recommending it to your friends, they will likely do the same. As your documents soar around the internet, so too will visitors soar to your website.



**TRAFFIC POTENTIAL: 2**

**DIFFICULTY: 2**

**Examples:** [Scribd](#), [Slideshare](#), [DocStoc](#)

**Video Sharing Websites** - You can generate lots of visitors using Youtube or other video sharing websites. One way to do that involves the use of the video description box. By giving a good description and call to action within your video's description section, you will receive lots of extra traffic through any of your videos. Make sure you properly describe your video in the title and the description, as videos can come up as search results.



**Video Sharing Websites Tip:** Make sure you always post your recent videos on your social media sites! YouTube videos can function as free, online advertisements in your followers' Twitter, Facebook and LinkedIn feeds. Every time you post a video to your social sites, it gets your brand out there a little more while also bringing in more traffic.



**TRAFFIC POTENTIAL: 3**

**DIFFICULTY: 2**

**Examples:** [Youtube](#), [Vimeo](#), [Metacafe](#)

**eBook Sharing Websites** - Did you know that U.S. ebook sales jumped 300% in 2011? As more people turn to their Nooks and Kindles to provide them with reading material, ebooks have become extremely popular. There are several sites that are dedicated to distributing ebooks. Here, you can upload your ebooks at no cost and share with others. If you have an ebook that people will want to read, they will see your brand, links, and name throughout it. This can ultimately cause them to investigate your website, giving you more of that much-needed traffic.



TRAFFIC POTENTIAL: 2

DIFFICULTY: 3

Examples: [E-booksDirectory](#), [EbooksDownloadFree](#)

**Podcast Sharing Websites** - If you have a regular podcast running for your website, you can easily share your latest podcasts using several websites. These sharing sites allow you to give a description or show notes for each podcast. If you post a helpful idea for a podcast, the show notes might post a link to a full article on your own website. People who really liked your podcast can share it via the capabilities on the sharing site as well, getting your name and links out there even more.

TRAFFIC POTENTIAL: 2

DIFFICULTY: 2

Examples: [Podbean](#), [iTunes](#), [PodOmatic](#)

**File Sharing Websites**—If you have a large amount of files that you would like to share with others, you can use sites like [Dropbox.com](#) to allow readers to have access to them. This could include flyers, images, videos, anything really that could direct someone to your website.



**File Sharing Websites Tip:** Attach the link to helpful information in your file sharing folder within your emails about your website. Many people use this as their media kit for potential investors and supporters in order to give them information that doesn't really fit on the website itself.



TRAFFIC POTENTIAL: 2

DIFFICULTY: 2

Examples: [Dropbox](#), [Google Drive](#), [Box](#)

**Slideshow Sharing Websites** - Sites like [SlideShare](#) allow you to create slideshows on their site and share them across the web. Links are active within the slides, driving more people to your site from every slideshow they view. SlideShare slideshows also come up in Google searches as well!



**Slideshow Sharing Websites Tip:** Consider using a site like [Slide.ly](#). Slide.ly is most aesthetically appealing than your basic PowerPoint slideshow. You can upload content and photos straight from your computer, or from your cloud. Slide.ly is great because it's formatted to look great when you share it on Facebook or Pinterest. And of course, it's free!



TRAFFIC POTENTIAL: 3

DIFFICULTY: 2

## CREATE SOMETHING



While you could share content created by other people (as long as you gave them credit), you'll send a lot more traffic to your website if you create your own, unique content. When you create the content yourself, you're showing people that you have a skill, that you are knowledgeable, that you are an active participator in online conversations and that you are interesting. Creating the kinds of content mentioned below may be a little time consuming, but it's time well spent for the level of interest you can create for your website.

**Graphics/Images** - Images are usable in many different ways to generate web traffic. For one, they are indexed by Google, so be sure to include appropriate alt text with some of your relevant keywords. If people are searching Google for an image related to your website, your images will appear and those people will visit your website to learn more about you. Another advantage of images is the fact that they are easily shared. Through social media sites like Facebook or Pinterest, you can market your website just through images alone. Images can also be linked to things like your own website. People then share that image and drive even more visitors to your website!



**Graphics/Images Tip:** The best way for your images to get noticed is for you to create visually appealing graphics. Pixels are not attractive, unless they're intentional. To create great-looking images, check out sites like [Pixlr](#). Pixlr is a great alternative to purchasing expensive photo-editing programs, and is set up very similarly to Adobe's Photoshop. You no longer have to empty your bank account to get effective photo editing software and great looking pictures.



TRAFFIC POTENTIAL: 3

DIFFICULTY: 3

**Examples: Photography, Memes**

**Videos** - Videos are very similar to pictures in that they too are indexed, and they are some of the most shareable items on the internet. Videos tend to go viral when people like them. Getting your brand and URL out with a video is very easy since you can let other people share the content themselves. Sites like YouTube and Vimeo are great for uploading videos and sharing them on social sites. But what does it take to create a good video nowadays? Actually, technology is so advanced now that all you really need is a digital camera or decent-quality phone.



**Videos Tip:** Documentary-style realism has been making a comeback in commercials and film lately. Embrace shaky hand movements and home-video-esque qualities and create a company video that will reach customers on a personal level. Small narratives about how a family benefited from your landscaping business, or how your accounting firm allowed them to go on vacation, really touch people on social sites. Embrace the personal side of video creation and you're sure to have more traffic coming to your site in no time.



TRAFFIC POTENTIAL: 3

DIFFICULTY: 3

**Examples: Advertisements, How-To's, Inside Look**

**Infographics** - Infographics are images taken to the next level. They provide a lot of valuable information in a highly visual format. People love to read infographics and share them with others because they're highly informative...and they just look cool. The only downside to infographics is they take a lot of time to create. Research alone for one infographic can take roughly 8 hours to complete, and then there's designing it. However, when all is said and done, this kind of content can generate hundreds and hundreds of Likes, Favorites and shares, and is definitely worth the time it takes to create them. In addition to the traffic you'll get from social sites, there are also many different infographic sharing websites that will help you get more site visitors.



**Infographics Tip:** Have a very clear idea of your infographic's topic before you begin researching it. Nothing is more difficult than trying to create an infographic out of a vague, broad subject. Your infographics need to be about a very specific idea that is related to your industry. If you are a lawyer, create an interesting infographic about the number of faulty product injuries that occur each year and provide interesting statistics and examples about the injuries. People will be interested to learn about the topic, and the infographic will show your expertise and experience as a lawyer. Before you know it, traffic will be pouring into your website.



TRAFFIC POTENTIAL: 5

DIFFICULTY:

Examples: [Visual.ly](#), [coolinfographics](#)

**Video Infographic** - Just as videos are shareable, video infographics tend to be shared even more. Video infographics drive a lot of traffic because the data that is visualized in the infographic tends to be more interesting and captivating than regular videos. Take advantage of this and produce a high quality video infographic that your visitors can learn from and share with others.

**Video Infographic Tip:** To find a good video infographic topic, use YouTube and Quora to research what people are interested in that also relates to your field. You can see what people are curious about, what videos have the most popularity, and what information isn't easily available simply by typing your keywords into the search bar.



TRAFFIC POTENTIAL: 4

DIFFICULTY: 5

Examples: [App Store Wars](#)

**Additional Website** - If you know how to create a website with additional content, you can direct people to your initial site. Promote your business or company's website through a separate blog, microsite, or lead generation site that is related to your industry. Just don't spam the lead generating site with your links everywhere. It will look fake and it could actually discredit your company.



**Additional Website Tip:** If you decide to incorporate another website into your traffic driving methods, make sure you talk to your web analytics team about tracking the click-throughs to that site. This is important because when you are tracking your bounce rates and exit pages, Google Analytics will mark a click through to your other website as an exit or bounce. Talk to you analytics team about tracking the number of clicks that that website gets from your main site, or vice versa, and you'll have a much better idea of how the additional website is influencing your traffic flow.



TRAFFIC POTENTIAL: 4

DIFFICULTY: 4

Examples: [Wordpress](#), [Joomla](#)



**Mobile App** - Many visitors to your website are likely mobile users. Creating a mobile app for them that is easily accessible from their mobile device can lead lots of visitors to your website. The convenience of an app gives the user an additional way to view your content and will be easier for them to see on their tiny smartphone screens.



TRAFFIC POTENTIAL: 3

DIFFICULTY: 5

Examples: [Gmail App](#), [Twitter App](#)

**Lists** - Lists are very popular. Make a list of some things that are relevant to your business or website. A list is something that is very easy to read as a visitor can quickly skim the article and get the information they are looking for right away. Lists are also good for starting conversations. This combination creates a strong popularity for lists on the web. Make a top ten or even a top 20 list of something relative to your industry, post it on your blog and see how much traffic you can direct to your site.



**Lists Tip:** Include a teaser from your list when you promote it on your social sites. For a list about the 10 best ways to make spaghetti, you would promote the blog post on your social site by saying "(List topic #1) is a great way to make spaghetti. Guess what the other 9 ways are." By including a teaser of what is included in the blog post, you will peak readers' curiosity and preview the type of content they can expect to see on your blog.



TRAFFIC POTENTIAL: 4

DIFFICULTY: 1

Examples: [Buzzfeed](#)

**Online Surveys/Polls** - Ask for feedback on a certain topic. People will take a survey, especially if there is some sort of prize involved. Give them an incentive to take the survey and share it by giving a random person a prize. Once the survey is finished, and the data is collected, publish the information you gathered. Everyone will be interested to see the results once you organize your findings.



TRAFFIC POTENTIAL: 3

DIFFICULTY: 2

Examples: [SurveyMonkey](#)

**Widgets/Badges** - If your business develops a widget or provides some sort of web service, your URL could be included within that widget. You may also require the user of your service to publish your badge on their website. Again, this will provide a great linkback to your site as people in need of your services or widgets will gladly post your link in order to receive a worthy product.

TRAFFIC POTENTIAL: 3

DIFFICULTY: 3

**Testimonials** - These can be used in a variety of ways. The idea is that when someone says something good about your company or website, other people want to know what you're all about. They will then visit your site, buy your product, and hopefully leave another healthy testimonial that will attract more people. Word of mouth marketing is still very powerful!

The highest standards. The happiest customers.  
Rated the #1 ecommerce solution by store-owners and journalists alike.

"I am only 48 hours into this e-commerce experiment but I am seriously happy about running our store on Shopify. Powerful features and easy to set up, running an online store shouldn't be this much fun!"

 Tina Roth Eisenberg  
Designer, Founder of www.tatly.com

"Shopify is one of those tools that every entrepreneur should be using. With this easy to use ecommerce solution, entrepreneurs save time and money, so they can focus on other aspects of their business."

 Daymond John  
Star of ABC's Shark Tank, Founder of FUBU

**Egobait** - This is just a fancy web term for "sucking up." That's right. Find an industry influencer that is highly respected and write something that makes them feel good about themselves. Make sure they are aware of its existence by tweeting it at them or sending them a nice email. Hopefully when they see this, they too will share it among their network, which most likely is a lot larger than yours. This will bring in a ton of web traffic to your site! It's much like when you see people on Twitter asking celebrities for a retweet. Each time an industry leader shares something, more people will see it and hopefully share it.

TRAFFIC POTENTIAL: 4

DIFFICULTY: 2

**Controversy** - This can and can't be good for your website. Causing controversy might get you a lot of good and bad publicity. For instance, unlike egobait, you could strongly disagree with another industry leader's opinion and exclaim that on your own blog. Hopefully, they will see this and respond. The going back and forth will drive a lot of traffic to your site. However, it may not be visitors who will want to return to your site ever again. Choose carefully with how you go about this as you want to keep your public image as good as possible so you don't actually lose web traffic.

TRAFFIC POTENTIAL: 4

DIFFICULTY: 2

**Quizzes/Tests** - Online quizzes can be very popular depending on the quiz topics you choose and how you promote your quizzes. If they are fun to take, they will also be shared. Quizzes also have the ability to share a URL at the

beginning or a redirect at the end, which could lead to more traffic on your site. Much like a survey, there needs to be a reward. Here, the reward is the grade or evaluation you receive at the end. For example, you could take the "What Decade do I Belong In" quiz. Users want to know what result they would get at the end of taking this quiz. They will most likely be happy to share it once they are done too.

TRAFFIC POTENTIAL: 3

DIFFICULTY: 3

**Maps & Mashups** - This is a very unique way to produce traffic for your website, but it works extremely well. A Google Maps Mashup might be something that could be used to create some sort of interactive infographic. This will portray data or industry information on a map in a creative way. If it is a useful tool, lots of people are going to want to use it. If it is just a really interesting mashup, it still has the capabilities of boosting your views as much as an infographic might have or even more. They might be a little difficult to make, but if you can, it will definitely be worth it.



TRAFFIC POTENTIAL: 3

DIFFICULTY: 2

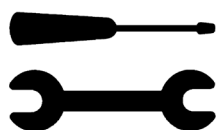
**Online Games** - an online game is something that, if popular, people will want to play and share. Having fun on the internet is something people love to do and always will do. Create an online game that has replayability causing visitors to come back to play. Create a game that also has challenging parts that make people want to get the high score of the week. This causes people to share the game, share their scores, and come back to play again.



TRAFFIC POTENTIAL: 3

DIFFICULTY: 3

**Free Tools** - If you have developed a free tool that people find to be useful, they will come to your website. A free tool on your website gives it one more marketable item that you can attract people with. If visitors like your tool, they will share it with their friends that are looking for something similar. They will most likely view other pages of your website as well.



TRAFFIC POTENTIAL: 5

DIFFICULTY: 4

**Logo Submission** - If you are a designer of some sort and you have produced a significant amount of logos for clients and other websites, you should submit them to logo websites. These will often allow you to upload the logo and include a website URL with the logo or with the designer profile.

TRAFFIC POTENTIAL: 1

DIFFICULTY: 1

Examples: [theLogoMix](#), [LogoFromDreams](#)

**Creative Inspiration Site** - If you are an artist and you have something to show off, check out some of these sites to showcase your portfolio. It is easy to link your website to your profile from there. Make sure what you are posting is of high quality or people won't really want to see the rest of your work.



**Creative Inspiration Site Tip:** Showcase only a portion of your artwork and drive traffic to your website by exclusively offering the full copy of your portfolio there.



TRAFFIC POTENTIAL: 2

DIFFICULTY: 2

Examples: [Dribbble](#), [Deviantart](#), [Creattica](#)

**Start a Petition** - If there is something that has caused for a petition and your website is related to this, then start a petition that will be shared across several different networking channels.



Petition websites like change.org allow you to make a petition for just about anything while putting valuable information (like your website URL) within the content. If people feel that it is a worthy cause, they will sign the petition and share it with their friends.

TRAFFIC POTENTIAL: 3

DIFFICULTY: 2

Examples: [Change.org](#), [iPetitions.com](#)

**Customization (Meme Generator)** - If you can create a funny meme that is related to your industry, people will like it and share it. Memes have the capability of going viral. Create a quality meme and it will bring lots of traffic to your site. Submit your meme to all of your social networks to let other people see and share it.



**Customization (Meme Generator) Tip:** Use tumblr to share the memes that you make. Every single reblog is dofollow and will give you higher pagerank!



TRAFFIC POTENTIAL: 3

DIFFICULTY: 1



## BLOGS

Blogs are by far one of the best ways to drive traffic to your site. They include all the fun and sharability of social media sites, but without the tiny post lengths. Whether you are writing for your own blog, guest blogging for someone else or participating in blog communities and networks, every website on the internet should engage in some form of blogging. To drive the most traffic to your site, we suggest you engage in all forms of it. Here are different ways you can use blogs to get more traffic to your website.



**Create Your Own Blog** - The potential for blogging is massive and many websites have taken up this task as a way to attract many viewers to their website. The additional content helps websites rank better on search engines and it gives the viewers something new to look at. Blog posts can be easily shared via social media sites which will only drive more people to see your site on a regular basis. Keep up the blogging and you will see a definite increase in monthly visitors.

TRAFFIC POTENTIAL: 5

DIFFICULTY: 3

**Guest Blogging** - Guest Blogging is also an extremely powerful tool for anyone looking to increase their website traffic. This is basically going to someone else's popular blog and putting your link on their site. All of their regular subscribers and readers will see your link and hopefully follow it to your site. For most sites, however, you can't simply slap your link in the comment box and call it a day. You have to write a blog post yourself, send it to the blogger, and hopefully he or she will agree to publish it with a link to your website in the byline or in the text.

TRAFFIC POTENTIAL: 5

DIFFICULTY: 3

**Accept Guest Blog Posts** - Just as guest blogging receives extra views, so does allowing others to guest post on your blog. Generally, the author of the guest blog will share this post via several different methods like social media. Their viewers then come to your site, and if they like it, they will become a subscriber or regular visitor as well.

TRAFFIC POTENTIAL: 3

DIFFICULTY: 2

**Blog Commenting** - Try commenting on relevant blogs that have similar topics as your website. If you find a place where a link to your website is appropriate, drop a link in their comments. Avoid coming off as spam by adding a quality comment of your opinion or advice to the blog you are visiting. Other commenters and readers will hopefully follow your link to your own site. Be warned though, many blogs put a nofollow on their comment sections, so Google will not be able to index your link. Blog commenting does, however, make you a more recognizable presence on the web. Even if you can't put an indexable link in your comment, responding to blog posts is a good idea.



TRAFFIC POTENTIAL: 2

DIFFICULTY: 2

**Blog Directories** - A blog directory might help you in many ways. First, it is fairly easy to find free and easy to submit to blog directories. By getting your blog URL in a directory, the possibility for other blogs to connect with yours is greater. Submitting your blog to categories and subcategories that are relevant to your niche will also provide you with quality traffic. In addition, by submitting your blog URL, you build up your backlink quality. This allows you to rank higher for certain keywords in search engines. There are a lot of free blog directories out there just waiting for you to submit to that will boost your traffic and your SEO.

TRAFFIC POTENTIAL: 2

DIFFICULTY: 1

**Blog Communities/Networks** - Blogger communities are basically made to allow bloggers, marketers, and guest bloggers to connect with each other. If your business needs quality links to build up your SEO efforts, it is possible to connect with a blogger on one of these communities to write a product review or publish a blog post on their blog with your name and URL. Some blog networks allow the exchanging of guest posts, links, or even advertisements for free or for a small fee. Increasing your backlinks is easy to do with guest posts, and blog networks make it even easier.



TRAFFIC POTENTIAL: 2

DIFFICULTY: 2

**Examples:** [BlogDash](#), [Blogger LinkUp](#), [MyBlogGuest](#)

**Live Blogging** - Overall, live blogging is another piece of great content that people will likely see and want to share with others. If you are attending a keynote or a conference, a live blogging piece should be considered. This is fairly popular among technology-related industries as lots of people want to know what is being revealed or what big

news there is at the event. The fresher the content, the more popular it is. For instance, live blogging at an Apple keynote would bring in a lot of viewers since everyone wants to know what new features the next iPhone will have. Try a live blog and see if it attracts any new viewers.

**Live Blogging Tip:** Make sure you advertise that you are going to do a live blog ahead of time. Not many people will come to your site at that specific time if no one knows it is going to happen.



TRAFFIC POTENTIAL: 4

DIFFICULTY: 2

## EVENTS

What are events? In the simplest form of the definition, they are live occurrences that generate interest from the public - or maybe from specific niches in the public. Art exhibits, concerts, community gatherings and spoken lectures are just a few of the many kinds of events at your disposal. But, how can real-world events drive traffic to the online world where your website resides? Simple. Connect you website with events people are interested in, and the events will bring more traffic it your site. Below are some ways we recommend you use events to generate more website traffic.

**Speak at Events** - Does your website provide valuable information that people might want to hear live? Host an event or speak at one to get your name and your website known. Tell the audience how to learn more about a certain topic by going to your website. Those who are truly interested will definitely visit your site.



**Speak at Events Tip:** Check out departments in local colleges and universities. Many times, academic institutions are looking for qualified experts to speak about all kinds of topics, and will even offer their students extra credit to come and hear you speak.



TRAFFIC POTENTIAL: 3

DIFFICULTY: 3

**Attend Events** - Go to an event with like minded individuals who would want to hear about your website. Network with others in your industry at the event and hand them your card or information to get them to come to your website. Networking in person can also lead to networking online, driving more industry traffic to your website.



TRAFFIC POTENTIAL: 2

DIFFICULTY: 2

**Cover an Event** - Providing live updates to a popular event on your website will allow those who couldn't attend to feel as if they are right there. Cover a live event and make sure people know to come to your website ahead of time to see your live updates. Even after the event is over, you can provide valuable information on how the event went, which will bring in even more viewers.

TRAFFIC POTENTIAL: 4

DIFFICULTY: 2



## SELL SOMETHING

You can buy just about anything on the internet, which means you can sell just about anything, too. Sell something related to your industry market to drive the most relevant traffic to your website. Whether you sell an eBook, an annual newsletter containing valuable information, or tickets to an event your company is sponsoring, chances are there is online consumer market looking to buy exactly what you are selling. Include links to your



website in everything you sell and you'll drive tons of traffic back to your site. When people are buying online, they're very likely to investigate the source of the product or service.

**Craigslist** - Posting in relevant niches within [Craigslist](#) can actually build a lot of web traffic. Craigslist is one of the most visited websites in the world!

# craigslist

Whether your site is for dating, services, or you are selling motorcycle parts, you can adapt a craigslist post to send traffic to your site. Keep in mind that bigger cities have more people viewing the ads, but the smaller cities will keep your ad up longer as less people are posting to it.

**Craigslist Tip:** Posting your ad where other competitors are won't get you as much traffic as if you posted where your competition is not. Instead of posting in the services section, try posting in the jobs area.



TRAFFIC POTENTIAL: 1

DIFFICULTY: 1

**eBay**- If you have an ebook or a report that you could sell cheaply from your business, try putting it on [eBay](#). You could also add a link to your business within the about section.



Don't sell it at an outrageous price since you are looking more for the traffic than the sales. But who knows? Maybe you will make some money on this too.

TRAFFIC POTENTIAL: 1

DIFFICULTY: 1

**Coupons** - People love to get a deal somewhere and they will look around to get a good deal. If you offer coupons for your business, make sure to post them on coupon directories on the internet. Not only will these visitors turn into traffic for your website, but that traffic will most likely become customers as well.

TRAFFIC POTENTIAL: 2

DIFFICULTY: 2

Examples: [couponmountain.com](http://couponmountain.com), [dealcatcher.com](http://dealcatcher.com), [deals2buy.com](http://deals2buy.com)

**Kickstarter**- If you are just starting out, you not only need some money to get going but you also need attention. [Kickstarter](http://Kickstarter) is a great place to get your name out there by showing off your product, your name, and your website. Your link and your brand will be the front page of your kickstarter ad and if anyone is interested they might give you some money as well as the additional traffic to your site.

The logo for Kickstarter, featuring the word "KICK" in black and "STARTER" in green, both in a bold, sans-serif font.

TRAFFIC POTENTIAL: 3

DIFFICULTY: 4

**Amazon** - Again, if you have an ebook or report, you can offer it via [Amazon](http://Amazon) or specifically as a Kindle version. Sell it cheaply or for free and people will find it, read it, and review it. Those interested to learn more can then follow up on your website.

The logo for Amazon.com, featuring the word "amazon.com" in a black, sans-serif font, with a yellow curved arrow underneath the word "amazon".

TRAFFIC POTENTIAL: 2

DIFFICULTY: 3

## OFFLINE MARKETING

Believe it or not, people aren't on the internet 24/7. Seeing something in person can catch someone's eye and stick in his or her brain for a long period of time. Although online marketing is highly effective, there are a few offline strategies you can implement as well. Advertising your website via local organizations and business cards may seem outdated, but these methods are still very effective at driving traffic to your website. As an added bonus, with so much ad spending going into the online market nowadays, offline forms of advertising are on the cheap. Use these offline suggestions to drive your online traffic.

**Create Flyers** - Create informational and enticing flyers or posters to put in high traffic areas around town. Much like a band advertisement before the group comes to town, people will see it and respond to the flyer by coming to your website. Promote your business or brand by advertising with flyers especially if you have something good to offer the residents of a specific area.

TRAFFIC POTENTIAL: 2

DIFFICULTY: 2

**Classified Ads** - This is much like a craigslist posting, except not on the internet. People still read the classifieds and if your ad stands out among the rest of them, they will most likely act on it in a way that you want them too.



TRAFFIC POTENTIAL: 1

DIFFICULTY: 1

**Car Advertising** - Does your business have a company car that is driven around town fairly often? Make sure your name is on the side of it! This is free advertising to your local audience and if your ad stands out, or your car stands out, they will notice you!



**Car Advertising Tip:** Brightly colored cars stand out more as do larger vehicles. Make your ad as large and bright as possible!



TRAFFIC POTENTIAL: 2

DIFFICULTY: 4

**Interviews** - Interviewing a popular or well known person can get you some attention. Make sure you ask them important questions that other people would like to know. Once you have the interview completed and compiled into a document, put it on your blog or website. Lots of people would love to read it especially if it's an interview

with someone they consider an industry leader.

TRAFFIC POTENTIAL: 3

DIFFICULTY: 3

**Business Cards** - Business cards are some of the easiest ways to share your own information with others. Whenever you need to network or connect with someone else be sure to have your website on the card itself. Business cards are cheap and easily carried and distributed. Take advantage of this easy resource to spread your name!



TRAFFIC POTENTIAL: 3

DIFFICULTY: 2

**Chalk on Sidewalks** - This is just another way to easily get your name seen by the masses in your local area. College campuses are notorious for this as there are a lot of people walking the sidewalks every hour of the day. Get creative with your chalk and put your name on the ground!



**Chalk on Sidewalks Tip:** Hire a high school kid to go around doing your offline marketing efforts like posting flyers and doing the sidewalk chalk. Make sure you educate him or her about the differences between advertising and vandalism, though.



TRAFFIC POTENTIAL: 2

DIFFICULTY: 1

**Friends and Family** - These are some of the easiest sources of traffic especially if your website is a common interest among your family and friends. Many family members want to know more about you or your company or blog and will consistently follow your updates on your website.

**Friends and Family Tip:** Ask your friends and family to share your social networking updates to expand your social media efforts beyond your own network.



TRAFFIC POTENTIAL: 3

DIFFICULTY: 1

**Local Organizations (Chamber of Commerce)** - Joining a Chamber of Commerce membership might allow you to get your brand name and your website exposed to a larger and higher-quality audience. Those in like minded niches will network with your company and grow your business. Your company listing on the chamber's website is also a great traffic builder as many local people can then click on your link through the chamber's website.

TRAFFIC POTENTIAL: 3

DIFFICULTY: 3

## HELP PEOPLE

When you help people you gain their gratitude. At the very least, you gain their interest. Help people in your online communities and you'll not only get clicks from them, but you'll get clicks from people who view their profiles, share their links and participate in their forums. Plus, coming across as a customer-friendly and all-around helpful business never hurt anyone's website traffic. Below are a few ways you can be a good neighbor to others online.

**Reciprocal Links** - If you have a friend or know of a similar website that would benefit from your information, you can trade links with each other. A reciprocal link more than anything will build your SEO ranking especially if it is from highly ranking websites. More often than not, you can trade links with those who have similar websites, and that can boost your traffic as well.

TRAFFIC POTENTIAL: 2

DIFFICULTY: 2

**Q and A Websites** - Answering people's questions online is a great way to drive them to your website. If there is content on your site that answers a common question that many people may have, linking to it will provide a decent amount of traffic to your website. More people will search similar questions and be led directly to the answer you gave with a link to your site that has the full answer.



TRAFFIC POTENTIAL: 3

DIFFICULTY: 2

Examples: [Quora](#), [Yahoo Answers](#), [Answers.com](#)

**Giveaways** - Hosting a giveaway on your website is a very popular method to get people to see your content. Give them an incentive for doing something for your company. Many people will enter to win something for free and gladly share that information with other people who want to win as well.

**Giveaways Tip:** How many times have you seen your Facebook friends entering contests online? I bet a lot! Host a giveaway on your social media networks and reward those who share your content the most.



TRAFFIC POTENTIAL: 4

DIFFICULTY: 3



**Forums** - Being active in a web forum can be as rewarding as question and answer sites. As you find relevant discussions on your topic of interest, you can share a link of value that others will want to see and look into. As more people desire to read about that certain discussion, they will continue to see your link and follow it. It can't be a spammy link though, it has to fit in and be relevant to the discussion. Forum guidelines usually specify that they don't like people just posting links everywhere. Keep it relevant.

TRAFFIC POTENTIAL: 3

DIFFICULTY: 2

## INFORM PEOPLE

Another great way to drive traffic to your website is to provide information to others. Why is Wikipedia so popular? It provides a ton of information. You can do the same. Let the online world know that you are knowledgeable about field-related topics. Create some informative content and always, always, always link back to your website. You'll be driving quality traffic to your site, because the people who read your information are people who have questions directly related to your industry. Check out the examples below to learn exactly how you can both inform people and get more website traffic.

**Signatures** - How many times have you sent an email? If you are in constant contact with people throughout the day via email, the chances are that you have the opportunity to drop a link to several people each and everyday. In your signature it is very easy to setup a link to your website. Not everyone will click on this, but it is an extremely easy place to put your link.

TRAFFIC POTENTIAL: 1

DIFFICULTY: 1

**Press Releases** - A press release will simply allow you to create some sort of announcement or feature of your website that you can publish to be shared with bloggers, journalists, and other subscribers. Generally a press release will allow you to share links as well as other pieces of media that are easily shared. Once you have published your press release, just hope for the best as it might get picked up by others to be published or shared on their own sites. Some press release sites even submit your sites to Google news and give your site a boost in search engine rankings.

TRAFFIC POTENTIAL: 3

DIFFICULTY: 2

**Examples: PR Urgent, PR Log, Press Box**

**Email Marketing** - Surprisingly enough, email marketing is still very much alive and can direct a lot of paying customers to your website. Allow visitors to opt in to receive your emails, but give them a good reason to do so. Nobody wants to sign up for free spam. Promote sales, distribute online coupons, or attract visitors with some other content that will make them think they really should sign up for your email. Within the actual email, add the



links they need in order to purchase those items that are on sale, or something else that will require them to refer back to the website. The email inbox is an easy way for you to get visitors to your website directly by contacting them, so don't scare them away with too many emails. Instead entice them with a strategically planned schedule of emails with tempting offers that require them to come to the website. Otherwise, your emails might never be opened and sent right to the spam folder.

**Email Marketing Tip:** Tempt your subscribers to open the email with creative subject lines.



TRAFFIC POTENTIAL: 4

DIFFICULTY: 2

**Examples:** [MailChimp](#), [TargetHero](#), [Benchmark](#)

**Product Reviews** - If you have reviewed a product on your blog or website, go back to where you bought the product online and put a review there as well. Link it back to your review and drive others to take a look at your full evaluation of that product on your website.



**Product Reviews Tip:** People are more likely to follow a link to a website if it warns them of a fact that is contrary to the popular beliefs of the other reviews.



TRAFFIC POTENTIAL: 2

DIFFICULTY: 2

**Wikipedia** - Getting web traffic from [Wikipedia](#) isn't exactly easy. You can't just go onto Wikipedia with the main goal of generating backlinks to your website. Rather, you need to create an account with the purpose of becoming a contributor to articles within your niche. By being a credible contributor to something related to your website, you will then be able to add your link as a reference or external link. Your links need to directly relate to the information you added to the Wikipedia subject! Only then will Wikipedia accept your links since you are a contributing authority with a credible source. This will greatly increase traffic, but it isn't very easy to do.



TRAFFIC POTENTIAL: 3

DIFFICULTY: 4

**Tutorials** - If your site is related to something that a lot of people usually need help with, consider writing tutorials for some of the things you do. If you have



searched for something because you couldn't figure out how to do it and it took you a long time to finally find your answer, write up a quick tutorial on your website. Others with the same problem can then come to your website for the answer. You can also post tutorials on higher traffic sites and drive visitors to your website by embedding links within the tutorial. Entice them to go there by saying there is more detailed information here or something else that would make it worth it to them to click the link directing them to your website.

TRAFFIC POTENTIAL: 3

DIFFICULTY: 3

Examples: [ehow.com](http://ehow.com), [instructables.com](http://instructables.com), [wikiHow](http://wikiHow)

**Squidoo** - If you haven't checked out [Squidoo](http://Squidoo) for building up your website traffic, do it now! There are lots of options when creating a Squidoo lens, which is their term for a page. You can basically create a mini version of your own website by adding different building blocks to the lens. You can add areas like an RSS feed, polls, commenting section and a link list in addition to a main content area. Each lens has tags which are often discovered on the main page, and a Squidoo lens can even link to your social media profiles. This is overall just a good place to advertise your site via a how-to or informational Squidoo lens.



TRAFFIC POTENTIAL: 3

DIFFICULTY: 3

## SHARE SOMETHING

Much like kindergarten, sharing is how you make friends online. Sharing everything from industry updates to product reviews can be a great way to establish your credibility and drive more traffic to your website. You can also take a note from highly-trafficked websites and study the kinds of content and information that they share. You can create a web-trafficking business model by sharing similar content of your own creation. If it works for them, why shouldn't it work for you? Below are some ways you can use online sharing to drive more traffic to your site.

**Breaking News** - If for some reason you were at the right place at the right time and you know something that is extremely ground breaking that no one else knows about, put it on your website! Other websites that desire to know this information will also post it on their site and link back to the original source. The backlinks will increase your SEO authority and drive more people back to your website.

TRAFFIC POTENTIAL: 4

DIFFICULTY: 3

**Online Groups** - Make a name for yourself by participating in various online groups that are related to your website's topic. Don't drop links everywhere, but add valuable input to the discussions instead. Eventually you become a valued member of the community and any links you share will be trusted instead of disregarded.

TRAFFIC POTENTIAL: 2

DIFFICULTY: 3

**RSS Feed Aggregators** - An aggregator will simply take your RSS feed and sort it with other similar feeds. By supplying an RSS feed to your website, viewers are notified of any new updates on your website. This allows them to constantly come back to see what new things there is to know on your site.



TRAFFIC POTENTIAL: 2

DIFFICULTY: 2

**Social Bookmarking** - Social bookmarking sites allow great content to be seen and heard. If you have a piece of information that needs to be shared, post it to one of these social bookmarking sites. From there other people can see it, rate it, like it, comment on it, and share it even more. It is a gigantic place where people go to see what others have found and share it among their friends.





Examples: [StumbleUpon](#), [Digg](#),

**Reddit** - [Reddit](#) is extremely popular. In 2011, the website had 2 billion pageviews. If you have great content to share, you NEED to put it on reddit. Post a link to your website in a relevant subreddit that will quickly get your post upvoted and viewed by quality visitors. Making sure that you are getting quality pageviews is very important with reddit. The more people who go to your website that really didn't want to be there, the more downvotes your post will get. Then not many people will see your link after it gets downvoted. To get the traffic from reddit that will upvote your post, make sure you are only posting great content that other people will really want to see. Another way is to start a discussion by asking an engaging question that will trigger a lot of reddit responses.



**Reddit Tip:** Studies show that posts that are shared before 5pm receive heavy traffic from reddit.



## GIVE SOMETHING AWAY

When you give things away online, people are bound to like you. They may also want to see what the chances are of you giving other things away and so will go to your website to learn more about you. Whether you are giving something directly to the people who are visiting your site, or simply donating to a good cause, giving things away online is a great way to increase the amount of traffic going to your website. Below are our suggestions for giveaways that will generate additional traffic to your website.

**Donations** - Do a little philanthropy work and donate to a good cause. If there is a cause out there that is related to your business, great! If not, any cause will do. It's the fact that you're donating that counts. If your company doesn't have expendable finances to donate, then organize a charity drive as an alternative to simply donating yourself. Either way you do it, donations will make your company look good, get your website's name out there and benefit others in need. Create blog posts, social media posts and forum discussions about the charity or cause you are donating to, and link back to a main article on your website discussing your involvement.

TRAFFIC POTENTIAL: 2

DIFFICULTY: 3

**Ad Swaps** - If there is a similar website in your niche that offers like minded ideas, try contacting them to do an ad swap. Each of you would put an ad for each other on your websites in hopes of having others click on the ad. You will receive traffic from your ad on their website and they will see traffic from their ad as well.

TRAFFIC POTENTIAL: 2

DIFFICULTY: 3

**Free Courses** - Offering free knowledge and wisdom is a good way to bring in the masses. If you are a good teacher in a particular area related to your website's niche, offer a free course that people will need to keep coming back to. No matter what subject it is, as long as it is something that people desire to learn about, it will attract others to your free course and your website.



TRAFFIC POTENTIAL: 3

DIFFICULTY: 4

**Contests** - Hold a contest on your website or social media channel to get people to interact with your content as well as share it. Encourage your viewers to compete for things like a caption contest or a logo contest. Some blogs actually do an article contest. They end up receiving lots of great content for their website for free, or for a minimal fee to reward the winner, and it is often sharing based. The winner with the most shares or likes on their article wins. For everyone involved, this is a win-win-win. The website gets free content and free marketing by requiring the authors to share the article, and one author wins a reward!

TRAFFIC POTENTIAL: 4

DIFFICULTY: 3

# SEARCH ENGINE OPTIMIZATION (SEO)

Using proven SEO strategies to make your website cleaner, more content heavy, and keyword oriented is one of the best possible ways you can drive traffic to your website. Why? Because SEO tailors you website to the needs of visitors and search engines alike! This means that you can make your website easier to navigate for search engine crawlers, which will make it easier for you website to show up in search engine results. The more your website comes up on search results pages, the easier it is for you to get more traffic.



**Keyword Research** - Finding keywords that aren't often searched is a good way to rank high for long tail keywords. These are the keywords that are going to get you high quality and consistent traffic. By doing some keyword research during the content creation process, you can easily optimize your articles and pages for better search results.

**Keyword Research Tip:** Use Google's free keyword research tool in [Google AdWord](#)



TRAFFIC POTENTIAL: 4

DIFFICULTY: 2


**Rich Snippets** - If your website contains articles, events, reviews, multimedia, or items with ratings, you can increase your clickthrough rate by structuring your search results to appear differently. Rich snippets allow special webpages to display additional data, like product ratings and article summaries, in results, making them more appealing than traditional results that lack substantial information.

**Rich Snippets Tip:** Use Google's Structured Data Markup Helper to add code to your pages so that the correct type of rich snippet is displayed to searchers.




TRAFFIC POTENTIAL: 3

DIFFICULTY: 2

**Google Places** - If your website is linked to a local business, put it on the map! Linking up your business with a  [Google Places profile](#) will allow your website to be displayed each time someone looks up your business on Google.

TRAFFIC POTENTIAL: 3

DIFFICULTY: 2

**Google Ads** - There are always new offers for free [Google Ads](#) coupons. Usually when you sign up for a new web  hosting service they tend to offer some Google Ads credits for free. Take advantage of this freebie to help kickstart your website.

**Google Ads Tip:** Google offers up to \$10,000 in free adwords for non-profit organizations per month.



TRAFFIC POTENTIAL: 3

DIFFICULTY: 3



## WITHIN YOUR OWN WEBSITE

Believe it or not, there are things you can do to improve your own website and attract more traffic to it. The nice thing about this way of driving traffic is you get to manage all of it. No submitting to outside sources, no waiting to hear back from blogs you're guest posting on - it's all you. Here are a few things you can do to make your website more user-friendly and get repeat visitors.

**404 Page** - If your website has been around for a little while, chances are there are other sites linking to a broken page on your website. This would immediately take them to a 404 page. The 404 page does nothing for readers. They hate them. However, you can easily edit that page to point them in the right direction upon landing there. Do this by linking to the homepage or to a search page so they might be able to find what they were looking for.

**404 Page Tip:** Check for broken links using these tools: [validator.w3.org/checklink](http://validator.w3.org/checklink), Google Webmaster Tools

### Not Found

The requested URL /oldpage.html was not found on this server.

*Apache/2.2.3 (CentOS) Server at www.example.com Port 80*



TRAFFIC POTENTIAL: 2

DIFFICULTY: 2

**Recent/Similar Posts** - Once you have a reader's attention, try to keep them around a little longer. Make sure you have a recent posts area on your site that they will come across. Or if they are reading a post, make sure they have a chance to read other posts that are similar.

TRAFFIC POTENTIAL: 2

DIFFICULTY: 2

**RSS Feed** - Lots of people follow all of their favorite blogs by RSS feed. This allows them to automatically be sent an update from your website. Make sure your site has this functionality as lots of people prefer reading your blog or articles via RSS reader instead of going to your site everyday.



TRAFFIC POTENTIAL: 3

DIFFICULTY: 2

**Subscribe** - Like an RSS feed, readers might prefer to see your new posts each time they are updated. Provide a subscribe button in the posts or comments area to allow your readers to see each and every new post or comment. This will keep them coming back as long as they are subscribed.

TRAFFIC POTENTIAL: 2

DIFFICULTY: 2

**Social Media** - Sometimes people find your website or blog via social media. However, some people find your website first and want to be updated about your website further via facebook or twitter. Make sure you have an area on your site that allows people to find all of your social networking accounts in order to quickly connect them to your social media updates.

TRAFFIC POTENTIAL: 3

DIFFICULTY: 2

**Outbound Links** - If somebody is sending a lot of traffic to your website, you would most likely want to thank them. This is the purpose of outbound links. Link out to other websites in your field within your posts. If it is giving them a decent amount of traffic, they might respond with a link back to yours or a social media share. Outbound links aren't guaranteed, but there is a good chance that it can eventually bring about some more traffic to your site.



TRAFFIC POTENTIAL: 2

DIFFICULTY: 2

**Share This** - Providing an easy way for your readers to share your content is extremely important. This allows your readers to do all the sharing work for you. The reason for this is simple: The more shares, the more traffic. Give your readers a way to easily share your content by adding buttons above or below each post or by adding a "share this" plugin that shows up on each page. Include buttons for different types of social media and social bookmarking sites.



TRAFFIC POTENTIAL: 4

DIFFICULTY: 2

## ADDITIONAL TIPS

Here are a few miscellaneous ways you can drive traffic to your website. Some involve creating content, others involve having content created about you. Whatever the case, we didn't quite feel that they fit into our other traffic-driving categories, so enjoy these odds and ends as you near the end of our 101 ways to drive traffic to your website.

**Headline Optimizing** - 80% of readers never make it past the headline of an article. Make sure you have fully optimized headlines to attract more readers to view an article. This is extremely useful for social media headlines and search engine titles. The more attractive and enticing your headlines are, the higher the click through rate.

TRAFFIC POTENTIAL: 3

DIFFICULTY: 4

**Industry Round Ups** - This is a great place in which to be featured or to publish. Create a roundup that features some big industry news or some helpful topics of your industry. This is popular as it is a valuable resource to come back to and reference and it can be easily shared. If you hope to be featured in a round up, contact a blog that does regular round ups of your niche that you might be featured in. Anyone who is interested might follow your link to your site or maybe share the entire roundup with other people. Overall, you have a backlink to your site that is getting shared and clicked on.

TRAFFIC POTENTIAL: 3

DIFFICULTY: 2

**Yelp** - Another great place to market your business online, [Yelp](#) allows other people to review your services. This can be a good or bad resource for marketing your brand. Yelp allows you to put your website right on your business's page, so good reviews are necessary.



If your company has a bad reputation and reviews, no one is likely click on your yelp listing and see your URL. Although, if you have a lot of very good reviews, then your business will show up higher in the yelp listings which translates into more page visits, and ultimately more website traffic.

TRAFFIC POTENTIAL: 3

DIFFICULTY: 2

**Long Form Content**- Long form content is simply a page or blog post that is rich in content. It contains images and graphs and well over 1,000 words. They also tend to reflect results from some kind of research and not just ramblings on a certain topic. Google LOVES long form content and readers find it much more interesting. Need a good example of long form content? Well you just read one!

TRAFFIC POTENTIAL: 4

DIFFICULTY: 4

---

## THANKS FOR JOINING US!

We hope you enjoyed reading 101 Free Ways to Drive Traffic to Your Website.

More importantly, we hope you found our advice helpful! We've used all of these tips to drive traffic to both our own website and our clients' websites in the past, so give them all a try. We know they can work for you just like they've worked for us.

If you have questions, comments, or ideas about our traffic-driving tips, we'd love to hear them! Feel free to reach out to us on Facebook or Twitter to share them with us.



Happy traffic driving!

The WebpageFX team

WebpageFX