

Five surefire solutions to low website traffic

 By Hicks Crawford

5 Apr 2016

For startup websites, finding people who would visit regularly is the biggest obstacle. With the rise of media giants and other fledgling competitors, getting several users to see what your site has to offer seems like a Herculean feat.

Despite the façade of difficulty, I tell you that increasing site traffic is a doable task. You just need to be informed of the proper strategies. To help boost your knowledge, here are the five most [effective ways to turn site traffic from zero to bingo!](#)

1: Blogs galore!

The magic that blogs bring is simply unbelievable. According to an experiment conducted by the website, Entrepreneur, website traffic increased by 300 percent when they changed their blog production from two to five times a week! This may be attributable to the topics different people are interested in and the time that users spend in cyberspace. So make sure to increase your blog production but of course, never jeopardize quality or you'll just be seen as desperate.

2: Don't forget to use SEO!

Every person who wants to succeed through his website should know the effectiveness of SEO. This stands for Search Engine Optimisation, a process of increasing the visibility of a website in search engines through boosting its relevance to users. This process is luckily scientific, and experts can assist you towards greater user visibility. You may consult service providers such as [Marketer's Center](#) so that you have people who have your back.

3: Find strength in numbers!

Increasing website traffic is a number game, and you have to be at the winning end in terms of quantity. As a startup, create alliances with other websites! You can do this by posting their content on your website in exchange of posting yours in theirs. Moreover, you can volunteer as a contributor to a popular [website in exchange of publicity](#) for your site! In this industry, building a strong network is integral, so scratch another's back so that they can also scratch yours!

4: Create cool quizzes!

Like blogs, quizzes are also magical. I know for sure that as a user, you have answered a quiz on Facebook or some other platform because it was about your personality or your celebrity look-alike. Understand the interest that most users have for quizzes and develop a quiz that would best link to your website. After a user gets attracted to your quiz, the chances of navigating through other parts of your website would absolutely be greater!

5: Take advantage of social media!

Social media platforms such as Facebook, Instagram, and Twitter are the goliaths of the Internet. Don't be afraid, however, because you can use their popularity to your advantage. Create accounts to these media networks and post links that lead to your website. You can utilize the process of article curation, which is the commonly used strategy of young marketers. In this way, more people can be reached.

Just remember to utilise these strategies properly, and I can ascertain that you will be one of the biggest website owners in no time!

ABOUT HICKS CRAWFORD

Hicks Crawford is a leading Online Marketing Business and author. Over the past 4 years, he's worked closely with clients from all over the world to help them get more results from inbound marketing and blogging. Through experience, he has mastered some of the most powerful Tech, Content Marketing and Social Media Platforms

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