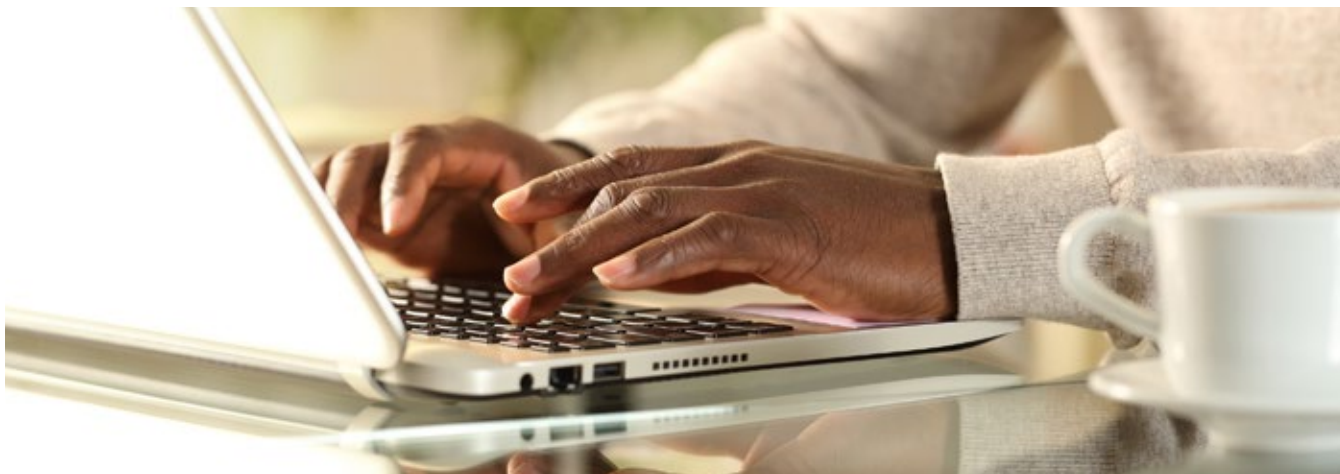# Stop Going Slower Than the Speed Limit
START DRIVING TRAFFIC TO YOUR WEBSITE

Often just getting started with new marketing initiatives can be overwhelming. To increase website traffic, you can immediately narrow the focus to a few key tactics. While a strategic marketing plan is always the best way to identify, implement and measure long-term successful marketing efforts, if you are looking for a quick, immediate increase in your website traffic, consider these tactics:

SOCIAL MEDIA

Are you regularly posting on your social media accounts? Does your company HAVE a social media presence? By maintaining a digital presence, your brand is seen and recognized, and provides an opportunity to link your content back to blogs and resources on your website, while promoting relevant and quality lead generation. Keep in mind LinkedIn, Facebook, Instagram, and Twitter each have their own unique audiences and best practices for posting, be sure to check out our blog on matching your content to the right platform. Not sure what to post? Check out the Content Development details below!

CONTENT DEVELOPMENT

Your digital presence should be a valuable resource to visitors, so it is important you develop fresh, relevant content to post on your website and social media accounts. Blogs, case studies, white papers, and reference guides are all great forms of content you should include on your website to diversify the content. By sharing short, abbreviated forms of this content in social media posts, and then linking back to your website for the full content, you are driving traffic to your website and providing value to the reader.

Focus on producing content which is relevant, readable, and repeatable. Keep in mind readers are drawn to content which provides solutions for challenges they are facing -- understanding your audience, and their biggest challenges is key to developing content which resonates with your audience.

SEARCH ENGINE OPTIMIZATION

Another way to increase your site traffic is through optimization efforts of your web pages for search engines. Search Engine Optimization, or SEO, is a process you can take to organically boost your

website's lead generation. Although SEO is very vast and complex, there are a few basic principles that can make a drastic difference in your website traffic. The following are four simple but often overlooked ways to optimize your website's content:

Title Text: Title text names an image. These words will appear when you hover over an image on your website. By tagging images this way, it allows for Google to identify keyword usage that may be used in searches.

Alt Text: Alt text is the text that shows up when your image fails to load. Web crawlers use this to ascertain what an image is, but it is also important for visually impaired users who rely on readable information to navigate through websites.

Page Titles: Page titles should be unique to each page on your website. They are the name of your page and will appear on your search engine results page. It is important that you optimize your page titles by using relevant keywords of the right length. You may be penalized by search engines for having page titles (and meta descriptions) that are too long or too short.

Meta Descriptions: Meta descriptions are the short snippets of text that describe your web page on search engines. These descriptions should have around 160 characters that accurately describe your page. Take advantage of popular, searchable keywords related to your industry. Putting these keywords in your meta description better your chances of appearing on the search engine results pages.

PAID TRAFFIC

Paid advertising on Google and/or LinkedIn are great ways to drive traffic to your website. Google Search Ads are one of the most common forms of online advertising. These ads appear above or below your search results. Keywords play the largest role in your campaign's success, so it is important to target searchable and relevant keywords in your advertising.

LinkedIn Advertising provides targeted audience options which allow you to get your ads in front of people in specific roles, companies and/or geographic regions. Overall, paid advertising is one of the most popular forms of marketing and is one of the most cost-efficient ways to increase your website traffic.

Not sure where to start? We can help. Contact us!