

5 Ways to Boost Traffic to Your Website

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Let's Begin!

If You Build It, Make Sure They Come

Now that you have a website designed and developed as a marketing hub to do some heavy lifting for you, you can now confidently send traffic its way.

Here are some tactics we recommend to get more of your ideal customers on your website so it can begin delivering your core message, creating trust with prospects, introducing your solutions to problems, converting visitors to leads, and customers into fans who refer!

Paid Traffic

Anytime you pay to send a visitor to your website, you're generating paid traffic. The biggest advantage of paid traffic, especially in online advertising, is the speed that it works—results can be immediate and are much faster than organic methods.

Here are the most common types:

- Display ads: banners, text, images, etc. placed on a third-party website.
- Paid search: ads that search engines like Google and Bing show on their results pages.
- Social media ads: ads served to users of social media platforms like Facebook, Instagram, LinkedIn, etc.
- Sponsored content: content that looks like an article on a website but is actually a piece of content promoting a specific brand.
- Influencer marketing: content posted by a (paid) social media influencer promoting your brand or product.

Important note: Depending on the cost per lead, paid traffic is best used to attract website visitors who are ready to buy so you see an immediate return on your investment. Make sure you are sending them to a specific web page or landing page that is further down the customer journey (not your homepage) so they can easily convert.

When properly optimized, paid traffic will attract potential buyers and turn them into customers. Then it's up to you to keep them coming back for more.

Google Business Profile

Many local businesses generate a large chunk of their leads via their Google Business Profile. If your business is a local or regional service business, consider optimizing your Google Business Profile as your second-highest priority task after optimizing your website as a marketing hub. They work in tandem, not independently, and need your attention to make sure they are "married".

To claim and develop your Google Business Profile where you will find directions and tutorials to help you manage your business across Google, including Search and Maps. When setting up your Google Business Profile, make sure you include relevant links back to your website. In addition to the homepage, depending on your business, you can also include links to schedule an appointment or specific locations (if you have more than one).

Once you've claimed and optimized your profile, use posts to link back to products, services, events and more on your website. These links will increase the visibility of your website content and encourage visits.



Social Media

Though social media is most effective when used to interact and engage, it can also be used to send traffic to your website. Whether you're posting to your company/personal page feed or interacting in a discussion or group, whenever relevant, share information from and links to your website content.

If you're following the advice in this eBook, you've invested in creating solid website content; get more mileage out of it by sharing and promoting it on social media.



Email Marketing

If you've included a CTA to capture your website visitor's information like we outlined, then email marketing is an excellent tool to keep them coming back to your site to eventually buy. Every email communication you send out should be written with your prospect in mind and include at least one link to your site.

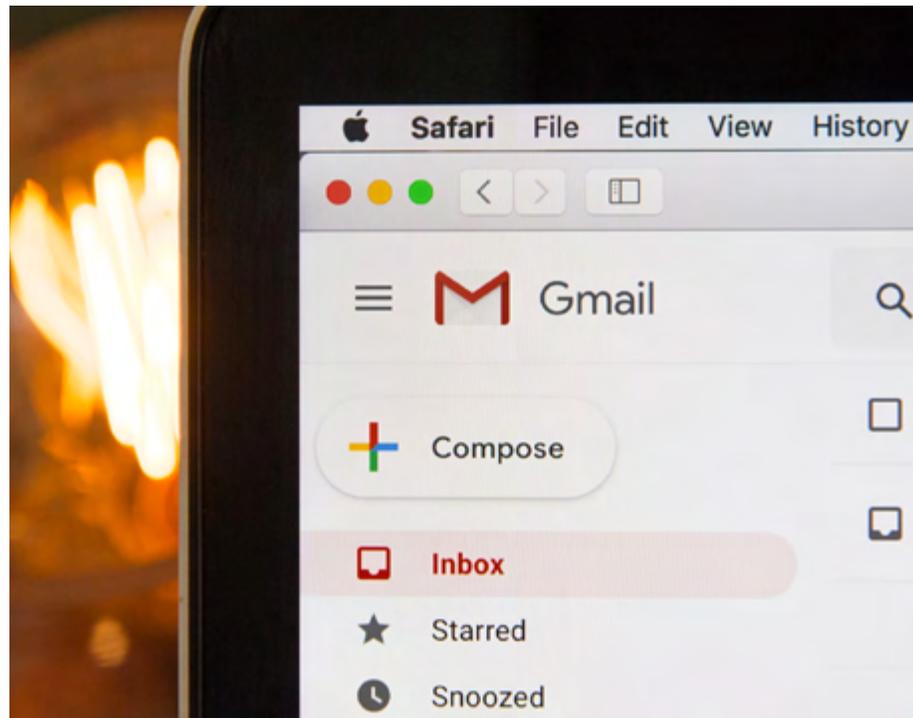
Here are some ways you can use email marketing to connect to your website hub:

- Create a shorter excerpt of educational content from your website and send it out as an email newsletter. Include a few key points in the email, but link to the full article on your website for details.
- Build Lead/Sales Funnels to connect all the pieces of your marketing and guide your prospects through the Marketing Hourglass (buyer journey). For example, a funnel could start with a digital ad that sends prospects to a landing page designed to create a conversion (capture their contact information or create a sale). After the conversion, you send a series of emails encouraging further action—ideally through a link to a page on your website!

And don't forget to add a link to your website in your email signature. It seems obvious, but you'd be surprised how many businesses aren't using this simple tactic.

Offline Traffic

Just because your website is online doesn't mean all your promotion needs to be. Traditional offline marketing tactics can be just as effective as digital methods for creating website visits. You're probably already doing at least one of these things, so make sure you're fully leveraging your website as you do them.





Promotional Print Materials

Do you feature your web address or QR codes on your printed materials like business cards, fliers, pamphlets, door hangers, and postcards? Well-designed and eye-catching promotional materials are a way to keep your website address top of mind and send the curious to their computers or their phones to check out your business.



Direct Mail

When used strategically, direct mail can be an effective marketing tactic. With research, planning, and a reasonable budget, direct mail can be a powerful tool to drive visits to your website and get leads into your sales funnel.



Print Advertising

Depending on your business, advertising in magazines or journals serving your niche can be a successful source of website traffic and ultimately leads.



Presentations and Workshops

Take the opportunity to offer presentations and workshops to groups demonstrating a small slice of a service or product you offer and send participants to your website for added benefits - exclusive downloads, video demonstrations, or coupons.



Word of Mouth Referrals

Develop a website you are proud of and can show friends, family, colleagues, and community members on your phone or send them via a business card for later visits. Participate in networking events and talk up your website and the resources available there. The more you share, the more you are likely to influence others to visit to see how you can solve their problem.

Your Marketing Hub

If you've followed the steps outlined in this ebook, you've made your website the hub of your marketing activities. Don't neglect the important step of increasing its reach to more potential customers. Whether online or in the real world, find ways to include your website in your other marketing efforts to extend its reach and reap the results of your hard work. In our next and final chapter, we'll dive into how can you measure those efforts to ensure your website is delivering the desired results.

Get your business where you *want* to be.



Your next steps:

Now you can step back and take a look at your website with a new, focused perspective. Hopefully now you see your website as a true asset to your business and not just some code hanging out in cyber space!

And don't forget: You have a dedicated team of digital marketing experts here at First Call waiting to help you with this journey. If you've got questions, we've got answers.

Check out our website for more resources on how you can continue enhancing your online presence and learn more about our services like our Total Online Presence Audit or our Web Assessment.

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We are an All-in-One agency that grows with you.

Contact First Call Digital Agency Today!

Whether your business has a marketing team in place that needs assistance scaling or you are just beginning to design a marketing strategy, our team is here to answer any questions you have along the way.

Let's grow your business together. Contact First Call Digital Agency today and get started!

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