



3-Tips to Drive Traffic to Your Business

Small organizations and non-profits by their very nature cannot compete with the big guys. However, both business types must stay relevant. Having a website is the first way to increase one's business success, but it doesn't stop there. Read my three tips on how to drive traffic to your business once you have a website — and how to maintain your credibility in the public eye.

Tip #1 - Post Often

There is simply no such thing as too much advertising, i.e., *getting your business name out in public*. So publish something on your website frequently. I can't say this enough. Many more people search the Internet nowadays compared to the 90s. How many? Somewhere in the range of **2 trillion a year**. Those statistics mean that if someone is looking for your service, or your product, or service information on the internet — and they find you, will they find current information or content that is engaging and interesting?

Ever heard of **search engines**? These are like digital spiders that go out periodically and crawl the Internet searching all the features on your website. These 'spiders' report back, using an algorithm that determine which sites a search platform will display to users searching a topic. If someone does not search for your site by name, the likelihood of your website showing up in results depends on if your website matches the algorithm factors being searched. Search engines rank your site based on these algorithms.

Google is the #1 search engine on the web. It uses a trademarked algorithm that assigns each web page a relevancy score based on the users' experience. A lot of what search engines look for is out of your control, but there are some things you can control. Let's look at two factors within your control.

- a. **'Length matters'** - It used to be that search engines rewarded articles that were short. No more. The longer your content is, the better to dominate search engine results. In-depth articles and blogs will receive high rankings if their content is likely to remain useful for a while. What this means is that blogging helps you rank high. "How-to" articles that educate your web visitors are favored or content that solves a problem.

If blogging is not appropriate to your brand or service, then stay relevant by posting *'something'* — and frequently. Craft content that your visitors will want to read. Position yourself as experts of *'something.'*



b. **'Fresh Content Matters'** - It's essential to provide fresh content. When you publish content that is current on your site, Google gives your webpage a score. Over time, this freshness score will wear out, and your website will require newer content. Update your blog or site with newsy or exciting content, and you can expect improved rankings and organic visitors from Google.

In other words, **you can't have static websites and expect high rankings**. High Google rankings result in your website being displayed on the *first page* of a Google search. Consider your business and ways to add relevant content. Once a week — minimum — is considered good. If posting this frequently is not feasible for your business, try a minimum of once a month.

Tip #2 - *Inform with Creative Engagement*

One important thing that you must remember is that having a website designed for you, launching it, and then doing nothing afterwards is counterproductive. You must continually add to your site. Sites are to inform — not only with permanent informational content but with new and engaging content. Appeal to your audience's interests. *Inform them* — and they will have reasons to come back to your site.

Life is busy; people forget. Does your organization rely on members or subscribers? For small businesses, if you think that your subscribers or membership will automatically turn to your website for information, instead of calling or emailing you, think again. Unless you are frequently reminding them that a website is available with informational content, you will have to remind them, remind them, and remind them.

Always find ways to post information, updates, schedule changes, or organizational news. Don't just email this information out — post it on your website. In fact, don't email the information at all. Send an email noting only that the information is on the website and provide a link to it. (*The Goal: more traffic to your website.*)

Provide those in your organization with **reasons to go to your site**. Provide informational content that is only available on it. If you can, also provide **links** to another organization or site in your content. Google likes that. However, avoid adding links to boost your ranking artificially. Google knows when it's not relevant or not.



More than anything, you want members and visitors (non-members) to your site to find relevancy. Relevancy means that there is *fresh (recent) content that will engage their attention*. If content is not relevant, the likelihood of a visitor ‘bouncing’ is high. Bouncing means that they will leave your site without interacting with it. A **high bounce rate** tells Google that visitors aren't finding relevant content...and, so your website isn't beneficial.

Make sure when writing content that you include keywords that describe the article's content. A keyword is a word that describes the content of your article and your business. For example, in this document, some keywords are: website, drive traffic, search engines, business success.

Making sure that your posts have ‘searchable’ keywords is good practice, however, be careful. There was a time that Google rewarded sites that used a lot of keywords throughout a page. Organizations knowing of this algorithm factor began to take advantage of that fact and loaded their content artificially with tons of keywords in order to rank high in searches. *Boom!* The hammer came down. Include a few keywords in your initial paragraph but be more careful after that, using keywords only where they are truly applicable.

For writing relevant content, make sure that your content is well-proofed. A tool that can help you with your writing and helps check for duplicate and redundant content is *Grammarly*. I use it all the time. Love it! It is so handy. Grammarly is an online program that checks your grammar, your spelling, and even checks for plagiarism. *There is a free version and a premium version*. It's an excellent tool for writers, checking against more than 250 grammar rules. It can clean up your writing, if you don't feel that your writing skills are up to par. What it can't do is check your work, if you haven't written any content to check. :-)

[Learn About Grammarly](#)

If you are wondering what kind of content you can add to your site, *ask me!* If you have a maintenance contract with me, I'm even happy to work with you to get your content published on your website.

Tip #3 - Use Social Media

Think about how much money of your budget goes into advertising, flyers, brochures, etc. *Save that money!* There is a better, less expensive, and more effective way.



Social media is the way of the 21st century. For businesses, there is just no getting around it. People tend to spend about an hour a day on social media — *daily*. What does that mean to you? It means you need to link your website to an active Facebook, Twitter, or Instagram page (and let your customers or clients or members know about it.) Linking your site is called **social media integration**.

Is your organization one of the 25% that still does not have a social media presence? This statistic means that more organizations than not are linking their websites to social media. Having just a great website is not enough anymore. Linking it to **Facebook** or **Instagram** or **Twitter** is a must-do for every business.

By providing **share buttons** on your website, it allows your content to go viral on social media, and far more people will view the content on social media than those only seeing your website. On almost 10 million sites daily, people interface with social media by using the Like and Share buttons. *Wow! Are you getting my point?* Having a social media presence is a must for advertising and growth.

Let me tell you a little bit about three of the more popular social media platforms.

Facebook

Here are some staggering statistics. As of March 31, 2019, there are over **2.38 billion monthly active Facebook users**. 1.56 billion people on average check Facebook daily, and *every 60 seconds*, people post over 510,000 comments, 293,000 update their status, and they upload 136,00 photos. That's every 60 seconds! And consumers are using **Facebook as a search engine**, meaning they are looking to determine if a business has credibility due to having a Facebook presence.

How can you use Facebook? The first thing to do is to sign up for a Facebook *business* account. You can post your events, your business' news, blogs, share photos. Just as with your website, it's important to engage your followers on Facebook with relevant content. A good idea is to link back to your website and vice versa. Remember, you want more traffic on your website.

Search engine algorithms really like when you post a video on your social media sites, and they used to like it when you linked to other sources. Most recently, this has changed. Facebook, for example, prefers



that you keep visitors on Facebook. However, sometimes, it is good business practice to send your followers to another source. That's a judgment call you have to make.

Another feature of Facebook Business is the ability to **'boost'** your more popular posts. This means paying Facebook a minimal amount, like even a \$1.00, to send your post to other Facebook users who might be interested in your topic. You get to set your target audience, your budget, and how many days your boosted post will run. This is a great way to make people more aware of your business or an upcoming event that would never have known otherwise.

You can also create **Facebook ads** for a fraction of the cost of regular advertising — and the reach for your advertising will be so much further. Again, this budget can be as small as you wish. The budget you set determines how many people are shown your ad by Facebook. Start small to see the effectiveness.

[How to Set Up a Facebook Business Page](#)

Instagram

Instagram is a photo-sharing app, and as of March 29, 2019, Instagram has **1 billion monthly active users**. It's a very popular social media platform after Facebook and YouTube. Instagram users spend an average of 53 minutes a day on it, with **71% of users being under the age of 35 (Millenials)**. Based on what businesses post on Instagram alone, 80% of Instagrammers decide to buy a product or invest in a service. Companies can also create **Instagram ads** that are deemed highly effective for *targeting Millennials*.

On Instagram, not only do users share photos, but they also can edit them on the platform, apply digital filters, frames, and special effects, and share videos using a platform called Instagram Stories. Instagram stories allow posters to share a specific video for up to 24 hours. People love looking at and sharing photos and videos. What can I say?

On Instagram, engagement involves sharing, liking, and commenting on what is posted. Shares often result in new followers.

[How to Set Up an Instagram Account](#)



Twitter

Twitter is a micro-blogging platform for sharing information/messages with followers in 280 characters. Photos and videos can also be shared. As of April 2019, there are about **336 million active users**, and people tweet over 500 million tweets daily.

The reason that Twitter is so useful as a **marketing tool** is the use of the **hashtag (#)**. After creating a tweet (a message), at the end of it, you can describe the tweet's content with a keyword preceded by a hashtag. Hashtags categorize the tweet in a way that makes it easy for other users to find and follow tweets about a specific topic or theme. Just think! If the topic is interesting enough, you might gain a new follower, or even possibly a new business customer/client.

Using Twitter for conversations is a business asset. Not only can you tweet about your business, your beliefs, and those of others, you can view other people's content in your timeline and carry on conversations with other users. You will be able to read their reactions to events, products, and services.

[How to Set Up a Twitter Business Profile](#)

Summary

If you want to see your business succeed exponentially, surely you can find at least one of these three tips that you are willing to try out. Yes, it takes a bit of time to get going, but the results are worth it. Consider your business's mission statement and decide which of these three tips makes sense for your business success and the fulfillment of its mission.

Let me know how it goes. And if you need help, *don't hesitate to contact me*.

If you found these tips helpful, please [LIKE ME on FACEBOOK](#) or [FOLLOW ME on TWITTER](#) .

Resources

[Top 15 Valuable Facebook Statistics](#) -

[Instagram Stats Every Marketer Should Know](#)

[40 + Twitter Statistics & Facts for 2019](#)