



**RED ROCKET MEDIA GROUP, LLC**  
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## *17 Ways to Boost Your Website Traffic*

**“No website traffic means  
no website sales.”**

By now, most of us know the truth—to be successful in business today, you need a website. You already know this. You have a website.

But, like a lot of people, you also know that no one is coming to yours...or at least not as many people as you'd like. If no one is visiting your site, you've wasted your time and your money. No website traffic means no website sales. More website traffic translates into more sales.

Whether you're trying to increase your traffic from 10 to 100 visitors a month or from 100,000 to 200,000 a month, these ideas can help.

The 17 ideas presented here come from 10 years of in-the-field experience, helping many clients achieve their website traffic and sales goals. Each idea has its own merit, and some will be a better fit for your business than others.

## *17 Ways to Boost Your Website Traffic*

### *Online*

1. Search Engine Optimize Your Website
2. Email Your Customers and Target Audiences
3. Compose Fresh Website Content
4. Post To Online Forums
5. Participate In Social Media
6. Submit Your Website to Search Engines and Directories
7. Advertise Online
8. Create a Viral Marketing Piece
9. Hold an Online Contest or Promotion
10. Build Incoming Links

### *Offline*

11. Put Your Website On All Of Your Business Materials
12. Tell Everyone You Know
13. Post Flyers
14. Send a Postcard
15. Attend Public Events
16. Advertise
17. Join A Business Networking Group

## Online Ways to Boost Website Traffic (10)

### 1. Search Engine Optimize Your Website

Cost: Low

Website Traffic Increase: High

Measurability: High

Because most website traffic comes from a search engine (most reports put it between 50% and 75%), it is critical to make sure your website shows up when your potential customers search online for what you have to offer. You can have the best website in the world, but if people can't find it, it's a waste of your money.

SEO stands for "search engine optimization." At its heart SEO is extremely simple—set up your website to be found when people need your services. To start boosting your website traffic through SEO:

- Find out what phrases people use when they're looking for your services
- Emphasize those phrases on your website

When you read a book, you know what the book is about by reading the title, the jacket description, the table of contents, the first few pages, and perhaps the category classification. Or, when you read a newspaper, you decide what you're going to read based on the headlines, pictures, and captions.



When search engines read your website, they use a similar method to figure out what your site is about and how it should rank compared to others. Emphasizing phrases in the right way on your website will increase your search engine rank, and in turn, your traffic.

*“Emphasizing phrases in the right way on your website will increase your search engine rank, and in turn, your traffic.”*

To emphasize a phrase, then, means to put your phrase(s) in the spots search engines recognize as being more important. Websites provide these important spots—the title, description, category, keywords, and more—to search engines through page content and behind-the-scenes information called “meta” information. The words you have in these key emphasis places are what search engines think your site is about.

Take some time review your website's emphasis areas to make sure they are using the keywords and phrases for which you want to be found. If they're not, change them.

## 2. Email Your Customers and Target Audiences

Cost: Low to Medium

Website Traffic Increase: Medium

Measurability: High

Email marketing is relatively inexpensive, fast, easy to measure, and can be extremely effective. Many companies will tell you that their website traffic stats show a flat line punctuated by huge spikes representing the

hours before and after a marketing email was sent.

Email marketing to increase website traffic has been a staple since the

'90's. In the early 2000's email marketing boomed. Unfortunately, the boom caused customer inboxes to be flooded with junk mail. In the last couple of years marketers have realized this and started focusing on emailing items of value or interest, rather than blanketing the world with irrelevant messages.

*“Email items of value or interest, rather than blanketing the world with irrelevant messages.”*

One way to boost your website traffic with email is by creating a valuable newsletter that you send out periodically to your customers and other interested people. You don't have to have a huge list, a beautiful design, or a massive response measuring system to be effective. All you need is a current message that is relevant to your audience—something they want to receive and respond to.

Be sure to have a call to action that draws them to your website. You can intrigue them with the start of an article that they have to finish on

your site, or you can direct them to the latest deals, photos, or information on your site.

Another way to increase site traffic is to send out email advertising. Unlike a newsletter, advertising usually presents an offer, instead of just information, and a call to action. Like a newsletter though, it is critical that your content is relevant to the recipient. If it's not, it won't be read, or worse, it will be reported as spam and you'll be blocked from reaching them again.

Compose an attractive, relevant offer and give customers a way to act on it on your website. If done right, you'll see your traffic climb quickly.

Where do you get a list of good email addresses? You can either build it yourself or rent a list. Building it yourself means you control it, you probably have a relationship with and some knowledge about, each person and your email is more likely to be read. Renting a list lets you reach new people, but they don't know you, so you better have a good subject line, from: name, and offer to reward them for opening your message.

## 3. Compose Fresh Website Content

Cost: Low to Medium

Website Traffic Increase: Low to Medium

Measurability: High

One of the lowest cost ways to boost your website traffic is by adding fresh content to your website. The more often you add content, the more often search engines will update and possibly expand your listings. Also, new content encourages your customers to check back for

**“If you’re not adding new content, why would someone come back to your website?”**

what they’ve missed. If you’re not adding new content, why would someone come back to your website?

If you have new products frequently, or even periodically, be sure to add them to your website and let people know about it. Having an area on your homepage dedicated to showing your newest additions is a great way to let people know they should come back to your site again.

You can also update your website with the latest news on your company or your industry. Again, let people know about it. When you send out an email newsletter, post it on your website as well.

Another great way to add fresh content frequently is by having a blog on your website and updating it on some sort of schedule. A blog stands for a “web log” or a sort of online journal. The nice thing about blogs is that they can be much less formal than your website or other promotional materials, and they’re extremely easy to use. That means you can post a couple of sentences every week and reap all the benefits of fresh content—more frequent search engine indexing and a reason for customers to return.

#### 4. Post To Online Forums

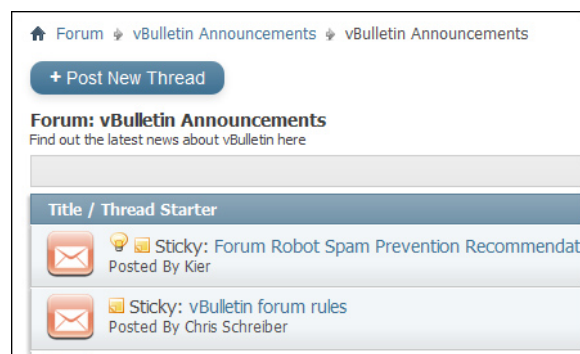
Cost: Low

Website Traffic Increase: Low to Medium

Measurability: Low

Another low cost way to build website traffic is by posting information on related online forums. Many trade groups, industries, consumer groups, and communities host online forums where people can ask questions and share information in a bulletin board style.

All it costs you is the time to read over other people’s comments and write a response. You can quickly position yourself as an expert in your field. Be sure to leave a link to your website in each post you make, letting people know where they can go for more good information.



As with many online advertising opportunities, forums can be abused by spammers. Many people are sensitive due to the ongoing abuse. Therefore, make sure your responses are honest, friendly, and helpful.

## 5. Participate In Social Media

Cost: Low to High

Website Traffic Increase: Low to Medium

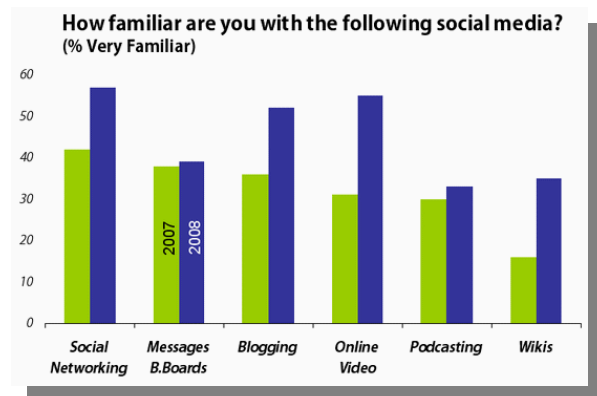
Measurability: Medium



Social media can be loosely defined as websites and electronic applications that focus on people interacting

with each other. Examples include Facebook, Twitter, MySpace, LinkedIn, Digg, and a slew of others.

Social media is in the spotlight recently with big claims of reach millions for free. There are very few businesses that have figured out how to put social media to work though. Most social media sites are free, which is a big part of their growth.



Adoption of social media within the Inc 500  
 (http://www.umassd.edu/cmr/studiesresearch/blogstudy5.pdf)

The first obvious question to ask yourself before spending time and resources on social media sites is, "Are any of my potential or current

customers using social media (or will they be in the near future)? If you answer no to this question, then social media is probably not a great use of your time.

If you answered yes to that question, there are several ways to boost your website traffic using social media.

- Give customers deals and incentives offered only through your social media outlets.
- Release news *of value* about your products, services, or industry that your customers would care about knowing.
- Engage customers in a conversation online, leaving links to your site for more information.
- Respond to customer complaints directly via the social medium they used to post the complaint.
- Be active in an online community as a resident "expert" on your topic and leave your website link for more info.
- Give something away
- Use <http://search.twitter.com/> to find any mentions of your company and respond when appropriate.

For even more ideas, check out this list of 50 ways to improve your marketing using social media from Chris Brogan:

<http://www.chrisbrogan.com/50-ways-marketers-can-use-social-media-to-improve-their-marketing/>

## 6. Submit Your Website to Search Engines and Directories

Cost: Low

Website Traffic Increase: high

Measurability: High

Most search engines and online directories offer a free way to let them know your website exists. Some only list your website URL, while others also ask for a detailed description about your site.

Don't think that because you've submitted your site once, you've done all that's necessary for the search engines to list your site. You need to submit your site regularly—once a month to be exact—and your site needs to meet the specific and ever changing requirements of each search engine to which you are submitting your listing.

Here are links to a few of the most valuable URL submission pages:

Google: <http://www.google.com/addurl/>

Yahoo: <http://siteexplorer.search.yahoo.com/submit>

Bing: <http://www.bing.com/docs/submit.aspx>

Open Directory Project: <http://www.dmoz.org/>

**“You need to submit your site regularly.”**

## 7. Advertise Online

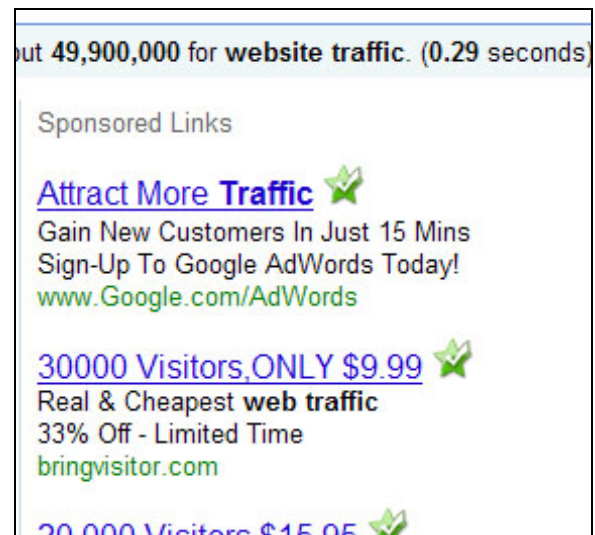
Cost: Low to High

Website Traffic Increase: Low to Medium

Measurability: High

Perhaps the most effective means of online advertising is pay-per-click. Not only can you reach your target audience at the very moment

they are searching for your products, you can control your ranking in major search engines.



but 49,900,000 for website traffic. (0.29 seconds)

Sponsored Links

[Attract More Traffic](#) ★  
Gain New Customers In Just 15 Mins  
Sign-Up To Google AdWords Today!  
[www.Google.com/AdWords](http://www.Google.com/AdWords)

[30000 Visitors, ONLY \\$9.99](#) ★  
Real & Cheapest web traffic  
33% Off - Limited Time  
[bringvisitor.com](http://bringvisitor.com)

[20,000 Visitors \\$15.95](#) ★

In pay-per-click advertising, you place an ad with a search engine, target specific keywords, set a pre-negotiated per-click bid, and pay only when someone clicks through to your own website.

Because pay-per-click is a bidding process, you're bidding against other websites who are competing for the same keywords; however, as long as your per-click bid is the highest, your site is number one in search results for those keywords.

Another way to effectively advertise online is by purchasing text or image space on websites your customers visit. Prices for ad space on websites varies widely, so be sure to make a deal that promises costs in line with the number of people following the ad to your website.



## 8. Create a Viral Marketing Piece

Cost: Low to Medium

Website Traffic Increase: Medium

Measurability: Medium

What sets publicity apart from advertising is also its greatest feature...it's free. And if done correctly, your publicity campaign will spread like a virus. That is meant figuratively, of course. Viral marketing is in no way related to email viruses that plague your computer. The way it works is much like how a cold is passed from one person to another, except what's being passed on is your message.

You have experienced some form or another of viral marketing. Have you ever received an email with a joke or video clip and thought it was so funny you had to pass it on to everyone in your address book? Those people, in turn, probably passed it on to everyone in their address books. In fact, you've likely gotten that same email a second or third time within a matter of days from receiving the first one.



Get chicken just the way you like it. Type in your command here.

Many businesses use this type of marketing to drive traffic to their website, without you even knowing it. For example, check out the site [www.subservientchicken.com](http://www.subservientchicken.com). The URL has been passed back and forth between thousands of people who want the chance to command a chicken to do tricks. This has been up for years now, and it still draws attention.

Owned by Burger King, the purpose of the site was to promote their latest chicken sandwich. However, if you didn't notice the copyright at the bottom of the page, you'd think it was just some random goofball with a camera who dressed up in a chicken costume, but with one click of your mouse you're taken to the official Burger King website, where enticing ads wait.

Keep your viral publicity related to your business, at least loosely, but above all, make it worthy of being passed around.

## 9. Hold an Online Contest or Promotion

Cost: Low to Medium

Website Traffic Increase: Medium to High

Measurability: High

A contest is a great and fun way to generate website traffic, leads, and sales. People love to win and we certainly love to get free stuff. If you're able to give away your best-selling or most valued products or services to a few eager people, you've got an instant prize and an excellent opportunity to make new customers. You'll not only be promoting your website traffic but you'll also attract your target audience.

The first thing you need to do is determine the kind of contest you can manage, both physically



and financially, as well as what you want accomplish. Do you want to gather testimonials? Do you want to build up your customer database? Maybe you want to promote a new product or service?

“People love to win and we certainly love to get free stuff.”

Then, decide what you should give away. Make sure that it’s something

people want and something that represents your business well. This is not the time to ditch your back stock of items that aren’t selling.

Contests are either limited to a specific amount of time, a select number of responses, or both—the scarcer the offer, the better. You want to get results quickly, so encourage people to act now by limiting the amount of time people have to respond, while also limiting the number of people who will get the prize.

Be sure to collect only the critical information you need for your objective, like email address and name. The key to any contest or promotional offer is to keep it simple. Your goal is to get more people to your website, and fast, so make it easy for people to sign up, participate, and win the prize.

## 10. Build Incoming Links

Cost: Medium to High

Website Traffic Increase: Medium

Measurability: Medium

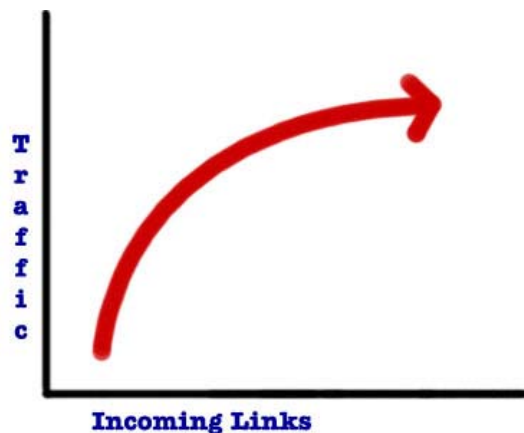
Having other websites link to yours is a great way to drive traffic to your site from other related websites, and it’s also a key factor in how Google and other search engines decide to

rank your website. The more websites that have links to yours, the more popular Google finds your site, and the greater chance your site has of climbing up the rankings.

You can build links naturally through having great content on your website that people link to because they want to. Usually when you hear the term “link building” though, we’re talking about a concerted effort to trade links with other websites. This is also called “reciprocal link building.” You can do this yourself, or pay one of many services local or abroad to manage it for you.

The gist of reciprocal links is that you place a link on your website to another website, and that website in turn places a link on their site to yours. The process is not really that difficult, but there is some research and time involved.

Start by searching the Internet to find other websites that are in some way related to your own. These other sites might offer similar services as your site, sell products that compliment or own, or offer information that would be of benefit to your customers. Either way, the selected websites should have something in common with yours.



Once you have selected the sites, contact them and ask if they would be willing to trade links. Explain a little bit about the products or services your website offers, and say that you think their site would be a great match. And also be sure to explain why trading links will be a great benefit to their website traffic.

When the other sites agree to the exchange, simply add a link on your site that goes to the other website's preferred location. Where you add the link on your site is up to you. It is common practice for websites to have an actual links page—a page that is specifically for listing links to other websites.

Lastly, don't stop. Although it will feel great to get links from 100 or more sites, the more you get the better. 1,000 links in would be a good start, 10,000 would be better, and 100,000 even better.

To check how many links you have coming in to your site, try using Yahoo's Site Explorer for free at <http://siteexplorer.search.yahoo.com/>. Simply type in your website address and click on "Explore URL." Then click on the "Inlinks" button that appears. This shows the number of incoming links to your website.

### **11. Put Your Website On All Of Your Business Materials**

Cost: Low to Medium  
Website Traffic Increase: Low to Medium  
Measurability: Low

Hopefully you planned for this from the start. If not, or if you recently changed your website address, it's worth spending a little to have up-to-date materials. Everything you put into your

customers' hands or computer screen should have your website address on it. This includes:

- business cards
- letterhead
- envelopes
- invoices
- catalogs
- product samples
- note cards
- in-store signage
- company vehicle

You can also include your website and email addresses in outgoing voice messages on your answering machine and cell phone, as well as in the signature line of your emails.

**"The average person has around 500 contacts."**

### **12. Tell Everyone You Know**

Cost: Low  
Website Traffic Increase: Low  
Measurability: Low

Research shows that the average person has around 500 contacts, including personal contacts, business contacts, and acquaintances. If each of your 500 contacts also has 500 contacts, and so on, you have a great chance to build a strong network and reach a lot of potential customers through your network.

Start by talking with the people you know, such as family, friends, associates, clients, and vendors, and ask them to tell others about your products or services. Hand out business cards to your contacts and ask them to pass the cards on to everyone they know who could benefit from your products or services.

### 13. Post Flyers

Cost: Low to High

Website Traffic Increase: Low to Medium

Measurability: Low

If created properly, flyers are an excellent website marketing tool.

Statistically, most brochures and flyers end up in the garbage. That's because they fail at grabbing the reader's attention. This is either due to poor design, ineffective writing, or a lethal combination of the two. Your brochures and flyers not only need to look great, they also need to read well, and they need to do both simultaneously.

**“Have an eye-catching design, an attention-grabbing headline, and an irresistible offer with a call to action.”**

To have good design and effective writing, you will likely need to hire or barter with a professional. Once you have a few mock ups of your flyer, test them among a few potential customers and see which best motivates the reader to visit your website.

Then, distribute your flyers in the places where your target market will find it. Distribution can include local shops, bulletin boards, door-to-door, and in the mail.

### 14. Send a Postcard

Cost: Medium to High

Website Traffic Increase: Low to Medium

Measurability: Medium

Direct mail is one of the most effective ways of getting your target audience to your website. You can use your own contact list or rent a

targeted mailing list from a list rental company or industrial publication.

Although sending direct mail can be costly due to printing, postage, and mailing list rental fees, when done correctly, it can be worth it. We recommend postcards because the printing and postage costs are less than a letter and envelope while being just as effective.

Your postcard should have an eye-catching design, an attention-grabbing headline, and an irresistible offer with a call to action that will urge people to visit your website. Increased traffic gives more opportunity for increased sales, which means more money in your pocket.

### 15. Attend Public Events

Cost: Medium to High

Website Traffic Increase: Low to Medium

Measurability: Low

Renting a booth at a trade show or community event is a great way to promote your business. It affords the chance to hand out your business card, brochures, and flyers while you hand out samples of your products and speak one-on-one with your customers.

A well-designed booth will not only be visually appealing, it will make you look professional, which will add value to your products or services. You can add visual interest to your booth with backdrops, banners, charts, a demonstration video, or your website displayed on a computer screen.

You can also use free giveaways to grab attention for your business and website. Some ideas of giveaways that will leave an impression are: pens, key chains, magnets, mugs, t-shirts, notepads, stress balls. Hand out flyers or coupons featuring a special offer for your products or services, good only to those who attend the trade show.

“Readers will only notice your ad 30% of the time.”

## 16. Advertise

Cost: Medium to High

Website Traffic Increase: Low to Medium

Measurability: Low to Medium

It is a lesser known fact that a person needs to see your ad a minimum of nine times before he or she will even give it much thought. Similarly, the average person scans a page of the newspaper so rapidly, that if a headline—either in an article or an ad—does not catch their eye within three seconds, the reader moves onto the next page.

Statistics also show that readers will only notice your ad 30% of the time, which means your ad would need to run a total of 27 times in order for that reader to see it nine times. With numbers like that, it's a big gamble to advertise in mass media that may not even be reaching your target audience, particularly if your business doesn't have the luxury of targeting a broad audience.

For many, advertising in various media such as smaller, more directed publications, coupon

books and directories is a great way to drive your target audience to your website. With so many options available for advertising, you're sure to find an avenue that's a good fit for your marketing plan and budget. Ultimately, you need to use whichever method is going to be most effective for getting people to your website.

Some advertising avenues to consider are:

- newspapers
- magazines
- classified newspapers
- special interest newsletters
- restaurant menus
- coupon books
- yellow pages
- radio
- television
- billboards
- bus-stop signs

In the beginning, advertising will prove to be an experiment, so don't be afraid to pull your advertising dollars from one medium to invest them in another that is a better fit for your website as you go.



## **17. Join A Business Networking Group**

Cost: Low

Website Traffic Increase: Low to Medium

Measurability: Low to Medium

Networking groups, for many types of businesses, have proven to be an invaluable method of increasing exposure to your business and your website while generating qualified leads. Not only will you meet other business owners who share similar goals as you, you'll also be given the tools necessary to be successful at reaching those goals.

There are a huge number of networking groups available all over the country. To find out what is available in your area, contact or visit your local Chamber of Commerce. You can also find various groups by searching the Internet.

Networking groups function in similar ways but you'll want to do some research to determine which ones are going to benefit your business the most and work with your schedule. You might be required to attend regular, weekly meetings or share in responsibilities of managing the group.

## *Red Rocket Web Specialists*

Red Rocket Media Group is a full-service marketing company in Northern Colorado that has led hundreds of businesses, like yours, away from stuck-in-the-mud attempts at sales, to full-blown, successful marketing campaigns. With nearly 50 years combined marketing and design experience, Red Rocket employs a variety of creative solutions to make the marketing of your company effective and profitable.

Our mission in a word—results. We exist to increase your sales. We understand that you're working on a budget and our promise to you is that we'll apply your marketing dollars as carefully as if they were our own. Stretching your marketing budget allows you to get the most bang for your buck.

Give us a call today if you'd like to discuss how to best spend your marketing budget in the upcoming months.

970-674-0079

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[www.redrocketmg.com](http://www.redrocketmg.com)

**Definitions:**

**Cost** – we’re considering cost in a relative way and it includes the total potential cost of an activity from design through implementation.

**Website Traffic Increase** – This is a relative estimate of the amount of increase we’ve seen historically on well-executed activities.

**Measurability** – Measurability is given in terms of how easy it is to directly relate increased website traffic to the activity being done.

**SEO** – Abbreviation of Search Engine Optimization, which is the process of helping a website rank as high as possible in search engine listings.

**Meta** – Information about something. In this context, meta refers to background webpage code that gives browsers and search engines information about a specific webpage.

**Link Building** – Intentionally asking for others to create hyperlinks to your website.

**Backlink or Inlink** – A hyperlink from another website pointing to your website.

**Online Forum** – An online discussion site. Also known as a bulletin board, they can be public or private.

**Pay-per-click advertising** – A form of online advertising where your advertisement is displayed and you only pay for the number of times a reader “clicks on” your advertisement to learn more.

**Social media** – Websites and electronic applications that focus on people interacting with each other.