

# Drive Traffic to your Website

The problem most people face isn't how to setup a website or start a blog. The problem is about how they can actually drive traffic to that DIGITAL DESTINATION floating about in the bits and bytes of cyberspace.

Today, we are faced with disinformation crafted by clever minds looking more to extract money from you than help you earn it. That “**proven traffic system**” that you just paid \$1,000 for isn't going to bring you the results you expected and the new video series by the latest internet marketer on how you can drive “unlimited” traffic to your website won't work either.

It's become a monumental undertaking to drive traffic to any website simply because there is just so much noise. So, it isn't just about implementing the latest secret for driving traffic or hacking your way to the top of Google's search results. No. This is about instituting tried-and-true methods to create authority and drive traffic over time.

**Authority** because if you don't have authority, then you don't have Google's trust because trust breeds authority over time. It doesn't happen overnight, so don't expect it to.

## Understand the sources of your website traffic

The first way to drive traffic is free. It involves search engine optimization (SEO), setting up a blog, social media marketing, etc. If you don't understand conversion rates and tracking clicks then paid traffic won't work for you. Using Google Analytics you can partner with your web designer to setup tracking methods so you will be able to track specific campaigns.

If you spend \$100 on Facebook ads, which resulted in 200 clicks, without knowing precisely how many of those clicks resulted in a sale, you just wasted \$100. You can track this with a Facebook conversion [pixel](#). Your web designer can help you set this up too. So, if you spent that same \$100 to make \$800 then you made \$8 for every \$1 you spent. You should scale your efforts to use the 80/20 rule, which states that 80% of your results are coming from 20% of your efforts.

## Understand and utilize SEO

If you don't understand SEO, you're doing yourself a disservice. Discover the nuances of SEO so that you're engaging in the right type of traffic delivery strategies.

**Write Insatiable Content:** Content is king. when you create great content you'll keep the visitors coming back for more. Also, the better your content is, the more engaged your visitors will be. They will share your content for you, putting your site on autopilot.

**Answer questions** on sites like [Quora](#) then link the right keywords to anchor content on your site or blog. Ensure your answers are detailed and that you know what you're talking about.

**Leverage LinkedIn's Publishing Platform:** LinkedIn is a great way to leverage content that's already on your website. Publish a unique, high-quality post on LinkedIn and make sure you link that content to anchor content on your blog or website to "**BRIDGE**" the platforms and build authority.

**Post on Medium, Reddit & Tumblr:** You can market your content and provide another authority-site domain that gives you the versatility of link-dropping.

**Email Marketing:** Email marketing is a great way to promote offers. People don't sign up for your newsletter unless they want to hear from you. Give them information they can use and pop in a few offers here and there.

**Update Expired content** on your website: This doesn't mean re-doing it, just refreshing it to bring it current.

**Create a Free Online Course:** Make sure your class offers value and links to additional content on your website.

**Build Industry Specific Surveys:** Make sure it's specific to your niche and relevant to the content on your website and then share the survey.

**Focus on Mobile Usability:** Make sure your site is mobile-friendly. This doesn't mean making your current website smaller to fit on a mobile phone, it means reorienting page content to work well on a mobile device.

**Create Free Webinars:** You can use platforms like [Demio](#), [GoToWebinar](#). Remember to deliver value and also direct viewers to your website.

**Paid Traffic Methods:** Clearly, paying for ads and other initiatives is always one method to drive traffic to your site or blog. If you have a small budget, and you track things properly, you can come up with a cost-per acquisition (CPA). If your CPA is high enough, you can comfortably scale your advertising revenues. Be sure to implement things like Facebook and Google tracking pixels to determine the effectiveness of your ads.

**Purchase Ads Through Facebook:** Want access to the global populous? Clearly, you can advertise on a platform like Facebook. As long as your offer is enticing enough, and you can convert that traffic into sales with a great sales page or free offer, then you can scale this marketing initiative out infinitely to drive nearly unlimited sales.