



7 Ways to Boost Your Website Traffic

1.) GET RESPONSIVE

Get responsive: In the past 3 year the global use of smartphones has increased nearly by 1 billion users. A statista.com projection suggests that we will have about 3.8 billion smartphone users by the end of 2020. Since the year 2015 Google has started giving preference to those websites that are responsive in nature. If the website is not able to be optimized for mobile, it is mandatory to get it rectified by a digital marketing consultant as soon as possible.



2.) ADD A BLOG:

Adding a blog is a nice method of SEO or Search Engine Optimization. This will enable you to burgeon the traffic and increase rankings. You need to update your blog regularly with posts, articles and news of same frequency otherwise it will look neglected. Also, make sure you write authentic content in your blog since Google has certain algorithms that can effectively check plagiarism and put you in danger. Blogging is one of the most effective methods for burgeoning your business so make sure that you create a nice blog and use it in an efficient manner and also avoid copying content. The more authentic you are with the content of the website the better it is for your website. You need to be very creative while blogging and adopt efficient tools for increasing traffic to your website.



3.) OPTIMIZATION OF IMAGES:

There are a plethora of ways available that you can use to optimize your images. There is a multitude of software that can allow you to do so. Choose one according to your needs. If the images are optimized properly then the website will be able to load faster. Image optimization is very effective and will allow you to make your websites load faster. The websites which take a lot of time to load has a very negative impact on people. Therefore, it is necessary to take the necessary steps in order to avoid such problems.



4.) ADD A CERTIFICATE OF SSL:

The task of the SSL certificate is to encrypt information that is sent between the visitor and secured web page. It is said that having an SSL certificate on your website is an indication of a very strong website. The sites having an SSL certificate have better rankings as compared to those without the certificate. Therefore, it is very beneficial to have an SSL certificate. Therefore, make sure that you add this certificate to your website in order to augment its ranking. This will enable you to reach the required results.



5.) GET SOCIALLY INTEGRATED:

The proper use of social media platform is an inexpensive way to burgeon the traffic to your website. You need to use it effectively and let it have proper integration with your website. Once you make sure that the website is properly integrated, it will be very easy to share content from your website. The social media posts will be created with just one or two clicks and your work will be done. Social media marketing can help make your website very popular and thus help in your business. Social media is an amazing platform for doing such things.



5.) ANALYZE YOUR TRAFFIC:

There are a plethora of ways to monitor the traffic to your website. Analysis of your website is a crucial step for success. Analysis of the website will allow you to increase your business. You should monitor the traffic in order to make your website grow. Google analytics is the best tool to analyze and monitor the traffic to your website.



7.) MONETIZE YOUR WEBSITE:

Money making from the website is very advantageous and should be one of your top goals. You should use your website to earn money. Online trading is the new trend in the market these days and can help you to burgeon your bank balance. So, make sure to monetize your website.

