



Top 10 Tips to Driving Traffic to Your Website

1. **Maintain a Constant Presence and Be Consistent** – you should have the same look and feel across your website and all your online interactions (social media, content, videos etc.).
2. **Be Visible Online** – create a ‘Google My Business’ account, add your business to Google Maps and submit your website (and sitemap) to Google Search Console so you will get ranked.
3. **Research Search Terms/Keywords** and use them on your website. Use relevant keywords in meta-data (behind-the-scenes text) too.
4. **Drive Traffic to Your Site.** The more links from quality, relevant websites to your site, the higher Google ranking you will achieve.
5. **Use Google Analytics** to analyse what (blogs, social media, guest posts, advertising) drives traffic to your site, and then do more of it!
6. **Select Social Media channels wisely.** Instagram for creatives, Facebook for more content/private groups, and LinkedIn for business services. Ensure you point people to your website from all channels.
7. **Be a Content Creator** and have a creation and curation plan. Think about your audience and also outside the box. Post videos, blog posts, interviews, guest curators etc. The longer the time people spend on your site the higher your site will rank in future.
8. **Create Neat and Concise Blogs/Posts** and use beautiful images - people are more likely to engage with them.
9. **Find the Right Tone for your Business** and don't be afraid of using your own voice. Share and respond to other people's content and make connections online.
10. **Consider using Advertising.** Facebook and Instagram are still relatively cheap.