

151 WAYS TO WEBSITE TRAFFIC

Including: How to Get Your First Clients
from Your Website in Just 24 Hours



digiupformula.com

INTRODUCTION



So, you've got an awesome website ready to sell for you, but now you're wondering, how the heck do I get people to check it out? Don't worry, I got you covered. Let's dive into some traffic generation strategies that will give your website some action.

Traffic can flow in from all over: websites and apps, search engines and social networks, links and buttons, ad campaigns and word of mouth. But how do you tap into these traffic sources and direct them to your website? That's what we're here to explore.

In this guide, we'll uncover proven techniques and organic ("free") strategies to drive visitors to your website. Whether you're just starting out or you're an established business, these strategies will help you reach more people and grow your online presence.

INTRODUCTION

In Part 1, I'll show you two easy and fast methods for getting your first customers in as little as 24 hours. Yes, you read that right - you could be making sales by tomorrow! These quick strategies will provide a jumpstart to sales on your website and help you gain momentum right from the start.

Moving on to Part 2, let's first take a closer look at the different types of web traffic and the essence of what organic traffic and organic marketing is. Understanding these concepts will provide a foundation for the strategies we'll explore next.

In Part 3 I'm going to share 151 ways to drive traffic to your website. These strategies will equip you with a diverse toolkit of ideas, both big and small, to flood your website with visitors. You'll discover actionable one-time setups that you can implement today, as well as ongoing efforts that will continue to drive traffic to your website long-term.

Finally, in the summary, I'll highlight the main long-term traffic strategies I would focus on initially and how you should gradually expand your reach. Your ultimate goal should be to practically be "everywhere" your target audience is online and capture their attention.

I get it, thinking about driving traffic to your website can feel overwhelming. But trust me, with the right approach, it's totally doable to get a steady stream of visitors. By following the strategies I'm about to share in this guide, you'll be well on your way to attracting more visitors, generating leads, and boosting your revenue.

So, without further ado, let's dive in and discover the best ways to make your website a happening place. Together, we'll take your marketing and online business game to the next level!



Website Traffic

XOXO,
Line 

How to get your first customers or your first case study clients from your website in 24 hours.

In this section, we'll explore two effective methods to quickly attract your first customers within just 24 hours, if you put in a good effort. These methods are designed to capitalize on existing connections and to engage with potential clients who are most likely to be interested in your magnetic offer or services.



Before we dive into the methods, let's highlight an important aspect of building your customer base: acquiring client case studies and success story testimonials.

These testimonials play a crucial role in establishing credibility and attracting new clients. That's why it's wise to focus on obtaining a few of these testimonials before anything else.

PART 1

If you currently lack testimonials for your services, these methods can also help you acquire valuable case study clients to showcase the effectiveness of your offerings.

And the best way to do this is by offering your services at a discounted rate in exchange for becoming case study clients. Sometimes it is wise to offer your services for free in exchange for testimonials, especially if you do not have any to display on your website yet.

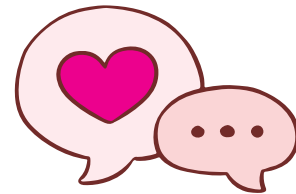
These early clients will become the foundation for your success stories and pave the way for future growth.

Alright, let's get into it.

Low Hanging Fruit – Reach Out to Those Already Connected to You



The first method focuses on identifying the low-hanging fruit individuals who are already within your network and can benefit from your offer. These may be people you know personally or those connected to individuals who would find value in your solution.



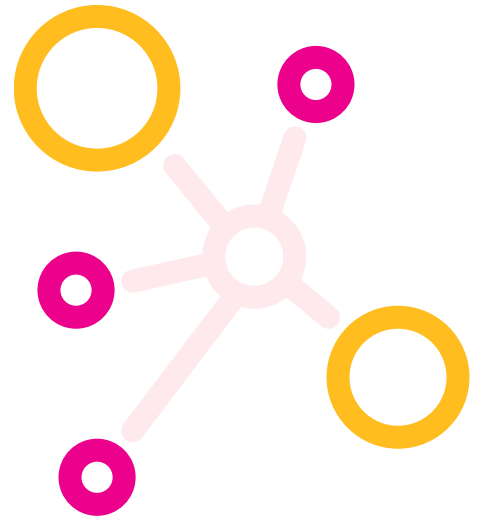
To implement this method:

- Reach out directly to the people who fall into the low-hanging fruit category. Don't let doubts or hesitations hold you back—contact all of them.
- Initiate contact through email, messenger, or phone, and engage them in a conversation about their specific problem or needs.
- Let them know that you may have a potential solution to help them.
- Direct them to your selling website, where your magnetic offer is prominently displayed. If you have created a sales page specifically for your magnetic offer, direct them there.
- Follow up with them in the following days if they don't make a purchase directly from your website.

Additionally, as you establish direct contact with people, you can also introduce them to your high-ticket offers, bypassing the route through the magnetic offer or other free or paid gateway offers. This allows you to target people that also are potential clients right from the start.

Engage in Networks Where Your Ideal Clients Hang Out

The second method involves identifying online networks where your ideal clients gather, such as topic-specific groups, forums, or social media platforms like Facebook- and LinkedIn groups, Reddit or Quora. By joining these networks and engaging with their members, you can build rapport and attract potential clients who resonate with your value.



To implement this method:

- Identify and join networks where your ideal clients are active.
- Follow any rules or guidelines set by the network, ensuring you comply with their regulations.
- Introduce yourself in the network, highlighting your expertise and expressing your desire to connect with your ideal clients. Address the problem and solution you provide and if you are allowed to post links, invite them over to your website. If you are looking for case study clients, you can make it clear who you're looking to help and provide a compelling value proposition.
- Engage in the network by sharing valuable posts, commenting on others' posts, and participating in discussions. Focus on building relationships and establishing connections.
- Once you've established some rapport, ask if you can reach out to individuals through direct messaging (DM) to further discuss their needs and problems. If they seem like a good fit, offer them the opportunity to become a customer or a case study client at a significant discount.

By implementing these two methods, you'll leverage existing connections and engage with networks where your ideal clients congregate, attracting your first customers within a short timeframe. Get ready to kickstart your sales and gain momentum right from the start!

Bird's Eye View to Website Traffic

PART 2

In this guide, we'll explore a variety of effective organic traffic strategies to attract visitors to your website.

"But what are organic traffic strategies?"

Before we delve into the nitty-gritty of the strategies, or methods if you like, let's quickly join the birds to get an overview of the different types of web traffic.

If you currently lack testimonials for your services, these methods can also help you acquire valuable case study clients to showcase the effectiveness of your offerings.

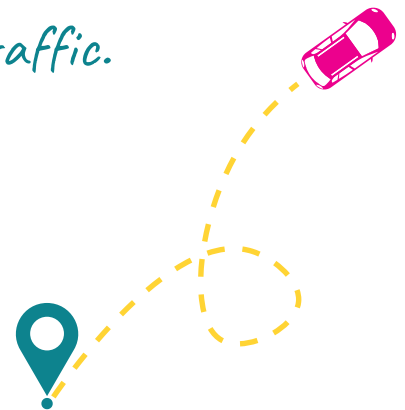
Website traffic refers to the visits that your website receives.

There is paid traffic and there is organic traffic.

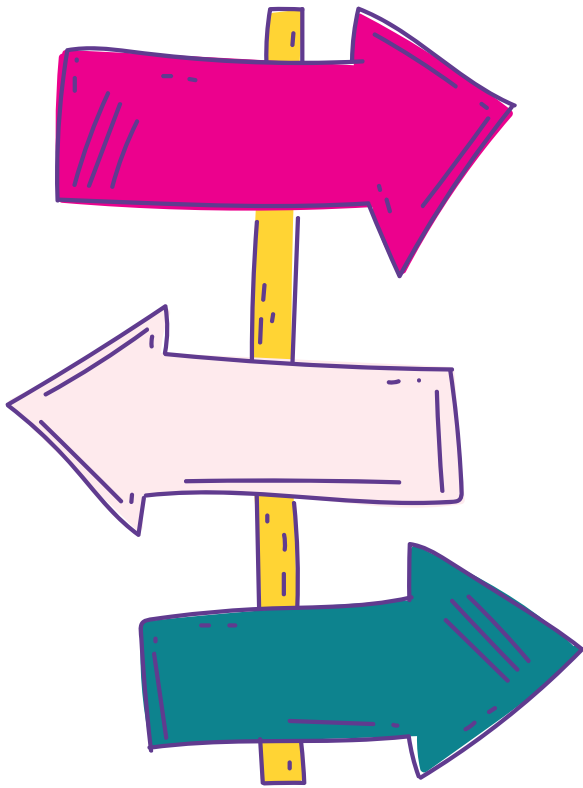
Traffic Overview

There are 7 main types of web traffic sources. These are:

1. **Organic Social** – clicked a link in social media.
2. **Organic Search** - clicked on a link in a search engine.
3. **Referral** – clicked a link on another website.
4. **Email** – clicked a link in an email.
5. **Direct** – typed in the URL address directly without clicking a link.
6. **Paid Search** – clicked a sponsored link in a search engine.
7. **Paid Media** - clicked an ad.



PART 2 - OVERVIEW



As the names say, paid search and paid media are paid traffic, and organic search and organic social are organic.

Email, direct, and referral traffic can include both organic and paid sources, but they are generally classified as organic traffic unless they are explicitly driven by paid advertising campaigns.

While paid traffic can be even more effective short term, it often requires a more advanced level of knowledge to avoid potential financial pitfalls. I've chosen to concentrate on easy-to-start options to provide you with actionable insights and practical steps for attracting traffic to your website.

It's crucial to understand that every visitor to your website needs to find and click your website URL link.

Optimizing for search and ensuring the accessibility of your website URL in various places is key to maximizing your visibility. However, it is not enough to just have your links accessible.



Ensuring people will find, access and click your links is just as important. This is where organic marketing plays well, leveraging the power of content to create meaningful connections and drive traffic to your website.



Organic marketing revolves around the concept of content. It entails creating and sharing valuable, relevant, and engaging content that resonates with your target audience. By focusing on organic strategies such as content creation, social media engagement, and search engine optimization (SEO), you can organically increase your website's visibility and establish a strong online presence. By consistently providing valuable content that addresses the needs and interests of your audience, you can create meaningful connections, foster engagement, and ultimately drive traffic to your website.

CONTENT MARKETING & TRAFFIC TYPES

Content marketing is at the core of all organic marketing and traffic.

Content marketing is the creation and distribution of useful and relevant content to attract, engage and build relationships with the target audience. Content marketing is more than just traffic. It builds trust, establishes authority, and generates leads and sales.

Content marketing is interlinked with social media, PR and link building. It helps to build your brand and boosts your website's search engine rankings.



PART 2 - OVERVIEW

Content can drive traffic from all 7 web traffic sources (including paid traffic). And one piece of content can result in traffic from several traffic methods.

E.g., securing a guest article published on a reputable website that includes a link to your website, will give you a valuable backlink that can help with organic search traffic and people that read the article and clicks on your link will be referral traffic.

Be aware that when content marketing is used in the methods I have included, that it not necessarily only defines to this traffic type.

The content best used for driving traffic are blog articles, videos, podcasts, infographics, social media posts and lead magnet content.

A lead magnet is an irresistible piece of content your target market will trade their email address for. Usually in the form of an eBook, guide, checklist, or webinar.



When you have a list of emails you can get email traffic. Building a robust email list provides you with a warm and receptive audience primed for engagement. These subscribers have shown interest in your offerings, giving you a direct line of communication.

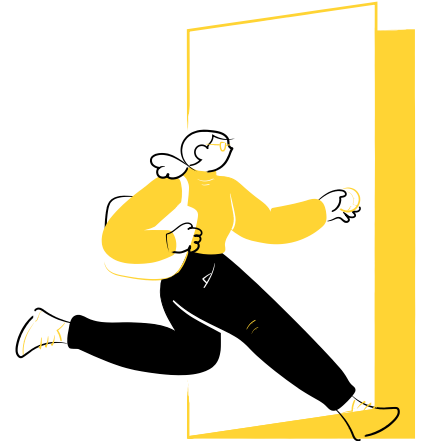


By strategically incorporating links within your emails, you guide this audience to specific destinations—be it your website, a blog post, or an exclusive offer. This email traffic not only increases the visibility of your targeted content but also creates a direct pathway to conversion.

PART 2 - OVERVIEW

Show them the entrance!

Your website URL link is the entrance to your website and serves as the primary point of contact for potential customers. It's essential to optimize its visibility and accessibility across different platforms and touchpoints.



By strategically placing your website URL where people in your target audience are likely to find it, you can increase the chances of attracting visitors and converting them into valuable leads and customers.

*Leverage every touch point your ideal clients
can find you!*

I've seen so many lost opportunities, especially on social media platforms, where I have come looking for more information about a business and not found any links or any details. "Poof, I'm gone!"

With a DigiUp Gateway Website, you can provide visitors with different customer journey paths on the home page. You can either link directly to your website URL or use a link page to offer alternatives based on their interests. This is useful if you have landing pages, sales pages, social properties, a blog, or a podcast. A link page allows you to showcase multiple offers and links alongside your main website link. It's a great way to cater to people's diverse interests, making them feel in control, and it's particularly valuable for platforms like Instagram, where you're limited to displaying just one link in the bio section.

PART 2 - OVERVIEW

Persuasive message + URL link

For all the places you add your links (where they allow it) you should accompany it with a persuasive message making them want to click the link, especially where you are showcasing your offers directly.



Here are some pointers:

Grab attention - Start by creating a compelling headline or opening statement that grabs the viewer's attention. You want to pique their curiosity and make them want to learn more. Example: "Discover the Secrets to Boost Your Productivity!"

Highlight value - Clearly communicate the benefits or value they will gain by clicking on your link. Focus on what problem you solve or what you offer that will make their lives better. Example: "Unlock Time-Saving Techniques and Maximize Your Efficiency Today!"

Create urgency: Give a sense of urgency to encourage immediate action. Let the viewers know that they shouldn't miss out on the opportunity or limited time offer you're presenting. Example: "Limited spots available! Join now and transform your productivity in just 7 days!"

Use social proof: Incorporate social proof elements such as testimonials, reviews, or statistics to build trust and credibility. Show that others have benefited from your offering. Example: "Over 10,000 satisfied customers have already experienced incredible results!"

Call-to-action (CTA): Clearly state what action you want viewers to take. Use strong and actionable language to encourage them to click on the link.

Let's get started with these actionable strategies!

151 Ways to Drive Visitors to Your Website

PART 3

Organic Social

Leverage Social Media Platforms:

Social media platforms, such as Facebook, Instagram, Twitter, LinkedIn, and others, offer immense potential for driving traffic to your website. Ensure that your website URL is prominently displayed on your social media profiles and pages.

Share engaging content, interact with your audience, and include calls-to-action that sends visitors to your website.

Even though I am including multiple social media platforms here, it does not mean you need to be on all of these. When defining your ideal customer group, you should also determine where your audience is most likely to hang out and choose 1-2 main platforms to focus on.

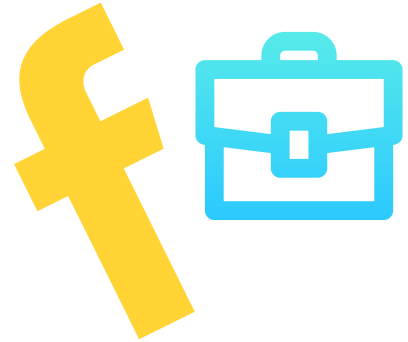
FACEBOOK

Personal Facebook

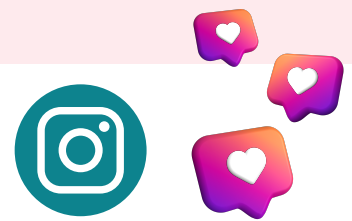


1. Update your Cover photo & edit your description (elevator pitch of your company or services) + URL link to your website.
2. Edit the description of your profile photo + URL link to your website.
3. Share your URL link in your Bio Introduction (make sure this part is set to public).
4. Share your URL link in your personal profile details (make sure this part is set to public).
5. Add an image in your Featured images visually showing your free or magnetic offer (offer mockup).

Business Facebook



- 6.** Update your Cover photo & edit your description + URL link. Here you can showcase both your free offer and your magnetic offer. If you have separate landing pages for these, provide direct links for these.
- 7.** Edit the description of your profile photo + URL link. Here you can showcase both your free offer and your magnetic offer.
- 8.** Add the Website URL link in the "Learn More" -button just under your cover photo.
- 9.** Mention your free offer and magnetic offer with links in the "our Story" section.
- 10.** Mention your free offer and magnetic offer with links in the "about" section.
- 11.** Add URL link in "Website" in Bio. Here you can also use a link page.
- 12.** Create a pinned post that links to your website, free offer or magnetic offer.
- 13.** Add product images of your free offer and magnetic offer in the "Featured Photos". Add links in the description.
- 14.** Choose videos referencing your free offer and magnetic offer in the "Featured Videos". Add links in the description.
- 15.** Post frequently both in your feed and stories. Share value and your offers with links.

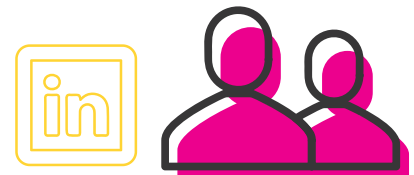


INSTAGRAM

Instagram does not allow us to add clickable links in posts. You can still add the link as text and people might copy it or they can go to the bio to find the link. The most important thing is to attract people with great content, and they know they will find the link in bio. However, Instagram now allows link stickers in stories, so it can be useful to use stories when wanting to share a link.

16. Include a mention to + your website link or link page link in the bio.
17. Create a "stories" highlight of your free and magnetic offers. Add a "link sticker".
18. Post frequently and consistently both in your feed and stories. Share value and use effective calls-to-action to get people to your link. Tell them to find your link in the bio and use link stickers in stories.

LINKEDIN



19. Add your website link in the contact information in your profile.
20. Share value posts + include link to website, free offer, or magnetic offer – or other content like blog or podcast.
21. Share blog articles or excerpts of articles from your blog and add link to "read the full article" to the article on your website blog.

PINTEREST



22. Add a reference + link in your bio (even if it will not be clickable).
23. Add a link in your pins.
24. Join relevant group boards + re-pin your pins for blog, free offer, magnetic offer and website.

PART 3 - ORGANIC SOCIAL

YOUTUBE



YouTube does not allow for clickable links to outside websites in overlays inside the video and for YT-shorts it might be difficult to see the description, but here's a tip: add your links in a comment, pin it and make sure to mention it in your video.

- 25. Add your website link in your YouTube channel, so it displays on your Channel banner. Here you can also add your social media links.
- 26. Add a persuasive message + your website link in the descriptions of all your videos.



If you use other platforms, most will allow you to add a website in the profile, so make sure you do that on all accounts you own and use.

If your company is a local business, there are more alternatives of places and platforms you should consider making your link accessible. See Local SEO below.



Organic Search

Optimize Search Engine Visibility

To improve your website's visibility in search engine results, implementing search engine optimization (SEO) techniques can be a very good traffic source. SEO, is however a long-term strategy, so no overnight floods of traffic can be expected. This involves optimizing your website's URL structure, incorporating relevant keywords into your content, and building quality backlinks from reputable websites.

It will usually be hard to get ranked at the top of search results for competitive keywords, so using something more specific people will search for, and/or combined with location if you are a local business, will be key. People usually do not just write one or two words but use sentences and often questions for what they search. We call these long-tail keywords or keyword phrases.



Example:

Ranking for the term "website agency" will be very hard. "Website agency in [location]" will be better. "Best website agency for life coaches in [location]" even better.

It is very likely that hundreds of websites (bigger and older than yours) are already targeting your main industry keywords, so unless you sell something very specific or are one of few in a location, it will probably be hard to rank high for.

But you should make sure you add the name of your business and your name (if you are the brand) in the SEO titles, so your website will show up when people search directly for you or your business.

PART 3 - ORGANIC SEARCH


The best way to rank your website in search engines is by blogging and by using long-tail keywords. Long tail keyword phrases are more targeted and are easier to rank for. Find less competitive keyword phrases that people are searching for, and create content titled with the exact phrase.

Consistent blogging, targeting more and more search terms people use that are related to your products and services, will create more opportunities for people to find your pages and will increase your organic traffic over time.

Videos or images titled with keywords published on a page on your website can also show in search results

Other people or bloggers are more likely to link to a good blog post than to your home page or product pages, so by blogging you also will get more backlinks, brand mentions and referral traffic.

Conclusion: If you want to get organic traffic through organic search, maintaining an active blog is the easiest way.

X

Keyword research
What questions are people asking? What are people searching for?
[Answer The Public](#)
[Question DB](#)
[Wordstream Free Keyword Tool](#)
[Google Trends](#)

Also check autocomplete suggestions in the search bars.

Competitors research
Checking out what your competitors are doing can be a smart move.
[Similarweb.com](#)

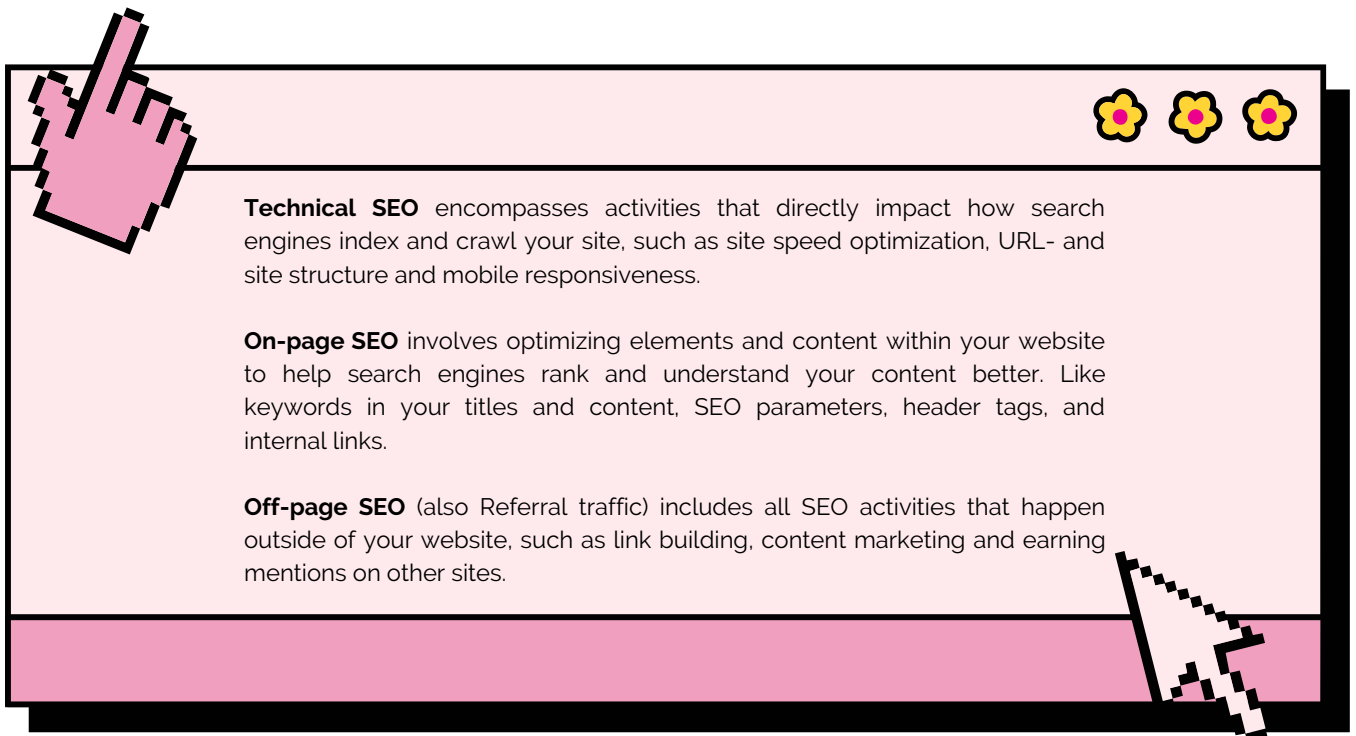
PART 3 - ORGANIC SEARCH

SEO can be complex, and many aspects of SEO are easier left to the experts. However, there are some SEO-efforts you can do yourself, without delving into complex technical details. I have included some basic and fundamental SEO-techniques you should consider doing.



If you find it difficult or just don't want to deal with anything SEO, that's fine. You are not dependent on SEO to drive organic traffic to your website. You can put most of it on hold for now, but my advice is to get back to it later when you are further along in your online business journey. However, there are two bullet points you should not ignore. Number 28 and number 33.

SEO tactics for websites fall into three categories: on-page SEO, off-page SEO, and technical SEO. Each category plays a vital role in optimizing your website for search engines.



Technical SEO encompasses activities that directly impact how search engines index and crawl your site, such as site speed optimization, URL- and site structure and mobile responsiveness.

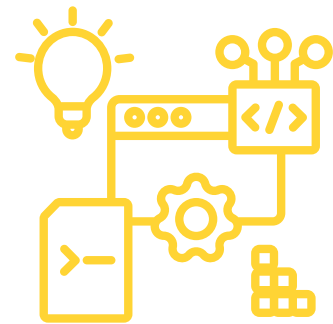
On-page SEO involves optimizing elements and content within your website to help search engines rank and understand your content better. Like keywords in your titles and content, SEO parameters, header tags, and internal links.

Off-page SEO (also Referral traffic) includes all SEO activities that happen outside of your website, such as link building, content marketing and earning mentions on other sites.

When your links are shared on other websites, it tells Google that this is content people like, and it will enhance your website's visibility and authority.

TECHNICAL SEO

While technical SEO often requires expertise, I want to highlight some fundamental technical SEO strategies that does not require extensive technical skills. Most of these are important not only for SEO, but also for user experience, so I found it important to include.



- 27. Make sure your page is searchable.** Make sure your pages are not hidden from the search engines and prevents Google from indexing and crawling the page. Most page builders will have the default as not hidden, but if you set it to hide while working on your site, remember to unhide all pages before you launch your website. It will take Google 1-2 weeks to index the pages.
- 28. Mobile-Friendly Website:** Ensure your website is mobile-friendly and responsive, meaning it adapts well to different screen sizes and devices. This is crucial as mobile usage is just as big as desktop. Check if your website passes Google's Mobile-Friendly Test.
- 29. Proper URL Structure:** Create clean and descriptive URLs that are easy to read and understand. Use relevant keywords in your URLs to improve search engine visibility. Like this: <https://yoursite.com/importantkeyword/>.
Not this: <https://yoursite.com/?p=12>.
- 30. Clear Site Navigation:** Ensure your website has clear and user-friendly navigation. Implement a logical structure with organized menus and internal links that make it easy for users and search engines to find and navigate your content.
- 31. Do not have duplicate content.** Duplicate content on your site – or even on other sites, can pose challenges for search engines in understanding which page to prioritize and rank. This can impact the overall visibility and ranking potential of your website.
- 32. Website Speed Optimization:** Optimize images and videos by compressing them using online tools (Canva, TinyPNG, FreeConvert) to minimize server response time. This must be done to the image/video file before you upload it to the website page.
- 33. Fix Broken Links:** Regularly check for broken links on your website and fix them promptly. Broken links can harm user experience and hinder search engine crawling. Use tools like Google Search Console or online link checking tools to identify and fix broken links.

ON-PAGE SEO

On-page SEO refers to all measures that can be taken directly within the website in order to improve its position in the search rankings.

Follow these on-page SEO tactics, which will start you off on the right track in SEO and can significantly improve your website's positioning.



- 34. Keyword Research.** The power of keyword research lies in better understanding your target market and how they are searching for your content, services, or products. Use keyword research tools to discover what keywords the audience uses and what questions they are asking? How many are searching for this term? How competitive is the term?
- 35. Create content that answers the audience's questions.** Continuously adding content on your website that answers different questions the audience is asking will increase your organic traffic from search engines.
- 36.** Create Articles/blog.
- 37.** Share your podcasts.
- 38.** Create and share Video content.

Create multiple gateway-offers (free and paid offers) to motivate visitors to start on a customer journey with you:

- 39.** Engage and capture leads with quizzes or surveys.
- 40.** Entice lead conversion with lead magnets (freebies).
- 41.** Entice lead conversions with webinar and events.
- 42.** Entice sales conversion with Magnetic Micro offers (low ticket offers).

Source: [DigiUp Website Selling Formula](#). The Gateway Website™.

- 43. Your most important keywords.** Include your most important keywords (phrase) in your website title, domain name, description, tagline, blog categories, page titles, and page content.
- 44. Optimize Title Tags and Meta Descriptions:** Craft unique and compelling SEO parameters on each page of your website. Include relevant keywords and make them enticing to encourage users to click through from search engine results pages. Include your business name and your own name. This is what Google will show in the search. result
- 45. Utilize keywords and keyword phrases in your website content,** so that you attract ideal clients searching for what you offer. Focus on long-tail keyword phrases for better ranking opportunities, rather than trying to rank for a single word. Use your main keywords in your headlines. Use LSI-keywords (synonyms of your keyword) to improve the relevance of the search results.
- 46. Name your images with keywords.** Have your images appear in Google image results, by optimizing your alt tags (image description). Provide relevant descriptions for the images on your website, incorporating keywords where appropriate. Tip: make sure to rename the image file before uploading it to your website (visitors-to-website.png instead of image123.png)
- 47. Pay attention to your website's headline structure** and use header tags (H1-H6) appropriately with keyword relevance. The hierarchy of the header tags signifies their importance, with H1 being the most significant. When you utilize header tags, you signal the importance of the text to search engines, which helps determine the context of your page and deliver relevant search results. Use H1 for the main headline of your websites' top section, H2 for sections, and H3 for subsections.
- 48. Implement internal linking** as an easy way to improve your SEO. Link to other pages within your website to help search engines navigate and comprehend your web page content.



SOCIAL SEO



Social SEO refers to the process of optimizing social media profiles and content to improve visibility and engagement within social platforms' search results. Social SEO is all about getting seen when people are actively searching for content, rather than scrolling their feeds.

All the social media methods shared under off-page SEO and referral traffic will also be relevant for visibility within the social media platforms. Valuable content is key to show up in search results.

- 49. Use Relevant keywords:** Research and use trending or popular keywords or phrases that are relevant to your content.
- 50. Use Relevant Hashtags:** Research and use trending or popular hashtags that are relevant to your content. Hashtags can improve the discoverability of your posts within social platforms' search functions. Hashtags are used on Instagram, Tik Tok and LinkedIn.
- 51. Optimize Profile Information:** Complete your social media profiles with relevant keywords and include a clear and descriptive bio that outlines your business or brand's offerings.
- 52. Tag your location** if you are a local business. Your content will appear in Instagram maps. You can also show up on Snapchat maps, but this is a paid service if it is a business account.
- 53. Utilize Live Videos:** Use live video features on platforms like Instagram and Facebook. They tend to generate more visibility for your brand.
- 54. Use in-text overlay and subtitles in videos.** Make sure to speak out loud your keywords in the video. Include Tik Tok text-overlay and turn on auto-generated captions on YouTube and Instagram (add your own subtitles).
- 55. Include Image Alt Text.** When uploading your image to a post, make sure to add your own alternative text with relevant keywords. This will help the social platform understand exactly what your content is so it can serve it in response to relevant searches.

By implementing these actionable methods for social SEO, you can improve your brand's visibility within social platforms' search results, gain more followers, and increase engagement with your content.

LOCAL SEO

If you have a local business, you will want to include Local SEO strategies for targeting a specific geographical area. Here are some effective strategies for improving local search visibility and attracting customers:



- 56. Google My Business (GMB) Listing:** Claim your business on Google My Business and ensure all your business information and operating hours are accurate and consistent. Optimize your GMB profile with relevant categories, compelling descriptions, high-quality images, and customer reviews.
- 57. Local Keywords:** Conduct keyword research to identify local search terms related to your business and location. Incorporate these location-specific keywords naturally in your website's content, meta tags, headings, and URLs to optimize your website for local search queries.
- 58. Local Reviews and Ratings:** Encourage satisfied customers to leave reviews and ratings on local review sites. Positive reviews can improve your local search rankings and local online reputation.
- 59. Local Citations:** Build consistent and accurate citations (mentions of your business and business information) across reputable online directories, industry-specific listings, and local websites. Actively submit your business information to relevant and reputable platforms. This helps search engines verify your business's legitimacy, improve local search visibility, and helps potential customers find you more easily.
- 60. Local Link Building:** Acquire high-quality backlinks from local sources such as local organizations, local news sites, and industry associations. These local links signal relevance and authority to search engines, boosting your local SEO efforts.
- 61. Local Content Creation:** Create location-specific content that caters to the interests and needs of your local audience. This can include blogposts, articles, or videos that highlight local events, news, or tips related to your industry.
- 62. Social Media Engagement:** Engage with your local community on social media platforms. Participate in local groups, share local news and events, and respond to customer inquiries or reviews. This helps build brand visibility, loyalty, and engagement within your local area.

Referral Traffic

And Off-page SEO strategies

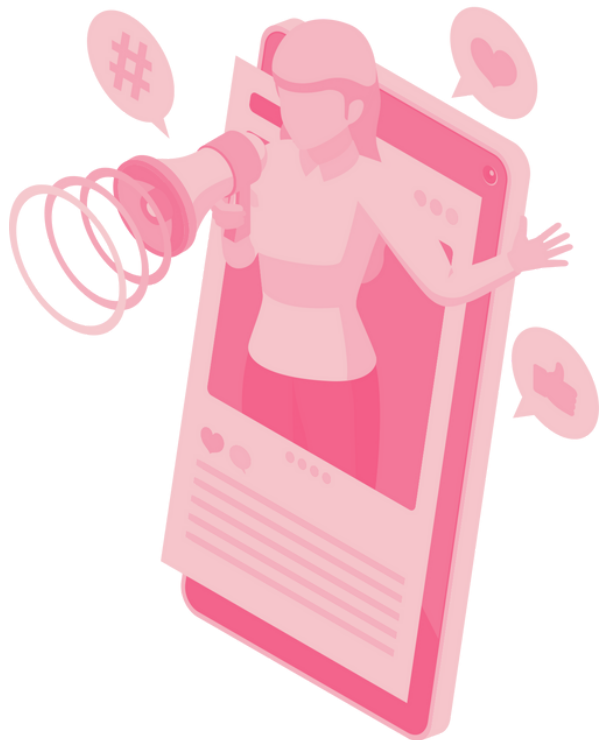


Referral traffic and off-page SEO are very closely related. The same link that generates referral traffic can also serve as a backlink, benefiting both referral traffic and off-page SEO simultaneously.

The methods are the same, but the traffic source will be defined from where people clicked the link. If they clicked a link in a search engine it will classify as organic search and if they came from any other website, it will be defined as a referral traffic source.

Referral traffic refers to visits to your site from links that appear on any other site than a search engine. These sites act as referrers, directing users to your website and generating referral traffic.

Off-page SEO is any activity that doesn't involve publishing content on your own website. The benefits triggered by good off-page SEO tactics are multiple, but let's name a few: increase in rankings, increase in PageRank, more visits, more social media mentions, and visibility.



Off-page SEO is like building your site's reputation. Reputable websites tend to rank higher because search engines value their Expertise, Authoritativeness, and Trustworthiness (E-A-T). Backlinks, reviews, and recommendations are key off-page SEO factors that demonstrate E-A-T.

Backlinks vary in value for SEO, and not all are equally beneficial. If your goal is to boost rankings, you should prioritize do-follow links and authority backlinks from reputable sites. Social media links are no-follow, providing limited SEO value, but social signals still contribute somewhat. However, social links are valuable for generating referral traffic to your website.

LINK BUILDING AND CONTENT MARKETING

The best way to get quality backlinks is having valuable assets (articles, long-form guides, videos, infographics) so people will want to share your content on their websites.

There are three main types of links:

Natural links: a user/customer/reader links to your business as a sign of trust, appreciation, and endorsement.

Manually build links: gained through direct link building efforts; wilfully asking publishers and customers to link to your product, or influencers to share your content.

Self-created links: when posting your website link in comments, or in web directories, forums etc.

63. Blogger outreach (non-pushy): Find bloggers that share content on your topic. Reach out to them and give them a heads up about new content you are releasing. If they like it, they will share it.

64. Guest blogging: Contribute guest posts to popular blogs and publications within your industry. Include your website URL in your author bio or within the content itself.

65. Blog Commenting: Give your insight on topics, and attract attention to you, your brand and business. Not always allowed or recommended to add links.

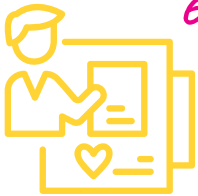
66. Post listings of your business with links to your website on industry resource pages and directories.



PART 3 - REFERRAL



67. Forum posting: Join online forums and communities relevant to your industry or niche. Actively engage in discussions, provide valuable insights, and include your website URL in your forum signatures or profile bio. Tip: answer people's questions on Quora, Reddit, Yahoo Answers.

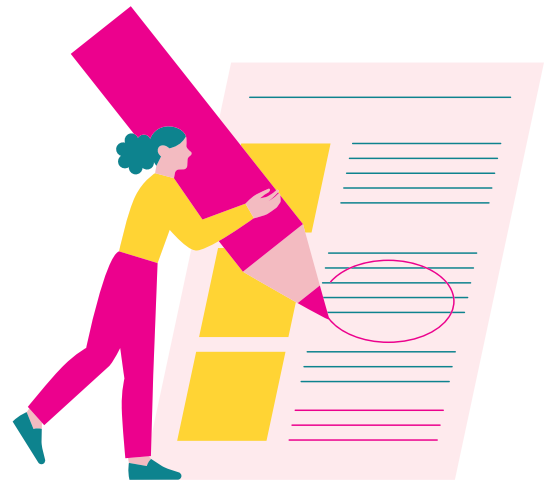


68. Online Reviews and Ratings: Encourage satisfied customers to leave reviews and ratings for your business on platforms like Google My Business, Yelp, and industry-specific review sites. Positive reviews not only improve your online reputation but also contribute to your search engine rankings.

69. Promote Blog Posts and Videos on Quuu (paid): Submit your best content and they'll ask influencers to share it on Facebook, Twitter, LinkedIn and more.

70. Syndicate your content on Medium.com.

71. Submit your content to aggregator sites. Aggregator sites collect and repost content. There are topic-specific sites, so search to see if there is one for your industry content. Popular aggregator sites for everybody are Pocket and Reddit.



72. Be a guest on Podcasts. You get attention, people will look you up and you usually get at least one backlink in the podcasts show notes.

73. Influencer Partnerships: Collaborate with influencers or industry experts who have a significant following in your niche. This can involve partnerships for sponsored content, social media mentions, or product reviews.

74. Cross-Promotion with Partners: Collaborate with complementary businesses or industry partners to cross-promote each other's websites.

SOCIAL MEDIA

One of the most effective off-page SEO and referral traffic techniques is using social media. It allows you to share your content with a large audience quickly and easily, get engagements, clicks to your website content and getting backlinks and boosting your social profile ranking from people sharing your content.



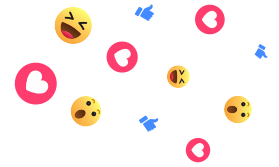
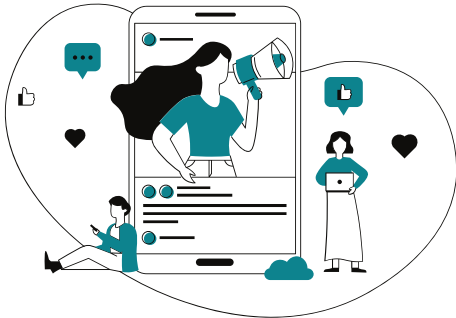
- 75. Have multiple social media accounts:** Choose 2-3 where your target market is most likely to be. The most popular social media networks are Facebook, Instagram, YouTube, LinkedIn, Pinterest, Tik Tok and Snapchat. Using less popular networks can be a good idea if your target market is there.
- 76. Add enticing content to your social media profiles:** Make sure your social media content revolves around your target audience instead of you. Offer content that's valuable to them. Inspire and motivate them to help them achieve their objectives.
- 77. Engage your audience:** Give people a reason to follow, like, comment, share or click. Focus on asking open-ended questions when creating content to boost engagement. Ask questions that trigger a reaction. Ask yes-no questions or go multiple-choice style.
- 78. Add a direct call to action in your posts.** Ask them to comment, save, share the post or click a link to your website.
- 79. Host a poll or a quiz.** Create engagement.
- 80. Host a Giveaway Contest.** People love to win free stuff and will gladly give their email, comment, and share to enter the contest.
- 81. Be Responsive.** Make an effort to reply to comments on your social posts. That makes your audience feel valued and you are building relationships.



PART 3 - REFERRAL

82. Repurpose your content into different formats and post in your social media channels. Transform a blog article into a video, an eBook, infographic, or podcast.

83. Overhaul, upgrade, and relaunch old (blog) content.



84. Promote your blog articles on all your social media accounts.

85. Share videos on your social media profiles.

86. Share long and short-form video content to video sharing sites (consider where your target group is): YouTube, Daily Motion, IGTV for Instagram, Facebook Watch, Tik Tok, Snapchat, Periscope, Utreon, Mix, Ted, Metacafe.

87. Create an Active YouTube Channel: YouTube is the 2nd most popular website on the planet. Use Video SEO to rank your videos.

88. Create communities: Share useful content in Facebook group, LinkedIn groups, Discord, Skool, Meetups.com, and on your social media profiles.

89. Run Livestreams to reach more users and have real-time interaction with your audience.

90. Share a great Instagram post on your Stories, that another creator made, tag them and make it so good they want to share it in their story, and you get in front of their audience.

91. Commenting on high profiled, Instagram creators' posts (in your niche, but not direct competitors) tapping into their audience.

92. Commenting on posts in Facebook groups in your niche.

93. Commenting on posts on LinkedIn.

94. Follow other social media creators in your niche.

95. Collaborate with other creators in the same niche as you.

96. Check your analytics on what's working or not. Do more of what is working.



Email Traffic

Traffic and engagement from email connections

Your email list is a valuable asset for your business, enabling you to reach a receptive audience whether they're in the office or relaxing on the beach. This valuable list belongs to you, and its consistent maintenance is vital for effective email marketing.

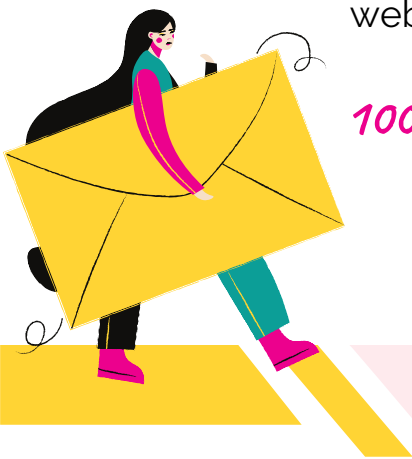
Email traffic represents the number of visitors directed to your website through email strategies and email marketing campaigns.

Various email strategies can be deployed based on specific objectives a business aims to achieve.



Some strategies are:

- 97. Website URL in Email Signature:** Include your website URL in your email signatures and include this in all emails you send out. Encourage recipients to visit your website for more information, special offers, or to access exclusive content.
- 98. Email Contests or Giveaways:** Conduct contests or giveaways via email, encouraging recipients to participate and visit your website to enter or claim their prize.
- 99. Exclusive Offers and Discounts:** Send exclusive offers or discounts to your email subscribers, enticing them to visit your website to take advantage of the special deals.
- 100. Shareable Content:** Create shareable content within your emails, such as informative articles, videos, or infographics, that recipients may forward or share with others, driving new traffic to your site.



PART 3 - EMAIL

- 101. Refer-a-Friend Programs:** Implement referral programs through email, encouraging current subscribers to refer friends or colleagues to your website, resulting in new traffic from their referrals.
- 102. Social Media Links:** Include social media buttons or links in your emails, encouraging recipients to follow or engage with your brand on social platforms, which can drive traffic to your website through social media channels.

Deploy Various Email Marketing Campaigns:

Campaigns
= a set of emails



- 103. Welcome emails:** Include links to bonus and case study content to captivate new subscribers and nurture them to take the next step with you.
- 104. Offer maximizer emails:** Provide links to offers your subscribers can be interested in.
- 105. Product or brand promotion emails:** Share links to showcase new offers or promotions.
- 106. Cart abandonment emails:** Send links to offers they have considered (offer or checkout pages they have visited), prompting them to complete the purchase.
- 107. Content & Value emails:** Include links to newly released website content for added value.
- 108. Seasonal emails:** Send joyous greetings with links to various content or special gift offers.
- 109. Newsletters:** Engage subscribers with links to various content to keep them informed and involved.
- 110. Customer retention emails:** Utilize links to content that encourages repeat business and build long-lasting loyalty.
- 111. Email Campaign Tracking:** Monitor the effectiveness of your email campaigns and analyze which campaigns drive the most traffic to your website. Use this data to refine your strategies and focus on the most successful tactics.



COLD EMAIL OUTREACH

You can utilize email marketing outside of your list, sending personalized emails directly to attractive recipients not yet aware of your business. Cold outreach emails can have different goals.

- 112. Sales Emails:** Reach out directly to high potential customers, highlighting how your products and services can meet their needs.
- 113. Media Pitch Emails:** Craft compelling pitches to journalists and media outlets, showcasing newsworthy aspects of your brand for potential coverage. If they publish your story, it can lead to valuable website traffic.
- 114. Networking Pitch Emails:** Introduce yourself via email to industry professionals, potential partners, or other valuable contacts, expressing interest in collaboration and building valuable connections.



- 115. Brand Pitch Emails:** Tailor persuasive messages to potential collaborators, influencers, or affiliates, showcasing the unique value your brand brings to a promotional partnership.
- 116. Content Promotional Emails:** Reach out to relevant audiences to promote your valuable content, such as blog posts, articles, or videos, and encourage engagement.

- 117. Link Building + Referral traffic Emails:** Strategically reach out to relevant site owners with a personalized email that demonstrates the value of your content and explain why it would be beneficial for their audience.

By implementing actionable cold outreach strategies, you can proactively expand your reach, build meaningful relationships, and drive traffic to your website or brand.



Direct Traffic

Leverage Direct Marketing & Offline Traffic Strategies



The basic definition of direct traffic is a web traffic source that comes directly to your website without first visiting another website. Direct traffic can be hard to track exactly where the visitors come from.



Users could be typing your website URL directly into their browser, using a direct link, or a bookmarked link. These are visitors that are going to your website with intent. They are not clicking a link on a website online.

Here are some examples to show where direct traffic can come from:

- They're familiar with your brand and don't need a search result or referral link to find you. They might even have bookmarked your link.
- They have gotten a direct link from a friend (or you) who copied and pasted the link into a private message or in a personal email.
- They clicked a direct link embedded inside a document such as Word, PowerPoint, or a PDF.
- They know your website address from direct marketing or one of your offline assets.
- They became aware of your brand through word of mouth, your networking efforts or from listening to you in an interview on a podcast, YouTube video, radio.



How to Drive Direct Traffic to Your Site



Branding efforts are essential for building brand recognition, loyalty, and credibility. When done effectively, they can lead to increased direct traffic as users become familiar with the brand and directly type its website URL or engage with branded content and marketing materials.

Creating valuable content can be helpful when it comes to promoting brand awareness and bringing users directly to your site.

Think of it this way; when a customer sees something useful with your brand name on it, they are more likely to remember you. When they go directly to your website at a different time, their intent will be high.

Here are some methods to increase direct traffic to your website:

BRANDING:

- 118. Memorable Domain Name:** Choose a simple, memorable, and relevant domain name that users can easily remember and type directly into their browsers.
- 119. Logo Design:** Creating a unique and visually appealing logo that represents the brand's essence and is easily recognizable.
- 120. Brand design and Consistent Visual Identity:** Ensuring a consistent visual identity across all marketing materials and content, including colors, fonts, and design elements:





- 121. Brand design and Consistent Visual Identity.** Ensuring a consistent visual identity across all marketing materials and content, including colors, fonts, and design elements.
- 122. Brand Messaging.** Developing a clear and consistent brand message that communicates the brand's values, mission, and unique selling propositions.
- 123. Brand Storytelling.** Sharing authentic and compelling brand stories that connect emotionally with the audience.

BRANDING & ONLINE MARKETING

- 124. Social Media Branding.** Maintaining an active presence on social media platforms, engaging with followers, and sharing brand-related content can make you top of mind.
- 125. Share links in Messenger and chats.** Engage with potential customers on social media (your own accounts and in groups) and take the conversation to private chat.
- 126. Content.** Creating valuable and relevant content + links in documents (eBooks, guides, checklists) that showcases the brand's expertise, solves customer problems, and establishes thought leadership.



- 127. Personal Email Signature.** Add your logo and website URL to your email signature in your personal email, making it easily accessible for recipients to visit your website.
- 128. Affiliate marketing.** Incentivize your customers to promote your offers to their friends, by sending their direct affiliate link in emails and personal messages.
- 129. Online Interviews.** Get interviewed on Podcasts and YouTube and mention your website URL.
- 130. Online Events.** Make sure to mention your business name and website.



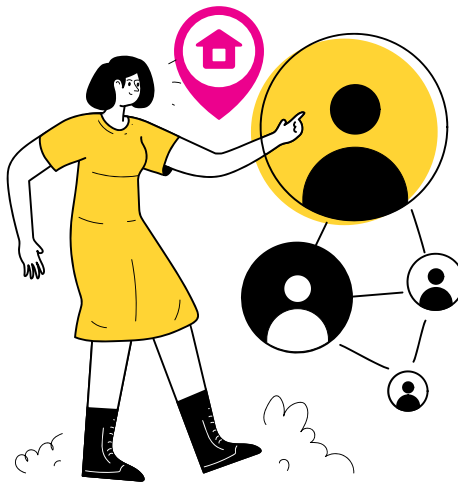
BRANDING & OFFLINE MARKETING

- 131. Customer Experience.** Delivering exceptional customer service and consistently exceeding customer expectations to build positive brand perceptions and word of mouth.
- 132. Business Cards.** Make sure your business cards include your website address.
- 133. Brochures & Flyers.** Have your website address prominently displayed on all your marketing materials.
- 134. Branded Merchandise.** Give out promotional products as pens, mugs, chocolates, key chains, t-shirts, or other tangible items with your website address on it.
- 135. Discount Coupons.** Giving out physical discount coupons can increase direct traffic.
- 136. Offline Events and Seminars.** If you host or participate in offline events or seminars, mention your website during presentations or networking to prompt direct visits..
- 137. Join a Business Network.** Nurturing relationships in a business network is a good form of offline marketing because other industry professionals are likely to help broaden a company's reach.
- 138. Press Releases.** Engaging in public relations activities to gain media coverage and positive press mentions.
- 139. Influencer Marketing.** Collaborate with influencers who can mention your website or brand and encourage their followers to visit directly (can be paid).
- 140. Sponsorships and Partnerships.** Collaborating with influencers, organizations, or events that align with the brand's values and target audience (Can be paid).
- 141. Speaker engagements.** Speak at conferences or industry meetups.
- 142. Interviews.** Get interviewed by newspapers, radio, or TV.



PART 3 - DIRECT & OFFLINE

BRANDING & LOCAL MARKETING



143. Networking Events. Attend local networking events or trade shows and talk about your business and how it can help potential customers.

144. Community Involvement. Sponsor local events or volunteer with local charities and make sure your website address is included in any promotional materials (usually paid).

145. Vehicle Advertising. Put your website address on your company vehicles or use vehicle wraps.

146. Flyer distribution. Place flyers on car windows and in mailboxes in the area

147. Posters. Hang up posters on local mall or grocery stores.

Here are some paid offline strategies as well.

PAID OFFLINE MARKETING

148. Direct Mail. Send out letters, postcards or flyers including your website address to potential customers in your area.

149. Print Ads. Include your website address in any print ads you run, such as in newspapers or magazines.

150. Billboard Advertising. Include your website address in any billboard advertising.

151. Radio and TV advertising. Include your website address in (local) radio and TV ads.



By implementing these methods, you can encourage users to directly visit your website, which reflects strong brand awareness and loyalty, contributing to increased direct traffic over time.

SUMMARY

Summary

What Traffic Should You Focus On

In this comprehensive guide to website traffic, we have explored a plethora of organic methods to drive visitors to your website. From optimizing search engine visibility to leveraging social media and content marketing, there are numerous strategies at your disposal.

As you've seen, the heart of every traffic source lies in the power of content.

Whether it's through organic search, social media shares, email campaigns, or backlinks from other websites, compelling content plays a crucial role in engaging your target audience.

By crafting valuable and relevant content, you can generate traffic from multiple channels and create meaningful interactions with your visitors.

When it comes to deciding on long-term strategies, it's essential to avoid trying to do everything at once. My advice is to focus first on social media with organic social, social SEO and social media referral traffic.

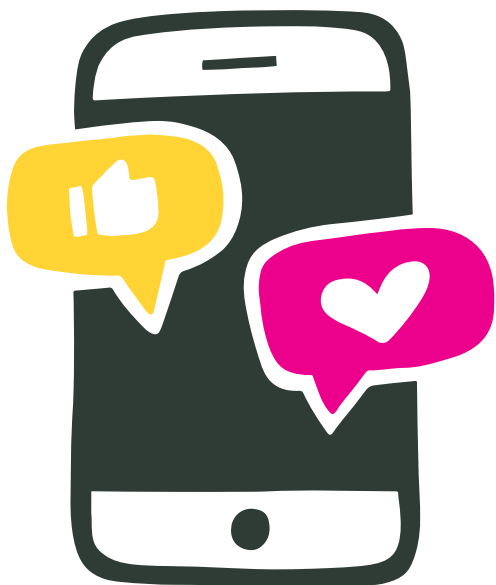
I would choose one main social media platform where your target audience is most active and build a strong presence there. You can use this content and repurpose it to other platforms. Consistency is key, so crafting a well-defined social media strategy and regularly posting valuable content is essential for organic traffic growth. Mere sporadic, planned on the spot posts are unlikely to yield the desired results.



151 Ways to Drive Traffic

SUMMARY

If managing social media feels overwhelming and time-consuming, consider following my approach by enlisting the help of a part-time remote social media manager. Collaborating with a professional can ease the burden, ensuring your social media efforts are consistent, effective, and aligned with your long-term goals.



A thoughtful and dedicated approach to social media can unlock tremendous organic traffic potential to your website and foster a loyal and engaged audience for your business.

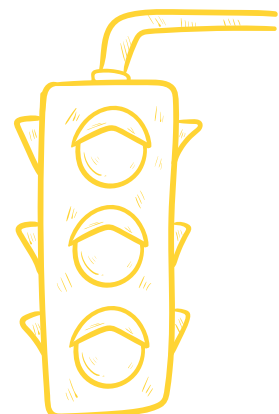
While organic efforts are valuable, considering paid online advertising down the line can take your traffic generation to the next level. Once you have proven sales of your offers from organic traffic, it can be smart to test out small with paid media.

Social media ads are great as you can test with low daily amounts like \$5-\$10. The DigiUp Magnetic offer sales funnel, designed for Facebook advertising, can be an excellent addition to your marketing mix, allowing you to reach a broader audience and drive targeted traffic to your website.

If you gradually want to be expanding into organic search, consider starting with blogging.

By combining organic and paid strategies strategically, you can maximize your website's visibility and drive a steady flow of traffic to your website. The key is to continually monitor the effectiveness of each strategy.

Using tools like the platforms' analyzing tools and Google Analytics, you can ensure you allocate your efforts and resources to the most impactful traffic sources. With a well-rounded and focused approach, you can achieve sustained growth and success in driving traffic to your website.



Line Rødli Kristiansen

“Working with Line feels like working with a trusted partner who really cares about my success.”

-Solvi R.

ABOUT THE AUTHOR

Line Rødli Kristiansen is a digital strategist and direct response marketer who helps small businesses and solopreneurs with limited online marketing experience build their business online and predictably get new clients online with the DigiUp Website Selling Formula & System™.

With step-by-step processes and tutorials, done-for-you templates, coaching, and done-for-you services, Line works with driven entrepreneurs to bring them the strategies they need to build an automated business online. She is the developer and author of the DigiUp Website Selling Formula, also known as The Gateway Website which is built to attract and sell for small businesses 24/7,

Her goal is to be a partner and help the 'little guy' in business succeed online, making it possible to scale and allowing dedicated entrepreneurs to live the life they love while still creating a massive impact.

When she's not helping solopreneurs build and automate their businesses online, Line is spending time with her friends, family, and her two purrfect cats, eating a delicious meal, reading a (marketing) book, or binging the latest real-crime or historic drama.

You can find Lines tips, business advice, and inspiration on her Instagram channel DigiUpLine

