

HOW TO INCREASE TRAFFIC TO YOUR WEBSITE

PREPARED BY WHITEHAT AGENCY

WHITEHATAGENCY.COM.AU

ABOUT WHITEHAT AGENCY

Whitehat Agency is a leading web development agency based on the sunny shores of Sydney, Australia. We specialise in creating world class websites that capture the attention of our client's target market.

The following is an ebook on how to increase traffic to your website. These rules are quick and simple in order to maximise efficiency.

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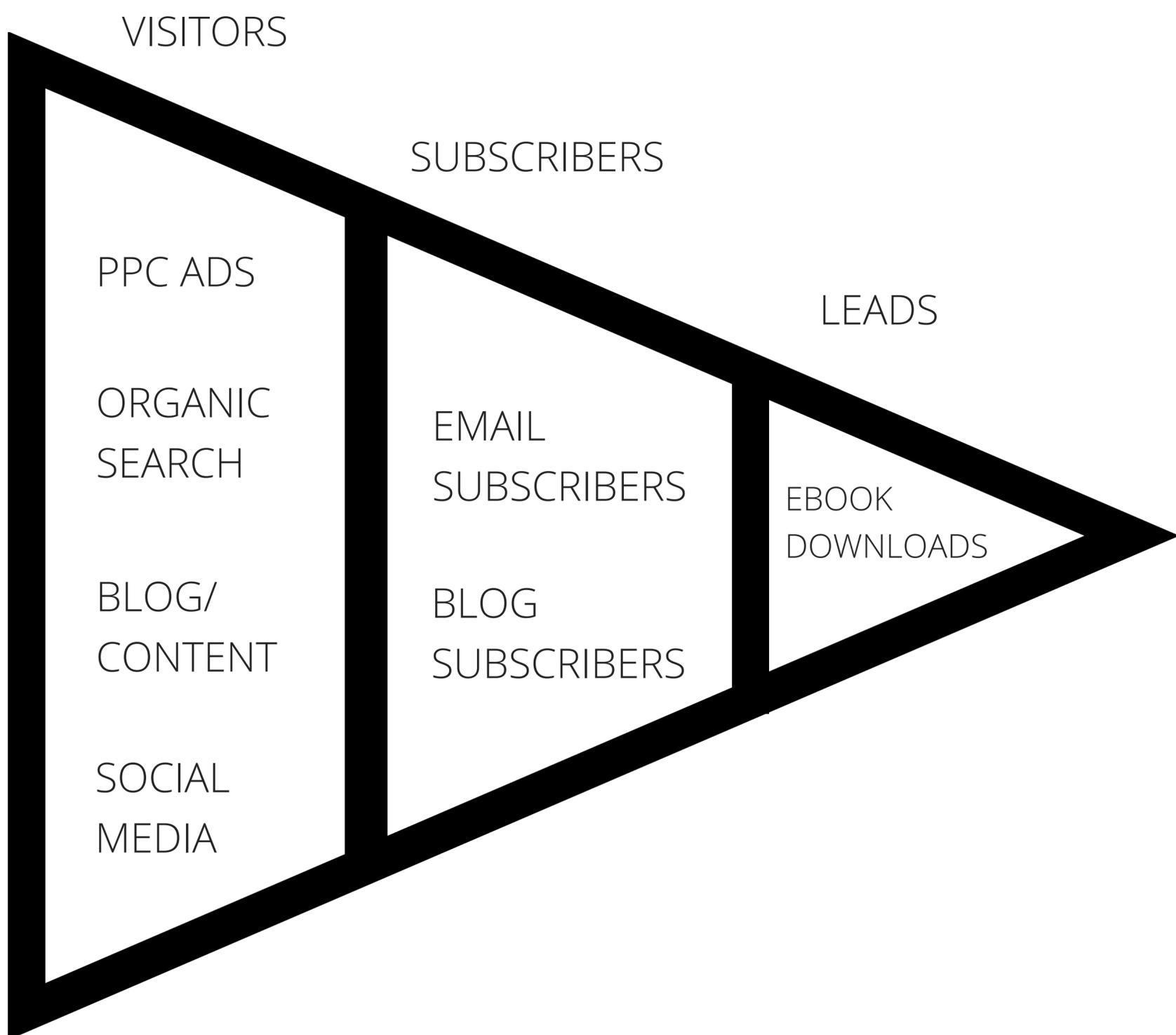
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INTRODUCTION

The traffic to your website is essentially the lifeblood of any business. This is because the more people know about your business, the more chances you have at engaging with a lead or potential customer.

Why Traffic is Important

Traffic is important because it is the first step to turning a website visitor into a lead.



PAY FOR CLICK ADVERTISING

Pay-per-click, is an internet advertising model used to direct traffic to websites. An advertiser pays a publisher when the ad is clicked.

Examples of PPC advertising includes: Google Adwords, Facebook Ads, LinkedIn Ads, Instagram Ads.

AUDIENCE TARGETING

Facebook and Google gives advertisers an an option to upload a list of their favourite customers and analyse it. Facebook or Google will then create a "lookalike audience" and will target the ad towards people who share similarities with the customer list.



The image shows a Facebook post from Whitehat Agency. The post header includes the agency's logo and name, followed by the text 'Written by Queenie Tan [?] · 9 May · 🌐'. The main text of the post reads: 'We're giving away a FREE WEBSITE valued at \$5,000. Click below to enter.' Below this text is a large, bold, black text overlay that says '\$5,000 WEBSITE GIVEAWAY'. The background of the post features a photograph of a white mug with a forest scene, a laptop displaying a mountain landscape, and a smartphone on a wooden desk. At the bottom of the post, there is a link that says 'Click here to enter the Website Giveaway' and a button labeled 'Apply Now'. The URL 'HTTP://WWW.WHITEHATAGENCY.COM.AU/GIVEAWAYS/WEBSITE...' is visible at the very bottom.

FACEBOOK AD TIPS

- Facebook Ads using a photo were 10x more successful than plain text Facebook ads.
- Have an irresistible offer attached to your ad so that people don't think twice about clicking, and giving you their details!

SEARCH ENGINE OPTIMISATION

Search engine optimisation refers to a group of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine.

Nowadays the SEO space is competitive, with many users competing for a the top slot on Google's first page. There are ways, you can use a good SEO strategy without having to compete with other big businesses with bigger budgets.

SEARCH ENGINE OPTIMISATION

Long Tail Keywords

Long tail keywords are usually three and four keyword phrases which are very, very specific to whatever you are selling. You see, whenever a customer uses a highly specific search phrase, they tend to be looking for exactly what they are actually going to buy.

A good way to find out some good long-tail-keywords are, is to look at some free tools such as keyword tool and über suggest.



Get 750+ Google Keyword Suggestions For Free

Google YouTube Bing Amazon App Store

website design google.com.au English 

Simply type in a keyword related to your business, and these tools will generate a list of keywords. From there, copy or download the entire list and copy it into Google Keyword Planner. You will have to create a Google Adwords account to access it.

Here you can compare the search volume of your keywords, for free!

CONTENT MARKETING

Content marketing is a marketing program that centres on creating, publishing, and distributing content for your target audience.

This valuable content is usually provided for free, with the aim of improving the credibility and interest of your brand among your potential customers.

Content includes ebooks, webinars, videos, podcasts and infographics.

SOCIAL LOCKER

Social locker is a \$25 Wordpress plugin that enables your subscribers to unlock an offer (download an ebook) by sharing it on their social media. It's a better way to give your users access to your content because you can reach more people.

CONTENT MARKETING

Video Content

- Between April 2015 and November 2015, the amount of average daily video views on Facebook doubled from 4 billion video views per day to 8 billion.
- A Mailchimp study found that using the word “video” in an email subject line boosts open rates by 19%, click-through rates by 65% and reduces unsubscribes by 26%.
- 51.9% of marketing professionals worldwide name video as the type of content with the best ROI.



SOCIAL MEDIA MARKETING

Social media marketing is a form of Internet marketing that uses social networking sites as a marketing tool.

The goal of social media for business is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

The types of social media sites you invest your employee's time in, depends enormously on what type of business you have.

The following is a breakdown of which social networking sites work well for which businesses.

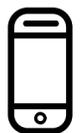
B2B	B2C
<ul style="list-style-type: none">• LinkedIn• Facebook• Twitter	<ul style="list-style-type: none">• Facebook• Instagram• Pinterest

CONCLUSION

We hope you enjoyed this guide on how to increase traffic to your website. Pay for Click Advertising, Search Engine Optimisation, Content Marketing and Social Media Marketing all work together for your business, in differing ways, to increase your brand recognition across the web.

If you need any help with implementing any of the strategies in this ebook, or would just like to talk more about the finer details, get in touch with us. We'd love to help you out.

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