


Digital Marketer Tips: Top 7 Digital Marketing Tactics every Marketer should know?

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Searching for the best tactics to improve to increase traffic on your website?



After reading this article you will be able to identify the best top 10 tactics which can you increase the traffic.



In this article, I have written about the most important tactics of all time used by Digital Marketers to bring lots of traffic to the website.

1. **Catchy Headlines**

According to growth.org, 80% of people read headline which means 8 out of the 10 people will read your articles headline. Moreover, headlines can be used to attract the audience from Search Engines & Social Media Websites.

You can take help from various online headline generators to generate a perfect headline for an article. Some of the well-known Headline Generators are:

- BlogAbout by Impact
- Portent Content Idea Generator
- HubSpot Blog Topic Generator
- SEOPressor Blog Title Generator
- Inbound Now Blog Title Idea Generator

You might have heard of “Practice makes a man perfect”. The same concept is true for writing headlines also. Creating a better headline requires practice. There is a website named “Write 25 Headlines” which lets you write 25 headlines at once and shows a score for each of them. This website will also be helpful if you want to write separate headlines for Blog Post/Article, Twitter & for Emails.

25 Headlines

Copywriters aren't born, they practice.
Inspired by [Upworthy](#) & [KissMetrics](#).

Headlines Tweets Emails

50 Eh, ok 62 Long 100 No way

1. Who Else Wants a Killer Robot?	0
2. The Secret of Giant Pandas	0
3. Here's the Miracle That's Helping Bros Live Longer	0
4. Little Known Ways to Nurse Your Cat	0
5. Now You Can Have a Great Body Without Paying Too Much	0
6. Annihilate Watermelons Like Gallagher	0
7. Own the Yacht Your Neighbors Dream About	0
8. What Everybody Ought to Know About Spiders	0
9. 100 Ways to Style Butter	0
10. He Took the Road Less Traveled — You'll Never Guess What Happened Next	0
11. How to Get Rid of Stubborn Bonos	0
12. Fewer Zombies in 7 Days or Your Money Back!	0
13. Now You Can Win Hackathons Even If You Don't Know Node.js	0
14. How to Shop at Ikea Without Murdering Your Spouse	0
15. 684,935 Bedbugs Agree, Your Apartment Is Infested	0
16. 25 Reasons Why Manhattan Is Man-Has-Been	0
17. Why SEO Gives Marketers Aneurysms	0
18. The Ultimate Twerking Compilation Video	0
19. The Brilliant, Super Fast Way to Shotgun a Beer	0
20. Rage Spend Like a Jilted Kardashian	0
21. The Future of Sharks Is Here	0
22. Nebraska Just Got Exciting	0
23. 5 Lies Your Friends Tell You Everyday	0
24. The Programming Language That RMS Actually Likes	0
25. Avoid Embarrassment: Learn How to Turn down for What	0

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How to check the quality of your headline?

There are lots of websites which provides tool for checking headline score but the most used ones are:

- Sharethrough Headline Analyzer
- CoSchedule Headline Analyzer

The Best thing about CoSchedule is its analysis report which is very helpful in improving the headline score.

2. Guest Posting Opportunities

Contributing to others blog as a Guest Writer is the simplest definition of Guest Posting. If have good knowledge of particular topics and good writing skills, then you can easily contribute to others blog just by sending an email.

Get in touch with the owner or blog and simply pitch them with your idea of Guest Post and if they like your idea, you can share the article with them along with other requirements such as Author Bio, Author Pic & link to previous articles written by you.

Related articles: Digital Marketing Future: Watch Out! Latest Trends in Digital Marketing

Guest Posting is one of the best methods of showing expertise in a particular topic and attracting visitor to your own blog or website.

Some of the most famous Guest Posting Websites for Blogging/marketing niche are:-

- ShoutMeLoud
- Content Marketing Institute
- HubSpot
- Outbrain
- CopyBlogger

3. Facebook & LinkedIn Groups are the mines

Facebook & LinkedIn Groups are groups of like-minded people or people who are interested in the same topics. Some Facebook groups have more than million members. These Facebook & LinkedIn Groups can become one of the best sources of traffic for a website.

How to find a relevant group in Facebook & LinkedIn?

First find 4 to 5 keywords related to your topic for ex. If you are searching for groups related to Digital Marketing, then your keywords will be Digital Marketing, Online Marketing, and Internet Marketing.

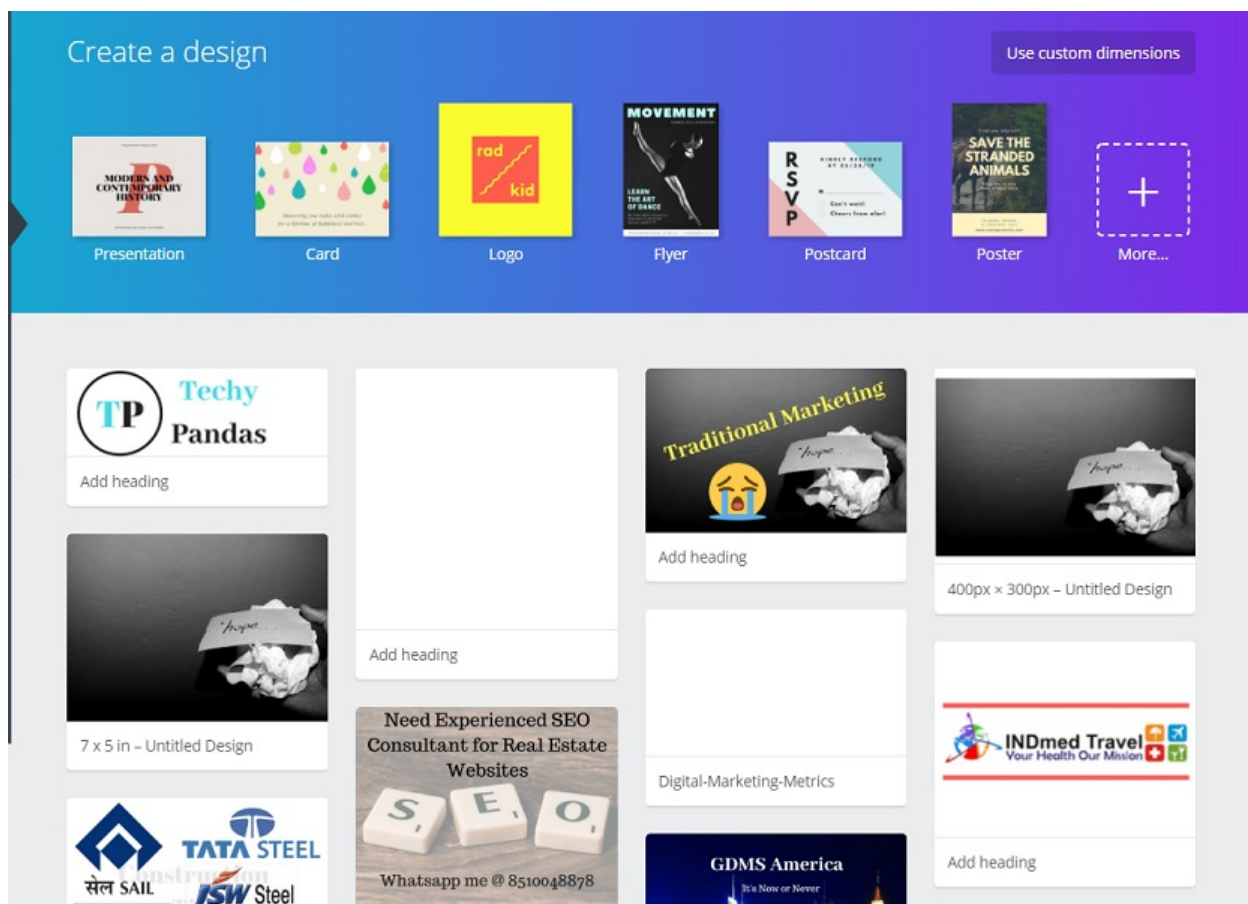
Click on the search bar and write the keyword you have found and press Enter. Then filter the results by clicking on group at the top section. This will filter out all the popular groups related to the search term.

Join groups which are having more interaction of the members of the group. Now start interacting with others by sharing relevant and useful content on the group.

4. Increase in Google Images Search

Optimizing your websites images for Google Image search has lots of benefits. Google Image Search can bring a lot of traffic to your blog or website.

One can easily create stunning images without the knowledge of Adobe Photoshop with the help of Canva.com website. Canva.com lets you create image in a very simple drag & drop manner. Most of the bloggers and Social Media Marketing Executives prefer using canva.com due to its simplicity. Once you will start using this website, you will love it.



5. Answering relevant Quora Questions

Quora is a platform where anyone can post questions & write answer to others questions. One can spend hours roaming on this website and reading interesting answers.

How to bring traffic from Quora?

- Here is the step by step procedure for increasing website traffic from Quora:-
- Create a profile around the Topic of your expertise
- Start writing answers to relevant questions to your website or blog post.
- Give a link to your blog post or website at the last of the answer.

Why Use Quora?

- They receive a large amount of traffic every day
- People spend a lot of time reading answers in Quora
- Domain Authority of Quora.com is very high and hence Google ranks it better in search engine
- The answers in Quora are trusted by almost everyone

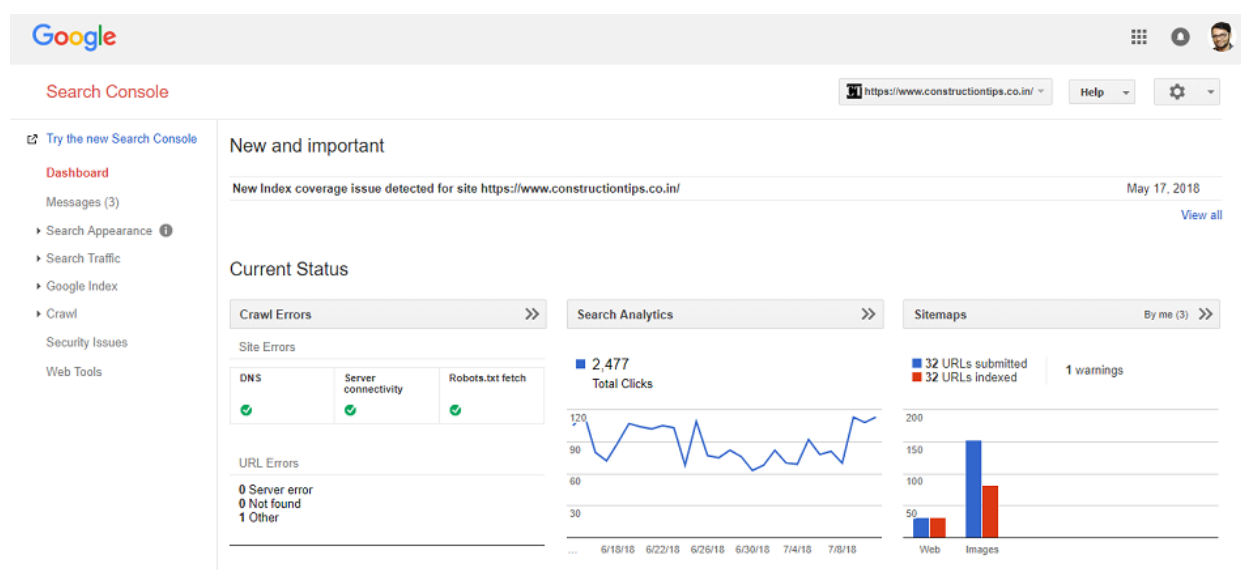
6. Using Google Search Console Tool to uncover the secrets

Google Search console is a free tool from Google. There are lots of benefits of using Search Console for bloggers and Marketers. With the help of Search Console one can easily find out the 404 errors, search analytics and various other important metrics.

Related articles: Digital Marketing Conversions: Top 10 Ways to Convert Leads into Sales in Digital Marketing

Search Console records some of the most important metrics such as:-

- Total Clicks on a website from Google Search
- Crawl Errors
- Links to your Site
- Internal Links
- Mobile Usability
- Structured Data
- Rich Cards
- Data Highlighter
- HTML Improvements
- Accelerated Mobile Pages



7. Creating YouTube Videos Relevant to Blog Post/Website

YouTube is the second most popular search engine after Google. There are millions of videos on YouTube. One can use this platform easily to promote their blog post or article by creating a compelling video. Don't forget to link your blog article or website in the description section.

How to rank your video for a Keyword?

- Create quality video
- Optimize Title & Description by including your keyword
- Write Video description of about 200 words or more.
- Use relevant tags
- Catchy Thumbnail

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