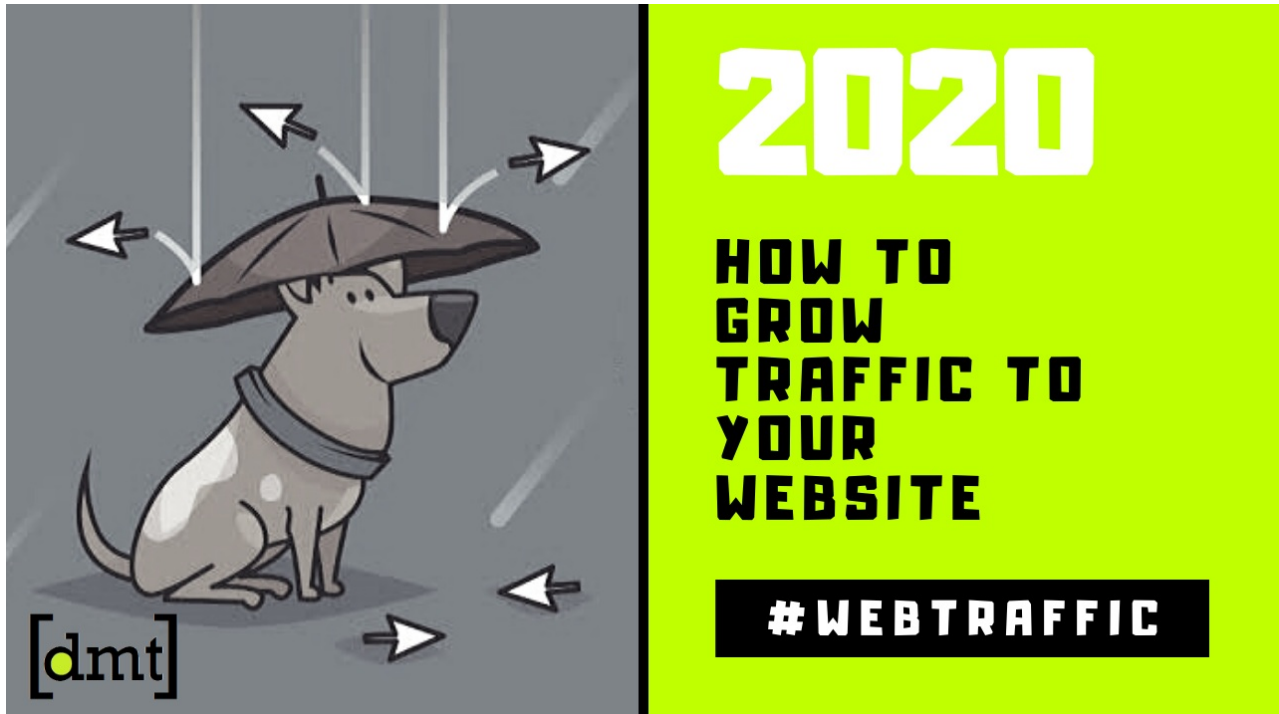


# 17 Proven Ways to Drive Traffic to Your Website in 2020

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Rinki Sharma

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Website traffic is an important pointer and a driver for the growth of your business.



It helps you to see the performance of your marketing, get insights about your audience to take further decisions, improve SEO and credibility of the search engine, generate more leads, enhance conversions, and get more customers. But you can also try the following ways to drive traffic on your website.

You can get traffic to your website traffic free or paid. Traffic to your website is to improve your rank and in turn, generates more traffic. But you need to ensure that the traffic increase leads to engagement as well. When you face a situation that your traffic gets increased and your conversion rates decrease, it means that you are not getting the right traffic.



Various ways to optimize your website for conversion would be to include a call to action, include capture forms at the right place, provide information that your visitors seek, and make navigation of your website easy. Various channels that would drive quality traffic to your website would be online directory listings, on-page SEO, off-page SEO, email, social media, online ads, and blogging.

## Here are a few ways how to get traffic on the website in 2020?

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### #1 Create Google My Business Listing

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Having an optimized Google My Business listing gets you 7X more visits as compared to an incomplete one. You should not miss mentioning the listing link to your website that would fetch more traffic to your website. Google gets smarter and smarter with results. Make sure that your listing provides all the necessary information that a potential customer requires to decide. This will ensure that they will directly contact or visit your business more than a website visit.

### #2 Perform On-Page SEO

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There are many methods of SEO that you will be able to perform on all your website pages to increase their search engine ranks and invite more visitors. This requires producing high-quality content that your audience looks for, write short meta descriptions for your pages. As the meta description is seen below the URL in search results, the audience will have a gist of what the page is about and will result in a click. Few On-page SEO methods are free that can be adopted but takes some time.

### #3 Online Directories Listing

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Yet another way to increase your website traffic is to get listed in review sites and free online directories. For these sites, you will have your profile that links to your website. Hence it yields a better result when you keep updating these listings and get positive reviews that increases in website traffic.

**Recommended read:** [How to Grow Brand Exposure Online in 2020](#)

### #4 Make use of Backlinks

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A backlink refers to a link to your website from another website. Getting backlink from industry influencers or matching businesses will fetch you with a larger audience and drive qualified traffic to your website. Above all, Google picks up on backlinks and increases its trust in your business when it comes across other trusted websites that point to your website. When the trust from Google is higher, it leads to higher rankings eventually leading to more traffic.

### #5 Post to social media

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One of the most popular free marketing tools is social media and it plays an important role to drive traffic to your website. Make use of Instagram, Facebook, and LinkedIn to promote blog posts and other important pages to your websites. With this, you can convert the social media audience to visit your website and enhance traffic from their networks.

### #6 Make use of hashtags in your posts

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By including hashtags to your posts that promote your blogs and website, you will be able to extend your reach across your network. This will eventually lead your website to get noticed by users who search for your services and products. When there are more eyes on your links, the traffic would be more to your website.

### #7 Make use of landing pages

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Another way to **get traffic to your website free** is by landing pages. These pages would be specific to your offers like discount code redemption, free guide download, or to start a free trial. This will have the details that a user would require to move forward and convert to focus on a call to action. As landing pages are so specific, you can get your messages can get targeted and increase traffic to those pages.

### #8 Make use of Long-Tail keywords

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Short-tail keywords are more frequently searched but difficult to rank them on search engines. Using long-tail keywords provides you a better high-ranking chance for queries that are related to products and services. Moreover, a high ranking means the traffic is

more. When there is advancement with search engines and voice-to-text capabilities, people make use of more specific phrases to search online.

## #9 Email marketing

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When you send out a regular newsletter and offers through email, you stay in touch with your customers. It will also help you to get more traffic on your website. Include useful information and links to pages on websites that provide more information on your product and services. But also make sure that you continuously don't stuff your readers with emails in such a way that they might end up unsubscribing from your emails. Include a proper subject line as it has a higher chance to decide whether to open your email or not. If your emails are not opened, it eventually leads to less traffic on your website.

## #10 Guest Blog

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When you have an industry influencer to publish a blog post on your website or when you convert an interview with them into a blog post, this can help you to get more traffic on your website. It also adds more variety in your content and show case to your visitors that you are active in your field. On the other hand, you can even ask your influencer to talk about your business in their post. This is free but you need to have a mutual benefit with your influencer. Alternatively, you could also be a guest blogger. Find out from your area some complementary businesses where your audience is relevant to your business. Also, see that if you could contribute a post to their blog that has a line to your website. Ensure that your content is relevant and makes sense to the audience.

**Recommended read: [20 Social Media Best Practices For Online Marketing in 2020](#)**

## #11 Engage Online

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Online groups are free to be active with and on websites relevant to your business. This will help you to obtain more traffic. You can comment on social media posts and blogs, answering questions that people post and indulge in conversations about your industry. When you engage more in your community, you will have more exposure. Have a link to your website in your social media profiles. This will turn your engagement into another channel for website traffic. Engage them moderately and sincerely and avoid placing links to your website in your comments. This will appear to be spammy and will spoil your reputation online.

## #12 Learn from your analytics

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[Google analytics](#) is free for use and you can collect the insights from it to drive further traffic to your website. Make use of tracked links for marketing campaigns and you can regularly check your website analytics. This helps you to identify the kind of strategies and content work that requires to be improved.

Apart from the free ways to get website traffic, you can also go with paid ways to drive traffic to your website. Going for paid ways on Google is a great way to get people on your website who wants to seek your services. Few of the paid ways are:

## #13 Google Search Advertising

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Having Google ads, you should pay to have your website to be shown at the top of the search results for some specific keywords. When there is a query with those keywords, Google looks at the accounts carrying the keywords and displays the paid results based on quality and its relevance.

## #14 Google Maps Advertising

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You can also select your preference using Google Ads platform. With this, it shows on the top of the Google maps search result. When there is a paid search, it will be mentioned in the listing.

## #15 Social Media Advertising

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When you pay for social media advertising, it is shown in relevant feeds. You are free to mention the type of audience where you would like to appear. By having more accurate data, social media provides good targeting.

## #16 Display Advertising

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Displays ads mean branded banner ads that tend to get placed on the appropriate websites. For example, if you are an apparel business and your ad appear on a webpage that relates to apparel, your ad will likely drive appropriate traffic to your website.

## #17 Retargeting

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Retargeting ads appear on websites or any social media feeds. They are placed in front of people who would have visited your website prior and who are more likely to visit more.

Achieving benefits requires to drive traffic to your website in the right way and focus to get quality traffic. Various [SEO services in Gurgaon](#) helps you in the right way to gain more traffic to your website. You can directly contact them just by finding it over google.





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