

# 47 steps to increase keyword rankings and website traffic effectively and sustainably over time

The problem most people have is not about how they can set up a website or even start a blog, it's about how they can actually drive traffic to their website.

If you are not a seasoned digital expert, you may struggle with online marketing.

For the right direction, you need to understand some basic principles. This is not just about doing to drive traffic or boost your ranking to the top of Google search results. It's also about giving out tried and true methods that professional online marketers use to **generate authority and drive traffic** over time.

However, there are many ways you can drive traffic to your website and actually make a profit as long as you understand some of the basic principles behind how traffic works. We are talking about things like Search Engine Optimization ( SEO ), Content marketing , Social media, email marketing, etc.

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# Why need to increase website traffic?

Website traffic is both an important indicator and a business growth driver. It can help you:

1. See how well your marketing is performing
2. Gather insights about your audience to make a decision
3. Improve your SEO and search engine reputation
4. Create more leads, increase conversions and get more customers

However, achieving these benefits requires driving traffic to your website properly and focusing on driving quality traffic. In this post, we'll cover ways to drive traffic to your website.

## Increase traffic, but need quality

Traffic to your website improves your rankings, which in turn generates more traffic, but you want to make sure that the increase in traffic is also associated with an increase in engagement. If your traffic is increasing but your conversion rate is decreasing, you are bringing in irrelevant traffic.

There are several ways to optimize your website for conversions, such as call-to-action and a customer capture form in the right place, providing the information your visitors are looking for. Search and make navigation easy and intuitive. But the first step is to get the right visitors to your website in the first place.

Your goal when it comes to website traffic is to drive more qualified visitors to your website. That is, the people are more likely to convert into leads and customers. So, if you really want to scale while maintaining quality, working with professional solutions can help you attract a more targeted and conversion-ready audience instead of relying on guesswork. One option is to explore platforms that specialize in [direct navigation traffic ad network](#), which can help bring in users who are actively searching and more likely to engage with your content.

## Understand the sources of your website traffic

There are 2 effective ways that you can direct traffic to a website.

1. **The first way** is free. It involves things like search engine optimization (SEO), blog setup, social media marketing, etc.
2. **The second way is to pay**. Everyone knows that paid advertising can drive traffic to a website, but it can also be expensive.

### Channels that drive quality traffic to your website

No tool is set up to bring free and high-quality website traffic to your website. Instead, there exists a mixture of channels that work together to attract visitors. Some require effort, some require time and some require money. Some of the strategies and channels that drive traffic to your website include:

1. Directory Listing online
2. On-page SEO
3. Off-page SEO
4. Email marketing
5. Social media

6. Paid Ads
7. Blogging
8. etc

In the next section, we will go into more detail on the most effective (and reliable) ways to increase free website traffic.

**Below 47 How to increase traffic to the website of your**

## **Useful and great content is the key to increasing keyword rankings and sustained traffic over time**

Want to drive more traffic to your website? The following growth strategies are organic traffic. You will not be charged for traffic that belongs to this group. But you'll have to trade off his time in efforts to create Content helpful and marketing them.

### **1. Keyword Research: Focus on potential Topic Content**

Besides word of mouth, this is our second best marketing channel, bringing us thousands of new users every month.

Without a doubt, search engine optimization ( SEO ) is one of the best ways to achieve consistent, long-term results. As long as you rank high in Google, you'll be able to generate non-passive traffic to your website.

To do this, you need to write about topics that people are searching for. In other words: topics with potential search traffic.

Keyword research : Find keywords with high search volume but low competition

Picture 1 of 47 steps to increase keyword rankings and website traffic effectively and sustainably over time

*Source: Ahrefs*

There are tons of free and paid keyword research tools available. Here are some of the best:

1. Ahrefs Keyword Explorer (PAYMENT)
2. SEMrush (PAYMENT)
3. KW Downloader (PAYMENT)
4. UberSuggest (FREE)
5. Google Keyword Planner Tool (FREE)
6. Keyword Sheeter (FREE)

### **2. Long-tail keyword goals**

Although short-tail keywords are often searched for more often, ranking them on search engines will be more difficult. On the other hand, targeting long tail keywords gives you a higher chance of ranking for specific queries for your products and services, and higher ranking means higher traffic. .

Plus, as search engines and speech-to-text ability, people are using more specific phrases to search online. There are many free tools available to help you find keywords to target, such as Public Replies.

Is your keyword high intent and should your popular keyword base be included? Then it's time to target long-tail keywords. Long tail keywords make up the majority of web searches, meaning that if you didn't target them as part of your paid search or SEO efforts, you would have missed out.

Picture 2 of 47 steps to increase keyword rankings and website traffic effectively and sustainably over time

*Source Semrush*

### 3. Create Unique and Useful Content

Content is really useful, focusing on the intent of the user

1. Answer the questions they have
2. Towards helping them solve their problems

You cannot create unique and useful Content, it will be difficult to engage users, and your marketing efforts will struggle.

So the first step to have stable and sustainable traffic, you must create really useful and unique Content because it is the foundation to attract users, traffic, conversion is a really powerful marketing tool. strong in the digital era.

Useful content is a great way to earn organic monthly links (Link-worthy content).

### 4. Steps to create Content that deserves the rating

The process to produce Content deserves top ranking and is important for achieving your specific goals and your business.

A lot of things need to learn to create really quality Content such as:

1. **Idea** : Need ideas about a topic of Content
2. **Audience** : Who to Write for or Your Audience Who Are They?
3. **Intent** : What your readers want from your Content (what their search intent or purpose is)
4. **Problem** : Your Content may help toxic **solutions solve problems** their
5. **Keywords** : What keywords people search for to your Content
6. **Viral Content** : Plus how your Content has the ability to spread itself like viruses
7. **Distribution** : What distribution channel you access to get to the right audience you want
8. **etc**

### 5. Create Content capable of viral

What I have learned about Content Viral creation

1. **Getting Started - Getting** started is important, don't wait for someone to push you. I need to take action and just get started.

2. **Perfection** - We stand outside the arena and say I'll go in and win, be perfect. That is seductive. The truth is you will never be perfect. Author Brene Brown, Daring Greatly, You will never be perfect. Just getting started.
3. **Passion and Purpose** - Start with your passions and purpose, as this fuel will wake you up early and keep you up late while you create content.
4. **Audience** - Know who your audience is and give them the content they crave. Solve their problems and stay focused.
5. **Add value** - Provide as much value as possible.
6. **Simple** - 'If you can't put it simply, you don't understand it well enough'. - Albert Einstein. Do not use loud words, corporate voices or acronyms. Keep it simple.
7. **Headline** - You only have a few seconds to get your readers to read the rest of the content before they leave. Learn to write great headlines .
8. **Structure** - After the title to the introduction. After that, it's a subheading and presents the content that is easy to read . Build your content for gliding and scanning. Don't scare readers with a wall of text.
9. **Multimedia** - Content can be created in a variety of media. Turn a blog post into a presentation on SlideShare, podcast, or YouTube video.
10. **Built to share** - Make sure you have Facebook and Twitter share buttons to a minimum.
11. **Persistence** - Building a loyal follower that loves your content takes time so persistence is core and essential.

## 6. Write Evergreen Content.

Evergreen content is content that will continue to be relevant after it is published.

It can include things like:

Picture 3 of 47 steps to increase keyword rankings and website traffic effectively and sustainably over time

*Types of evergreen content (Image source: alexa.com)*

Some content becomes outdated quickly, while evergreen content doesn't have the same date as articles. In fact, it can drive a steady stream of search traffic, leads, and social shares over time.

It will also:

1. Provides lasting (and gross) value.
2. Help educate new customers / clients / readers.
3. Help build your authority.
4. It can help attract links.

## Perform on-page SEO optimization

There are many SEO tactics you can implement on each of your websites to increase their rankings in search engines and get more visitors.

This includes producing high-quality content that your audience is searching for and writing brief meta descriptions for your pages.

The meta description appears below your URL in search results. Knowing what a page is about and resulting in one click will make users more likely to do so.

On-page SEO tactics like this are free, but take a bit of time. For more on-page SEO help, check out this blog post: [Tipsmake's On-Page SEO Optimization Guide](#).

## 7. Create concise, focused, and optimized URLs

The URL is short and contains the target keyword phrase.

Google starts to increase the ranking factor for the first 3-5 words in the URL, so make your URL short and friendly.

1. Always add a keyword in the URL.
2. Avoid using URLs like: <https://tipsmake.com/p=123>
3. Or: [tipsmake.com/8/6/16/cat=SEO/on-page-seo-is-so-amazing-omg-its-the-best](https://tipsmake.com/8/6/16/cat=SEO/on-page-seo-is-so-amazing-omg-its-the-best)
4. Which should follow the template: <https://tipsmake.com/seo-onpage>

## 8. Write irresistible headlines

The headline is one of the most important parts of your content. **Without a compelling headline, not even the most comprehensive blog post would be read** . Master the art of writing engaging headlines .

For example, professional Content Writers often write 20 different headlines before solving the problem that will attract the most traffic, so think twice about your title before you hit publish. .

## 9. Descriptive: Write a great meta description

The meta description is the next factor you have to optimize.

Google has made this easy by giving you tips on how to create great descriptions . Here are the 3 most important things:

1. **Make them descriptive** - Preload keywords are relevant to the article. If you like the recipe, who do you ask? What? Why? When? Where? How? "It's a good formula to use. It works equally well when writing descriptions.
2. **Make them unique** - Each meta description should be different from the description of the other pages.
3. **Make them short** - Google limits meta descriptions to 100-300 characters.

While the meta description isn't as important as your title when it comes to getting a click because people don't seem to pay much attention to the description, it still matters from an SEO ranking perspective. So, don't ignore it!

## 10. Image: Optimize images

Images are great for your website. But you need to make sure they are properly optimized if you want these images to improve your SEO rankings.

I am referring to factors like format and file size. Large images can slow down your page load time, which can hurt your rankings.

Resize or compress your images to optimize them. You can also use your images to track keywords by naming them related and describing exactly what it is.

For example, let's say you have a website that sells pregnant cosmetics.

Instead of naming an image like ' *shampoo1* ' you can name it ' *best shampoo for pregnant women* '.

You can also use the keyword strategy in your image ALT tag as well as captions or descriptions.

## **11. Structure Content: Break up your content with Heading tags**

Titles are another way to help improve user experience on your website.

They structure with segments by breaking up the content and making it easier to read or skim. Plus, headlines make things look more appealing, which is always beneficial.

If your website is just a wall of text, it won't encourage people to spend long time on it. As a result, your SEO rankings will suffer.

If your website uses WordPress, you can easily change the title tags.

Picture 4 of 47 steps to increase keyword rankings and website traffic effectively and sustainably over time

I use title tags for all of my websites and blog posts.

## **12. Optimize your content with LSI (or semantic) keywords**

LSI, short for twelve (sometimes also called semantic keyword) latent semantic indexing word, are words / phrases that are related to your main keyword.

Since Google Hummingbird, search engines have placed more importance on fully understanding a topic. LSI keywords are a good way to help search engine crawlers.

You can use a tool like the LSI Graph to find them. Just drop your main keyword and it will give you a list of terms related to your topic.

Try to add them to your posts and pages.

Honestly, if you're writing good content you'll include semantic keywords anyway, but it's worth remembering.

## **13. Proper internal linking**

The strength of your link profile isn't just determined by how many sites are linking back to you - **it can also be influenced by your internal linking structure** . When creating and publishing content, be sure to keep an eye on the opportunities for internal links.

This not only helps SEO, but also provides a better, more useful user experience - the cornerstone of increasing traffic to your website.

## **14. Perform structured data markup with Schema**

Implementing the schema (or other microdata format) won't necessarily increase traffic to your website, but **it will make it easier for search engine bots to find and index your pages.** .

Another benefit of using schema for SEO is that it can earn richer snippets for your website on the SERPs and can improve clickthrough rates.

## **15. Make sure your web page loads quickly**

Have you ever found yourself waiting thirty seconds to load a web page? Me neither. If your website takes forever to load, your bounce rate will be skyrocketing.

**Make sure that your pages are as technically optimized as possible** , including image file sizes, site structure, and functionality of third-party plugins. Your website loads as quickly as possible.

## **16. Mobile-friendly: Optimize your website for mobile devices**

As I am sure you know, cell phone usage is on the rise. It grew so fast that it actually overtook laptop computers and devices.

In fact, **more than 60% of Google searches come from mobile devices** .

Obviously, Google recognizes this and ranks the right web pages. Your website needs to be optimized for mobile users.

If your website is not optimized, it will hinder user experience, adversely affect your rankings.

## **17. Link Out: Use outbound links to trusted sites**

There are several things you can do to increase the credibility of your website.

Sure, you can ask for additional information for the user, but it's much better if you back them up. All of your data should be linked to reliable and authoritative sources.

## **18. Readable: Make sure your website is readable**

Keep your audience in mind as you write content on your website. If you want people to visit your website and spend time there, speak in terms they can understand.

Your content should be written in a way that most people can understand. Not sure if your content is readable? You can use the online resources to help. One of my personal favorites is **Readable.com** .

Tools like these can help you identify words that might be too long or confusing for everyone.

## **19. Use a compelling Call to Action (CTA)**

Landing pages are another source of free traffic to your website. These are pages dedicated to your offer, such as to redeem a discount code, download a free guide, or start a free trial.

They contain the details a user needs to move forward and convert, and focus on a specific call to action, making it more likely to happen. Since landing pages are so specific, you can be heavily targeted in your message, increasing traffic to those pages.

## **Off-page approach to increase website traffic**

Below are the off-page methods to increase your website traffic including methods of promoting your Content to earn quality links, to make it easier to implement. Step 1: You need to create really useful and great Content.

### **20. Listed in Directory listing**

Another way to increase traffic to your website is to be listed in free online directories and review sites. For most of these sites, your profile will have a link to your site, so actively updating these listings and getting positive reviews can lead to traffic. website more.

Additionally, many directories like Yelp have strong domain authority on Google. It's likely your business's free Yelp page might rank high for relevant searches.

### **21. Building backlinks from reputable and related sources**

A backlink is a link to your website from another website. Backlinks from complementary businesses or industry influencers will not only help your business gain a larger audience, but also drive qualified traffic to your website.

In addition, Google chooses backlinks and will increase trust in your business if it sees other trustworthy websites pointing to your site. More trust from Google leads to higher rankings, resulting in more traffic. Get noticed on Google for free with quality backlinks.

### **22. Start email marketing**

Sending regular newsletters and email promotional promotions is a great way to stay in touch with your customers and can also help get traffic to your website.

Provide useful information and links to pages on your website where they can learn more, for example, through blog posts and landing pages for specific offers.

Just make sure you're not constantly bombarding your readers with email or your customers will give up, remove or unsubscribe from your email.

Also, think carefully into your email subject line. These things greatly affect whether users open your email or not. If your emails are never opened, they can't deliver traffic to your website!

Email marketing is a fairly inexpensive but effective way to reach your audience.

In addition to following email marketing best practices, here are some essential steps to increase traffic with email marketing:

1. Build a subscriber list ASAP.
2. Choose the right email marketing software.
3. Keep your email to the point.
4. Write an eye-catching subject line.
5. Add social sharing buttons to your emails.
6. Add a CTA (Call to action).
7. Don't send too many emails.

Make sure your email template works on mobile and isn't marked as spam

## **23. Participate in writing Guest Blog**

Having an industry influencer publishing a blog post on your website or turning an interview with them into a blog post can help drive traffic through organic search but also through that influencer promoting content to their audience (see the backlinks section above). This can also help add variety to your content and let your visitors know that you're in your industry.

Alternatively, you can ask influencers to mention your business in their reviews. This method is still free, but you still need collaboration with influencers to become an exchange of mutual interest.

You can also be a guest blogger. Identify additional businesses in your area that have the right audience for your business. See if you can contribute a post to their blog with a link back to your website. Make sure your content is relevant and helpful to their audience so it gets more conversational.

Write Guest blogging is a tactic that you write for other blogs. In return, editor / website owners will usually allow you to link back to your website.

The benefits include:

1. More referral traffic;
2. Many backlinks (correlated with rankings);
3. Raise brand awareness

## **24. Join Online**

Free works in online groups and on websites that are relevant to your business and community and it helps you get more traffic. Comment on blogs and social media posts, answer questions people are posting, and engage in conversations about your industry. The more you engage with your community, the more hits and profiles you will get.

If your social media profile contains a link to your website, then you've turned your engagement into another channel for website traffic. Just be sure to engage moderately and sincerely, and avoid including links to your website in your comments lest you appear spam and harm your online and business reputation. friend. Increased traffic is not the goal of your engagement, but the secondary outcome.

## **25. Create and share high quality infographics**

Building high-quality infographics is simply a clickbait. There are many clickbait examples that you can use, but not all of them are created equal. However, if you can build a great infographic that lots of people will link to,

you can basically create an automated marketing machine for your website. Make sure you hire a great designer to do this.

## **26. SlideShare Presentation Development**

Convert and Reuse Content into Slide and Share, You can use a platform like SlideShare to deliver powerful, Google-friendly PowerPoint presentations that will ultimately increase your visibility.

If you get it right and your presentations go viral, which they can easily get on the platform and the presentation links to your website, you will drive a huge amount of traffic. free access.

## **Socia media: Promote Content to relevant communities**

### **27. Building and nurturing a sense of community**

People want to speak their mind and weigh in on topics they are passionate about, so **building a community into your website is a great way to initiate a conversation** and increase traffic. traffic to your website.

Implement a powerful commenting system through third-party solutions like Facebook or Disqus commenting or create a dedicated forum where visitors can ask questions. However, don't forget to manage your community to ensure that the minimum standards of décor are met.

### **28. Post Content on Social media**

Social media is one of the most popular free marketing tools and plays a role in driving traffic to your website. Use Facebook, Instagram and LinkedIn to promote your blog posts and other useful pages on your website.

This way, you can turn your social media audience into website visitors and drive traffic from their network if you post shareable content.

Creating useful content is free and not as difficult as it sounds. You are the expert in your product / service; Your job is to simplify it for your audience.

### **29. Include hashtags in your posts**

By adding hashtags to your website and blog posts, you can extend your reach beyond your network and be spotted by users searching for your products and services. The more eyes on your links, the more free traffic you will get to your website.

### **30. Create YouTube Video Tutorials**

YouTube is a great resource for driving organic traffic to your website. Perhaps because Google loves YouTube and considers it the second most popular search engine in the world, exposure to YouTube can be huge. Creating helpful tutorials and videos adds a great deal of value and is sure to link to your content through descriptions.

### **31. Social sharing on Instagram**

Everyone knows that Instagram is an incredibly popular platform for sharing photos and connecting with others from all over the world. However, few people know how to leverage Instagram to drive traffic to their website. However, many people have built multi-million dollar businesses just by using Instagram as the primary means of driving traffic.

### **32. Take advantage of LinkedIn's Publishing Platform**

LinkedIn's publishing platform is a great way to market content already on your website. Publishing a unique, high-quality post on LinkedIn offers a huge amount of value and making sure you link it to the anchor content on your blog or website to reach the bridge that matters most. with your main post.

### **33. Posted on Medium.com**

Medium is one of my content marketing platforms and offers another authoritative domain that gives you the flexibility of dropping links the way you would normally do through any of the above blog posts. CMS like WordPress. Use Medium to create visual content marketing posts that also link back to your main posts on your website or blog.

### **34. Post useful content on Reddit**

Another great way to increase traffic to your website is to use Reddit. Reddit is an incredibly popular platform where you can share useful information and engage in conversations with millions of people from all over the planet. The domain name is extremely popular, making any link from the website extremely useful for increasing your visibility on the web.

### **35. Answer questions on Quora**

Quora is a great means of driving traffic to your website. Answer questions on this platform and link relevant keywords to the anchor content on your website or blog. However, do not use this platform for spam. Make sure your answers are detailed and you know what you are talking about

## **Paid advertising to increase website traffic**

Paid advertising on Google is a great way to direct people to your website who are looking for the services you offer.

### **36. Advertising in Google search**

With Google Ads, you pay for your website (usually your landing page) to show up at the top of search results for specific keywords. When a query is entered using those keywords, Google will review all accounts that bid for those keywords and will display and rank the results that were paid for according to the quality and relevance of the ad. fox.

Paid search results show up first, at the top of the results page. This type of exposure is a great way to generate more traffic to your website by qualified visitors. What's more, you only pay when someone clicks on your ad. Advertise on Google Maps

You can also choose to opt through the Google Ads platform to have your business show up at the top of Google Maps search results. As with regular paid search advertising, there will be an indicator next to your listing that this is a paid result, but the visibility you get from appearing at the top is invaluable.

### **Other paid methods of generating website traffic**

Social media ads, display and retargeting are all great PPC advertising channels for increasing website traffic.

### **37. Social media advertising (Social Ads)**

Whereas with search advertising you are paying to show up in the top position for relevant searches, with social media ads you're paying to show up in feeds whether relevant. With both ad types, you can specify what kind of audience you want to appear in front of you, but with more psychological data, social media offers great targeting.

### **38. Display Ads**

Display ads are branded banner ads placed on relevant websites. If you are a fitness business and your ad appears on a sports equipment website, your ad is likely to drive relevant traffic to your website.

### **39. Retargeting (Retarget, remarketing)**

Retargeting ads can appear on websites or social media feeds. They are placed before people who once visited your website and, therefore, are more likely to return.

## **Bonus**

### **40. Create a Google My Business for free**

Did you know that the optimized Google My Business listings get 7x more visits than the incomplete list? Don't forget that your listing links to your website, so this is a great way to get more traffic to your website.

Remember that Google is getting smarter with results. If your listing provides all the information potential customers need to make a decision about, they might abandon your website and contact / go directly to your business even better. with site access!

### **41. Update and optimize "Expired" Content on your website**

Refreshing the content history is a good thing, especially if some of your content has expired. Note, this doesn't mean remaking your content; Just refresh it to bring it current if it's not evergreen content. Look at ways you can update outdated content on your website to increase traffic through visibility on search engines like Google.

### **42. Create a free online course**

Creating a free course is a great way to drive traffic to your website. You can use Udemy, Teachers or any number of websites to do this. Make sure the course offers a tremendous amount of value, then promote and link students to additional content and offers on your website.

### **43. Write something ebook**

An eBook increases your authority in the industry, thereby helping you to study and refactor your knowledge extensively and reposition it more logically.

Publishing a useful ebook is a very effective way to collect user information through email registration. Online marketing professionals often use this method to collect their email lists Jeff Bullas, Orbitmedia, Backlinko, .

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### **44. Webinars (Webinar)**

People love to learn and webinars are a great way to impart your wisdom to your eager waiting audience. Combined with an effective social promotion campaign, webinars are a great way to increase traffic to your website.

Email a week or so in advance, as well as a last chance to sign up for an on-line reminder the day before the webinar. Make sure to host your presentation for later viewing, and widely promote your webinars through social media.

### **45. Make Content Appear on Google News**

News articles are attracted to Google on two traditional Islamic SERPs that you have used and the News section.

You might not think Google News is a source of traffic, but consider my point of view. It's a traffic well!

Check out this screenshot:

Picture 6 of 47 steps to increase keyword rankings and website traffic effectively and sustainably over time

Getting into Google's news requires persistence, honest reporting, innovative articles, and regular updates.

If you are depending on it and want your site to show up on the Google News SERPs, here's what you should do:

1. Start an Online News section on your blog / website.  
Update it regularly (1-2 news articles per day is a good practice).
2. Publish authoritative, unique, original, and trustworthy content. For research, set up a Google Alert for keywords in your segment.
3. Informational articles such as tutorials and guides are not eligible. Each post must be covered.
4. Don't publish aggregate content.
5. Every article you write must be authoritative.
6. The content of each post should be linked to the author's profile, which must contain contact information and link to their social media profile.
7. Follow Google's quality guidelines before starting your news section.
8. You need to sign up for a Paid Google account to become a Google News Partner because you can't sign in with a free account.
9. Finally, start publishing and signing up as a Google News Partner after building large content (at least 50 pages).

## **46. ??Become an expert in your field**

Sounds like a tall order, doesn't it?

But it's not as difficult as you think.

You can increase your website traffic by developing your personal branding. I spent about a decade nurturing my personal brand. Then, I used that personal brand to drive traffic and generate high-converting leads, creating some multi-million dollar businesses.

You can do that. Here's how.

Start sharing your knowledge skillfully and helping others without disclosing your business secrets.

First, sign up at Q&A sites like Quora, Yahoo FAQ and WikiHow . Joining LinkedIn groups and reaching out to other sites in your segment can benefit from authorship or guest input.

Start answering questions and helping users. Don't promote your business or link to your website.

If your answers are helpful, users will start asking for your help. When you see help requests coming, it's time to attack (in a good way, of course).

From this point, please help people, but link back to your article or website when you do so.

Followers and browsers will follow your link and your website traffic will multiply like crazy.

Yahoo Answers, LinkedIn and Quora are free of links, but WikiHow has a tough backlinks policy, so be careful. Whatever you do, be polite and write practically useful information.

## **47. Affecting influencers**

You may have heard that influencer marketing is dead, but I can assure you that if any influencers link to your post, an influx of traffic will follow.

Now, you can't openly reach an influencer and ask that person to promote your content. Because influencers read your first line, they'll understand what you want. Honestly, it's a turn.

Influencers receive hundreds of ad requests for content each month. They can detect one from afar.

Here's what you can do instead. Influence and motivate influencers to share your content.

I'll show you how you can try that with an example.

Let's say I'm targeting men's fashion as my keyword group. I write the top blog about men's fashion. There are many smooth results:

I visited a top blog, Off The Cuff, and found it founded and owned by Christopher Hogan.

Next, I went to Christopher Hogan's Twitter page. It seems that he tweets regularly, and some of his tweets are about official fashion during different seasons (he has 3,300 followers. It's a bit low, but has a confusing story).

That gave me an idea of ??a content strategy that could be influential (with a large following).

Here's what I'll do next:

1. Check around other top blogs. Point out bloggers have thousands of followers on Twitter or Facebook.
2. Read their posts / tweets. Search their interviews online to find out what motivates them.
3. Create an article (either video or infographic) based on my research. If I want to influence Christopher Hogan, I would create an infographic or write an article based on formal fashion for men for summer. I will store my content items in my online store. Maybe I can name it Summer Formal Men's Fashion Inspired by Christopher Hogan Designs (or some other designer).
4. I would then tweet it to him or post it on his FB page. If it appeals to him (and it should be because I've spent a lot of time and enjoyed doing it), he'll share it. That should get me targeted traffic with conversion potential.
5. Even if he doesn't forward the message, I know I'm sitting in killer content bound to be noticed by guys striding in forms throughout the summer.

What I have given you is just one example. And that's just the tip of the iceberg when it comes to the potential of this technique.

Use your creativity to come up with more informative and advanced content within your niche.

You can use other tools, such as [Followerwonk](#) or [Buzzsumo](#) , to find influencers and adopt similar techniques.

## conclude

Congratulations on completing over 9,000 words of this article, read here you must really love your work!

But don't get overwhelmed, start with a few ways first, and over time you will improve it.

Applying all 47 above methods will surely increase both keyword rankings and traffic efficiency and steadily over time.

You need to remember the main points, there are 2 ways to increase traffic: paid and organic traffic, the most important thing is that you have to create really useful and great Content, when you have this. Your Content Marketing next job will be easier

You have great tips for increasing traffic and ranking, we look forward to your sharing in the coment section below.

Good luck!

You finished reading the article "**47 steps to increase keyword rankings and website traffic effectively and sustainably over time**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.