

How to get more traffic to your website

How can I get more visitors to our website is a frequently asked question.

Often, there is not much wrong with the site itself – it's professionally designed, and the portfolio is full of excellent work. But it just sits there, in an obscure corner of the Internet, being quietly ignored.

Taking a website from zero to a few hundred or even a few thousand visitors a month is not easy, but it's eminently doable – as long as you recognize a harsh truth about the Internet.

The online world is an attention economy. Attention is finite, and therefore scarce. So if you want people to pay attention to you, you need to earn it.

This simple guide provides some basic hints and tips on how to drive more traffic through your website. It is by no means exhaustive, and all of these hints and tips will require persistence and patience. There is no quick fix.

The value of marketing

You cannot expect your work to speak for itself. Most of the time, it simply will not: You need to accept that marketing is part of your job, and you may need to dedicate some time towards it.

However, the game changes when you start applying your creativity to your marketing: It becomes more fun as well as more effective.

Here are four ways to use your creativity to attract the right kind of visitors to your website.

1. Create an amazing blog

Note the word *amazing*. This type of blog will need to grab people's attention by delivering outstandingly valuable, useful, or entertaining material – consistently.

Instead of writing, *here's our latest work*, write about here's:

- how we made it – with pictures and or videos.
- what inspired it – if you like it, the chances are your audience will like it too.
- how you can do what we did?
- our latest innovative approach – this could help you too?

Instead of burying your opinions in long paragraphs of diary-style *musings*, put them out there loud and clear.

- Devote an entire blog post to one idea or concept.
- Start with a compelling headline – People are naturally curious.
- Why should anyone care? – Make that the start of your post.
- Give concrete examples and
- Invite comments by ending with a question.

2. Give (some of) your best work away for free

This can be difficult, so think carefully before you embark on this approach. If you like the idea, give away something valuable and thus encourage people to share it with their contacts: Some examples include:

- a free report or e-book, full of insanely useful information.
- A design template.
- High-resolution images
- A series of tutorials.
- Videos that any contact can embed.

Make it clear what people can and cannot do with the work. And make sure it's something genuinely valuable and useful.

3. Borrow someone else's audience

Why build an audience from scratch when you can borrow one that someone else has spent months or years assembling?

No, it's not unethical – in fact, the *someone* in question will love you for it.

Writing high-quality guest posts for popular blogs in your organisational niche is one of the most effective ways to get yourself and the organisation on the radar of the people you want to reach. Your payment is a link back to your site. Make a great offer and you could land hundreds of new contacts with every guest post you write.

4. Get your content into circulation

Have you noticed that of the three tips so far, only one of them is centered around your site? If you really want more visitors, you have to go out and find them.

Social networking sites are not just for networking: They are ideal places to get your content into and in front of other people. Use Twitter, Facebook, or Google+ to share links to your content. And be generous: Share more of other people's content than your own. That way, you not only help others - you also position your organisation as a go-to authority, a source of good advice and information.