

# How to drive traffic to your website for free

Optimize your website for search engines by conducting keyword research, creating pillar pages and topic clusters, and using SEO tools.

Keyword research helps you find out what words and phrases your target audience is using to search for information or solutions related to your niche or product/service.

You can use tools like Google Keyword Planner or Moz Keyword Explorer to find relevant keywords with high search volume and low competition.

Pillar pages and topic clusters are a way of organizing your content around a core topic and related subtopics. This helps you cover a topic comprehensively and show Google that you are an expert on that subject matter.

You can use tools like HubSpot's Content Strategy Tool or Yoast SEO Plugin to create pillar pages and topic clusters. SEO tools help you optimize your content for various factors that affect your ranking, such as title tags, meta descriptions, headings, images, links, etc.

You can use tools like Google Search Console or SEMrush to monitor your SEO performance and identify areas for improvement.

***Utilize social media platforms by creating a business profile, posting engaging content, and interacting with your followers and potential customers.***

***You Now Have The Chance to Own a Brand New, Content Rich, Easy to Edit, Cash Generating Website Each and Every Month at a Cost of...Zilch, Zero, Nada, Nothing!***

***Social media platforms are great places to showcase your brand personality, build relationships with your audience, and drive traffic to your website.***

You can create a business profile on platforms that suit your target audience the most, such as Facebook, Instagram, Twitter, TikTok, etc. You can post engaging content that showcases your products/services, provides value or entertainment to your audience, or encourages them to take action (*such as visiting your website*).

***You can also interact with your followers and potential customers by responding to their comments or messages, asking for feedback or reviews, running contests or giveaways, etc.***

Conducting keyword research and utilizing social media platforms. Keyword research is the process of finding out what words and phrases your target audience is using to search for information or solutions related to your niche or product/service.

This helps you create content that matches their search intent and ranks higher on search engine results pages (*SERPs*). Social media platforms are places where you can showcase your brand personality, build relationships with your audience, and drive traffic to your website.

You can post engaging content that showcases your products/services, provides value or entertainment to your audience, or encourages them to take action (***such as visiting your website***).

These are not the only ways to optimize your website for search engines. There are other factors that affect your ranking, such as site speed, mobile-friendliness, site structure, link building, etc. You can use various SEO tools to monitor and improve these aspects of your website. Some examples of SEO tools are Google Search Console, SEMrush, HubSpot's Content Strategy Tool, Yoast SEO Plugin.

***There are many factors that affect how well your website ranks in search engines, but here are some important ones.***

**Publish quality content for SEO:** Search engines and site visitors alike love frequently updated, high-quality content that provides value and answers their questions. You should research and target relevant keywords that match your audience's intent and use them strategically in your content.

**Earn relevant links:** Links from other reputable websites can boost your authority and trustworthiness in the eyes of search engines. You should aim to get links from sites that are related to your niche, have high domain authority, and provide useful information to their readers.

**Improve your site's load speed:** Site speed is a ranking factor for both desktop and mobile searches. A fast-loading website can improve user experience, reduce bounce rate, and increase conversions. You should optimize your images, use a caching plugin, enable compression, and minimize redirects to improve your site's load speed.

**Optimize your site for mobile:** More than half of web traffic comes from mobile devices, so you need to make sure your site is responsive and adapts to different screen sizes. A mobile-friendly site can also benefit from Google's mobile-first indexing, which prioritizes the mobile version of your site over the desktop one when crawling and ranking pages.

**Improve user experience on your site with SEO:** User experience (UX) is how users interact with your site and how they feel about it. A good UX can increase engagement, retention, loyalty, and conversions. You should streamline your site structure and navigation, use clear headings and subheadings, add internal links, use a simple design, and provide helpful feedback to improve UX on your site.

## **Whitehat hack techniques to drive traffic to your website**

***Whitehat hacks are ethical and legitimate ways to drive traffic to your website without violating the rules and terms of the search engines.***

**Mobile First,** Make sure your website is responsive and optimized for mobile devices, as more and more users are accessing the web from their smartphones and tablets. Mobile-friendliness is also a ranking factor for Google.

**Claim Your Business Listing,** If you have a local business, you should claim your listing on Google My Business, Bing Places, Yelp, and other relevant directories. This will help you increase your visibility and credibility in local searches.

**Improve Your Page Experience,** Page experience is a new ranking factor that measures how users perceive the quality of a web page. It includes factors such as loading speed, interactivity, visual stability, security, and accessibility. You can use tools like Google PageSpeed Insights or Lighthouse to measure and improve your page experience. Focus On User Experience (UX), User experience is how users feel when they interact with your website. It affects their engagement, satisfaction, loyalty, and conversion rates. You can improve your UX by making your website easy to navigate, understand, use, and trust<sup>12</sup>. You can use tools like Hotjar or Crazy Egg to analyze and optimize your UX.

**Do Your Keyword Research,** Keyword research is the process of finding and analyzing the words and phrases that users type into search engines when looking for information or solutions related to your niche. You can use tools like Ahrefs or SEMrush to discover relevant keywords with high search volume and low competition. You can then use these keywords to create content that matches the user intent and solves their problems.

**Have A Well-Rounded Content Marketing Plan,** Content marketing is the strategy of creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. Content marketing can help you drive traffic to your website by increasing your brand awareness, authority, trustworthiness, social media presence, email list size.

***You can use tools like HubSpot or CoSchedule to plan and execute your content marketing campaigns.***

**Pay Attention To On-Page Optimization**, On-page optimization is the practice of optimizing individual web pages for both users and search engines. It includes elements such as title tags, meta descriptions, headings, URLs, images, internal links, and schema markup. You can use tools like Yoast SEO or Rank Math to check and improve your on-page optimization.

**Link Building Supercharges All Other Efforts**, Link building is the process of acquiring links from other websites that point back to yours. Links are like votes of confidence that signal the relevance, quality, and popularity of your website to search engines and users. You can use tools like Ahrefs or Moz to find link opportunities and monitor your link profile.

***Blackhat techniques are unethical and illegitimate ways to drive traffic to your website by violating the rules and terms of the search engines.***

**Buying Links**, Paying for links from other websites that point back to yours. This is considered a link scheme by Google and can result in penalties or deindexing.

**Free Products for Links**, Giving or taking free products (*or discounts*) for links is also a link scheme by Google. It can harm your reputation and trustworthiness as well as your rankings.

**Footer Links**, Placing links in the footer of your website that are irrelevant or spammy. This can dilute your link juice and confuse users and search engines.

**Hidden Links**, Hiding links in your website by making them invisible, tiny, or off-screen. This can trick users and search engines into thinking that your website is more relevant or popular than it really is.

**Comment Spam**, Posting irrelevant or low-quality comments on other websites with links back to yours. This can annoy users and webmasters and damage your reputation and authority.

**Overused Anchor Text**, Using the same exact keyword or phrase as anchor text for all your links. This can make your link profile look unnatural and manipulative to search engines.

**Malicious Backlinks**, Creating or acquiring backlinks from low-quality, spammy, or harmful websites that point back to yours. This can lower your domain authority and trustworthiness and expose you to negative SEO attacks.

**PBNs**, Private Blog Networks are networks of websites that are owned by one entity and used to create artificial links to a main website. This can inflate the popularity and relevance of the main website, but it can also be detected and penalized by Google.

***These are just some of the blackhat techniques that can harm an SEO campaign. They may seem tempting, but they come with high risks and low rewards. They can also damage your brand reputation, user experience, and long-term growth.***

**Drive traffic to your website with Facebook for free**

**Optimize Your Facebook Page to Drive Clicks,** Make sure your page has a clear and catchy name, description, profile picture, cover photo, and call-to-action button that link back to your website.

**Post Updates Regularly,** Share valuable and engaging content with your followers that relates to your niche and website. Use images, videos, live streams, polls, questions, stories, and reels to attract attention and interaction.

**Find out Which Posts Resonate with Your Audience,** Use Facebook Insights to analyze which posts get the most reach, engagement, clicks, and shares. Replicate what works and improve what doesn't.

**Start Boosting Your Posts,** If you have a small budget, you can boost your best-performing posts to reach more people who are interested in your topic or niche. You can target your audience by location, age, gender, interests, and behaviors.

**Run Facebook Ads,** If you have a larger budget, you can create more advanced and customized ads to drive traffic to your website. You can use different formats, such as carousel, video, slideshow, or collection ads, and different objectives, such as traffic, conversions, or lead generation.

**Combine Facebook Ads and Email Marketing,** You can use Facebook ads to grow your email list by offering a lead magnet or a freebie in exchange for an email address. Then you can use email marketing to nurture your leads and direct them to your website.

**Use Social Proof,** You can leverage the power of social proof by showing testimonials, reviews, ratings, case studies, or success



stories from your customers or clients on your page or ads. This can increase trust and credibility among your potential visitors.

**Pin Your Best Post**, You can pin a post that has a strong call-to-action or an irresistible offer to the top of your page. This way it will be the first thing that visitors see when they land on your page.

**Join Relevant Groups**, You can join groups that are related to your niche or industry and share useful information or tips with other members. You can also create your own group and invite people who are interested in your topic. Be careful not to spam or self-promote too much though.

**Collaborate with Other Pages or Influencers**, You can partner with other pages or influencers who have a similar audience as yours and cross-promote each other's content or offers. This can help you reach new people who might be interested in visiting your website.

**There are many ways to drive more traffic to your website using Twitter.**

Pin a tweet that showcases your best content, offer, or call-to-action at the top of your profile. This will catch the attention of anyone who visits your profile and encourage them to click on your link.

Add URLs to your profile bio and header image. Your bio should include a brief introduction of yourself or your business and a clear value proposition for your website.

*Your header image can also include a catchy slogan or a teaser for your website.*

Find the best times to share your content on Twitter. You can use tools like Tweriod or Sprout Social to analyze when your followers are most active and likely to engage with your tweets.

Use Twitter cards to make your tweets more appealing and clickable. Twitter cards allow you to add rich media such as images, videos, or audio to your tweets. They also display more information about your website such as title, description, and author.

You can use tools like Yoast SEO or JM Twitter Cards to enable Twitter cards on your website

Automate the sharing of old posts that are still relevant and valuable. You can use tools like Revive Old Posts or Buffer to schedule and share evergreen content from your website on a regular basis. This will help you reach new audiences and drive consistent traffic to your website.

Recycle tweets that have performed well in the past. You can use tools like SocialOomph or MeetEdgar to create a library of high-performing tweets and reshare them periodically.

*This will help you maximize the exposure of your content and increase the chances of getting clicks.*

Encourage readers to share your content on Twitter. You can add social sharing buttons on your website that make it easy for readers to tweet out your content with one click. You can also add click-to-tweet

quotes or stats within your content that highlight key points or insights.

You can use tools like SumoMe or ClickToTweet.com to create these features on your website.

Pay for exposure by running promoted tweets or website traffic campaigns on Twitter Ads. Promoted tweets help you reach a larger and more targeted audience than organic tweets. Website traffic campaigns help you optimize for conversions by tracking how many people visit your website after seeing your ads.

You can set up these campaigns on Twitter Ads Manager by choosing your objective, budget, audience, creative, and tracking options.

## **Using YouTube to drive traffic to your website**

YouTube is a powerful platform for driving traffic to your website. It has over 2 billion monthly active users who watch more than a billion hours of video every day. To use YouTube effectively to drive traffic to your website, follow these tips.

**Make sure your YouTube page and videos are optimized,** Use relevant keywords, titles, descriptions, tags, thumbnails, and playlists that match your niche and audience. This will help your videos rank higher in YouTube search and recommendations.

**Promote your website in your About section,** Include a brief introduction about yourself or your business and a link to your website in your channel's About section. This will help viewers learn more about you and visit your website.

### **Include links to your website in individual video descriptions,**

Add one or two links to relevant pages on your website in each video description. Use clear and compelling calls-to-action that entice viewers to click on them. For example, you can say “Click here to get my free ebook” or “Visit my website for more tips”.

**Include a CTA (*call to action*) to your website in your videos,** At the end of each video, or at strategic points during the video, you can verbally or visually encourage viewers to visit your website for more information or value. You can also use cards or end screens to display clickable buttons or images that link to your website.

**Add a channel art link to your website,** You can add a link icon that appears on the top right corner of your channel banner. This will make it easy for viewers to access your website from any page on your channel.

**Find relevant opportunities to link to your website in the comments,** You can interact with other users who comment on your videos or other related videos and provide helpful answers or suggestions that include a link to your website. Be careful not to spam or self-promote too much though.

### **Drive traffic from Reddit to your website**

Reddit is a popular social media platform that can drive massive traffic to your website if you use it correctly. It has over 430 million monthly active users who visit more than 130,000 subreddits (*communities*) on various topics.

**Find subreddits related to your niche**, You can use the search function or browse by categories to find subreddits that are relevant to your content or audience. Example, if your website is about digital marketing, you can join subreddits like r/marketing, r/digitalmarketing, r/seo.

**Read the subreddit rules**, Each subreddit has its own rules and guidelines for posting and commenting. You need to read them carefully and follow them strictly. Otherwise, you may get downvoted (*negative feedback*), removed (*deleted*), or banned (**blocked**) by the moderators or other users.

**Engage in threads by upvoting and replying to other Redditors**, You need to be an active and helpful member of the community before you can promote your own content. You can upvote (**positive feedback**) posts and comments that you like or agree with, and reply with useful information or opinions. This will help you build trust and reputation among other users.

**Build trust by posting unique topic threads with non-promotional content**, You can also create your own posts that are interesting, informative, or entertaining for the subreddit audience. You should avoid posting links to your website directly unless they are relevant and valuable for the discussion. Instead, you can share your insights, experiences, or questions that relate to your niche or content.

**Apply to be a moderator**, If you have been a consistent and positive contributor to a subreddit, you may have the opportunity to apply to be a moderator. A moderator is a user who has the authority to manage, edit and remove posts and comments. Being a moderator can give you more visibility, credibility, and influence in the community.

**Promote your own content sparingly**, After you have established yourself as a valuable member of the subreddit, you can occasionally post links to your website that are relevant and helpful for the audience. You should always disclose that it is your own content and explain why it is worth checking out. You should also be prepared to answer any questions or feedback from other users.

## **Using TikTok to drive traffic to your website**

TikTok is a popular video-sharing app that has over 1 billion monthly active users who watch and create short videos on various topics. To use TikTok effectively to drive traffic to your website here are some tips.

**Optimize your profile and bio**, You need to have a catchy username, a clear profile picture, and a compelling bio that describes who you are and what you offer. You also need to include a link to your website in your bio so that users can easily access it.

**Use hashtags**, Hashtags are a good way to extend the reach of your posts and attract users who are interested in your niche or topic. You can use relevant hashtags that match your content or industry, or join trending hashtags that are popular among TikTok users.

**Use trending sounds and audio to your advantage**, TikTok is driven by music and sound effects that make videos more engaging and viral. You can use popular songs or sounds that relate to your content or brand, or create your own original audio that showcases your personality or message.

**Create a call-to-action**, You need to tell users what you want them to do after watching your video, such as visiting your website, signing up

for your newsletter, buying your product, etc. You can use captions, voiceovers, stickers, or text overlays to create a clear and compelling call-to-action.

**Keep your TikTok videos short,** You need to capture the attention of users in the first few seconds of your video, and keep them engaged until the end. The ideal length for a TikTok video is between 15 and 60 seconds, depending on the type of content, the message and the audience.

**Use both organic and paid strategies to get new followers,** You can grow your TikTok audience by creating high-quality, relevant, and entertaining content that appeals to your target market. You can also interact with other users by liking, commenting, and following them. *You can run TikTok ads that allow you to include an external link in your video, giving you another way to drive traffic directly to your website.*

**Collaborate with influencers,** Influencers are users who have a large and loyal following on TikTok. They can help you reach new audiences, boost your credibility, and drive more traffic to your website. You can partner with influencers who share your niche or values, and ask them to promote your website or product in their videos.

***Turn your online efforts into a REAL online income...***