

Verifone Insights

11 Ways to Drive Free Traffic to Your Site

01. Create content Google will love

Make sure your content piece follows a logical flow, with headings and subheadings, that make it easier to be consumed and indexed. Pictures help, as well!



02. Optimize for readers and ranking

It's mandatory to offer a great experience for your readers. Going for a responsive design and adding internal links within your posts should do the trick.

03. Use influencer marketing

Make sure that you identify the right influencers for your niche. Some ways they may be able to work with you is to share your links, offer a promo or even collaborate on content creation.



04. Write guest articles that link back to your site

When seeking out opportunities with sites, you'll want to know whether the site has authority, how much traffic it gets, if readers are engaged, and if its audience matches yours.



05. Be active on Q&A sites and forums

These are great places to show that you know your stuff. So, don't miss the opportunity to show you are a real and accessible brand.

06. Find partners for co-marketing

Instead of putting 100% of the effort into an event or a new piece of content, split the load in half with a partner and reap double the benefits!



07. Be active on social media

There are different types of content you can share: blog posts, images, stories, pieces featuring customers. All of these should send followers to your site.



08. Submit your site to review websites

Start by identifying what sites cover your industry and submit your product. Once it gets listed, ask your mailing list to go upvote it or leave a positive review.

09. Host a contest

Invite users to visit your site and perform an action there in order to enroll in it. Be sure to post about it on social media as well to ensure it has a good reach and brings more traffic.

10. Re-post your content to LinkedIn or Medium

Reposting content from your blog to your personal LinkedIn or Medium helps increase reach. Also, look at other successful posts on these platforms to note any patterns you can replicate.

11. Start a podcast

Maybe you are more engaging and communicate far better by speaking and you will find hosting a podcast far more rewarding. It also can help you reach an entirely new audience of non-readers.

