

# HOW TO START AN ONLINE BUSINESS?



## GUIDE 7:

QUICKEST WAY TO GET VISITORS TO YOUR SITE

# Quickest Way to Get Visitors to Your Site

So, you are looking for the question way to get people to come to your website? That's a tough thing to do and something that everyone who has started a website, blog or even social media accounts, has to worry about.

But there are some terrific methods out there to get people coming to your site quickly. Some of them cost money while others are free. Some of them take a lot of work and some of them take almost none.

All of them should be employed by anyone who has a website and needs traffic right away – at least until you find what works best for you.

## Getting Visitors to Your Website Organically

Of course, it would be nice to get visitors to your website organically, but this does take some work. It certainly isn't something that can be done quickly; the term 'organic visitors' simply refers to visitors that get to your site through organic search results.

For example, if your site was ranked on the first page for the keyword "best power tools" then the traffic that you got from visitors who click on your site would be organic.

The problem is: it takes a great deal of time for most websites to reach that front page. Most new sites never reach it at all and instead rely on upon what are called "long-tail keywords" to get traffic to their site.

That means that they might be able to find you if they were to type "best power tools to give Dad as a Christmas present" your site might come up on the front page.

Luckily, you don't have to rely on organic search to get traffic to your website. There are other techniques that you can use to start getting traffic within as little as a couple of hours.

You still want to work on getting organic search results of course, since this will be your long-term strategy and results in totally free traffic, but you can do other things in the meantime to drive visitors to your site.

## **Fastest Methods of Getting Visitors**

Let's discuss some of the ways that you can get visitors to your site quickly. We will take each method separately and explain how it works and what strategies can be employed that will get the most traffic and the most returns.

Here are nine of the fastest ways to get people to your site quickly.

### **Facebook**

There are two aspects to Facebook that you want to be thinking about. The first is the actual Facebook page for your business. You definitely want to maintain one, because when people look up your company, Facebook tends to be one of the top listings in the search engines.

The site has a lot of authority, and in many cases, a company's Facebook page might outrank their company page, especially when your name isn't entirely unique.

The second thing to consider is Facebook advertising. Facebook advertising is extremely effective and will get visitors to your site really fast.

You don't need a Facebook page in order to advertise with the social media giant, but it does help. Facebook advertising is expensive but well worth the money if you know how to use it effectively. Learning how to use Facebook advertising can be a bit of a learning curve, but it is well worth it in the end.

Both of these methods can get visitors to your site quickly, but obviously, advertising with Facebook is going to yield much faster results than setting

up a Facebook page, getting people to subscribe to your page updates and funnel them towards your site.

## **Twitter**

Next, we'll cover Twitter. You are likely familiar with Twitter already. Most people have a Twitter account that they use for social purposes.

You can also use Twitter to promote your website and get some pretty fast results but you want to be really careful because people that promote commercial products on Twitter without providing value to people soon find themselves without any followers.

But Twitter has its own advertising program as well. The minimum audience requirement is a little bigger with Twitter, but the features are basically the same as Facebook.

You can target potential visitors to your site via Twitter advertising, and you can even choose who specifically you want to target; based upon the demographic you think will be interested.

Twitter is definitely a tool that you could implement to bring visitors to your site, but any social media advertising is going to cost you money. Building a social media following is definitely the least expensive way, but you won't get visitors very fast.

## **Other Social Media**

Now, let's look at other social media out there. There are a lot of social media sites and each of them has their own strategies and pitfalls when it comes to advertising and promotion.

But we are going to discuss two sites in particular: Instagram and Pinterest. These are two sites that are particularly well suited for promoting products and services.

Instagram is great, because you can post pictures of what is going on at your company, whether it be an exciting event, a new staff member or a

product launch, and people that get interested in your story and the humans behind your logo will check out your pictures and see what is going on. Many of them have the potential to become customers.

As for Pinterest, this site allows you to make list of product pictures and other online assets that people can look through.

Pinterest is all about collections, and if your products are included in a collection, then you get social media promotion at no cost. Plus, both Pinterest and Instagram offer advertising programs.

## **Google Advertising**

Next up, let's discuss Google advertising. If you have typed something into Google search and seen the results on the sidebar, then you are familiar with Google advertising. Google has several different things going, but the main program is a pay-per-click (PPC) service called Google Adwords.

Basically, the way that Adwords works is that advertisers choose a keyword and the bid to compete for the top spot in the advertising results.

Theoretically, if you were willing to spend enough money, your site could be ranked on the first page for something extremely lucrative with high conversion rates like "buy life insurance online."

Of course, you probably won't be able to compete with the huge corporations targeting those keywords, but there are millions to choose from, some money-making ones with almost no competition.

So, to use Google Adwords, you simply sign up for an account, then create an HTML title and description and a price you are willing to pay for each click – or visit to your website. It is up to you to convert that traffic once it arrives at your site.

## **Advertising on Related Websites**

Next, we'll discuss advertising on related websites. Related websites are ones that are in your industry. For example, if you had a website that sold

pet products, then you might want to advertise on websites that give pet advice or forums where people discuss their pets.

Just as an example, the Kindle discussion forums offer banner ads for authors who want to advertise their books. These are so effective because nearly all of the people who visit the Kindle boards are readers, and if they think that the book looks good, there is a good chance of them buying it.

You can do the same thing with banner ads, PPC ads or any form you want on a website relating to your products. As a bonus, if you have a link from an related authority site to your own, you'll get some juice from that backlink and get ranked a little higher.

## **Press**

Another tool that you might be able to make use of to get visitors to your website quickly is the press release. The press release isn't going to be a viable solution for everyone. In fact, the press release will really only work for certain industries and websites.

Media outlets don't publish press releases just because they are sent to them. In fact, they throw away nearly all and only use a few newsworthy ones.

What this means is that you need to make sure that if you create a press release and send it out, that you have a newsworthy event that the press is going to want to report on.

It doesn't have to be a major press outlet; it might even be a small trade publication within your industry. But it does have to be newsworthy. In addition, the press release has to be well crafted so that it will grab the attention of the person screening releases.

## **Offline Marketing**

You can also do offline marketing to promote your site. This is particularly effective if your website caters to people within a specific region. You can do television ads, radio promotions, newspaper advertisements and much

more. You can even pass out flyers if you want to save some money. If you want people to start visiting your site, then you should get creative and try to come up with some ways of advertising offline.

Of course, on national television networks you see websites advertised all the time. These are being advertised to millions of people. But network television spots are extremely expensive and not feasible for most internet marketing businesses or websites.

Luckily, there are still plenty of things that you can do both offline and online to get visitors to your site. You'll just have to think outside the box.

## **Email**

Email marketing is one of the most effective methods of getting people to come to your website. People read their emails even when they don't check the latest social media posts or visit blogs, YouTube subscriptions or other regular haunts on the web.

People regard their email inbox as a sacred thing and if they allow you to send them emails then you have established a relationship of trust already and they are well on their way to buying something from you.

However, what you do need to keep in mind is that email marketing is only a fast way to get visitors to come to your website if you already have an email marketing list.

Building an email list can take a really long time. If you were to use email marketing as a strategy for quick traffic without an email list, you would be doing twice the work; because if you can get the traffic to sign up for your email list then you could have just funneled them to your site in the first place.

## **Signatures & Descriptions**

Finally, we will discuss signatures and descriptions. First of all, make sure that all of your social media profiles have information about your company in the description.

When you post something funny or useful on social media, people will often look at your description to see who you are. If your company information is there – especially a link to your website – then you will be able to get traffic with those social media profiles.

However, you should also be using forum and email signatures to get traffic. With an email signature, each and every time you send an email to someone you get a free advertisement. With forums, every post you make can have a link to your website and that means that you can generate traffic every day.

## Conclusion

So, now you know some of the best ways to get visitors to your website quickly. There is a method for every internet marketer out there, from someone who has money to spend on marketing but no time of their own to those who have some time but a limited budget.

No matter what your website or situation, you should be able to use one of these methods to get traffic to your site fast, and using more than one is definitely recommended.