

Identify High-Traffic Topics

To truly get massive website traffic, your content strategy needs to be tailored to your audience. When you create exactly the content they're looking for, you'll attract more and more people to your website.

But how do you know exactly what kind of content your audience wants?

Here are a few smart marketing hacks to get you started.

1. Laser-Target Your Visitors' Interests

One smart way to increase your website traffic is by identifying the interests of your visitors and then tailoring your content to those interests.

How do you find out your readers' interests? The easiest way is with Demographics and Interests reports.

If you're using **MonsterInsights**, you can easily view the report by clicking on **Insights** from your WordPress Dashboard and then going to **Reports**. From the top menu, click **Publishers** and scroll down to view the interests of your audience.

Using the report, you can get an idea of what people are interested in your website. You can then create and promote content that matches the interests of your visitors.

For example, you can see that site visitors are interested in video content for example. A smart marketing hack would be to create video content to add to your site.

To identify more of what your visitors are interested in, you can also look at which are the most popular categories and tags on your site. This can be tricky to set up manually (you have to use code), but with **MonsterInsights** you can **set up WordPress category and tag tracking** in just a few clicks.

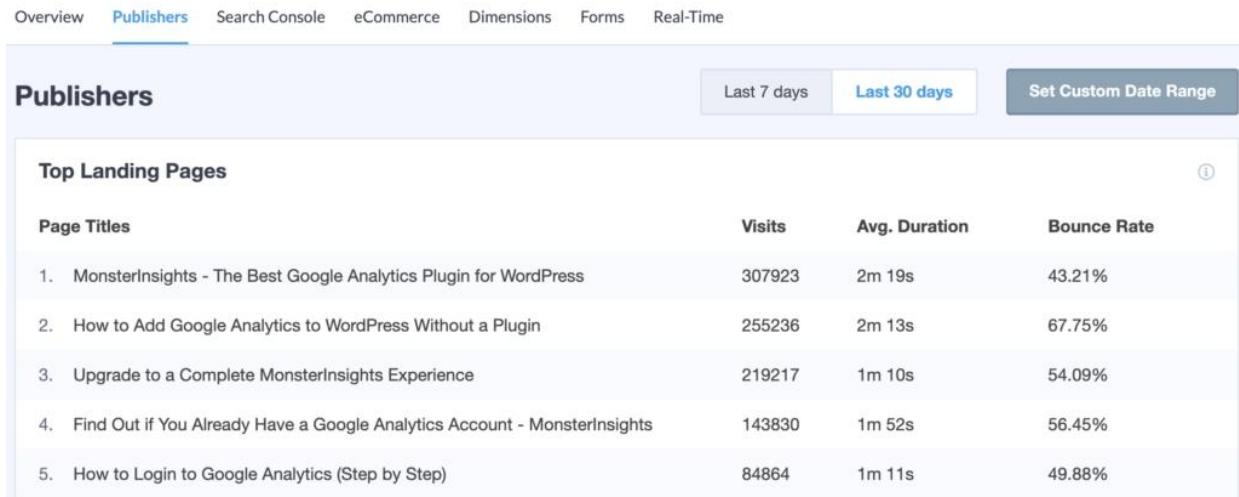
Once you know which categories and tags are most popular, you can focus on creating content that works.

2. Find Top Landing Pages and Popular Post Types to Create Similar Content

Another easy hack for increasing your website traffic is by creating content similar to what's already working. And the best way to find out which type of content gets the most traffic is by looking at your top landing pages and popular post types.

To find the best performing landing pages on your website, you can go to the Publishers report in **MonsterInsights**.

You can access the report by going to **Insights** and then clicking on **Reports**. From the top menu, select **Publishers** and the first report will be of top landing pages.



The screenshot shows the Google Analytics interface with the 'Publishers' report selected. The 'Top Landing Pages' report is displayed, showing a list of the most visited pages. The table includes columns for Page Titles, Visits, Avg. Duration, and Bounce Rate. The top five pages are listed, with the first being 'MonsterInsights - The Best Google Analytics Plugin for WordPress'.


Publishers			
Last 7 days		Last 30 days	Set Custom Date Range
Top Landing Pages			
Page Titles	Visits	Avg. Duration	Bounce Rate
1. MonsterInsights - The Best Google Analytics Plugin for WordPress	307923	2m 19s	43.21%
2. How to Add Google Analytics to WordPress Without a Plugin	255236	2m 13s	67.75%
3. Upgrade to a Complete MonsterInsights Experience	219217	1m 10s	54.09%
4. Find Out if You Already Have a Google Analytics Account - MonsterInsights	143830	1m 52s	56.45%
5. How to Login to Google Analytics (Step by Step)	84864	1m 11s	49.88%

Using the report, you can find out the content type that gets the most traffic.

Let's say you have a tech website and you publish all kinds of topics like product reviews of the latest smartphones, tutorials about fixing bugs, and latest news about tech gadgets.

But from the report of top landing pages, you see that product reviews get more traffic than tutorials or news. So, you can create similar content to attract visitors and increase your website traffic.

And if you want to know which type of content works the best, go to the **Dimensions** report in MonsterInsights. Here you can see that one of the post types is recipes. So, if you have a food blog, you know which type of content your visitors are looking for and you can create similar content.



The screenshot shows the Google Analytics 'Dimensions' report with the 'Most popular post types' report selected. The table lists the most popular post types and their corresponding session counts. The top post type is 'post' with 1,594,958 sessions.

Most popular post types	
Post type	Sessions
1. post	1594958
2. page	749022
3. guide	497541
4. portfolio	16384
5. recipe	50048
6. wpforms	42101

3. Plug the Leaks in Your Content

Do you know why people leave your website?

Some are hitting the back button, sure. But many others are clicking on external links to other websites.

Do you know which external links on your website are getting the most clicks?

If you're using the default Google Analytics tracking code, there's no way to know. But MonsterInsights automatically tracks your outbound links for you – no code needed.

Top Outbound Links	
Links	Total Clicks
1. Download	50920
2. Google Analytics website	44659
3. Google Analytics	36042
4. Watch Video	4809

This is incredibly valuable data. When you can see exactly where your visitors are leaving your site, you can easily plug the leaks.

For example, in the screenshot above, a lot of people are leaving the site to watch a video. What if you just embedded that video in the page itself?

You might be thinking – sure, this is a great tip, but how does it drive traffic to my website?

This is actually a great way to get more content ideas. Once you know the content that people are looking for outside your site, you can create a better version on your own site.

Not only will that plug your leaky links and keep existing visitors on your website, but that new content will also attract new visitors who are similar to your existing audience.

4. Identify Existing Content to Repurpose

Do you offer downloads on your website?

Maybe a White Paper, PowerPoint Presentation, or Spreadsheet?

If so, you're missing out on an incredible opportunity to drive even more traffic to your website.

Default Google Analytics doesn't, but MonsterInsights can easily track your file downloads of any type.

Once you know your most popular downloads, you can repurpose that same content as a new blog post. Google probably won't rank your PowerPoint high in search results, but if you put all that information in a blog post, you can start getting search engine traffic to it.

7. Get Ideas From Your Competitors

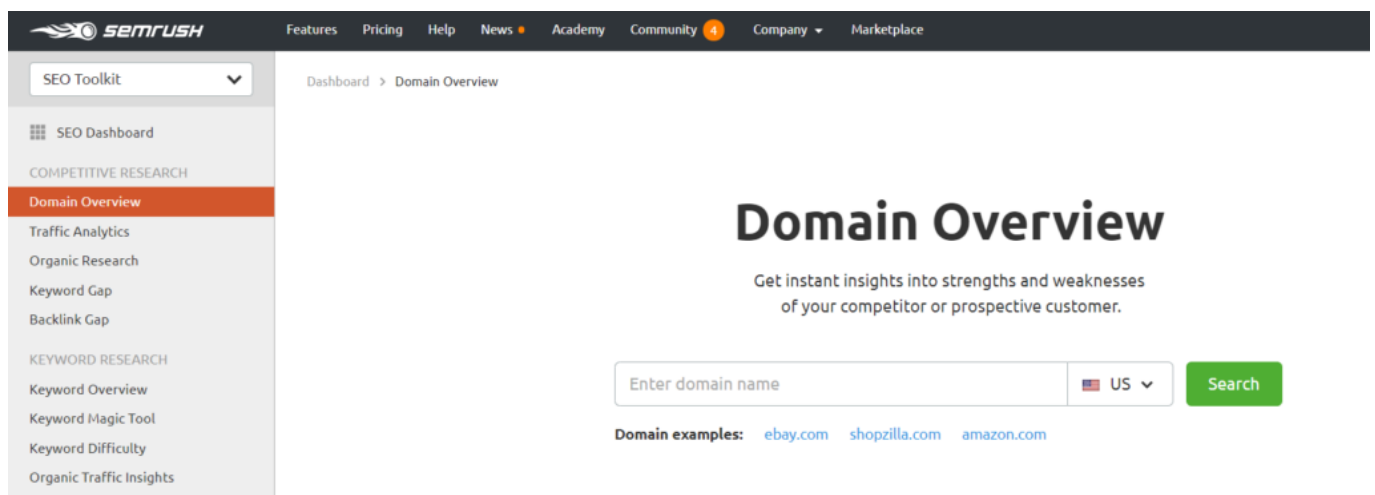
Do you want to stay ahead of the game? Then why not take note of what your competitors are doing and borrow some ideas?

By looking into what others in the industry are practicing, you can fine-tune your SEO practices, find the right keywords, and discover backlink opportunities.

Invest in paid SEO tools and plugins. There are many options you can use, but the top two recommendations are of SEMrush and Ahref.

Both are powerful tools for finding insights about your competitors.

In SEMrush, you can paste a URL in its **Domain Overview** feature and click **Search**.



The tool will then give you instant information about the organic keywords, traffic, top-performing content, backlinks, and much more.

Next, you can see the topics your competitors are writing and are getting traffic from. Using these topics, you can create a post on your website and take some of their traffic.

You can also see the top organic keywords reports of your competitor. By using these keywords, you can increase your website traffic from search engines. Simply add them to your existing pages or create new posts around the keywords.

live update TOP ORGANIC KEYWORDS (397,811,451) ⓘ				
Keyword	Pos.	Volume	CPC (USD)	Traffic, %
google	1 (1)	83,100,000	1.14	11.65
gmail	1 (1)	55,600,000	0.82	7.80
google translate	1 (1)	45,500,000	0.91	6.38
translate	1 (1)	30,400,000	1.98	4.26
google maps	1 (1)	24,900,000	0.81	3.49

[View full report](#)

And if you're into running [Paid Advertisements \(PPC\)](#), then SEMrush also gives you valuable insights about your competitors' ads. You can pick their top paid keywords and look at the live display of their ads.

Using the data, you can create ads that perform better and drive more traffic to your website.

live update

SAMPLE ADS (13,633) ⓘ

[Download Chrome Today | Google's Official Browser](#)

Ad www.google.com/

Install the most secure browser on the web. Get security you never have to think about. Securely store your address & payment details to fill out forms with one convenient click. Custom theme & extensions. Designed to keep you safe. Type less with Autofill.

[Google Chrome | Download Chrome Today](#)











Ad www.google.com/

Chrome is a fast, secure and free browser for all your devices. One browser, all devices. Designed to keep you safe. Type less with Autofill. Custom theme & extensions.

8. Create Geo-Targeted Content

To increase traffic, you can start by looking at the countries from where most visitors visit your website. By identifying these regions, you can create content and offerings to attract more people to your website.

You can find the location of your website visitors by looking at your MonsterInsights reports. Go to **Insights** and then **Reports**. In the **Overview** report, scroll down and you'll see the top 10 countries that bring in the most traffic.

Top 10 Countries ⓘ		
1.	 United States	147453
2.	 India	127662
3.	 United Kingdom	114114
4.	 Australia	106440
5.	 Canada	76436
6.	 Germany	53896
7.	 Netherlands	23054
8.	 Brazil	12615
9.	 Spain	8595
10.	 France	7592
View Countries Report		

Using the data from MonsterInsights reports, you can create content that appeals to visitors from your top regions.

For instance, if you have a food blog, you can create content for users from the United States, like 15 restaurants to try when you're in New York. [Or if you write about web hosting and get a lot of visitors](#) from India, you can write about the best Indian web hosting companies.

By writing posts for your specific audience, you have a better chance of attracting visitors and increasing your website traffic.

Optimization Hacks: Get More Traffic From Your Existing Content

Do you have plenty of great content on your blog, but struggle to get traffic to it?

Optimizing your content to rank high in search engines is a smart way to drive more traffic to your website, without having to create all new content. Unlike with paid ads, search engine traffic only grows over time. Plus, besides the time you invest in your content, it's free.

Let's look at some smart marketing hacks for getting more traffic from Google.

9. Optimize Your Website for Search Engines Using Yoast SEO

After finding new topic ideas and identifying top keywords, you should optimize your existing pages, so they rank higher on search engines.

And a simple hack is to use the WordPress plugin, Yoast SEO. It's a powerful plugin that lets you optimize your pages in real-time.

To find which pages to optimize, you can look at the Publishers and Custom Dimensions Report by MonsterInsights.

In the Publishers report, you can find which content pages have the best average duration, visits, and bounce rate. Now, scroll down the report and see which content pieces are not doing so well. Pick these pages for SEO optimization.

Overview

Publishers

Search Console

eCommerce

Dimensions

Forms

Real-Time

Publishers

Last 7 days

Last 30 days

Set Custom Date Range

Top Landing Pages

Page Titles	Visits	Avg. Duration	Bounce Rate
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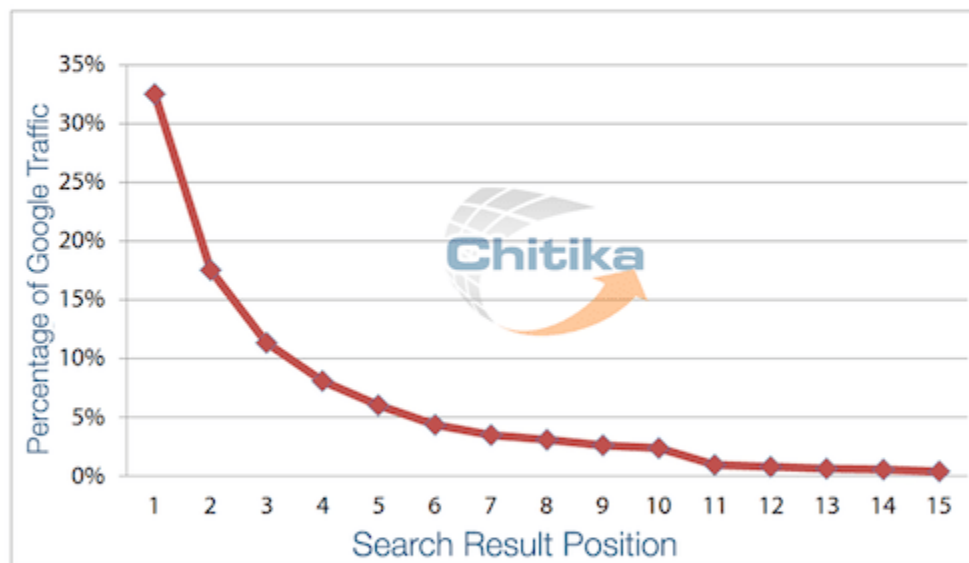
The plugin will then analyze your content and check if the focus keyphrase is missing from the content. It will then give you suggestions to [improve SEO optimization of your page](#).

For instance, it might suggest increasing keyword density, outbound links, internal links, adding keywords to your meta title and description, SEO title width, and more.

By analyzing high-value pages on your website, you can improve their search engine rankings and [drive traffic to your website](#).

10. Focus Your Optimization on the Right Content

Did you know that **92% of all searchers ONLY click results from the first page?**



Data Driven by Chitika Insights June 2013

Data is representative of Google search traffic within the U.S. and Canada only

If you're looking for ways to grow your website traffic, you should know that moving from the 2nd page to the 1st for your target keywords will make a huge difference.

How do you know what page your content is ranking on? You can use Google Search Console reports to see the **keywords** your users use to find your website, and what position you rank for those keywords.

From there, you'll know which pages you should focus on optimizing in order to get more traffic to your website.

To identify the top keywords, you can use MonsterInsights Search Console report. From your WordPress dashboard, go to **Insights » Reports** and then click **Search Console** from the top.

Overview

Publishers

Search Console

eCommerce

Dimensions

Forms

Real-Time

Search Console Report

Last 7 daysLast 30 daysSet Custom Date Range

Top 50 Google Search Terms

Terms	Clicks	Impressions	CTR	Avg. Position
1. Best Google Analytics plugin?	183463	3706401	50.27%	1.2
2. How to get better analytics?	113956	1840312	62.83%	1.1
3. Best stats for WordPress	113904	4073822	50.23%	1.2
4. Add Google Analytics to WordPress	231034	239080	43.45%	1.4
5. How to add Google Analytics to WordPress	92942	938305	45.79%	1.1
6. What is Google Analytics	52918	9243962	56.59%	1.3

For each keyword, you can see the clicks, impressions, CTR (click-through-rate) and average position.

Using the average position for each keyword, you can see where they are ranking on Google. You can then optimize the lower-ranking keywords to improve your rankings and boost your site's traffic. Content that's already ranking on the 2nd page of search results usually doesn't take too much work to reach the 1st page – and it will get a LOT more clicks there.

Follow our tutorial if you want to learn [how to set up your WordPress website with Google search console](#).

11. Improve CTR By Using Power Words in Your Headlines

Did you know that if your headline is 6 – 8 words, it can increase your click-through-rate (CTR) by 21%? Amazing, isn't it?

You can look up CTR of your website pages in search console reports in MonsterInsights. And then see which post is performing the best and which needs optimization.

Overview

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Search Console Report

Last 7 days

Last 30 days

Set Custom Date Range

Top 50 Google Search Terms

Terms	Clicks	Impressions	CTR	Avg. Position
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3. Best stats for WordPress	113904	4073822	50.23%	1.2
4. Add Google Analytics to WordPress	231034	239080	43.45%	1.4
5. How to add Google Analytics to WordPress	92942	938305	45.79%	1.1
6. What is Google Analytics	52918	9243962	56.59%	1.3

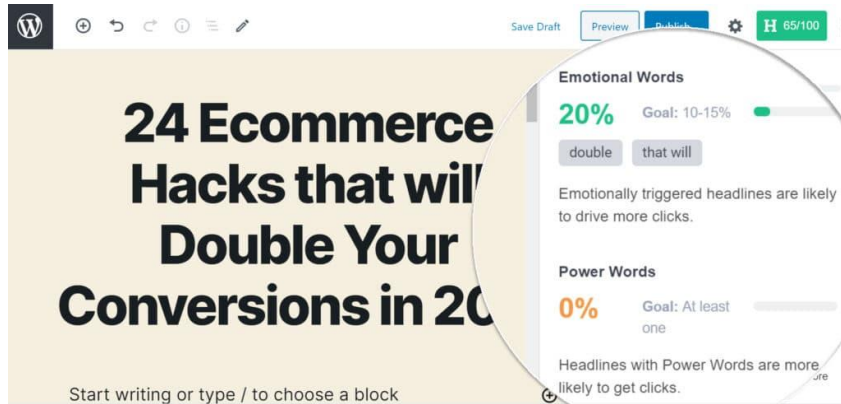
Then to improve CTR, you can add power words in your headlines. These are words that spark an emotional response and persuade users to click on your link.

For instance, in the below image, power words like ridiculous, simple, and less than, make the headline attractive and will lure visitors to click on the URL.



You can check out these power words to increase your website's CTR and boost traffic.

And to make sure that your titles contain power words, you can run through the MonsterInsights headline analyzer tool. Just get hold of MonsterInsights Plus or higher plan and get instant feedback in your WordPress editor. Look for words to make your copy is attractive and check the character count.



12. Add FAQs to Address Common Questions

Another marketing hack to increase organic website traffic is to add **People also ask** questions on your content.

As you enter a topic in Google, you'll see a list of questions (usually 4 at a time) shown by the search engine. The number of questions increases as you click on any one of them.

People also ask	
How do I use Google keyword tool?	▼
What is the best keyword research tool?	▼
How do I research keywords for free?	▼
How do you find relevant keywords?	▼

Using these questions is a great way of driving traffic to your site. You can use them as subheadings if you're writing a new article. But the easiest way to add these to your existing content is by adding a Frequently Asked Questions section at the end.

Make sure to state the question exactly as it appears in search, and then answer the question in a simple and brief way directly after.

If your content appears as answers to these questions, you will see an immediate increase in traffic.

13. Use LSI Keywords in Your Content

Another marketing hack to boost search engine rankings and increase your traffic is to use LSI keywords in your content.

LSI or latent semantic indexing keywords are words or phrases Google's algorithm uses to understand the quality and relevance of user's search terms.

For example, if you search for the best burgers, Google will look for words like a beef patty, crispy chicken, jalapeno, tomatoes, cheese, fries, and lettuce. These are words used in the top search results and help the search engine match what users are searching for.

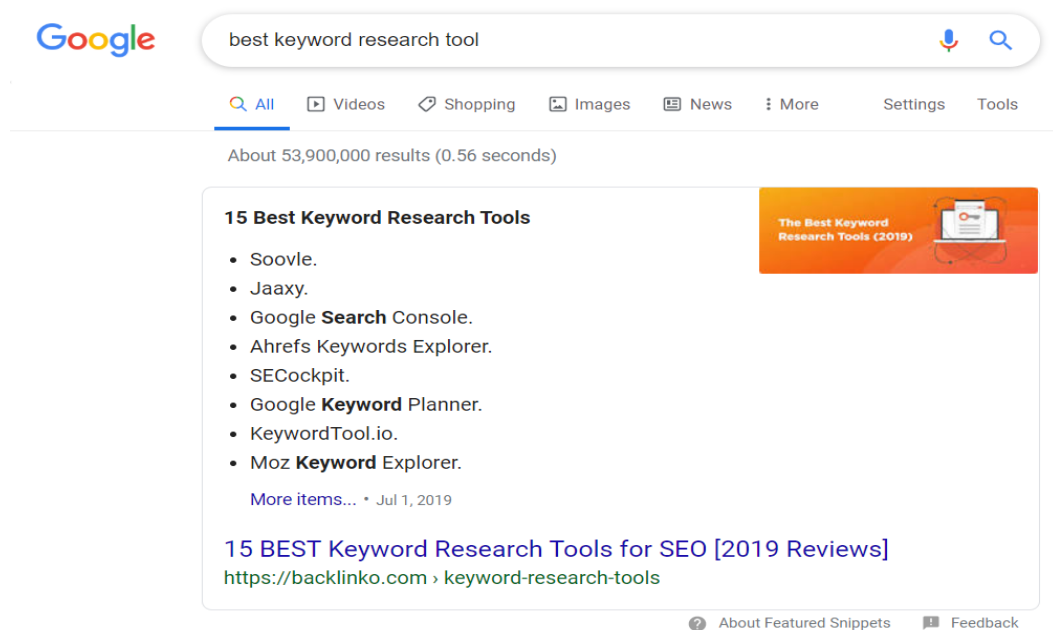
You can find LSI keywords for your blogs by using free online tools like **Answer the Public** and **LSI Graph**. A premium tool like **SEMrush** will give you more tailored suggestions based on what's already ranking in Google.

Just enter the search term and these tools will bring up a ton of results. Then use these words and phrases throughout your content to rank higher and get more traffic to your site.

14. Optimize Your Content for Google Search Snippets

Another great optimization marketing hack we have for you is optimizing your content for Google search snippets.

A featured snippet is a search response shown at the top of a search engine results page that contains a summary of the answer taken from the page.



The results from featured snippets vary depending on industry and query, but some research shows a 10% increase in traffic (from 20% to 30%) and a 6% increase in click-through rates (from 2% to 8%). That's pretty amazing!

You can optimize for featured snippets by using keyword research, SEO, formatting, and monitoring the results over time.

15. Increase Your Website Loading Speed with CDNs

There is nothing more frustrating than a slow-loading website. It's a big turn off for your users if they open your website and it doesn't open in time. They're most likely to hit the back button and not recommend your website to others.

That's why you should use a CDN or content delivery network to boost your website's load time. A CDN has its network of servers and minimizes the distance between your user and your site's server.



It delivers the content of your website quickly to anyone trying to access your website. CDNs not only improve user experience but also gives good signals to search engines, which means improved rankings and more traffic.

16. Consider Adding AMP Compatibility

Is your website mobile optimized? No? Then you're missing out on a lot of traffic.

Mobile is an important part of today's digital marketing strategy. Even Google has gone mobile-first in its ranking algorithm.

With the increasing use of mobile and people consuming more content on their smartphones, your website should provide great user-experience on mobile devices.

A useful hack to make sure you don't lose any mobile traffic is to implement AMP or accelerated mobile pages on your site.

Although it isn't the best option for everyone, as it removes some of the features of your website to speed up the load time of your webpages on mobile.

But it does provide a better mobile experience for users. Using an AMP WordPress plugin, you can enhance your mobile website experience. This increases your chances of ranking on search engines and attract visitors.

Viral Traffic Hacks: Encourage Social Sharing

Another great source of traffic besides search engines is good old fashioned social sharing: getting your visitors to share your content with their friends, family, and followers.

If you can convince enough people to share your stuff, you just might go viral!

Here's how...

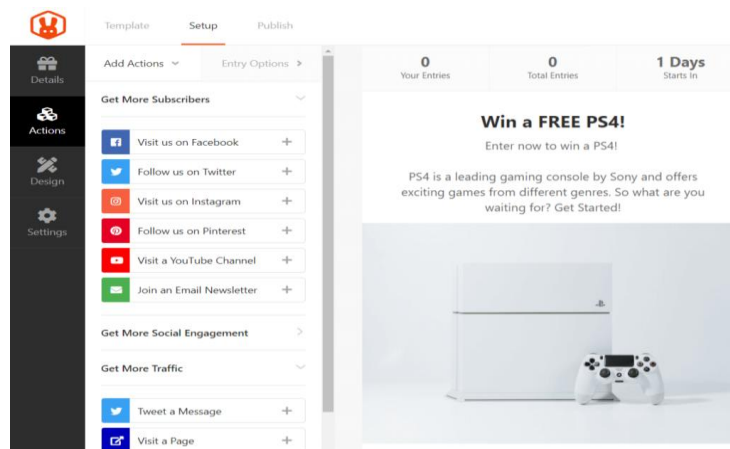
17. Create a Viral Giveaway to Attract Visitors

Giveaways are a great marketing hack for increasing your website traffic. You can create contests and offer rewards to visitors for their participation.

Giveaways not only generate user engagement, but they also help you increase your email subscribers and promote your brand.

There are many giveaway tools that you can use to build a campaign, but the most user-friendly and lightweight plugin is **RafflePress**.

It's the best WordPress giveaway plugin to create beautiful giveaways thanks to its drag and drop builder.



To encourage your visitors to share the giveaway, you can ask them to...

- [Follow you on Twitter](#) or [Pinterest](#)
- Refer a friend with a special link
- Tweet a specific message
- [Visit you on Facebook](#) or [Instagram](#)
- ...and more

For each action, they'll get additional entries in your giveaway. You can even allow daily entries to get even more viral traffic!

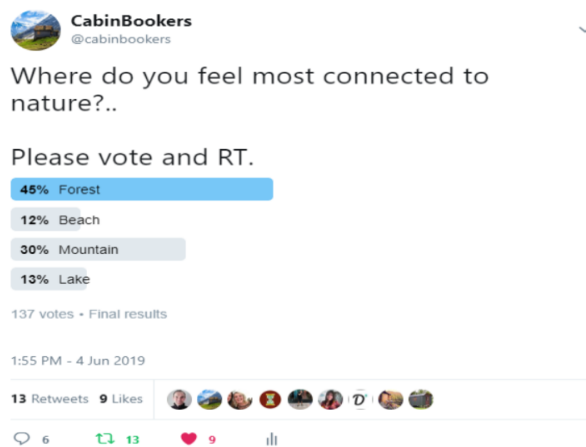
18. Create Surveys and Send a Press Release to Increase Traffic

By creating surveys, you can increase user engagement. Keeping users engaged is important for bringing in regular traffic to your site, as people like interacting with brands.

[But what type of surveys should you create? And how can you drive traffic from them?](#)

We found that running Twitter surveys doubled our engagement and increased our web traffic. First, we selected a topic that was relevant to our business.

But to make it appeal to everyone, we looked up trending hashtags and added them to the tweets to increase its reach.



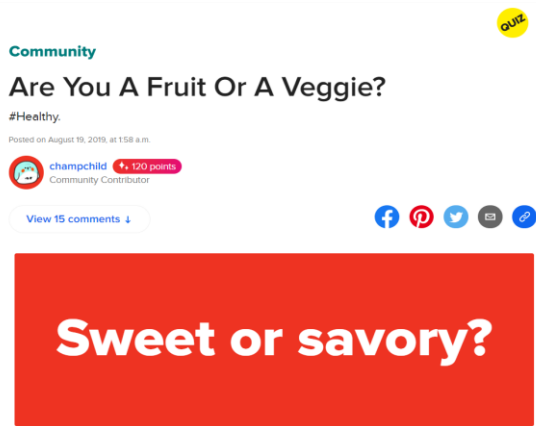
Using the results from the survey, we created a content piece. Then to promote it, we sent out a press release. As a result, our piece of content was picked up in Google News and other high traffic websites.

You could do the same to grow your website traffic; run it on a social media platform and see the results.

19. Add Quizzes on Your Website

One way to get an instant boost of traffic is to add games to your website. But which type of games should you add to grow your website traffic?

Quizzes are the hottest type of games you can run on your website. They can quickly go viral on social media and flood your website with traffic. BuzzFeed is probably the best example when it comes to creating viral quizzes.



You can create a quiz using tools like Formidable Forms. It's a user-friendly tool that you can use to add amazing looking quizzes to your website, make them viral, and increase your traffic.

20. Repurpose Your Existing Content for Social Media

One of the problems many content creators face is of coming up with new topic ideas. But what if we told you that there is a marketing hack to drive traffic using your existing website content?

To start, look at the top post/page report by MonsterInsights. Simply go to Insights and then Reports and under the Overview report, scroll down to see your top content. Then, you can repurpose an old piece of content for different channels.

Top Posts/Pages			(i)
1.	MonsterInsights - The Best Google Analytics Plugin for WordPress	20121	
2.	How to Add Google Analytics to WordPress Without a Plugin	15544	
3.	MonsterInsights Pricing - Google Analytics for WordPress Plugin	12810	
4.	How to get the Best Google Analytics Setup on WordPress	10912	
5.	Upgrade to a Complete MonsterInsights Experience	10390	
6.	MonsterInsights Pricing - Google Analytics for WordPress Plugin	6646	

For instance, if you have a blog on 10 tips to clean your car, you can repurpose the content by creating a video tutorial for YouTube or create short videos for Facebook and Instagram.

Next, you can create slides of the tutorial and share it on SlideShare. Another approach could be to turn the content into a podcast. There are unlimited options, and you just need to find the right content type for the channel you'll be using for promotion.

Promotional Hacks: Reach a Whole New Audience

Have you created an amazing piece of content that you know your audience will love, if you could only get their attention?

Here are a few ways to promote your best content to the right audience so you can drive more traffic to your website.

21. Find Partnership Opportunities from Referral Traffic

By now, you must have read in many places that you should be doing guest posts. That's true as guest posts help promote your brand, get backlinks from high authority websites, and can drive tons of traffic.

But how do you find which type of content gets you the most backlinks and generates traffic from guest posts?

A simple hack is to use the MonsterInsights plugin. It identifies **top referral sources for traffic**, so you'll know what sites are already sending you traffic and which type of content to produce and pitch.

To view the report, go to your MonsterInsights plugin from the WordPress dashboard. Then click on **Insights » Reports**. In the **Overview** reports, scroll down and see Top 10 Referrals.

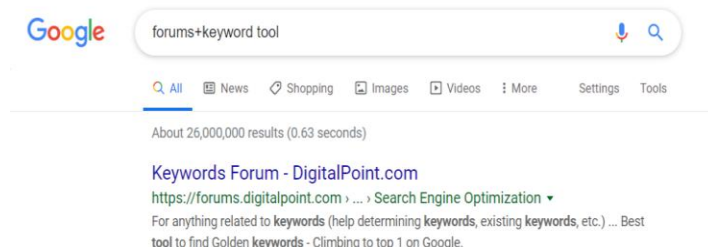
Once you have this list, you can research these sites and similar ones to see if they accept guest posts, and pitch similar topics that they're already linking to.

22. Find Popular Forums and Participate to Drive Traffic

Another marketing hack to grow your traffic is to actively participate in forums. If you're just starting out and don't have many followers, then forums are a great way of driving traffic to your website.

Now, there are many types of forums you can join, but it all depends on your industry. Some popular forums like Quora and Reddit cover numerous topics and you're most likely to find your niche easily.

But if you're finding it hard to find a forum for your topic, you can try entering **forum+[your topic]** in Google. It will bring up different forums results relevant to your topic.



Once you've found the forums, start participating and become an active member to build a profile. Then, share relevant links as a solution to answers in the forum to drive traffic to your website.

But do remember to follow the rules of the forum or risk getting banned.

Some forums even let you create original content. You can write a post and link your website as a source. This will not only get you traffic but also help you get a backlink for your website.

23. Go on a Podcast as a Guest

If you're looking to build a healthy community and create relationships with your audience, then podcasts are a great option. They can attract visitors, help build and promote a brand, and make you an influencer.

The beauty of podcasts is that they can be on anything. But creating a podcast, attracting listeners, and then managing it takes time. To get an instant boost in traffic, a simpler marketing hack is to **go on other's podcasts as a guest**.

To go on a podcast, the first thing you'll need to do is find podcasts that your audience would listen too. You can visit different platforms like iTunes, Spotify, and Google Play and search your topic to find podcasts.

Next, visit the website of each podcast and find their email addresses. They're usually available in the contact us section or you can visit the social media page of the podcast host to get in touch.

Then draft an email and pitch the podcast hosts. In the email, tell them how interesting their podcast was and how you can contribute to their podcast as a guest.

Hi Rob,

Hope you are well.

I'm Andy Awesome, founder of Delectable Delights, a chocolate company. I'd like to be a guest on your show, Entrepreneurship Ignited to share the fascinating story of how I started and grew a 7-figure chocolate company under a year from my kitchen.

You can also add your experiences and stories in the email to make them interesting. For instance, you can include things like how you grew your revenue by 105% or using this simple hack we tripled our user engagement.

After sending the email, you can follow up (politely) if you don't get a response.

By continuing this practice and appearing multiple podcasts, you can start building an audience, establish yourself as an expert on a topic, and promote your website to grow your traffic.

Another benefit of going on other podcasts is that you get a mention or a free backlink in the podcast notes. This sends a good signal to search engines, which then boosts your rankings.

24. Instantly Attract Visitors Through Push Notifications

Push notifications are clickable messages displayed on your user's desktop or mobile. They are a great hack for bringing instant traffic to your website.

These notifications appear when users are not visiting your website. You don't even require them to open their browsers. It instantly notifies them of a new post you wrote or an amazing deal on your website.



Since push notifications require permission from visitors, it means they're interested in your website and what you're offering. So, there is a high chance they'll click on your push notifications.

There are many tools that you can use to run push notifications, like OneSignal. You can follow this simple step-by-step guide to learn how to add push notifications to your WordPress site.

25. Run an Email Campaign to Promote New Content

Email marketing is a strong tool to have in your toolkit to increase traffic on your website. Emails help you connect with your audience. You can inform them about new products, latest releases, updates, or new content you published.

You can start by sending out emails to your subscribers. These are people who opted or agreed to receive marketing messages. So, you have a better chance of getting a good open rate and attracting visitors.

There are many email marketing tools you can use to run an email campaign. But we suggest you use **Constant Contact**. It's a user-friendly tool, and with the help of its drag and drop builder, you can create and send amazing emails in bulk.

26. Display Social Share Counts on Your Posts

Another marketing hack to show social proof and boost your traffic is by displaying share counts of your posts. It helps in building credibility and showing the popularity of your posts.

Social share counts show the number of shares your content received and include social buttons for different platforms.

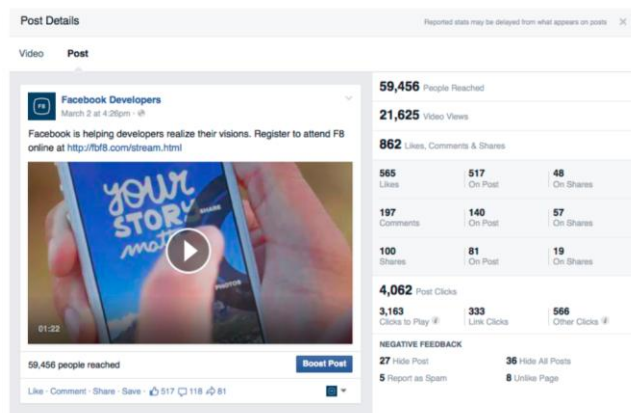
It also encourages visitors to share your post on their social media, and as a result, you get more traffic and followers.

A simple tool to display social buttons and count is by using a WordPress plugin called **Share Counts**. It's easy to use and implement on your website. And with its wide range of customization options, you can select how you want to display social share buttons.

27. Create Videos on Facebook to Get More Engagement

The Facebook platform gets 8 billion video views daily. This shows that if you're going to promote your brand or website on Facebook, you're better off creating a video. You can create simple videos using any device or software and upload it on your page to get engagement.

Facebook also reports that users spend 3x longer watching live videos than normal videos. Live videos are even easier to run as you can use your smartphone or laptop to start a live stream from anywhere.



To drive traffic to your website from Facebook videos, do remember to include a call to action. You add the link to your site in the description and ask the viewers to click on it for more information.

28. Answer Questions on Facebook With Your Relevant Content

Comments play a huge role in how successful you are in promoting your content on Facebook. It's a big part of its algorithm. And it means more comments you generate, more reach you'll get.

A great way of generating more comments is by asking questions in your replies. And to direct traffic from comments to your website, you can post links to relevant and useful guides to user's questions.

For instance, if a user comments on your Facebook post about WordPress, you can reply to their query and leave a question at the end, like which is your favorite WordPress theme? If the followers reply, where can they find free themes, you can give them one of your guides as a solution.

This creates engagement and more users will participate in the discussion. What happens as a result is that your Facebook post gets attention, and you can get more traffic to your website.

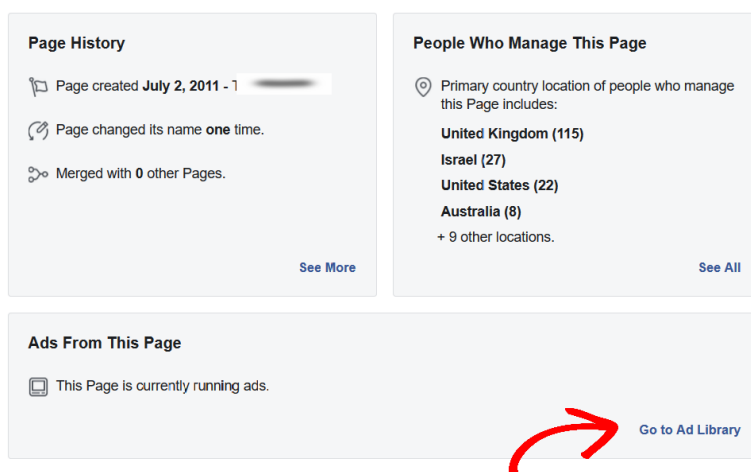
29. Check out Your Competitors' Facebook Ads

If you're running Facebook ads, but they're not attracting any engagement or converting visitors, then spy on what your competitors are doing.

To find out information about your competitor's ads, go to their Facebook page, and on the right side, you'll see Page Transparency box. Click **See More** to expand the box.



Next, click on **Go to Ad Library** to see the advertisements your competitor is running.



Facebook will list all the ads and you can filter them based on the location. If you click **View Ads**, it will show the details of the ad. You can then use this information to create ads of your own to get traffic, conversions, and engagement.

30. Promote Content on YouTube Within the First 24 Hours

YouTube is the leading social media platform. There are 2.50 billion active users on YouTube as of 2024. The statistics show the importance of having a YouTube channel for your business.

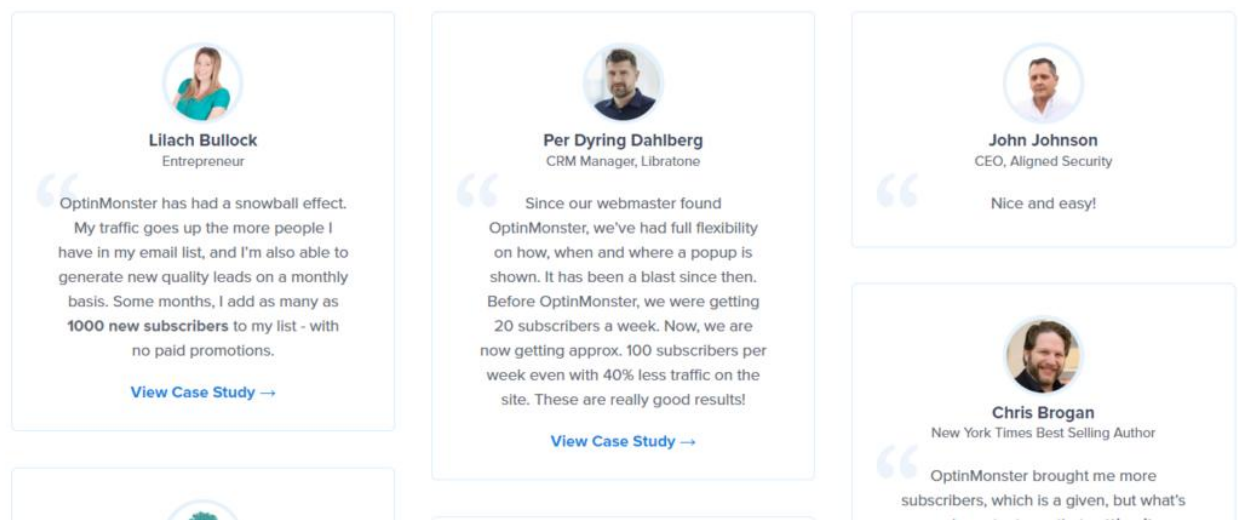
That said, the first 24 hours for your video are very important. When you upload a video, it will rank immediately on YouTube. But, if you want it to stay at the top, you need instant engagement like views, comments, and likes.

To do that, promote your video as soon as it's live. Send out an email blast to your subscribers, run a push notification, share the video on other social platforms, and use automated messenger bots to promote your video.

31. Ask Influencers to Write and Share a Testimonial

If you haven't tried influencer marketing, then trust us, you're missing out. Influencers can kick-start your website and give a boost in traffic.

And a great marketing hack to do that is to include testimonials from influencers on your site and ask them to share it with their followers.



To get testimonials, look for influencers in your market that people trust and follow. You can filter influencers by searching your niche on social media channels like Twitter, Instagram, and Facebook.

Then look at the number of followers for each influencer and their recent activity.

After finding the right influencers, approach them to try your products for free and write a testimonial.

You can then include these testimonials on your website and ask them to share the page on their social accounts.

A single tweet by an influencer containing a link to your website can bring in thousands of visitors within minutes.

32. Find Quora Threads on the First Page and Write an Answer

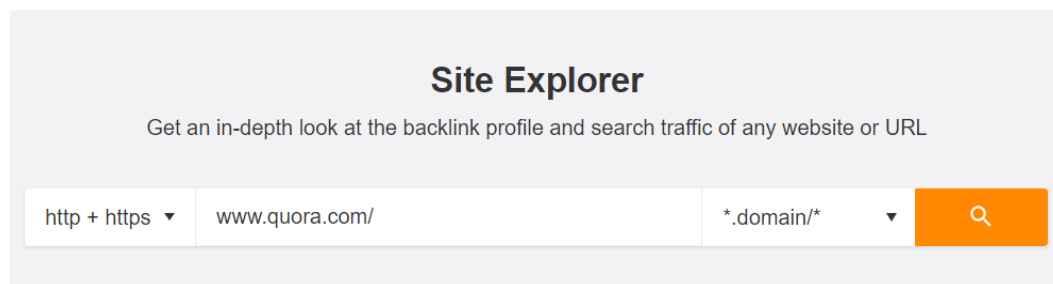
As we pointed out earlier, forums can be super quick way of generating traffic to your website.

To further fine-tune your forum finding skills, a simple marketing hack is to find Quora threads or questions that rank in the top 10 results on Google.

Since these threads are on the first page, they are most likely to get a lot of traffic. And if your answer is in that thread, with a link to your website, you can generate tons of traffic.

But do note, you'll need an SEO tool to find these questions. For our demonstration, we'll be using Ahrefs.

The first thing you'll need to do is go to **Site Explorer** in Ahrefs and enter the URL and click search.



Then from the menu on your left-hand side, click **Organic keywords**.



Next, you'll be given a list of keywords. Click on Position to sort them from ascending to descending (to find pages that are on the first page).

You can also include keywords to filter topics and find a question on Quora that's relevant to your business.

Organic Keywords ⁱ [How to use](#)

Position ▾ Volume ▾ KD ▾ CPC ▾ Traffic ▾ Word count ▾ SERP features ▾

Include ▾ Any ▾ Exclude ▾ Any target ▾

🇺🇸 33,002,383 🇮🇳 9,015,036 🇬🇧 3,775,007 🇨🇦 3,635,478 [More ▾](#) [Export](#)

Keyword	Volume ⁱ	KD ⁱ	CPC ⁱ	Traffic ⁱ	Position ⁱ ↓	URL ⁱ	SERP ⁱ	Upd. ⁱ
summary of book chapters	5	20	6	—	7	1 ↑ 1	www.quora.com/What-website-provides-free-chapter-summaries-for-books	15 Sep
where to get old magazines for free	3	200	1	0.35	109	1	www.quora.com/Where-can-I-find-old-magazines-for-free	15 Sep

After you're done identifying the top questions, you can then simply write an answer and include a link to your website to grow your traffic.

And that's it! Now you know how to drive traffic to your website.

Using these marketing hacks, you can generate loads of traffic, convert them into leads, and build a strong brand presence in the market.

We hope you liked our article on marketing hacks guaranteed to grow your traffic.

Here's To Your Success!

The GWC Team