Top seven tips to increase your website traffic

There are so many online guides on how to increase website traffic. It's tempting to regurgitate some of them, but we won't. Why? Because it can make you work really hard for little gain. Instead, we will share some key tips that we hope will make the greatest benefit for the least amount of effort. It is not an exhaustive list. Nor is it crafted by anyone posing to be the world's smartest website guru. So take what you want. Leave what you don't. And do more research!

1.Pretty doesn't mean better

Forget all the flash files. It makes your website more difficult to find as search engines do not consider content in certain file types. And forget about any sound that automatically starts up on your website pages. People find it annoying.

2. Quality content

Make sure your website content is relevant, up to date, and easy to navigate. This includes any links that you have on your site. Nothing creates less value than a broken link on your site. It takes away from your credibility whether you like it or not. So ensure you have a user-friendly content management system or a web partner who can help you continually update your site.

3. Be consistent with messaging

The simple truth is that you can't be all things to all people. Be clear on what business you are in, what your business differentiators are, and run with it. Everything you say, do, and write, should reflect this. The best part? If you are consistent with your website messaging, you'll naturally do better with keywords. The more relevant keywords in your content, the better your website will perform. Not sure what a keyword is? It is simply words that people type into search engines like Google to find websites they want. It's very competitive – so focus on what makes the most sense. You are better off with two keywords heavily used, that ten keywords loosely weaved through content.

4. Understand how people use your website and work it

It's quite easy to get a website analytical tool that can help you understand how people use your website. It sounds really fancy, but it isn't. For instance, Google offers a website analytics tool that will tell you how many people clicked on your site, which pages people spent more time on, and which page seems to create more people to leave your site. This information is powerful. What if you put a selling message on your most popular page? How about improving the page that creates more people to leave? It's all up to you.

5. Keep up with your customer service

Get in the habit of checking your website enquiries constantly. It's really important. People are less patient on the internet than they are in a shop queue. They expect quick answers. If they don't get them, they will shop elsewhere.

6. Tailor your website and eNewsletters to your audience

You can't sell to everyone. Sell to your target market. To do that efficiently, capture the details of your website visitors and target meaningful messages to them. Create offers based on past buying or get them to 'click' boxes of what they are interested in hearing about through your newsletters. Building a customer relationship takes time, so don't expect instant results. The key is – meaningful offers. If you don't tailor it, your messages will go to SPAM forever.

7. Engage with your customers

If you can put a personal touch to your site, great. A blog or 'my recommendations' can go a long way if it is relevant and succinct. Create an affinity between you and your customers through your website. It's the best way to ensure your website is more than information, but a sales and communications channel. If you don't, you are just another website among the trillions that will go unnoticed.