

A young woman with blonde hair and glasses is smiling while looking at a tablet computer. She is wearing a dark blue sweater over a light-colored collared shirt. The background is a blurred office environment with warm lighting. The text "10 easy ways to increase your website traffic in 2020." is overlaid on the left side of the image in white, bold, sans-serif font.

10 easy ways to increase your website traffic in 2020.

it'seeze websites
Helping your business grow

10 easy ways to increase your website traffic in 2020!

What have you been up to today?



Update your news page with something fun and interesting and then share across social media! Post something that will engage your audience and encourage viewers to click back to read more. And don't forget Google My Business.

Review your business listings



Review your Google My Business listing (and other business listings) - we think it's good to have a unique description for each. Make sure your business address and opening times are consistent across all websites. Google looks for consistency so any listings with old or incorrect address details may affect your overall visibility.

Review your on-page SEO



Optimise and tweak your website content to show the search engines that you are an active, progressive company. Remember Google likes to see fresh content and regular change so updates will be noticed. If you are seen to be updating your website regularly and your competitors are not, then you will benefit from this in the search results.

Create and review internal website links



When you create and publish new content on your website, make sure you look for opportunities to add in internal links. This helps to boost your SEO, and also creates a better experience for your website visitors.

Email marketing



Email marketing can be a very powerful tool - even a simple newsletter with links back to specific parts of your website can result in an uplift in website traffic.

Is your site mobile-friendly?



With many people now using mobile phones and tablets to browse the internet, it's important that your website delivers a brilliant user experience at every screen size. If your website forces mobile visitors to pinch the screen or scroll endlessly, they will leave very quickly.

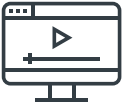
How fast is it?



If your website takes more than 3 seconds to load, then you could be losing out on customers to your competitors with fast-loading websites. To see how fast your website is, try the Google speed test:

<https://developers.google.com/speed/pagespeed/insights/>

Create a short video



Video is a very powerful and effective marketing tool - did you know that after Google, YouTube is actually considered the second most popular search engine in the world?

There are many ways to create a video, depending on your budget and requirements, but we would suggest you get some expert assistance for this one. And keep it short!

Let's get social



Social media platforms like Facebook, Twitter, and LinkedIn present a real opportunity to reach out to your clients and potential clients.

Use these platforms to draw users back to your website to learn more about your business and services. Two things to remember - pick your platforms carefully and be consistent, there's no point in starting something and then dropping it two weeks later.

Ask for testimonials



Asking clients for testimonials is a great way of adding fresh, unique content to your website, social platforms, and business listings so they will help with organic SEO.

Pick your moment carefully and try to spread testimonials across the main platforms.

Looking for some assistance?

If you would like a FREE website health check, we are very happy to help - or if you would like to arrange a meeting to see how we can help you make your website more effective for your business, please make contact with us directly.

Visit our Colchester website: www.itseeze-colchester.co.uk

Visit our Ipswich website: www.itseeze-ipswich.co.uk

Call our Colchester office: 01206 512093

Call our Ipswich office: 01473 854123