

The top 9 tips to drive traffic to your website

and make more sales

183% of all people when looking for a business, service or product will research online. So in order for your business to be found, the following are 9 of the best tips which will help you achieve this.

1. Have a website that clearly displays who you are, what you do, why you are good at what you do, and how to get in contact with you. Your website is a direct reflection of your business, so if it looks out of date, looks old, confusing, has things broken on it etc - your prospect will think the same of your business.
2. Write up a list of words that your target market may use to search for you. eg. Mechanic, maybe 'Burleigh european car mechanic'; Financial Planner, maybe 'Financial advice for retirement Mornington Peninsula'
3. List your business on many Directories and leading websites (suppliers, clients, associations, membership groups etc) with your business name, web address, contact details, and a short description about your business (Big tip, make sure some of the words, phrases you come up with in number 2. are included within this description. And makes sense i.e. sound attractive to the person reading it, not just a list of words)
3. Make sure the words you identify in number 2, are optimised on your website (in meta tags, descriptions, page names, titles, headings, images, links etc) on your website. This should have been done by your web developer. This is important, because when the likes of Google looks at your website to find out what it is about, it will look at those elements to determine what to list you under in their search results for.
4. List your website everywhere - Invoices, stationery, business frontages, car signage, clothing etc. It encourages more people to come to your website.
5. List your business on [Google Places](#) - this is a free directory for all businesses, and in a lot of Google Searches this will get your business to appear at the top of the page. (Big Tip, to get noticed even more get some of your clients to review you on it. Bigger tip, add your website to Google +. It is a social medium owned by Google, which, if the only thing you do is just set it up initially, will get you more points than if you don't!)
6. If you are using any Social Media, direct people back to your

website eg. put up a teaser for something, that they must click on a link to go to your website for view it all. It is important to get all your marketing working together. Don't set them up as independent silos as it will loose some of its effectiveness and create more work for you. If you have a [Bloomtools website](#), some of the content on your website can automatically be feed into your social media to do this for you.

7. Get all your external marketing activity to drive people back to your website for more information, giving you another opportunity to get them taking action. An Ad in a local newspaper, magazine, or flyer etc only can give so much information - give them your website address to find out more, and entice them to take action

8. If you don't know where traffic from your website comes from and what they do on your website. Set up a free measuring system to run on your website - [Google Analytics](#). If you are a Bloomtools client this is easily set up on your website in a few minutes and will run consistently across your website to give you so much more knowledge.

Important - latest and most powerful tip!

9. Nearly 50% of all people viewing your website, are viewing it on mobile technology. With a large proportion of this via SmartPhones. It is vital that your website has a [mobile \(thumb friendly\) version](#). When surveyed, most people said that if a website is not mobile friendly when viewing it on smartphone they will leave it and go to another website.

Also, Google are now registering which websites are in the right format and giving preference to these websites within mobile searches. So if you want your prospects to find you or call you, get onto this now.

Are you getting the results you could get from your website - if you think not, call now for a free 30 minute website evaluation to give you some free advice on what you specifically need to do to attract more leads, increase your sales and revenue, and save time and money in your business. or go to www.bloomtools.com/needhelp

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