

Boosting Your Engagement for 2023

In today's digital world, there's no doubt that your online presence is an integral part of your marketing strategy. But, with over [5.6 billion](#) web users worldwide and millions of websites to choose from, how can you direct traffic to your business and boost engagement?

From [influencer marketing](#) to Search Engine Optimisation, there are so many creative ways you can boost your engagement in 2023. Read on to discover our top tips for scaling up your website traffic with creative digital marketing.

Get blogging

According to HubSpot, websites that have a company blog get [55%](#) more visitors than those that don't. That's because with a company blog, users don't have to be searching specifically for your product to find you. They might be trying to answer a marketing question, find the [best free video conferencing platforms](#) or they could be simply surfing the web when they stumble across your site.



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Create evergreen content

But, there is a fine art to creating a traffic generating blog, and one of the most important things is making sure your content will stay relevant over time. Whilst trending topics are great for boosting leads in the short term, it is much more efficient to create content your audience will always be searching for, as this will generate more traffic over time.

For example, if you offer corporate phone systems like [Dialpad IVR solutions](#), but a company has just gone viral for their funny voicemail message, you can create an evergreen post about why phone systems are useful but update the article to include the trending topic. By editing your posts, your content will benefit from the latest trends in the short term and still remain relevant over time.

Use punchy headlines

According to Peter Koechley, editor of the Onion, a great headline has the power to increase engagement by as much as [500%](#). So it's very important to create optimized, eye-catching titles for your company blogs. A great title is a balance between mastering the art of SEO and capturing your reader's curiosity.

Try to use relevant keywords and at the same time, ensure you have captured the curiosity, desires or worries of your audience to ensure a visit to your website.

Invite guest bloggers

Guest bloggers offer the unique opportunity to diversify your content whilst sharing your brand and solidifying your position as a trustworthy thought-leader in your industry. Invite a professional from another area of your industry to give their perspective and they will share your brand on their socials, increasing your visibility and reach.

A guest blog will also show that your company is open to collaboration and networking, showing that you are a committed member of your business community and establishing your brand as a thought-leader. It is also a great opportunity to [promote diverse perspectives](#) in your industry and show your commitment to change.

Consider a knowledge base

While a blog can offer a platform to share opinions and recommendations, another great way of increasing your traffic is creating a knowledge or resource base.

These platforms include educational, helpful resources, so that your clients can better understand your product. This not only increases your customer satisfaction, but diversifies your content and offers even more opportunities for SEO and traffic generation.

For instance, if your company specializes in identifying SEO keywords, why not create a knowledge base with guides on how to use your platform for better [SEO and social media](#).

Create engaging visuals

Using visuals on your website, including your blog, is not only a great way to improve your content but also a tactic for climbing search rankings. If you create striking, clear visuals using apps like Canva, your pages will appear on Google Images as well as the standard search engine.

Moreover, Google is increasingly using images in its search results, meaning you'll rank higher. Finally, if another site uses your image, they will link back to you, establishing your trustworthiness and elevating your site's search rankings.

Lights, camera, action

Videos can also be useful when it comes to increasing your traffic. Try uploading videos related to your blog or resource content, then upload these to YouTube (paying attention to YouTube SEO of course), then embed the videos in your posts.

This will generate more traffic to your site because you will not only be appearing on Google, but video search results and YouTube, giving you much more exposure. For example, if you're a web hosting platform creating a blog about how to create [mobile friendly websites](#), why not create a YouTube tutorial to go alongside it?

SEO, SEO, SEO

When it comes to generating web traffic, Search Engine Optimisation is one of the most important things you can do. Here's how to tackle SEO in two simple steps:

1. Identify your keywords:

Try to think of what your target audience would be looking for, then try those keywords in a keyword search tool like GoogleTrends. Once you have identified which words and phrases generate the highest search volume, you have your keywords!

2. Place your keywords:

Now, make sure you place your keywords in the best places. Use this list to help you: title tag (meta title), H1 heading, at least two H2 headings, throughout the text body, the first 100 words, in the image file names and alt text, and finally, the meta description.

It's also a great idea to include your keyword in your domain name, that's because Google will see you as trustworthy and rank you higher. Therefore, it's good to keep track of the [domain names available](#) online.

SEO is nothing without SERP

Don't forget that even if your SEO is stellar, potential customers won't click on your page if it looks unprofessional on Google. So make sure you optimize your Search Engine Results Page too to gain sought after organic clicks.

Firstly, optimize your meta description by keeping it between 155-165 characters. In that short space of time, you have to communicate the value and actions that a reader will gain from reading your post.

Secondly, it's time to deal with your meta title. In 60 characters or less, you must include your keyword and communicate the value of your page so that it catches the eye of searchers.

It's about connections

Once someone is on your site, it is a good idea to include two or three internal links on your webpage so that you keep the visitor entertained. This will not only generate more traffic and exposure for your website but improves your ranking because Google recognises you know your stuff.

Consider a new way of marketing

Do you feel like you've tried everything? Radio ads, newspaper columns, posters? Why not consider something totally new like influencer marketing, paid social media ads or search engine ads.

If you have a specific customer in mind, paying to get in front of them via social media platforms, influencer or search engines could be the key to making your product go viral. Using these platforms, you can create highly tailored, cost effective campaigns that give your ROIs in a matter of days.

For example, if you want to target consumers who use [apps like WebX](#), you could pay a LinkedIn influencer in your industry to try out your latest video conferencing solution on a live video. Or, if you make baking products, send a Great British Baking Show contestant your products to try!

Another way of using social media for marketing without paying top dollar is to engage with your audience, and we don't mean only on your posts. Find relevant Facebook groups and post in them. Identify the most popular brands and influencers of your audience and comment on their posts. Over time, more and more customers will flock to your site.

Choose your platform carefully

When it comes to hosting your website, you might look for the cheapest solutions. But, if you really want to maximize your chance of ranking high, you might have to invest in a platform which allows you to integrate all the latest SEO solutions.

For instance, applications like WordPress are great, but sometimes glitch when uploading large file sizes or videos which could boost your rankings. When choosing your platform, consider [hosting for engagement with Platform.sh](#), to seamlessly integrate all your content for maximum traffic.

Conclusion: Remember to Experiment

While there are many methods of increasing your web traffic, it's true that there's not 'one size fits all'. Today, there are billions of websites online, so the competition is huge. Remember that it might take a few tries until you find a method which successfully delivers traffic for you.

But, in order to know which methods work for you, it's important to track your progress, identify KPIs and evaluate your progress at measured intervals. Finally, don't forget to [celebrate your success](#) when you find out what works for you.

Generating traffic is no mean feat, so make sure you use these tips and give yourself a back on the back when you deserve it. But most importantly- good luck!