

## **How to Generate More Web Traffic on a Low Budget**

Traffic is the lifeblood of any website. After all, it doesn't matter how brilliant your content is, if you don't have people reading it, then you are not going to make a single penny. It, therefore, comes as no surprise that people are willing to chuck heaps of cash at generating traffic. Truth be told, though, you do not actually need vast sums of money to generate traffic. In fact, with the right techniques and a rather meager investment, you should be able to generate a substantial amount of views in no time. Here are a few tips on how you can generate more web traffic on a low budget:

### **Search Engine Optimization**

The search engines will be where most of your traffic comes from. The great thing is that decent SEO involves nothing more than an investment of time. Remember, your aim with SEO is not to rank for the most competitive words in the industry. Rather, your goal should be to rank for words that stand a pretty good chance of drawing people to your website. If you select the right keywords, then you will start to obtain some traffic fairly quick. There are also plenty of guides out there on SEO that you can take advantage of.

### **Guest Blog Posting**

This is popular technique used by many marketers for driving people towards their site. With guest blogging, you will be talking to blog owners in your niche and asking them if you can write a unique piece of content for their website. The benefit of having this content posted on their site is the fact that you are going to be putting the link to your website in front of your target audience. You will also be able to benefit from the link juice that guest blogging generates for your SEO campaigns.

### **Social Media**

If you are not using social media to drive traffic to your website, then you are doing something wrong. You only need to be signed up to the core platforms, i.e. Facebook and Twitter. Whenever you share a link to your site, there is a good chance that somebody will share it onwards. This means that a single post from you could generate another hundred, or even thousands of shares. This means that you have plenty of links out there which people can follow to land on your website. People really do underestimate the power of social media. Some new sites see an explosion in traffic overnight due to nothing more than a well-placed post. The best part of all of this is that it is completely free to do.

It is worth noting that these are just a couple of ideas for generating web traffic on a budget. Undoubtedly, you will be able to come up with a lot more ideas if you put your mind to it. This is a fairly good starting point though. If you put these tips into practice, then you are sure to generate your first set of viewers pretty quickly.