WHY YOUR WEBSITE ISN'T GETTING TRAFFIC (AND HOW TO FIX IT)

Ever wondered why some websites get traffic while others don't? Well, you will soon understand why. In this article, we will discuss factors that affect website traffic and delve deeper into solutions and other remedial actions to help improve it. Digital marketing has become a crucial element in the business world. Worldwide internet connectivity has forced businesses to change their *modus operandi.* Market share competition has shifted from the usual physical advertisement to web-based advertisement. Advancements in Technology and easy access to smartphones have accelerated this. Websites have become virtual stores where customers go in search of services. They have quickly replaced physical advertisements, and every business is looking into ways of maximizing its use.

Businesses are constantly looking into ways of increasing client or customer traffic to their website. Some have succeeded while others have struggled. Below are some of the fundamental reasons why your website isn't getting traffic. We will also discuss an applicable solution to each.

1. POOR SEARCH ENGINE OPTIMIZATION (SEO)

Search engine optimization (SEO) is how a website is enhanced to boost the frequency and extent of natural traffic from search engines. Efficient SEO ensures that the web page is likely to appear top of the results page of a search engine. There are several examples of search engines on the internet, e.g, Google, Yahoo, Bing, DuckDuckGo, etc. Google is the most used search engine around the world. To help you understand the relationship, SEO entails helping to rank your website on search engines such as Google and others mentioned above, which, in turn, makes your website visible to more users. Many businesses don't have an idea how to optimize a search engine. Others who have an idea of SEO engage in the worst SEO practices

that end up hurting their optimization effort. To be ranked well in SERPs, companies use search engine optimization techniques (SEO). That is, they influence the site's content meta tags and also make an effort to attract inward links from other sites. However, particular SEO techniques directly breach the rules issued by the search engines. Failure to follow search engine rules and regulations can lead to punishment, such as worse positioning in the SERPs or an absolute ban from the search engine.

To optimize search engines, businesses should endeavor to adopt best practices to optimize their website search Engine. The recommended SEO techniques include: relevant keywords, quality content, linking, functioning URLs, and relevant meta/meta-description. Quality content with appropriate keywords is the most essential technique for optimizing a website to position higher on a SERP and gain organic traffic. The advantage website owners receive from knowing how to optimize content for a search engine involves improving the reading experience for website visitors, potential customers, and other audiences, as well as drawing an even wider audience to their content. This research can be in line with previous studies and complement them. The author believes that the investigation could serve as a fresh addition to previous research studies.

2. WEAK SOCIAL MEDIA PRESENCE

A strong social media presence can help your brand stay top of mind among the intended clients or audience. Without constant engagement and frequent content sharing, your brand profile remains low. A social platform is the gateway to your website. If you rarely use your social media to market your website, there will be fewer entry points for potential customers or clients. Social media presence is vital because it allows real-time interaction with potential clients. Brands with active profiles can respond to queries, share promotions, and feature content that encourages clients to click through the website. Inactive or weak profiles

always mean missed opportunities to get feedback from customers and drive the interactions into site visits. When you consistently share links to your website through social media, it creates steady streams of referral traffic. The reverse is also true: poor social media presence leads to minimal referral traffic to your website, as fewer followers are exposed to your content. Inconsistent updates can also lead to a lack of motivation for prospective clients to click through your website. Most clients always check a social media profile before visiting a website; an inactive social media presence will lower the client's interest in exploring the website further. A weak social media presence limits the indirect benefits of creating an organic traffic flow. Sharing products and promoting the website through social media will enable one to attract organic followers, customers, or genuinely interested clients.

3. NO EMAIL LIST

When a client visits your website and leaves without signing up, the chances of getting the client's details for future reminders are gone. Unlike social media, where algorithms decide who sees what, the availability of a client email list makes follow-up much easier, as it's a direct message to the client's inbox. Many people don't show interest in the first interaction with something; hence, a reminder would reactivate the interest. The most effective way is through direct interactions. Having a client email list, Frequent product updates, promotion offers, and additional information about the product will arouse interest. Direct communication with the prospective client through email reminders has been proven to produce positive results. The interaction level is always high because you are dealing with a person who has already shown interest. These interactions will also give you important feedback on where to improve. Interaction with the website could give you an idea of the client's interest, which helps tailor make solution to a specific client. Email communication is a form of direct communication that increases trust with the client. It is important in converting an internet user into a prospective

client. It shows the client that you trust them and enhances a good relationship. Sharing your latest blog posts or website content with an engaged email audience drives immediate, relevant traffic, which can send positive signals to search engines and help your site's rankings in the long run.

4. SLOW SITE SPEED

Slow site speed can significantly reduce website traffic. Slow speed proves to be very expensive in terms of time and money involved. Eager Clients searching for an item on a different website would lack patience when dealing with a low-speed website. The data cost implication for the client on a slow site will be discouraging, particularly for a client whose work depends on website search. The chances of the same client coming back to the site in the future are very minimal. Site Speed that is more than three seconds wipes off 50% of the initial clients. A slow site isn't just inconvenient, but it also affects the conversion rate. The revenue loss caused by the slow speed will be high in the long run. Businesses with Slow site speed are also affected by future website traffic due to referrals and recommendations. Many websites highly depend on referrals and recommendations from users to increase their traffic. In a world that is interconnected, referrals play a big part in the success of any website, and any disapproval can be fatal. Search Engine optimization would also be affected by the slow site speed; Google considers page speed as a factor when considering SEO. A negative speed would affect the ranking of a website, hence limiting future traffic and chances of your page appearing on the search Engine. Another important factor in slow site speed is the phone experience. Most clients often use their phones when searching for a website. Users with a poor internet connection on their phone, due to geographical reasons, would struggle to access a site with a slow

speed. This would limit most of the mobile users and be very expensive for others. Businesses need to invest in website development to ensure that the speed level is as recommended. In a competing business world, businesses should endeavour to innovate ways to retain their clients, and one of the best ways is to work on the website speed of their businesses.

5. NOT MOBILE-FRIENDLY

In the modern era, mobile gadgets account for a considerable portion of worldwide website traffic, with statistics ranging from 59% to over 64%**.** Some research indicates it's approximately two-thirds of all worldwide web traffic. If your website isn't optimized for these consumers, you're overlooking a vast audience. When a site isn't mobile-friendly, many users will have a frustrating experience, especially those on smartphones and tablets. This can include difficulty in navigation, distorted layouts, and unreadable text, leading visitors to leave quickly. This causes a high "bounce rate," which leads to damaging impacts on your site's apparent quality. Many search engines give precedence to mobile-optimized sites for ranking and indexing. This requires that if your website isn't mobile-friendly, it will probably drop lower in search results, lowering organic traffic. Mobile-optimized websites are considerably more likely to show on the initial page of Google search results. Google's "mobile-first indexing" uses the mobile form of a website to establish its ranking.

A poor mobile experience dissuades website users from connecting with your content, filling out forms, or making purchases. This directly affects conversion rates, as users are unlikely to finish desired actions on a non-responsive website. Website users are less

likely to share or revisit a site that is inefficient on their mobile device. This limits social sharing and word-of-mouth referrals, which are significant drivers of traffic.

CONCLUSION

Unlike physical advertisement and promotion of goods, websites are a different ball game altogether. Since there is no initial physical contact with the client or buyer, the first impression matters a lot. The design and workings of the website should be captivating. Businesses must come up with website strategies that capture the attention of the first-time customer while at the same time holding on to frequent customers or clients. Businesses should avoid aggressive strategies and allow clients to choose services freely. Clients should feel free to make their own choices. The website should be made in such a way that it interacts with the users. This will increase customer experience. Adding value to customer experience is only possible if emphasis is put on customer interaction. The more you interact with a client/customer, there is a trail of information, which defines the customer's interest. This can be useful feedback if used properly. Adding value to the customer's digital experience is only possible if you understand their need to the point of engaging them.