

How to Increase Organic Traffic to Your Online Store

Meta Description: *Learn the top 5 ways to **increase organic traffic** to your website because the truth about **ecommerce SEO** is right here!*

Every other day, new ways are being introduced to increase organic traffic to websites. Entrepreneurs who own an e-commerce site should keep themselves updated with the new methods to stay ahead in the game. Using the different SEO tactics is a challenging task, but to lead from the others, it is important. Some of you might feel search engine optimization is easy. But, do you know how many interconnecting things there are on the inside to yield results?

At times, search engine traffic can be the reason for the success of the e-commerce sites, and at times, it can be the reason for their failures too. The reality is, driving organic traffic is a bit more complicated, and this is especially true for e-commerce sites. By organic we mean the traffic that we receive from search engines like Google and Bing, which are free of cost.

Publishing good content quality, and maintaining the social media campaign, etc. is one thing. But, to **increase organic search traffic**, (and sales, leads and finally, the growth of the business) you should incorporate unique strategies to stay ahead of the competition.

1. Analyze your competition

To beat the other websites you should know what they are doing that keeps them ahead. Build a list of your competitors via SEMrush. (Learn [how to use SEMrush](#) from here.) This will help you see what keywords they are using that is driving traffic to their site. Try to sort it by volume to check which keywords serve as the primary keywords for your page. When you search for that keyword on Google, hopefully, you will be seeing other stores. This shows that there's a purchasing intent when this keyword was searched.

2. On-Page Content Optimization

On-page content optimization is important, thus first optimize those pages which you want to tackle. Try to set up Google Analytics as this will show you which pages are the most important for your site when you sort by revenue.

3. Optimize Your Site Loading Time

The world is moving fast. And no one has time to wait for a page to load. If the website of your **online store** is slow, this means you are losing your visitors, which in turn will decrease conversion rates. But, this is not all. You even run the risk of losing traffic from those visitors who might have referred your site to others. Seconds make a difference. Period! Your visitors want results within seconds, and they won't stick for long. One of the easiest ways to boost the speed of the site is by using CDN, content delivery network. A CDN is a group of servers spread across the globe. When a user wants to visit your site, the server nearest to that user will respond by sending a static content. This helps in improving the loading time because of the short distance between visitors and servers. Most [cloud hosting](#) is expensive. Try incorporating your domain name to the CDN and update the server name.

4. Write Unique and Relevant Meta Description

Let's say a user is browsing through the search engine looking for products. Now most of the time, users will only scroll through the first page or just the top few websites. Thus, to stay at the top, make sure the Meta descriptions you add are unique, to the point, has a keyword and is relevant to the page. Each page should have a different Meta description which should adhere to the rules of how a Meta description should be. Remember, a Meta description is like an advertising copy. It draws visitors from the SERP. Therefore, crafting a compelling description, along with using the right keywords is mandatory to improve the click-on the pages.

5. Make Your Website Responsive and Mobile Friendly

A website is considered as responsive when it changes according to the needs of the users and the device. For example; if the user is logged on from a mobile, the responsive website will change from a 3-column layout to the single display so easy viewing. Unwanted pictures are hidden so that they do not interfere with the important info on the site. Ask your developer to incorporate the following;

- Condense the navigation
- Optimize the images

- Correct the spacing and padding
- Works equally well on mobile phones, smartphones, and laptop computers as well.

User experience is the first and most important thing in e-commerce as it offers its customers a place to find what they are looking for. The thing to remember here is, the aim of your site is not to attract visitors and make sales, but, it is to prompt them to come back, shop again and refer your site. This is when you win the competition. And for this, good and intelligently crafted **ecommerce, SEO** comes into action. Just stay focused and don't give up too soon, success does not come overnight; you grow as a person, you learn new things and then you utilize these changes to make your business better with each passing day. Make sure your customers love your store. For which, you need to follow the steps mentioned above. However, as mentioned earlier, new ways and techniques are added each day, so in order to stay ahead of all, stay updated with the SEO.