

# 5 Ways To

Transform Your Website and  
Increase Internet Traffic



# Table Of Contents

---

Introduction	01
#1: Speed Up Your Website	02
#2: Update Your Google Listing	03
#3: Be Responsive to Existing Customers	04
#4: Start a Newsletter and/or a Blog	05
#5: Create and Maintain a Facebook Page	06
Summary	07

# Transform Your Website



## Introduction

Having a great website is no longer an option. It is mandatory. Websites establish credibility. Websites help your customers not only find you, but learn what types of products and services you offer. A great Website is often what determines which physical stores or restaurants a customer ultimately visits, or what trades or transportation company a customer ultimately calls. Below are **four important goals** to think about as we work our way through the **5 Ways to Transform Your Website and Increase Internet Traffic**.

### Visibility

Are you found on the Google Search Engine? Do you have a presence on Social Media? How do your Website visitors find you? A "Visibility Audit is a great place to start when working on your website. [Get yours here](#).

### Fast Loading

It is important that your Website loads quickly, or many visitors may click away even before seeing what is on your site.

### Fresh, Original Content

It is important to keep your Website fresh and up to date with new content reflecting changes in seasons, business cycles and other trends.

### Serve Your Clients

When a visitor lands on your site, can they immediately find what they are looking for? When a visitor provides feedback, are you able to respond to that feedback in a timely manner? The internet has made it easier to communicate, but it has also made it more important to find better ways to "listen" and to respond.

# Transform Your Website

## #1 SPEED UP YOUR WEBSITE

The Google Search Engine rewards websites that have a quicker load time by placing them higher in search results. Below is a list of three things you can do to speed up your website.



**#1:** Pictures are very important on a Website. They are what helps keep a visitor engaged. Pictures convey emotion, and help present a perspective that backs up what is written. However, the more pictures you have on any given page, the slower the load time of that page. One of the things you can do to over-come this obstacle is to compress your photos before you load them onto your site. Another (simple) thing you can do is install a photo compressing plugin such as **Smush** on your site so that photos are actively compressed as they are accessed.

**#2:** Cache some pages. Once your website is up and running and all your pages are reasonably static, it is a good idea to install a caching plugin onto your site so that new visitors can access already stored web pages instead of having to load them fresh. This is NOT a good idea to do while the website is undergoing constant changes. But this is a great idea for even parts of your website that is relatively stable. There is a great plugin **W3 Cache** that well do this for you.

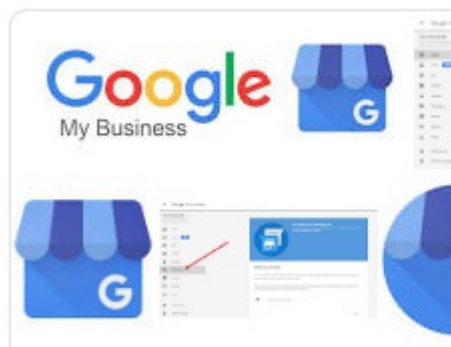
**#3:** Bulky Themes, Excessive coding, or and too many plugins are another source of delay when Websites are loading. While it is nice to have a lot of fancy bells and whistles on your site doing all sorts of neat things, it is important to balance this against the desire for speed. Reduce the number of plugins and excess features to a manageable size.

# Transform Your Website

## #2 UPDATE YOUR GOOGLE LISTING

In recent years, Google has become more and more prominent as the "go-to" search engine for most cell phone, tablet, and computer users. In order to speed up their search engine results, Google has also developed a data base of all businesses in the "known universe". They invite any and all businesses to "claim" their business listing in their data base, and make regular edits and updates to it as the need arises.

Why would you "claim" your Google My Business listing? There are three good reasons to claim your listing. 1. So that the data that Google displays about you when someone searches the internet for your business appears as accurate. 2. So that you can respond to reviews and comments that customers (and/or spammers) leave about your business, 3. The Google Search Engine gives search priority to businesses that not only claim their listing, but actively maintain it.



A potential downside of NOT claiming your listing is that someone else can. While it is rare, it has been known to happen that rivals have claimed competitors' listings and made a mockery of their search engine results.

# Transform Your Website

## #3 RESPOND TO CURRENT CUSTOMERS

The first thing anyone should do when they are considering re-vamping their website is to take a good long look at their customer base and ask the question.. "Why are people coming to my site? What are they looking for? What is most important to them?" Whatever these "Key Elements" are, they should feature prominently on the home page so that your visitor does not have to click around to find them.

It is also a good idea at this time to look around on social media, and on search engines such as Google, and read any reviews or comments your customers or visitors may have left. It is a good idea to not only acknowledge these comments, but to even implement a policy of actively monitoring feedback areas, perhaps rewarding those who go out of their way to offer praise, and directly addressing comments that are more on the negative bent.



The Google Search Engine rewards Websites that have a healthy interaction with their customers. Links and content updates are carefully monitored, and active websites will always rank higher than static, less dynamic Websites.

# Transform Your Website

## #4 START A NEWSLETTER OR A BLOG

Loyal customers may be very happy to receive a copy of a newsletter if it includes coupons or notifications or an upcoming sale. People love saving money, and will go out of their way to find your newsletter and open it if you make a habit of adding some value with your publication.

Blogging about topics that customers would like to know about provides a service to customers, as well as establishes credibility for the Website. In addition, writing a weekly or monthly Blog post can really add up over the course of a year, and produce a very nice body of work that could even be used to create a book down the road.

The Google Search engine rewards Websites that maintain content that visitors click on frequently and stay engaged in for longer periods of time - i.e. actually read the blog post. Google assumes that if some visitors like your content, it is safe to send more visitors to your Website. Email Newsletters linking back to your website, and blog posts residing on your Website that provide "helpful" content are perfect ways to accomplish this.



# Transform Your Website

## #5 CREATE AND MAINTAIN A FACEBOOK PAGE

For most businesses, Facebook is still the most important platform to maintain a social media presence. However, that is not always the case. Certain demographics NEVER go on Facebook, so maintaining a page there would be pointless. The first step in deciding where to focus your social media presence is therefore to find out WHERE your customers actually are.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

A Facebook page is easy to create, and Facebook has many tutorials that help a newbie create a page that best suits their business type. Once you have set the page up, it is important to invite friends and previous customers to like your page in order to get the ball rolling with social proof. People like to like things that other people like.

The key to maintaining a good Facebook page is to keep it light and interesting. Consider posting a bit of humor here and there, and keep it less formal than you would your Website. Definitely link to any blog posts you might create for your website, and make sure you fill out the events listing pages with special events or dates of note. You do not have to post every day on Facebook, but it is a good idea to post regularly so that people don't forget about you.

Once again, the Google Search Engine rewards websites that have frequent activity. Maintaining social media pages such as Facebook or others such as LinkedIn, YouTube, Instagram, Pinterest or Twitter creates more opportunities for visitors and potential customers to click on links and end up back on your website. If the visitor sticks around for awhile and actually reads something or watches something, Google will think that perhaps you have something of interest on your Website and won't hesitate to send more traffic your way.

# Transform Your Website



## Summary

The world is changing rapidly. Having a great website is no longer an option. It is mandatory. Websites establish credibility. Websites help your customers not only find you, but learn when you are open and what types of products and services you offer. A great Website is often what determines which physical stores or restaurants a customer ultimately visits, or what trades or transportation company a customer ultimately calls.

While Professional, effective Websites are indeed a necessity for any business today, the work doesn't actually stop there. Once you have a great Website, there are still a number of things you must do to ensure you have a constant flow of traffic coming to your Website

How do you make it so that potential customers can find your website? It is important to understand what social media platforms your customers are accessing, and which search engine they are using to search for products and services in your niche. Spending a little bit of time each week monitoring and engaging on these platforms will go a long way to foster positive reviews and repeat customers.

Keeping content fresh on all of your social platforms as well as on the website itself is an important step in making your Website easy to find.

Not only does this give your regular visitors an excuse to return to your site more frequently, the Google Search Engine loves interaction and activity and ranks sites higher when there is more going on.





# THANK YOU

## We Welcome Your Feedback

Feel free to **get in touch** with us for any feedback or questions. **Contact Us** for a FREE visibility audit. The sooner you optimize your website the sooner you can focus on what really matters - running your business. Visit us at [WebsandTraffic.ca](https://www.websandtraffic.ca)