

# 10 Secrets

for a high traffic  
website

Successful Key Strategies  
to grow your website  
userbase quickly.



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# 10 Hidden Secrets For A High Traffic Website

I have been searching on all the important factors that are handy for increasing the traffic of your website at a rapid rate and have been sharing them through my blog posts. After a fine research and coming to various conclusions I decided to write a short book that will contain all the important 10 secrets that every business owner should follow to transform the traffic of the website. Here are the 10 secrets that you should know and must follow:

## Secret 1 Kill those parameters that are slowing down your Website's speed



I am talking about the speed of the website. Loading speed (also called as reaction time) is the first impression on the user. If your website is taking too much time to get opened then this is not a good sign. It might frustrate the user and the user may never come to your website again.

The solution to find those issues that are responsible for slowing down your website speed is *Pingdom* Tool. You can use *Pingdom* tool to analyze the parameters which are letting down the speed of your Website. Moreover, the *Pingdom* tool will point out to the reaction time, page size and let you know about how your website is faster as compared to the others. This tool will also show the files that keep awaiting the website from getting load. In one way, the tool will show the entire statistics of your website.

**Remember**, faster the loading speed of the Website will save the user's time and the users will come to your website again and again. This will also increase the chances of getting more and more visitors on your Website.

## Secret 2 Minimize the number of plugins and use necessary ones

Using too many plugins on the website will also affect the website's speed. It is better to avoid the use of too many plugins and use only the necessary ones. By the word necessary, I mean that you should use Caching plugins on your website. As we all know that WordPress is an entire mechanism and every time you load a page, lots of things happen on the back end. But when we use a caching plugin, this process gets simplified and your content is served from the cache without being generated over and over again. The best plugin you can use to cache your content is *W3 Total Cache*. W3 Total Cache plugin will cache your WordPress posts and pages as static files. These static files are then served to users, reducing the processing load on the servers.



## Secret 3 Use Content Delivery Network

A content delivery network (CDN) helps to deliver your content, images, CSS and Java script files from different locations across the globe. Your content is served from the location that is closest to your visitors, so if your visitor is from the US, then your content will come from a server in the US.

A CDN is a collection of web servers distributed across multiple locations to deliver content more efficiently to users. The server with the fewest network hops or the server with the quickest response time is chosen.

A CDN saves your bandwidth and visitors will experience faster loading speed. You can get a free CDN from your hosting provider.



## Secret 4 Give values to your Customer, don't neglect them

As the above factors mentioned are important so as the customers. Glad that you put stress on the above three secrets now it's time to convert the visitors into real customers. Don't miss any chance of having an interaction with your visitors. In fact always try to include all those features that will give make things simpler for the visitors.

Having direct interactions with the customers is the great way to increase the traffic on the website. Direct interaction will solve all the doubts of the customers and at the end the customers will be pleased with your services. They will be more satisfied and surely use your product's services. But still most of the websites are unable to interact with their customers. What they are missing?

Let's know this through an example.

Suppose I come to your website and I like the services of your products. But before I buy the product from your website I need to clear some of my queries or doubts regarding the product. I thought of interacting with the owner of the Website but it doesn't work for me. Why?

**Reason** is – there was no contact details mentioned on the website.

**Tip** – Always show the contact details on the top of the website (on every page) so that whenever users have any queries related to your product's services they can directly contact to you. This will increase the chances of interaction with you customers and make them more satisfied.



## Secret 5 Leads means business, grab more leads and do more business

The above headline simply means that you should always use a Lead Capture form on your website. Suppose if the user will like the services of your website and submit the form by filling up the details, it will be a bonus for your website. The leads will be stored on your dashboard and whenever you launch some new products you can shoot emails to all the users. That will transform the traffic of your website.

Try to provide a contact form on the home page of website for collecting emails and contact details of the users. This will increase the chances of converting a temporary user into a permanent one. Having this feature on the home page will definitely help you to boost your traffic. At the end you will be having an email list of all your visitors and whenever any new product comes they will be informed timely.



## Secret 6 Don't forget to include Tap to Call feature on your Website

A tap to call feature enables the user to directly contact to the owner of the Website. Nowadays most of the business websites are well compatible on the devices like iPad, mobile, tablet and almost every business websites include this feature. When the websites are opened in mobile devices, tablet or iPad, a tap to call button is appeared on the screen through which the user can directly contact to the owner of the website. Remember, increasing the productivity will not increase the number of customers unless the customers will be satisfied. Consider all the possible chances of interaction with the customers by showing a tap to call button, contact details on the website. The more you make the communication flexible, more the customers will be satisfied and happy with your services. Ultimately, they will buy the products from your website.



## Secret 7 Maintain a good habit of feedback



If you can get back to your Customers timely, believe me they will always meet your expectations and will be your real ones for a long time.

Keep a habit of responding the comments of the customers timely. Any delayed reply may reflect the negative side of your support. It may compel the user to think like- he made a wrong choice by purchasing the product from your website.

Timely support will keep your users happy and they will love to buy more and more products from your website. In fact they will share a positive feedback to others regarding the services and support of your Website.

Remember, putting your customers first will play a vital role for increasing the traffic.

## Secret 8 Use Facebook Like button and Like box Plugins on your Website

Nowadays website builder wants to bring more visitors to their websites. Besides being making good designs, using effective images what else could bring more visitors. In spite of all these features there are some other things that can highlight your website.

By including a Like button on your website, you can share your content with your friends on Facebook. For more information regarding this, you can follow the link.

On the other hand, Facebook Like box allows the visitors to like your website. The visitors just have to perform a single click and their feedback will be shared on your website.

By including these two social plugins on your website will help to bring traffic from social media.



## Secret 9 Share your experience with the audience

What could be the better way to let others know about your daily experiences? Like how you start your business, the pros and cons you faced, mistakes and solution to overcome those and so on that will help the others to learn something and also encourage them to start their online business. The best way to implement this is to include a blogging section on your website.

Nowadays Blogging is on demand. Every business website has started blogging to share their own experiences and to bring more traffic to their websites.



## While creating a blog post keep in mind these points.

### Effective Content

When new bloggers start creating their content for the first time, their blog looks small and they have a less number of subjects to write about. But as time goes on and they start capitalizing on the subjects, gather some great content their blog begins to grow.

However, if you're thinking to start a blog – write 10 to 15 great articles first before you publish your blog. When you start promoting your blog readers will have something to see and will find something new to read.

Unfortunately, we didn't do hard work and without effective content we post our blogs and wait for the blog to become popular. If there's no content to share – your blog will not consider as meaningful. When you have over 50 good articles, your blog will start becoming popular and you'll have some great audience and readers that will share your posts.

**Visit sites like :** Twitter, Yahoo Answers and read other blogs to see where people are having problems. Then start planning to write the articles that are related to their problems. Content that solves problems is always in demand. Look at the number of self-help forums and blogs that are very successful.



## // Focus on lowering your bounce rate

A low bounce rate is a sign of a good blog. If I bounce a ball against a wall you'll notice that the ball doesn't stay on the wall for long. The same principle is applied to your blog pages. If I click on your blog page and don't click on anything else – I've bounced off your blog. In essence, your goal is to attain my interest. A good bounce is about 25%-30%.

Make your home page like the front page of a magazine. Make it simple and yet effective. Include relevant things there and neglect the unnecessary part. You can also take the help of a magazine. Pick up a magazine and look at the front cover and see what grabs your attention? Apply the same concept on your home page as well.



## // Interlink your posts

Wikipedia, the Internet's most popular encyclopedia uses internal links constantly and consistently. Good referencing is an excellent method of obtaining more page views.

When you create a new article, review your previous articles and find out what content is relevant. The beauty of Wikipedia is that it constantly interlinks information. If you're trying to increase your search engine ranking for a certain article, try to interlink your content together.

Google loves natural linking. You have the distant advantage of interlinking of your posts together and using key phrases rich anchor text.

Remember to strike a balance when interlinking your posts. Avoid applying too many links in your article – otherwise your reader will become distracted from the other original article.





## // Connect the audience



The most important objective of a blog post should be to connect the audience. Besides making the content user-friendly, it is important to talk about the problems of most of the people and provide complete solution.

If I am a reader then the only thing I care about is: "If you can help me with my problems?" If you can help me with a problem I am more likely to stay. This is why the top bloggers succeed. Egos can destroy you if you're a blogger. Focus on what's important – the reader!

## // Give away something

To create a successful online presence we must contribute. Create something for free. Don't even expect an email address back. You're a new blogger and you're unknown to the rest of the world. It's going to take some time to come into the limelight. However, if you create an e-book for free and begin some heavy promotion, chances are you'll become noticed, if the e-book is well written.

An eBook doesn't require any hardcore design skills. This can be easily created in Microsoft Word. No need to use Quark Express or Adobe InDesign. Creating a successful reputation takes time to build. Giving anyway some freebies is a great way to promote your blog and traffic.



## // Try to develop a series of articles

Just like a soap opera, each episode continues from the previous one and in proper sequence. Consider developing a variety of articles that become a series. If you'd made a 10,000 word article that could be ideally broken down into segments – break it down. A three or five part series will also give your readers an opportunity to subscribe to your RSS feed. Provide cliff hangers to your blog series articles and give your readers a reason to return.



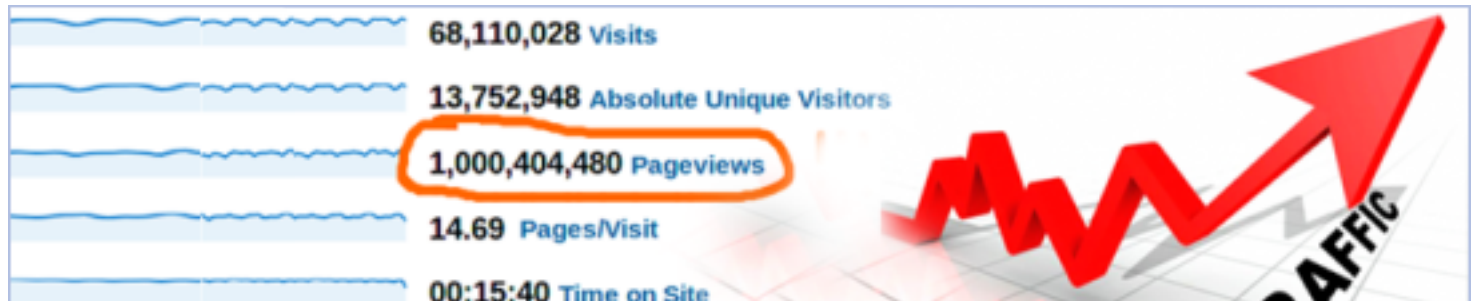
## // End with related articles

You've created an excellent post. You've engaged the reader and they've left a comment. You'll always find that some readers want to know more about a certain subject. Help is at hand. Try to end your articles with related post. May be with the subject that you have covered on your blog post and others have also made a research on the same.



## Secret 10 Blogs will increase your page views

Page views are considered as the hits which your own page or blog will receive once visited by the users. More the visitors view your posts; more will be the increment in your page views. For increasing your page views, implement the following points on your blog post.



### /// Create "pillar content"

Pillar content is informative that attracts most of the readers. Pillars keep buildings from falling to the ground and the same principle applies to blogging. Pillar content should have all in and out information that's packed full of useful hints and tips. Usually the pillar content is over 1000 words and has lots of great value. In addition, pillar content is referred as link worthy. You want to make your blog as resourceful. Your aim is to encourage your readers to visit frequently your posts.

Focus on developing a resource for your blog that has useful information and provides the reader with answers to their problems. Create a list post of your best blog articles

This is an easy method to round up a variety of articles that you feel are relevant to your reader. List posts also provide opportunities for your readers to click through further on your blog. Plus this method allows you to showcase some of your classic posts.



## // Use Relevant Categories

If you're going to display links in the sidebar use categories, because it's relevancy that your readers want. Don't make the reader think! Thinking requires effort. Usability is crucial. A good blogger or web designer understands the importance of usability.

Relevant categories will provide clarity – not only for the readers but for you also. You must focus on making a streamline blog where articles can be linked. Categories are excellent for readers, because they can search for relevant criteria in one area.



## // Create an FAQ page

Every industry has its jargon and especially the Internet. Do you think your readers know what an RSS feed is? Create information that educates your readers. Plus interlink those jargon terms to a glossary.

Some readers won't be familiar with terms like: PHP; conversion rate; bounce rate; SEO; Google Page Rank or PPC. A glossary can be an easy method to educate your readers.



## // Display your popular articles

There are a variety of methods of displaying popular articles. You can use an: image slider or you can display popular articles in your sidebar. However, you choose to focus on highlighting great information for your readers.

## // Use excerpts

On your home page of your blog, avoid placing huge streams of text on your blog. You want readers to click further into your site. Remember your home page is like the front page of a magazine.

I appreciate your time for showing your patience and reading these useful secrets. Keep sharing the above parameters through your blog post so that the others could also understand and become aware of these useful aspects.

