6 IRONCLAD METHODS TO
GAIN ORGANIC TRAFFIC

What is organic traffic? It's the opposite of paid traffic. For example, we refer to the number of visitors who come to your website due to unpaid search results through Google, Yahoo, Bing, and other search engines. This type of traffic we all hope for but is hard to obtain.

1 Organic Traffic & Your Website

Is all of your content performing? It might be, but it is time to review & remove non-performing content. If you are partial to them or think they may be of help in the future, just unpublish them.

2 Improve On-Page SEO

On-page SEO includes tracking, optimizing your images and blogs, HTML tags, and H1 and H2 headings. You should also make sure your photos are helping your content and optimizing your meta descriptions and titles.
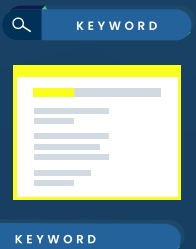
3 Influencer Marketing

Overall, influencers tend to have many followers who regularly engage with them. So having them praise and recognize your company's brand can be a complete game-changer, driving tremendous organic traffic to your website.

4 Use Long-Tail Keywords

Long-tail keywords are searches that get a tiny number of inquiries per week or month. These keywords have the tendency to be longer and more precise than their "head" counterparts and often produce a higher conversion rate.

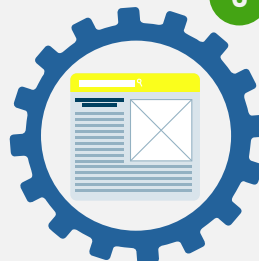## 5 Aim to Rank 0 to Increase Organic Traffic

In 2014 Google introduced a featured snippet and rich content. They have grown in increasing importance over the last eight years. Snippet boxes are in top positions on Google's search results page. They can enhance your website's visibility creating more quality traffic.

6 Optimize Top Performing Pages

Including new information on the topic can also be extremely helpful. You can add new links and weave relevant key phrases and search terms in your content. Search engines love seeing that you have a table of contents or a FAQ

All of these play an essential role in increasing organic traffic. In addition, we have several blogs that can help guide you through every step of the process.

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