

21 Amazing Tips to Increase Traffic and Social Shares by 100%



Welcome

My name is Ian Cleary and I'm the CEO of RazorSocial.

Thank you so much for downloading this guide, I guarantee you will get some value out of it and it will not be a waste of your time.

In this guide we provide 21 Amazing Tips that will help you dramatically increase traffic and/or social shares on your content.

We'd love to hear your feedback. Send me an e-mail to ian.cleary@razorsocial.com and I'll respond personally to every email.

You are more than welcome to share out this guide to anyone that you feel will benefit from it. Enjoy!

Introduction

Increasing traffic and increasing social shares is linked. If you increase traffic you increase social shares and if you increase social shares you increase traffic.

But you need to put some work in to get this kick started. In this guide we will provide you with 21 amazing tips to help you start off on the right track.

My goal is that you implement at least a couple of the tips and even then you will notice a difference. If you implement all 21 tips you will need a significant difference.

1. Target your competitors traffic

Do you know what keywords are driving most traffic to your competitors? If you understand what keywords are driving traffic this will help you come up with ideas for posts where you can target those keywords. If you can write posts based on these keywords that will certainly help you increase your traffic.

One of the best tools for finding this out is [SEMRush](#)

From the first screen, enter your competitor's name and select their location. In this example we are focusing in on a social media news site called Social Media Today and we have specified that we're interested in their US search results.



When I run the research I see lots of very useful information but let's focus in on the keywords. This is the screen I see:

LIVE UPDATE		Organic keywords 1 - 100 (16,640)				
Keyword	Pos	Volume	CPC	URL	Traffic %	
social media	2 (2)	60,500	7.40	socialmediatoday.com/	9.87	
google keyword tool	8 (9)	110,000	4.99	socialmediatoday...h-tool	4.14	
social networking sites	4 (4)	33,100	4.23	socialmediatoday...-world	2.90	
social media sites	3 (3)	22,200	4.80	socialmediatoday...-world	2.50	
what is twitter	4 (4)	18,100	0.81	socialmediatoday...-about	1.59	
social media today	1 (1)	2,400	18.07	socialmediatoday.com/	1.41	
what does hashtag mean	7 (7)	27,100	0.64	socialmediatoday...t-mean	1.36	
netflix customer service	10 (10)	33,100	1.09	socialmediatoday...e-ever	1.24	

This is only part of the screen but it contains some of the most interesting sections:

- **Keywords:** The top keywords that Social Media Today are ranking for.
- **Position:** Where they are ranking for these keywords (the number in brackets is their ranking the last time SEMRush evaluated search results).
- **Volume:** The estimated monthly traffic that is generated from these keywords (i.e. how many times people search for them).
- **CPC:** The average price of a click if someone advertised based on this keyword (in US Dollars).
- **URL:** The web page generating the traffic.
- **Traffic:** The average percentage of all traffic the website is getting from this keyword.

So, from this report we can see a broad range of keywords that are generating traffic.

A lot of your research can be done for free but if you are getting a lot of value from [SEMRush](#) you can use the free component.

2. Optimize Content

If you want Google to send you traffic you need to make sure that you optimize content for your selected keywords.

Use [Google Keyword Planner](#) to find relevant keywords that people are searching for (the planner will show you an estimate of searches) and then write articles around these terms.

Make sure you use these keywords in the following:

- **Meta Title** – This is not visible on your webpage but behind the scenes Google looks for a title which explains what the post is about and this title is one of the things Google uses when indexing the content.
- **Meta Description** – This is also behind the scenes and not visible on your web page. When you search Google anything Google displays the title first and then the longer version of the title which is the description.
- **Page Name** – Ideally you want the keywords within your page name. Having a page name of ?p1332 is not going to help Google index your content.
- **Content within the post** - Make sure to mention the keywords at least a few times within the content.

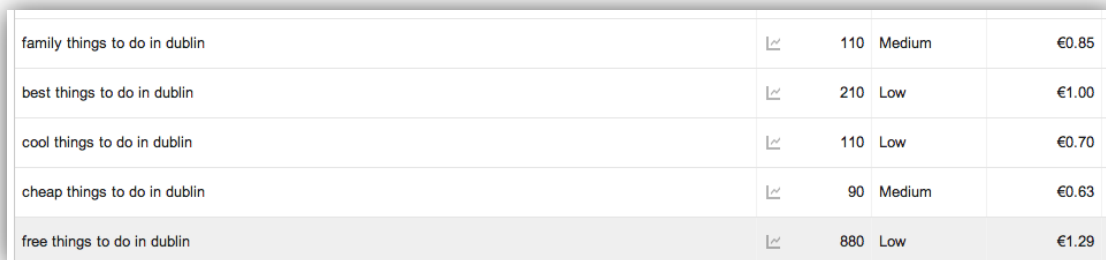
3. Further Optimize your Content with Related Terms

When you do your keyword research to find keywords you want to rank on it's important consider similar/relevant words.

For example, if you look up Google Keyword Planner this will show you how many searches, on average, there is for particular keywords. But it will also show related keywords.

Imagine if I wanted to rank for "Things to do in Dublin". In Ireland there are over 10,000 searches for this every month so it would be a good term to rank on. But there may be terms similar to this that only get 50 to 250 searches every month. It probably doesn't make sense to write a brand new blog post focused on this term but you could have a heading in your blog post for this term. Although this is only small traffic imagine if you had 5 or 6 of these types of keywords in the post. First of all it's helping Google understand how relevant your article is and it will also help you rank for lower searched terms.

In the image below you can see the related terms. In the "Things to do in Dublin" post I might have a section for "Family things to do" and others such as "cheap things to do Dublin".



family things to do in dublin	📈	110	Medium	€0.85
best things to do in dublin	📈	210	Low	€1.00
cool things to do in dublin	📈	110	Low	€0.70
cheap things to do in dublin	📈	90	Medium	€0.63
free things to do in dublin	📈	880	Low	€1.29

You also see there are 880 searches for "free things to do in Dublin". This is high enough to warrant a separate post on this.

If you can rank on Google for "things to do in Dublin" it's likely you'll get more traffic for the related terms.

4. Write Longer Content

This is always a controversial one! If you want your content to appear high in search results then it has to be popular. But there's generally good competition for any term you want to rank for.

A popular piece of content is talked about through social media and on websites and this results in links from other websites. If you get links from relevant websites this helps push your content up the rankings on Google.

But if you write short pieces of content are they going to be valuable enough for people to link to them? Probably not unless you are good at writing exceptionally valuable short content.

For me, I have to write detailed posts above 1,000 words. Once I do this I'm more likely to get links back to the post which means moving up the rankings in Google and then getting more traffic as a result.

5. Convert more email subscribers

When you build email subscribers you are building an audience that has already shown an interest in your previous content so it's likely at least a percentage of them will be interested in your new content.

When you publish a blog post you should see a spike in traffic as soon as you share it to your email subscribers.

But the problem is that most sites I go to are not really interested in building email subscribers. Having a "sign up my newsletter" message in the footer of your website is not going to build a lot of email subscribers. So here are some tips:

- Offer a benefit – Give your website visitors a really good reason to subscribe. For example, be the first people to know about the best offers for your event.
- Implement social proof – Social proof is about showing some evidence that other people think that you are great or think your email list is great. For example, sign up now, we have 1,000 other registered email subscribers. If there are 1,000 people already signed up that's a good sign!
- Make your sign up box prominent on the page – I guarantee that if you just have "sign up to my newsletter" in the footer of your page your conversion rates are probably less than 0.5%. That's not good enough. You want a minimum of 2% conversion and higher is better. So why don't you put your subscription option on the right hand side right beside your blog post.
- Implement a popup – [Optinmonster](#) is a fantastic tool which supports popups. You can set the popup to only appear when the user is exiting the site. The website visitor could be browsing on your site all day long and see no popup but as soon as they move the mouse off the main screen, up pops a message e.g. Why don't you sign up to your email list to avail of discounts'. They can then opt-in immediately. This generally gives you quite high conversion rates.

6. Guest Post Strategically

Guest posting where you post an original article on someone else's site can be time consuming but very valuable. With the right site you can get regular traffic coming all the time from the post and it's also very good for branding.

Find sites that are high in authority and approach them about guest posting.

7. Understand Page and Domain Authority

I mentioned in the previous tip that you are looking for domains that have a high authority. High authority means they are well respected by Google and will drive a lot of traffic. As well as high authority you also want to make sure they are in your industry or niche because you want companies in your industry/niche talking about you.

A company called Moz has developed a proprietary algorithm which ranks web pages and web sites out of 100. This is known as the page authority and domain authority.

If you add up all the page authority numbers for your pages and then average it out you'll get the domain authority (not exactly done this way but it will be close).

The higher the domain authority the better. But it's important to understand your domain authority and any websites you are working with. You ideally want to network with people/companies that have a domain authority much higher than yours.

Read this article on [domain/page authority](#)

8. Find out what content is driving the most shares to your competitors site

We've looked at what keywords are driving traffic to your competitor but it's also useful to look at your competitors sites to see what content gets the most shares on their site.

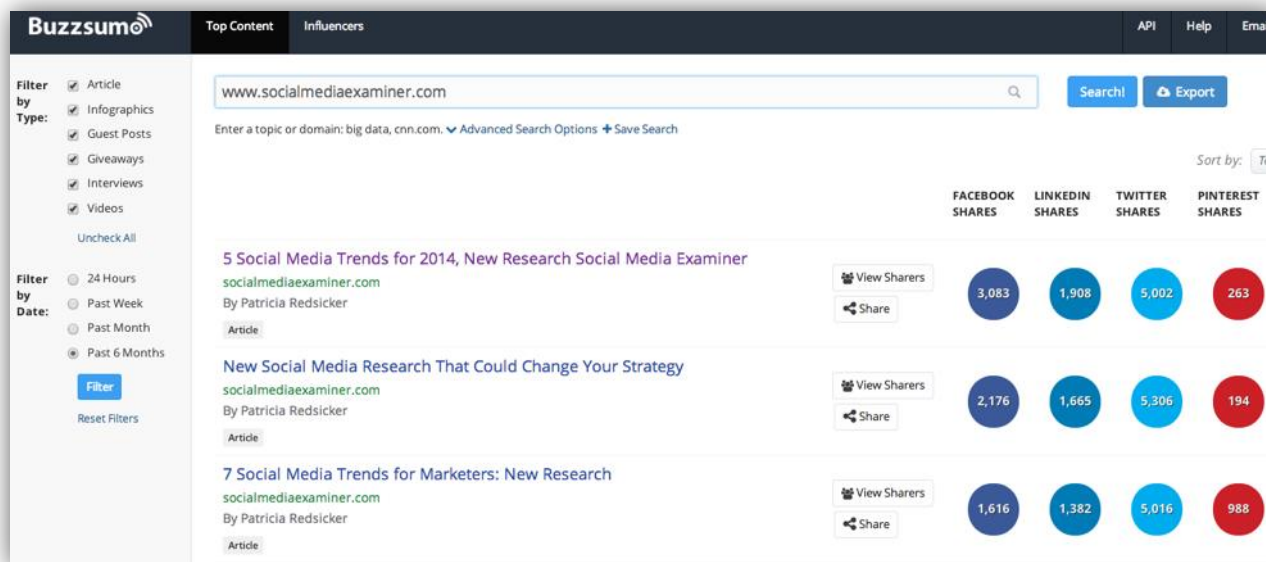
If content is popular on your competitors sites then it's likely it will be popular on your site.

This is not about copying content. You want to find the type of content that is popular and then write content that is much better. You will easily get double the shares on your content if you start writing content that your competitor does well for.

One of the best tools for finding out the most popular content is [Buzzsumo](#).

Enter in your competitors name and set the filter on the left hand side to 6 months and then view the most shared content over the last 6 months.

In the example below you see the highest shared content is on “trends”. So for this example, there may be trends related to your particular niche that you could write about.



9. Make your social sharing more prominent

Sometimes you don't give yourself the best chance of getting shares because you only provide the option for people to share your article at the top or bottom of the post and they are not that visible. You need social sharing to stand out on the page.

In this example there is social sharing across the top of the post, and as you scroll down through the post there is also social sharing facility to the left. This is always visible as you scroll down the page, which makes a big difference to the amount of sharing performed.



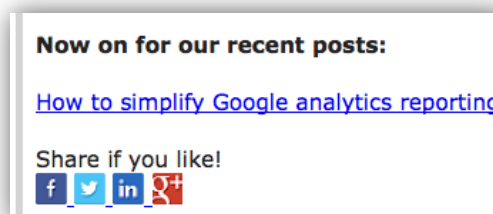
10. Encourage Social Sharing in your email

As you build up your email list you end up with a large group of people interested in your content. You are providing them free content and they are looking to share great content to their audience.

When you email people make sure to include social sharing icons with pre-formatted messages that make it easy for them to share the content across social media channels. Check with your email provider about how to set these up but it's quite straight forward.

Here's an example in our newsletter.

If you click on the tweet icon, behind the scenes it will create a tweet with the text that I want with a link to the post (the bit in blue is what is shared out).



```
twitter.com/intent/tweet?text=How to simplify Google analytics reporting http://www.razorsocial.com/google-analytics-reporting/
```

11. Implement Click to Tweet within your posts

If you have a suitable snippet in your posts that you want shared out on Twitter make it easy to share.

[ClicktoTweet](#) allows you to create the necessary code so that visitors can click a button and share out a Tweet within the content of your post.

Here's an example over at the PostPlanner blog.



12. Implement Disqus for comments

Disqus is an extremely popular commenting system you can use on WordPress and other blogs.

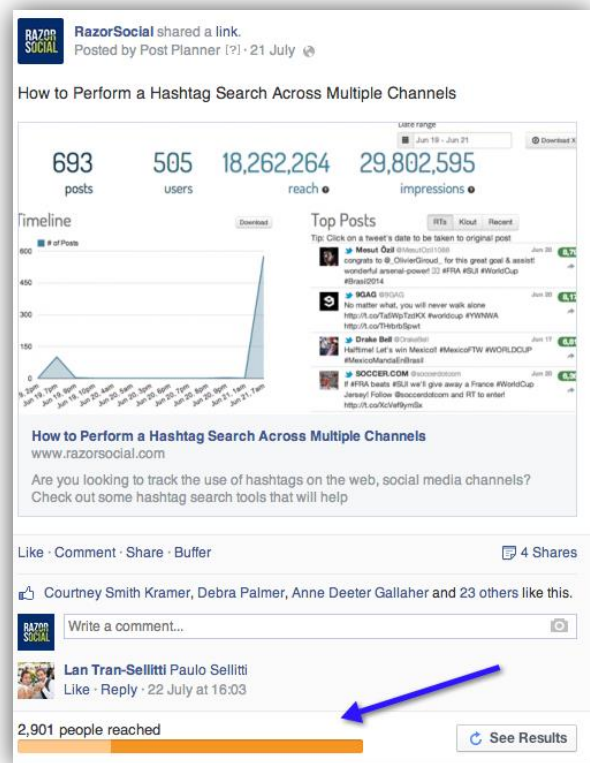
As well as being a commenting system it's also like a social network. When you find someone that provides really good comments you can follow them and then get notification of other places where they are adding comments.

So if people that comment on your blog are followed by other people then they get notified of these comments which encourages more people to visit your site and comment on your blog.

13. Pay for traffic

Most of the time I don't pay for any traffic but at times it's important to. Imagine if you had a really important blog post and you wanted to get a ton of traffic. You might have to kick start this traffic with some paid advertising.

For example, if you post the content on Facebook you'll find that on average less than 10% of your audience will see your content so why not click that 'boost post' option and for a few dollars you'll get a ton of extra reach for this particular post.



14. Have a number in your post

Did you know a blog post with a number in it gets shared twice as much as a blog post without a number?

People love list posts. Most people have very little time and skim through content so why not make it easy for them to skim by breaking down at least some of your posts in lists. Your website visitor will skim down through the post and find the section interesting to them.

Putting percentages within posts also work. Here's an example:



15. Use power words in your blog post title

The meta title is what Google reads to index your content. But you also have the normal title of your blog post.

This is what people see in social media so if it's not enticing then it doesn't matter how good your title is because no-one will read your post.

Power words are words that add that extra spice to your title and make it more enticing. For example, which title are you more likely to get visitors to:

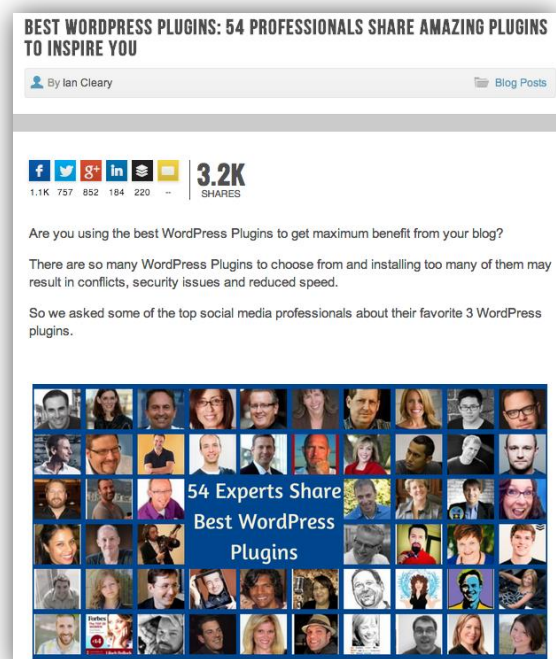
- 5 Tips to help you grow your business
- 5 **Amazing** Tips that Will **Dramatically** Help Grow Your Business

Get those power words into your titles! Here's a couple of examples of titles from Rebekah Raddice who always comes up with great titles:

- 11 Incredibly Easy Ways to Improve Social Media Results
- How to use Google Plus to Generate Massive Exposure
- 2 Simple Tips to Help You Dominate Your Niche

16. Target People In your Posts

Write a post about experts in your niche and then reach out to tell them you have included them in your post. That is an easy way of getting a lot more exposure to your brand, more traffic and shares. Providing you were complementary about them of course ! And if it's a really good post then it's very likely they will share out your content.



17. Ask for your content to be shared

Did you know that if you say 'please retweet' in your tweets you will get more shares on your content?

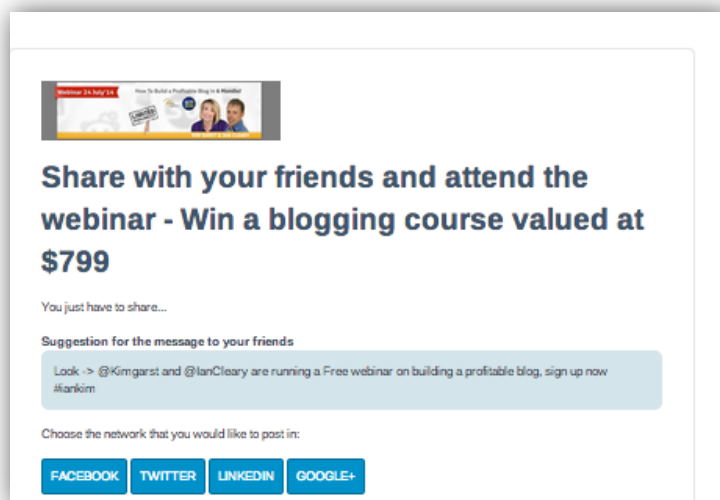
You don't ask for your content to be shared all the time but for that special post it's no harm if you ask people to retweet on Twitter, Share on Facebook, etc. If you provide a lot of value on a regular basis of course people will like to help you out every once in a while!

18. Incentivized Social Sharing

Why not give someone an incentive to share out your content?

For example, recently we ran a webinar and after someone registered for a webinar we said that if they shared out the content they would be in a competition to win free access to our blogging course. We had over 400 additional shares just because of this.

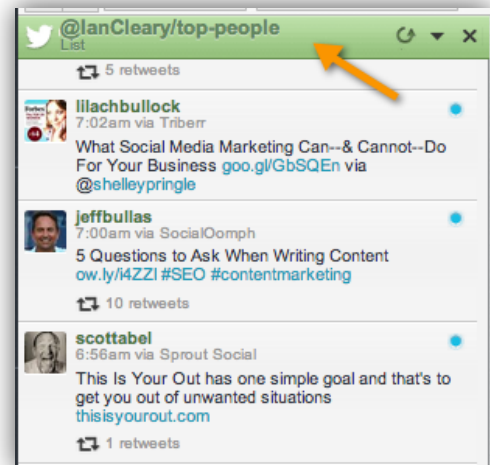
The tool we used was Pay with a tweet. It's normally used to get people to share content in return for a free guide but you can also use it for a competition.



19. Connect with the Influencers

The relationships you have with other bloggers is extremely important. You need to build up relationships with other influential bloggers and these bloggers will help you get your content shared out.

- Make a list of influential bloggers in your niche ([Twttrland](#) is a good tool for finding them)
- Create a Twitter list so you can keep these people separate.
- Set up a HootSuite column which has those guys from the list
- Start interacting with them on every opportunity – share their content, answer their questions, etc.
- Over time as you build a relationship they will notice and share your content.



20. Monitor what's going on

You really need to have a good monitoring tool to track who is talking about your content on various social networks, who is talking about similar content, who is talking about your competitors, etc. Having this knowledge will certainly help build your network and give you opportunities to connect with new people.

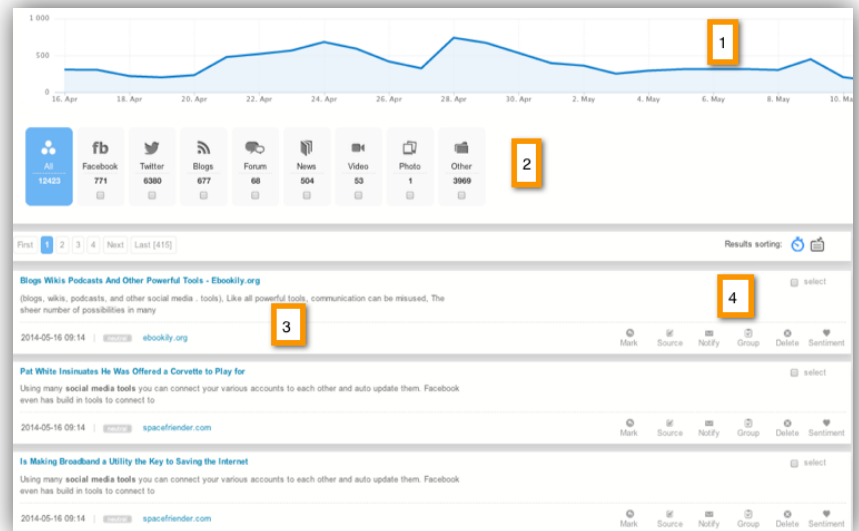
One of my favorite tools for this is [Brand24](#). Here are the key features:

- Keyword monitoring - You can monitor keyword mentions on blogs, Facebook, Twitter, forums, video sites, photo sites etc.
- Influence reporting - It produces a table that outlines the most influential people/sites that are mentioning the keywords you are monitoring. This is very useful as you may want to prioritize who you interact with, out of those who mention the keywords you are tracking.
- Multi-user support - You can set up additional users to access your account and restrict their permissions. For example, you might want to set up 'view only' access.
- Advanced filtering - When you set up keyword filtering, you can enter in keywords or phrases and include additional keywords that have to appear somewhere. You can also add in negative keywords and limit the sites you want to be monitored (by excluding specific sites or excluding channels).

- Mobile support - There are iPhone and Android apps that you can use to track your mentions when you are out and about.
- Reporting - You can produce a nice, colorful status report, export your report to Excel, or automatically produce an infographic-style report.

Here's the type of visual reports that are provided which allows you to filter mentions based on social networks, websites, etc. and then see the content based on the filter.

1. View the overall graph of mentions
2. Click on any section to get a filtered view
3. View the actual mentions
4. Take action on the mentions



21. Have a fast site

This is actually a really important one. If you don't have a fast site Google won't particularly like you.

Use this site to test out the speed of your website -> [Test here](#)

One thing that made a big difference to us was the hosting provider we used. When we moved to [Siteground](#) our website speed improved significantly. This is because of fast servers and technology they use to speed up the site. It was also not expensive at all at less than \$180 per year!