

Top Ten Tips to encourage traffic to your Website

Do you have a website? If so, online PR can influence and improve the volume and quality of traffic to your website by taking a few simple steps.

- When writing a press release research the keywords people search on relating to the topic and integrate them into the copy. The best keywords are highly searched with low competition.
- Make a habit of optimising the spokesperson's language at every opportunity.
- Good content is key: all written content must be clear and concise with perfect spelling and grammar. Google doesn't like spelling mistakes and this could influence your page ranking.
- Get your stories on Google news and distribute them through newswires.
- Send out newsletters, this keeps people interested and keeps your business front of mind.
- Tweet about a recent press release and add a link - this increases the Search Engine Optimisation (SEO) rating of the press release and encourages people to read it.
- Start an online campaign and get people talking, creating interest in what you are doing. It could reach thousands in seconds!
- Publish your press release on your website and blog. This will make it easier for people to find and also drives traffic to your website.
- Watch what is being said about your business through social media as it has the power to build a brand or destroy a reputation.
- Keep track of the results by performing real-time searches, and set up a Google Analytics account.

If you don't have the time or resource to do this regularly and would like more help, with Online PR give us a call. We'd be happy to get you started.

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