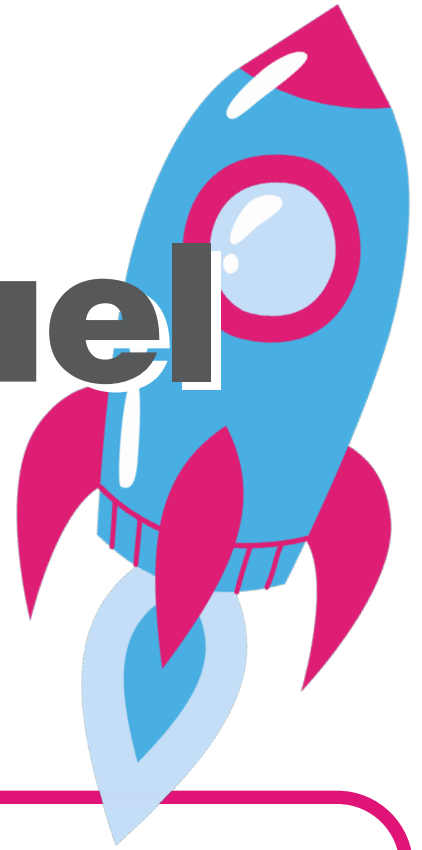


# website traffic fuel



## spread the word

Drive visitors to your website. It helps search engines, like Google index your site faster and aids your organic search rankings.

Here are some ways to help get the word out and boost your reach.

### email newsletter

Tell your email list about your website and how you can help or add value to them. Mailchimp or similar is great for doing this. Provide **SOME** information in the email and add a link to **MORE** information they'll find on your website.

### social media

Utilise your network of clients, friends, family or colleagues to get the word out. A post can be effective when liked and shared. **ADD A LINK** to your website. This is called a **BACKLINK**. Backlinks are important for SEO.

### directory listings

Add your business to directories. Directories create **BACKLINKS** to your site. These three are **FREE!** Google business profile • Yellow • Finda  
You can research more yourself or we have a list. Ask us.

## regularly add quality content

Search engines offer more views to sites that are deemed **ACTIVE**. Active sites are those regularly updated with new content or refreshed content. Active sites attract more traffic than their competitors. **CROSS PURPOSE** content snippets on emailers and socials. Backlink to the new content.

## add organic SEO

Add search engine **OPTIMISATION** friendly content. If you don't use an SEO plugin, get one, eg. **YOAST**. Yoast keeps track of how well you have optimised your content using a traffic light system. You will need: keyphrase, SEO title, metadata. Rules to content writing include: minimum length text, external link, images, keyword frequency in headings.

## optimise images

Save images at the **BEST QUALITY** for the **SMALLEST SIZE** file. Keep in mind the ratio such as square or rectangle. Large files will adversely effect site speed and therefore your **SEO**.

## protect your site

Security attacks happen often. Avoid them by ensuring your website is safe, **SECURE** and well maintained. Keep WordPress core, theme and plugins up to date. Ensure you are using quality WordPress dedicated hosting. To help, we have **HOSTING** and **MAINTENANCE** plans to help keep your website protected and secure. Ask us.

## repeat and refine to get results

Organic results (not paid ads) take a regular commitment of time and effort.