

Source:

<https://www.webfx.com/blog/seo/how-to-increase-organic-traffic/>

Subject:

How to increase web traffic for free.

Headline/intro:

4 secrets to increase web traffic for FREE

How to increase web traffic today for FREE!

Notes:**Points To Drive Home:**

Optimize your pages for humans, not search engines.

Create an enticing title tag and meta description

Using bulleted or numbered lists to answer the query directly

Optimize content for the featured snippet.

Outline:**Optimize your pages for humans, not search engines:**

This mistake is often one of the biggest ones companies make when they try to boost organic web traffic to their sites, and you are going to want to keep your eye on this for 2024. Since search engines determine your search results ranking, many companies will try to optimize their sites to appease search engines. The reality, however, is that search engines turn to users to help determine how a page ranks.

Search engines like Google look at metrics including dwell time, pages visited, and more, which are all indicative of how much a user enjoys your site. If someone dwells on your site for a long time or visits dozens of pages, it means your site is useful and relevant. But if your site isn't optimized for your audience, you risk them bouncing from your site, which leads to lower rankings in search results and less organic traffic.

Create an enticing title tag and meta description:

When users conduct a search and find your listing in the results, the first thing they see is the title tag and meta description. If you aren't drawing them in with those two components, you're missing a valuable opportunity to increase organic traffic to your website.

Your title tag and meta description can be the make or break reason that someone clicks (or doesn't click) on your listing. If you optimize these two components, however, you can drive more people to click on your page, which leads to a boost in organic traffic.

For your title tag: Focus on keeping it within 60 characters. You'll also want to integrate your core keyword at the front, so search engines and searchers know your listing is relevant. Make your title tag fun and enticing to encourage clicks!

For your meta description: Keep it within 160 characters. Integrate your core keyword into the meta description, and want to make sure that it provides your audience with insight into what to expect on your page.

Optimize content for the featured snippet: *add screenshot of a snippet*

If you want to increase organic traffic to your website, you'll want to optimize your content to appear in the featured snippet. The featured snippet is a box that appears at the top of the search results and provides searchers with a direct answer to their query.

So, how can obtaining the featured snippet help you boost organic traffic? The top organic search result gets 34% of the clicks. When you throw a featured snippet into the mix, the first position's click-through rate (CTR) drops by 8%. So, when a featured snippet is present, more people will click on the listing.

Now you're probably thinking, "How do I get this featured snippet position?" There is no one clear-cut way to earn the featured snippet position, but there are strategies you can follow to increase your chances of ranking in this spot. **Here is one way to optimize for featured snippets:**

Using bulleted or numbered lists to answer the query directly: *Add a screenshot*

Bulleted and numbered lists are a great way to achieve the featured snippet position. It doesn't mean that you should litter your page with lists, but rather find appropriate places to integrate them.

Subheadline/subtitle

1st Draft

Do you want to increase traffic to your website but hate to pay outrageous fees to some random SEO company? In this article, we will discuss four tricks for doing just that. When you finish reading, you will have solid, actionable steps you can take today.

The first thing you need to do is stop designing your content for search engines. This one mistake is killing your rankings.

You are probably thinking, but Jason search engines control who sees my content. And yes that is true but where do you think the search engine gets its data, that's right, from people...

All search engines like Google use metrics such as dwell time, and pages visited. All of those metrics are based on how users enjoy your site.

If someone dwells on your site for a long time, it sends the message that your site is useful and relevant. Then your site will be shown to other users with similar interests. But if your site isn't designed to capture the

attention of your desired reader you risk them leaving your site leading to lower rankings in search results and less organic traffic.

Ok, now our site is designed to capture our preferred reader. How do we get them to click on our site?

What is the first thing you see when you do a Google search?

The first thing that appears is a bunch of different listings with title tags and META descriptions.

If those two elements are not set up with your desired reader in mind you are missing a valuable opportunity to drive organic traffic to your site.

Your title tag and meta description can be the biggest reason someone clicks (or doesn't click) on your site. By optimizing these two elements you will entice more people to visit your site boosting organic traffic.

For your title tag; focus on keeping it short and to the point. Use known keywords upfront to send a message to the search engines telling them you are relevant.

For your meta description; you can be a little more descriptive and remember to continue to use keywords for your reader. Make sure you provide your audience with a good idea of what to expect on your page.

Another tactic you can use to increase the number of clicks is to add a featured snippet.

The featured snippet is a box that appears at the top of the search results and provides searchers with a direct answer to their search.

There is not a clear-cut way to earn the featured snippet position, but there are steps you can follow to increase your chances of ranking in this spot. One way is to use bulleted or numbered lists that answer the question directly.

Now, although this is a great way to achieve the featured snippet position it doesn't mean that you should litter your page with lists. Simply find appropriate places to integrate them into the theme of your page.

2nd Draft

Do you want to increase traffic to your website?

Tired of paying outrageous fees to random SEO companies?

In this article, we will discuss four tricks for doing just that. When you finish reading, you will have solid, actionable steps you can take today.

OK let's get into it...

The first thing you need to do is stop designing your content for search engines.

Now I'm sure you're thinking, but Jason search engines control who sees my content. And yes that is true but where do you think the search engine gets its data, that's right, from people...

All search engines like Google use metrics such as dwell time, and pages visited. Those metrics are based on how users enjoy your site.

For instance, when someone dwells on your site for a long time, it sends the message that your site is useful and relevant. Then your site will be shown to other users with similar interests.

But...

If your site isn't designed to capture the attention of your desired reader you risk them leaving, leading to lower rankings and less organic traffic.

Ok, now our site is designed to capture our readers' attention.

How do we get them to click on our site?

What is the first thing you see when you search for something on Google?

The first thing that appears is a bunch of different listings with title tags and META descriptions. This is the first opportunity to grab the reader.

If those two elements are not set up with your desired reader in mind you are missing out.

Everything you post to your site must have these elements.

When you are adding the title tag; focus on keeping it short and to the point. Use known keywords upfront to send a message to the search engines telling them you are relevant.

The meta description can be a little more descriptive and continue to use keywords for your reader. The idea is to provide your audience with a good idea of what to expect on your page.

Another tactic you can use is adding a featured snippet.

This is a box that appears at the top of the search results and provides searchers with a direct answer to their search.

There's not a clear-cut way to earn the featured snippet position, but there are steps you can follow to increase your chances.

One way is to use bulleted or numbered lists that answer the question directly.

Don't go overboard with this.

Just because this is a great way to increase rankings, it doesn't mean that you should litter your page with lists, simply find appropriate places to integrate them into the theme of your page.

FINAL DRAFT

Do you want to increase traffic to your website?

Tired of paying outrageous fees to SEO companies?

In this article, we will discuss four FREE tricks for doing just that. When you finish reading, you will have solid, actionable steps you can take today.

OK let's get into it...

The first thing you need to do is stop designing your content for search engines.

Now I'm sure you're thinking, but Jason search engines control who sees my content. And yes that is true but where do you think the search engine gets its data, that's right, from people...

All search engines like Google use metrics such as dwell time, and pages visited. Those metrics are based on how users enjoy your site.

For instance, when someone dwells on your site for a long time, it sends the message that your site is useful and relevant. Then your site will be shown to other users with similar interests.

But...

If your site isn't designed to capture the attention of your desired reader you risk them leaving, leading to lower rankings and less organic traffic.

Simple enough, let's move on...

Ok, now our site is designed to capture our readers' attention.

How do we get them to click?

What is the first thing you see when you search for something on Google?

Title tags and META descriptions, giving us our first opportunity to grab the reader by the shirt.

If those two elements are not included in everything you post you are missing out.

When you are adding the title tag; focus on keeping it short and to the point. Use known keywords upfront to send a message to the search engines telling them you are relevant.

The meta description can be a little more descriptive continuing to use keywords throughout. The idea is to provide your audience with a mental picture of what to expect on your page.

Another tactic you can use is adding a featured snippet.

This is a box that appears at the top of the search results and provides searchers with an immediate answer to their search.

There's not a clear-cut way to earn the featured snippet position, but there are steps you can follow to increase your chances.

One way is to use bulleted or numbered lists.

Don't go overboard here.

Just because this is a great way to increase rankings, it doesn't mean that you should litter your page with lists, simply find appropriate places to integrate them into the theme of your page.

V/R

Jason

P.S. If you want me to take a look at your content, feel free to get in touch. Fill out the form at [**https://www.jkmarketingsolutions.com/contact-1**](https://www.jkmarketingsolutions.com/contact-1) and one of my team members will be in touch to see if we're a good match.

Tweets:

1/ Want to boost traffic to your website without breaking the bank on SEO fees? We've got 4 FREE tricks for you! Dive in and take actionable steps today. 📌 #WebTraffic #SEOTips

2/ First: Stop designing content for search engines! Remember, search engines get their data from PEOPLE. Focus on user experience. #ContentCreation

3/ Search engines use metrics like dwell time and pages visited to rank sites. Keep users engaged and watch your organic traffic climb. #UserExperience #SEO

4/ Design your site to capture your reader's attention. A captivating site keeps readers around longer, boosting your rankings. #WebDesign

5/ How do you get clicks? Focus on Title Tags & META Descriptions! They're your first chance to grab attention in search results. #SEO #DigitalMarketing

6/ Keep title tags short and littered with keywords. META descriptions should paint a vivid picture of what to expect on your page. #SEOTips #ContentStrategy

7/ Want to stand out in search results? Aim for the featured snippet! Use bulleted or numbered lists to increase your chances. #SEO #FeaturedSnippet

8/ But remember, don't overuse lists. Integrate them naturally into your content to enhance rankings without clutter. #SEOTips #ContentCreation

9/ Implement these strategies and watch your website traffic soar! For more tips, follow along. #WebGrowth #SEOSuccess