

8 REASONS WHY YOUR WEBSITE DOESN'T GET TRAFFIC



01 Your Site Isn't Indexed

If your site isn't indexed, [search engines] can't send you traffic. So, how do you get indexed?



02 You're Not Writing Something that People are Searching For

The first step in writing a blog post is figuring out what people want to know about. Ignoring this step is like starting a business without researching what people want to buy.

If you want search traffic, you need to conduct keyword research.



03 You're Not Optimizing Images

Optimizing your images will help your search engine rankings in two ways:

- You'll likely get traffic through Google's image search.
- It's another way to tell Google what your primary keyword is.



04 You're Not Putting Keywords in Your Headlines

Your headline is an important part of your post for getting search traffic.

When you Google something, the keyword that you search is always in the headline, usually in its entirety and near the front of the headline.



05 Your Posts Aren't Thorough

Remember, it's Google's job to give relevant, high-quality search results. Ideally, the best, most thorough web page for each keyword will always hold the top spot.

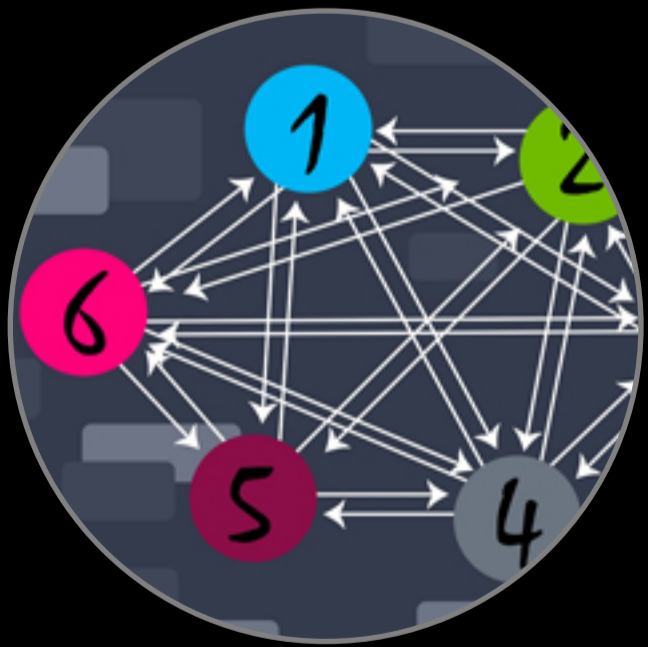
For example, if you wrote a 100-word post on the "how to get search engine traffic" while someone else wrote a 3,000-word post that covers every nook and cranny of the topic with authority, Google is going to find a way to put the 3,000-word post at the top and drop yours to the wayside.



06 You're Not Creating Shareable Content

A study by Branded3 confirmed that Google's search results are at least somewhat based on the number of Tweets.

In the study they found a direct correlation between number of tweets and search result rankings. URLs with more than 7,500 tweets, on average, held the 5th spot for their keyword.



07 You're Not Linking Externally and Internally

One way to create an ultimate resource for a particular keyword is to link to other resources within your blog post, both externally and internally.



08 You're Not Using WordPress

One of the benefits of using WordPress is that it generates easy-to-index pages. If your website is easy to index, then Google will rank it higher.

WordPress is widely considered the best website building platform partly because that's what all the top online resources are built with. And the people who use it recommend that other people use it.