

# 5 WAYS TO GET MORE SUBSCRIBERS TO YOUR NICHE WEBSITE



When it comes to growing your business, there are three things that you need to think about: how you are going to attract new visitors, how you are going to convert new visitors into quality subscribers, and how you are going to leverage your most dedicated subscribers to share your content to attract new audiences.

Subscribers are an essential part of keeping your business running, especially if you are in the early stages. While you might already be pouring time and resources into creating excellent content for your website, unfortunately without readers, you'll never realize significant business results.

Each time you post new content on your niche website, it's your subscribers that will provide you with the initial surge of traffic, which will, in turn, propel your business to long-term success.

***The key to getting more traffic to your site, and eventually more leads and customers, starts with growing your subscriber list.***

In order for these ideas to work, you have to make sure that you are frequently and continually publishing new content on your site. You can't expect your visitors to subscribe to your content if you don't have new content for them to read.

If you want to grow your business, then you have to commit to boosting your creation of content. Here are five ways to get more subscribers to your niche website.

## **Optimize Your Top Content for Subscriptions**

If your primary business goal is to increase email subscribers, then one of the first things that you should consider doing is optimizing your top content for subscriptions.

This strategy for getting more subscribers doesn't take a whole lot of time for you to do and it can provide you with a substantial boost of site subscriptions that will compound over time.

This is because your top content is probably garnering a ton more traffic from organic search and other sources than your average content, meaning you can reap all the benefits of that traffic by adding subscription call-to-actions.

To optimize your content for subscriptions, you first need to identify the top content for traffic. You can use BuzzSumo to sort through and identify the content that is receiving the most traffic. Once you've determined the top material that is

getting the most traffic, you can start optimizing those posts one by one for your subscribers.

There are many ways that you can do this; by adding a smart subscription call-to-action to the post, adding a slide-in call-to-action, and so on. You may need to experiment with the different strategies to see which one will work best for your site and situation.

If you discover that most of the content being viewed is your old posts, why not take advantage of this by getting lasting and recurring value from this old content.

## **Add Opt-In Checkboxes to Your Landing Pages**

If you want to see a dramatic increase in the number of subscribers to your niche site, you should add a simple new checkbox field to all of your landing pages. This way people can easily subscribe to your website with just one click.

Adding an opt-in checkbox to your landing pages is an effortless way to get more subscribers because all your audience has to do is check a box. This could be especially lucrative for your business if you have a lot of landing pages.



Something that you want to avoid doing is setting the checkbox up to select automatically. This is because you want this to be an opt-in, rather than an opt-out opportunity for your potential subscribers.

If you set this box up to be automatically checked, then you will end up with a ton of low-quality subscribers, and these kinds of subscribers are extremely bad for your email deliverability because it ends up leading to low engagement rates on your emails and you end up landing up in your subscribers' junk folders.

## **Offer Something Extra to New Subscribers**

An easy way to encourage new subscriptions is by providing something extra to people who sign up for your emails. You want this to be something that isn't usually reserved for people who go through the trouble of completing a much longer form.

You can create smart subscribe call-to-actions that means if you are already a subscriber, you won't see the call-to-action button when you visit the page. If you decide to use this tactic to get more subscribers, then you need to be sure to keep track of the engagement rates of the emails that you send out.

If you are sending emails to people who are just signing up to get the coupons and discounts, it's possible that they are doing so for a one-off purchase that will lead them to get emails from you that really aren't of interest to them, which will most likely result in your emails being designated to the spam folder.

## **Add Smart Subscribe CTA's to Your Homepage, About Page, and Blog**

When it comes to placing smart call-to-actions, there are a number of strategic places where you can add them to increase subscriber rates. These smart CTA's will only show up for visitors who haven't previously subscribed to your site. When you create these CTA's, you want to make sure that they are as clear and easy to fill out as possible.

You don't want to make people fill out a long form, if you only need to gather their email address, this will just make them skip filling out the form. When you make the process as painless as possible, you will significantly increase the chances that they will follow through and subscribe.

You'll want to experiment on where you place these smart CTA's on the different pages of your site, depending on your business and goals. However, there are three places that

you should consider adding smart CTA's too, your blog, about page, and homepage.

Placing smart CTA's directly on your blog posts as a secondary CTA to help generate more leads. People who are already reading your blog are probably already interested in your content, so why not see if they might want to subscribe to your content via, email?

If a primary goal of your business is to increase the number of subscribers, you should consider adding a subscription call-to-action to your homepage for a while.

If you make it a smart call-to-action, it can appear as a small banner that runs the width of the page, between two other modules. If your goal isn't to increase more subscribers, you can always add the CTA to the bottom of your website.

For many sites, the about page is the most visited page on their website. The about page also happens to be one of the most often overlooked pages, especially for lead generation opportunities.

Adding opt-in forms to your about page might help to convert the high number of visitors to that page into subscribers. Adding subscription CTA's strategically

throughout your website is guaranteed to help you generate more leads for your business.

## **Launch a Course via Email**

Whitepapers, eBooks, and other lead generation content can be extremely useful aspects of your inbound marketing strategy; the truth is that different kinds of lead generation content are perceived to be a bit more valuable than others.

If you think about it, in terms of value, is a whitepaper really on par with a certification course? Probably not.

The perceived value of email courses is significantly higher than that of a whitepaper or even an eBook. Plus, when you take the time to educate your customers, you'll be building relationships with them that will help you to build trust and get them even more excited to engage with your business.

However, creating an email course from scratch is time-consuming and will require resources. To deliver on your promise, you'll need to create an incredibly high-quality course.

This means having a beautiful design, a flawless user experience, and making sure that every single email that you send over the course is essential and actionable,



meaning you may need to hire a freelancer to help you accomplish this.

Fortunately, in terms of the content, you include in your e-course, you don't have to start from scratch. You can recycle the material that you already have by reorganizing it, cleaning it up, and making it more actionable than it is in its current state. Just make sure that you have your promotion lined up in advance.

## Conclusion

While there isn't a one-size-fits-all solution for getting more subscribers for your niche website, there are a number of different strategies and tactics that you can try. These five are just a few of the easier ones to implement and should give you a good idea of what you should try with your audience.

You'll want to experiment with the strategies that you try so you can determine which ones will work best for your situation and business.

Getting more high-quality subscribers takes nothing more than trying a few different proven strategies out to see which ones stick.

