

8 Strategies for Retailers to Get More Traffic to Their Website

You're a retailer with a website and you're sure your products are going to blow your customers socks off. If only you could just get them to your site.

Building traffic to your website is one of the most important factors if your business is to thrive online. You might have tried one or two tactics, and nothing seems to be working. The secret is, even the top websites don't just have one or two methods of generating traffic - they're using every trick in the book.

So how can retailers copy these tactics and start showcasing their business to the world? Read on to learn how.

1. Your website needs to be designed for search

Search is a crucial tool for attracting interested customers to your website because it is the most popular way for both individuals and retail businesses to learn about new goods and services. This almost certainly won't be news to you if you're a human being that hasn't been stuck on stranded on a desert island for the past twenty years. But it means that through search engine optimization (SEO), you must ensure that search engines recognize your website and draw your target audience to it.

Your pages will rank higher on Google and other search engines when users type in relevant, targeted queries thanks to SEO, the practise of increasing the quantity and quality of traffic to websites.

A great way to do this is to use a blog section on the site to provide value to your audience while using the keywords that you know your audience will be searching for. This provides the double benefit of helping your potential customers while boosting up your rankings in search engines and generating some extra traffic!

2. Think about paid search

Search engine sponsored listings, where companies pay to be included in search results, are an excellent way to increase visibility and attract high-quality visitors to your website. To ensure that the results are worthwhile, you should track your return on investment (ROI) and analyze if this leads to an increase in sales.

This is a very popular method for big brands with seemingly unlimited budgets. If you have the budget then go for this but remember that your traffic will drop again once you stop running the advertisements.

3. Social media is your friend – and (mostly) free!

Don't just get obsessed with search engines – they're only one route to generating traffic. The amount of people browsing social media and willing to make an impulse buy from your website is huge. You just need to find them!

You should have an account with each social media platform, even if you only focus on actively managing one or two. You can then post content regularly to get your brand in front of people and create ads if you want to use your budget to give your social presence an extra push.

However, you don't need a big budget to do social well. If you create relatable or informative content, then your audience will appreciate it and potentially follow your account. In time, they should interact with your posts, and this allows you to develop a relationship with these people. This will lead to them visiting your site and hopefully making a purchase!

It can be a long brand building exercise, but we all know, Rome wasn't built in a day.

4. Find influencers to promote your brand

In addition to building your own social media presence, you can also leverage others!

Look for social media influencers and bloggers who have substantial followings in your desired niche. If influencer posts showcase your items in an honest way, they can increase awareness and your SEO value. Relationships with powerful people in your target market may significantly influence the behavior of your target customers—and bring traffic back to your website.

If you have something that appeals to their audience, influencers will be curious about you. Work in collaboration with them to provide valuable material, such as insider tips, competitions, or freebies, to their audiences.

5. Develop blog and article topics

We spoke about blogs from the standpoint of SEO, but it's also a great way to offer value to your audience and entice them to your site. If you show people that you're knowledgeable, then they will grow to trust you, your retail business and your products.

You can build blog topics around your products, so that you're informing your customers about the benefits, rather than going for the hard sell. Other topics can include general information relating to your industry. Sure, it might not compel someone to buy a product right away, but they might just remember you and come back to make a purchase at a later date.

Once you've hit the publish button, you should share it across social media to maximize the visibility and reach as many people as possible.

6. Could you use some additional PR to raise awareness?

There are several affordable PR strategies you may use to get traffic to your site. A proposal to the editors of regional magazines and websites may result in amazing exposure and high-potential website traffic.

Local media and websites are also constantly seeking fresh topics. Research the website or newspaper you're pitching to in order to present editors with a suggestion that will be valuable to their readership or community. This will definitely boost your chances of success!

7. Email isn't dead!

Many people still prefer email for contact, and it may increase traffic from your current audience. You can easily automate emails that contact with customers at various points in their customer journey, freeing up your time for other crucial activities. These include emails that welcome new members of your audience to your company, messages that highlight your best-selling products, emails that remind users to finish their shopping carts, and more.

Automations don't require much effort once they are set up, and they may branch out in numerous directions based on the behaviors of your consumers to entice visitors to return to your website.

Email is without a doubt one of the best methods of generating traffic and business, considering the cost and the impact it can have on your business!

Implement these strategies and try others as well and you will see your retail website traffic begin to grow each month. And don't forget to review your Google Analytics to measure your traffic, see where your traffic is coming from and learn more about the demographics for your new and returning website visitors.

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About the Author:

Elias Amash, President of GRIP, is an industry veteran with more than 30 years of experience in global sourcing, manufacturing, distribution, retail merchandising, fulfillment, marketing, technology, and operations. He is a trusted partner to hundreds of retailers and has "leveled up" the industry with GRIP's undying commitment to offering only the highest levels of service to its customers. Amash has published several books: 8 Skills That Pay Off Forever, The Top 10 Most Important Lessons, The Retail Advantage: How to Win the War with Amazon, Retail Survival: Who Lives, Who Dies and Why, The 50 Most Important Lessons in

Life, The Future of Retail, Importing from China: The Good, The Bad, and The Ugly, and 101 Bright Ideas: Winning Tactics to Increase Retail Sales.

About GRIP:

GRIP was incorporated by Charles Amash in 1980 and has grown into one of the nation's top suppliers of innovative products to the retail industry. Located just south of Grand Rapids, Michigan, GRIP features a 200,000 sq ft state of the art warehouse facility including a 2,000 sq ft product showroom. GRIP carries a product line of over 1,000 specialty tools, tarps, automotive, cargo control, cleaning, LED lighting, magnetics, outdoors, household items, impulse and general merchandise. GRIP has a proven track record of excellence in supplying retail clients with innovative products, timely fulfillment, and world-class customer support. At GRIP, everything is about earning your business...one customer at a time. It's about building relationships and fostering business partnerships that will last long into the future. Our goal is to have Customers for Life. The future at GRIP is exciting and we're hoping that you can be a part of it as one of our many Customers for Life.

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Check out our Company Website: <https://www.gripontools.com/>

GRIP Online Catalog: <https://Gripontools.dcatalog.com/v/Grip-Catalog-2022/>

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