

Things You Should Do To Increase Traffic On Your eCommerce Website



WHAT IS THE ONE QUESTION ONLINE RETAILERS ASK THEMSELVES?

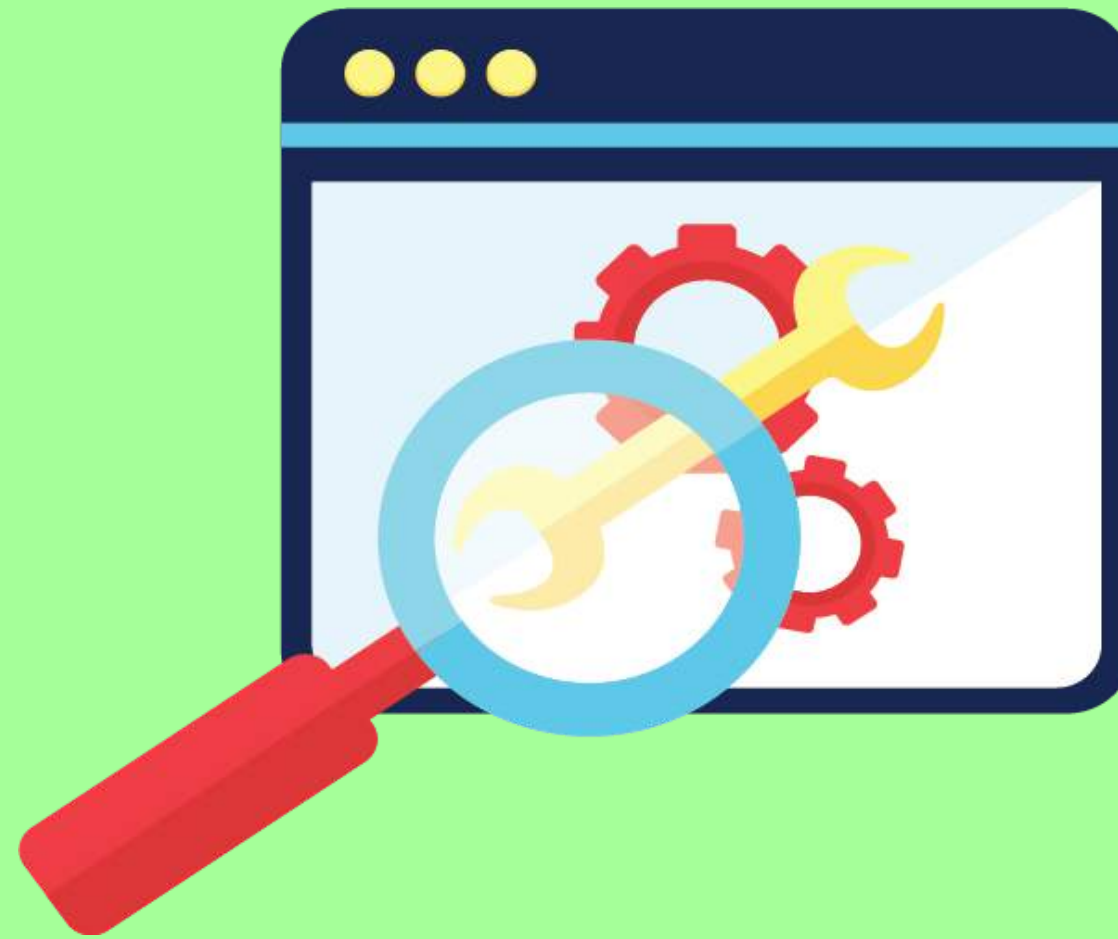
One question that every eCommerce website owner asks himself every waking moment is – “How do I drive more traffic to my online store?”





WHAT ARE THE 3 KEY TACTICS TO DRIVE TRAFFIC?

- SEO
- Email Marketing
- Paid Social media Ads



SEO IS IMPORTANT TO INCREASE WEBSITE TRAFFIC BECAUSE –

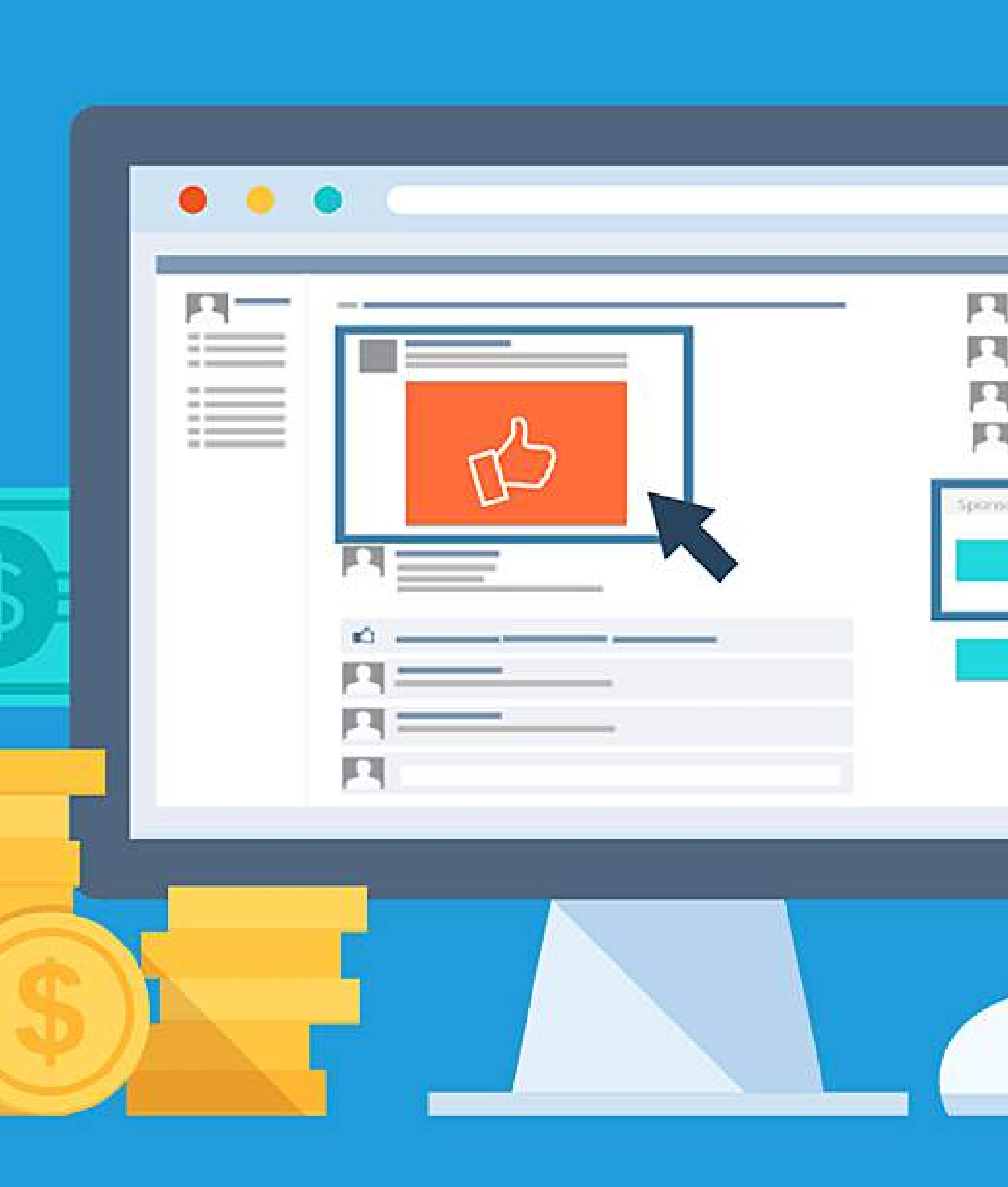
With SEO, you can fine-tune your website to increase the likeability of ranking high in search results.

KEY ACTIONABLE FOR A SUCCESSFUL SEO

ARE-

- Regular, Fresh and Unique keyword-rich content
- An optimized website, complete with a Sitemap
- Linking





HOW ARE PAID SOCIAL MEDIA ADS CRUCIAL?

Paid social media ads allow you to create highly targeted campaigns that can be customized to the shoppers who are most likely to click on your website and buy your products.

**WHAT ARE TWO PLATFORMS THAT CAN BE CONSIDERED
FOR PROMOTING AN ECOMMERCE STORE?**

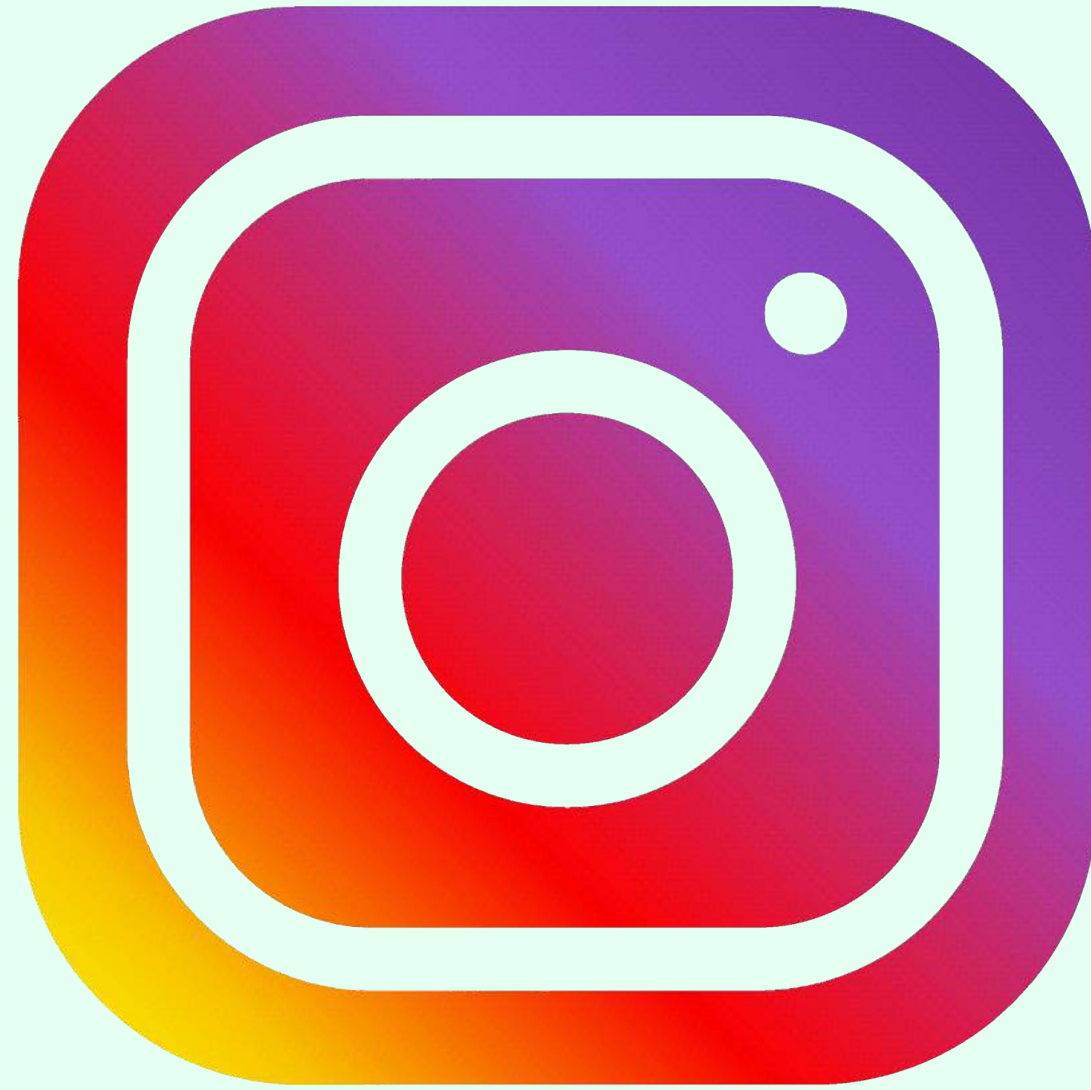


Facebook & Instagram

WHY ARE FACEBOOK ADS SO IMPORTANT FOR ONLINE BUSINESSES?



Facebook Dynamic Ads can help you bring customers back to your website as their automatically generated ads can serve customers who have visited your site earlier.



WHY IS INSTAGRAM SO POPULAR AMONG ONLINE RETAIL BUSINESSES?

**Instagram is exceptionally popular amongst millennials
with 73% of its users between the age of 15-35.**



WHY IS EMAIL MARKETING SO WIDELY ENDORSED FOR ECOMMERCE PROMOTION?

Email marketing doesn't just get you
new customers, but also nurtures and
grows your existing customer base.

YOU CAN BUILD YOUR EMAIL LIST BY –

Offering your website visitors a freebie – like an eBook or a user guide which is aligned to your products. In order to download these, your customers will leave their email addresses.

THANK YOU

**L O O K I N G F O R M O R E C O N T E N T
O N E C O M M E R C E ?**

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