# Best Ways to Immediately Increase Website Traffic

If you're a small business owner, you may feel like the deck is stacked against you when it comes to marketing online. You don't have the same budgets as the large corporations, and you don't have the massive resources when it comes to your marketing team. Fortunately, you don't need any of this to increase traffic to your website. Here are five tips to help you get started on the right path for improving the traffic to your site immediately.

## Facebook Remarketing

Facebook has become an excellent tool for promoting your business. Many smaller companies don't know that they can set up remarketing audiences within the social network by merely installing a convenient tool on your site. When you install Facebook tracking pixel on your site, it allows you to continue to market to customers who have visited your site. It is the perfect way to create return traffic to your site.

## Twitter Remarketing

This handy tool works in the same way as Facebook. All you have to do is install the pixel on your website to start targeting your website's visitors on Twitter. The only difference is that Twitter requires you to have a higher minimum audience count before you can begin advertising to them.

**Focus on Your Headlines**

According to a study recently published by QuickSprout Marketing, eight out of ten individuals will read a title and not read the rest of the advertisement. This means that you should be spending about 80 percent of your time perfecting the headline to grab the attention of your audience. Whether you are running ads on Facebook, LinkedIn, Twitter, or pay-per-click, you want your headlines to be perfect.

## Blog Regularly

Spending time blogging on a regular basis really does drive traffic. A recent study showed that by increasing the number of blogs that you post from two per week to over ten per week, companies could see a 300 percent increase in their traffic. That being said, you also need to ensure that your blogs and entire site are search engine optimized to get the best results.

## Syndicate Your Blog on Other Sites

Allowing your blog too by syndicated on other sites is an excellent way to drive new audiences to your site. You want to search for blogs that are in a similar industry and that are similar regarding size and audience. Once you find an appropriate site, contact the site administrator and ask if they would like to swap blog articles. Take turns posting each other's blogs and linking back to the other's site.

Increasing traffic to your website doesn't have to break the bank. With these simple tips, you can start finding new audiences and increasing the traffic to your site.