# Immediately Boost Your Social Media Traffic with These Tips

Getting people to your website through the various social media platforms can be tricky, especially if you’re on a limited budget and already trying to use paid advertising. With social media having the ability to be a significant source of traffic to your site, it is essential to find ways to engage with users so that you can rely on a steady stream of social media traffic. While each social media platform is different, there are some steadfast rules you need to follow to get an immediate boost in your traffic.

## Use Visuals to Inspire

First impressions are crucial. Adding visuals to your social pages can help your audience make decisions. In fact, according to Adobe, social media posts that contain images resulted in 650 percent more audience engagement. People want visual content to help them make purchasing decisions. People are 85 percent more likely to make a buying decision when they can view a product video or demo.

## Master Instagram

If you want to drive traffic from your social media channels, you have to include images. One of the best ways to do this continues to be Instagram. When you can create beautiful images and engaging content on Instagram you will see an increase in audience engagement.

## Make Content Easily Shareable

The importance of being mobile friendly can’t be stated enough. As we navigate through the mobile age, it is crucial for you to understand that your content needs to be easily read and simple to share. Including share buttons on your mobile friendly content is critical to driving social media traffic to your website. It comes down to this, the harder it is for your audience to share your content, the less likely they will.

## Improve Your SEO

While you want to make sure your content can be easily read and shared, you also need to ensure that it is being shared correctly and effectively. Integrating SEO best practices into your content can help you improve your online visibility, generate more leads and sales, strengthen your brand’s authority, and increase your social media traffic. Optimizing your content for search engines can have tremendous payoffs.

Increasing your social media traffic begins with you taking the time to manage the various social media platforms efficiently. Building your audience will take time, but these tips will help you see the positive effects of your social media traffic.