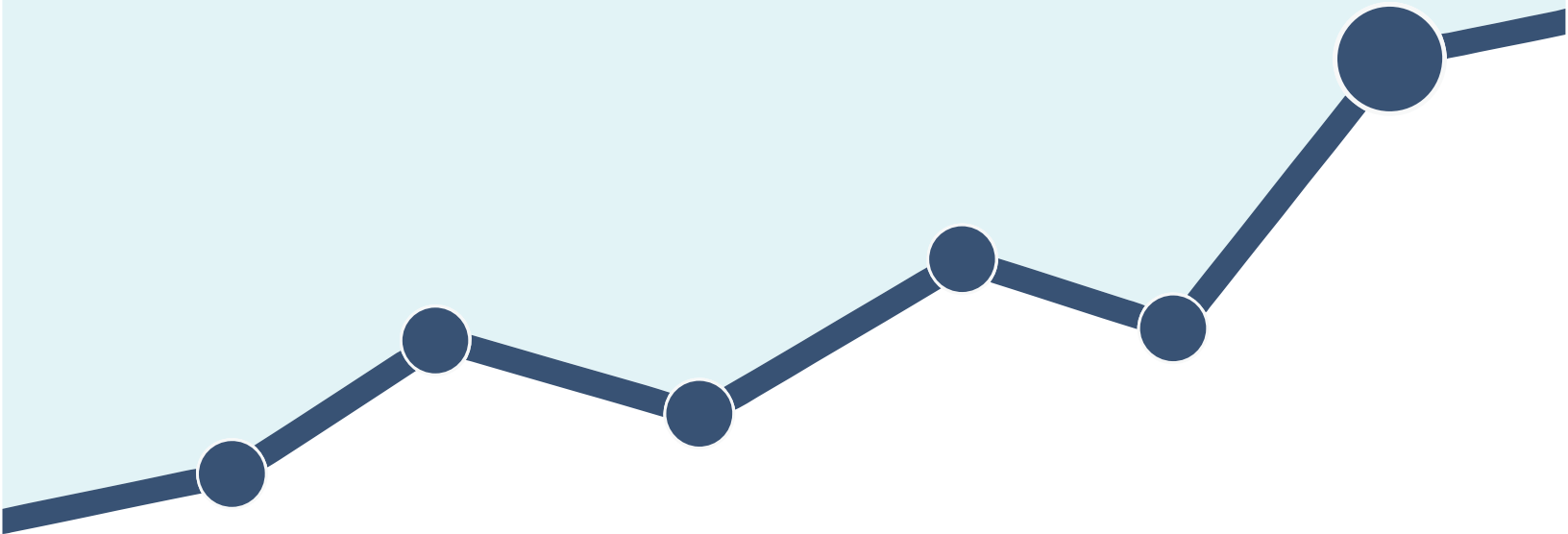


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Essentials for Traffic-Driving Website Content



Our top tips for creating content that organically drives traffic to your website



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1 Perform Keyword Research

Effective content starts with thorough preparation. Guesswork won't secure the same results as conducting proper research.

Relevant keywords should be used naturally throughout the main content as well as the meta description, page title, and URL.

You can conduct keyword research using paid online tools that show competitors' keywords, search frequency, ad cost, related keywords, and much more. Alternatively, you can [hire an SEO agency](#) so you can save time and avoid investing in research tools.



2 Use Proven Formats

Certain content types attract more attention than others. Users are drawn to familiar, value-packed, and easy-to-digest formats.

We recommend trying your hand at these content types:

List Posts: "5 Ways to Reach Your Target Audience Online"

How-to Posts: "How to Create a Calorie Deficit to Lose Weight"

Success Stories: "How I Replaced My Full-Time Income in 2 Months"

3 Publish Content Consistently

You'll have better luck getting SEO to work in your favor if you produce unique, high-quality content on a regular schedule. Implementing a thoughtful and consistent content strategy will help your content rank higher in search engines.

Not to mention, consistency helps you build brand awareness, establish authority, and increase trust. These benefits all contribute to keeping your audience coming back for more.

Don't have time to publish content on a regular basis? **We can help.**




4 Write Effective Headlines

Headlines are arguably the most important component of creating traffic-driving content. After all, it is the driving force behind a user deciding whether or not they want to click onto the page.

Here are our top tips for writing appealing headlines:

- Use numbers and data points to boost engagement.
- Be unique; do a quick Google search to check for identical headlines.
- Be direct and accurate to attract the right reader.
- Increase interest by using a colon or hyphen.

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