

Best Practices for Website Design and Development: Driving Traffic to Your Website Using Kentico CMS



Driving Traffic to Your Website How Kentico Makes it Easy

It's been said that a website should be your cheapest salesperson—an always on, 24/7/365, one-stop resource about your company, available products or services, competitive positioning, and enough tailored calls-to-action to persuade a visitor to express interest. No human can come close to providing these services. But how do you get your website to do this? It starts with traffic.

When thinking about driving traffic to your website, one question is fundamental: Do you want quantity or quality? If your business is new (or your product is in beta) and your goal is to get the word out, then quantity is key. Furthermore, if your product has broad appeal, quantity is arguably better than quality. Most clients tell us, however, their goal is to increase the number of qualified visitors to their website. There are a number of ways to accomplish this goal, but one sure-fire investment that has an immediately trackable ROI is search engine marketing.

Search Engine Marketing (SEM) is about adapting your online presence and web assets to enhance your brand online, increase website traffic and lead conversion, and overall increase leads and ultimately sales. Search engine marketing has many facets, including analytics, data feeds, information architecture, calls-to-action, and landing pages. But the two most popular are search engine optimization and pay-per-click advertising.

Search engine optimization (SEO), also referred to as organic search or natural search, refers to listing results that are produced by search engine indexing algorithms rather than sponsored links (see image below). Search engines rank the search results according to your website's relevance to the search terms. Relevance is determined by many on-page and off-page factors, and each search engine has its own unique algorithm to determine relevance. A search engine's algorithm criteria changes regularly in a continual process of attempting to deliver credible, optimal results to its users. The higher a site scores against the requirements, the higher ranking it will receive in organic results.

Pay-per-click advertising (PPC), also referred to as paid search, is a pay-for-performance bidding system that enables bidding for placement within search engines such as Google, MSN, and Yahoo (see image below). When used effectively, a paid placement strategy can increase qualified site traffic, boost sales potential and lower acquisition costs. The key to effective paid search is in-depth strategy planning, key phrase analysis, expert copywriting, tailored calls to action, and detailed reporting and analysis.



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Other starter tactics to drive website traffic include:

- Place your website URL in your email signature
How many external emails do you send in a given day? Make sure your email signature calls attention to your site.
- Submit your URL to search sites and directories
Doing so helps to ensure all of your pages are found, indexed, and available for display when a search is performed.
- Email your community to announce the launch of your website
Use your eNewsletter (you do have an eNewsletter to maintain customer contact, right?) to announce your new site to clients. Be sure to emphasize how the site benefits them.
- Issue press releases
Not only do press releases serve as a good link-building activity, but few ways are better to generate traffic in a short period of time.

And finally, ensure your site is optimized to cater to different types of visitors with proper information architecture and calls-to-action. That way, no matter how a visitor arrives at your site, you can be confident that if they're qualified, they'll respond—the most important end result of increased website traffic.

How the Kentico CMS for ASP.net Content Management System Makes it Easy to Drive Traffic to Your Website

Kentico CMS for ASP.net CMS makes driving traffic to your website easy, and gives you the tools you need to maintain excellent search engine rankings.

From a pure SEO standpoint, Kentico forces you to enter content for meta tags including the title tag, description tag and keyword tag, making your site compliant with SEO best practices. Also, every page on your web site automatically has its unique URL without any extra parameters, such as ?tabid=7498 that might not be understood by the search engine robot. Kentico's CMS provides URL aliasing, which enables creation of simple, readable search engine friendly URLs. You can also create custom URLs for each marketing campaign.

Kentico comes with an eNewsletter module. The eNewsletter module helps you quickly set up a newsletter, display a sign up form and author newsletter issues. You can create either a static newsletter that is created manually by the newsletter editor or you can configure a dynamic newsletter that sends the page of the given URL to all subscribers on a specified interval.

The News feature provides an easy way to incorporate news articles and display them on your website. You can schedule their publication and expiration dates.

Kentico also enables you to quickly and easily set up forms, such as event registration and white paper download forms, to capture visitor data. With Kentico CMS BizForms module, you can easily create and publish simple on-line forms without programming. All you need to do is define form fields and add the form on your page.

From a social media and community standpoint, with Kentico's blog, forums and polls modules enables you to create and disseminate content that will keep your target market coming back and referring friends. These modules enable you to incorporate today's most popular and effective social media tools into your website in minutes.