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Methodology to Get Organic Traffic to Website

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Abstract: ***There are almost over a billion websites present today which can be accessed by the common internet user. And this number is increasing every second. Competition no doubt is increasing day by day for companies those who want to get traffic on their websites as these websites are the basis of their business to get in contact with customers from around the world. There are many ways in which these business owners can generate traffic by passing to various SEO (search engine optimization) Services and get their websites ranked on search engines such as GOOGLE, but the main obstacle here is that these business owners are mostly new and they do not have much capital to spend on SEO Techniques. Hence, to help these people there are various techniques through which we can generate organic traffic which is totally free of cost.***
Keywords: Organic Traffic, Websites, Free of Cost, Internet, SEO (search engine optimization)

I. INTRODUCTION

In today's world there are more than 3.5 billion people who access the internet world wide, who use websites for some or other purposes. According to inetrnetlivestats.com there are over 1.5 billion websites on the world wide web today. The level of competition can be sensed from the above mentioned stats. World Wide Web is the full form of the commonly used term " WWW ". It was created by British CERN physicist Tim Berners - Lee in 1990. In 1933, on the 30th day of April, this world wide web was made freely available to use for all people. The world's first website was info.cern.ch. It was launched online on 6th August 1991 in France.

According to wikipedia.org - A website (also known as web site) is a collection of pages and related content that is identified by a common domain name and published at least on a server.

During the early stages of this world wide web, internet and websites, websites were mainly used by big public and private organizations. The main focus of these websites was just to provide basic information or basic services provided by a particular organization or business but now things have changed drastically and these websites are not just used to give basic information but they are also used as a way of

Between client and owners, social networking, selling products.

According to the world's leading website visitors monitoring site visualcapitalist.com, top 10 most visited websites in the world are:

1) Google.com with an average 92.5B monthly visits.
2) Youtube.com with an average 34.6B monthly visits.
3) Facebook.com with an average 25.5B monthly visits.
4) Twitter.com with an average 6.6B monthly visits.
5) Wikipidedia.org with an average 6.1B monthly visits.
6) Instagram.com with an average 6.1B monthly visits.
7) Baidu.com with an average 5.6B monthly visits.
8) Yahoo.com with an average 6.1B monthly visits.
9) Yandex.com with an average 3.2B monthly visits.
10) Amazon.com with an average 2.9B monthly visits.

The above mentioned list contains websites of various genres such as search engine, TV movies and streaming social networks and online communities, encyclopedias, online shopping, etc. This proves that websites are no more a place only to gain basic

Information but it has become much more than that as people from around the globe started launching new websites, integrating their businesses, these websites started competing against each other thus increasing the scope of competition among each other. As a result, now there are more than a million websites in the exact same genre but with different owners.

For being able to get a lead in this game of number of visitors it is necessary to generate traffic on our website. This goal can be achieved through paid marketing. This is easy to achieve but is not possible for small business owners and people with less capital to invest just on marketing of their website. So, it has to be in some other way and that way is generating organic traffic.

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II. ORGANIC TRAFFIC OVERVIEW

Organic traffic can be understood as the viewer who is visiting the particular website without any paid advertisement or paid networking activities over the internet. The owner of the website gets the visitors on the website naturally without spending any money over the internet.

Paying for online services is the simplest and easiest way to get traffic on websites but it has its own limitations. Not all organizations can afford to pay for the online services which provide traffic which helps in promoting a website in return of money. Not all organizations can pay for traffic generation continuously for a long period of time.

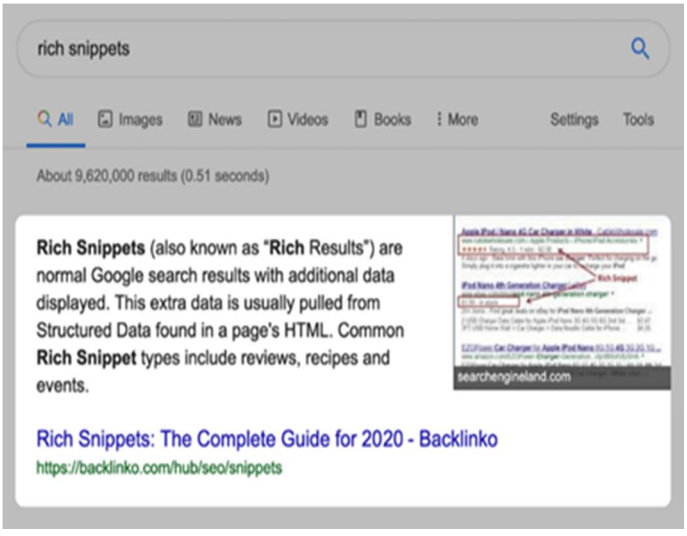
This is the main cause for such a great demand for generating organic traffic as it is the best solution for getting visitors over a website. Before learning how to get traffic on our website we should learn how Google Analytics defines website traffic or how it measures website traffic.

1) *Page Viewer:* A page viewer happens whenever a user loads or uses a webpage on their device through a browser the number of page viewers increases as the number of viewers visit the website.
2) *Session:* Each time when a user visits a website Google Analytics records it as a session if 'session' begins on the very first page where the user enters in a website and it ends on the last page which the user sees before exiting the website or becoming inactive.
3) *Users:* According to Google analytics every unique visitor is known as a 'user'. Each time when a new/unique user visits a website, they are allotted a unique ID that tracks their recurring visits. If the same user visits a website multiple times then Google analytics will associate those sessions with that same user and it will be marked as a single user not multiple user.

III.METHODOLOGY TO GET ORGANIC TRAFFIC

Now the main Question arises: how can we grow organic traffic on our website? And there are a few simple and easy tactics which could be applied in order to produce traffic on websites organically.

1) *New Ways to Implement key on Websites:* Even the strategies which are being implemented from a long time have a fall loop holes in it. Because new and more relevant keywords are arising all the time. Adding new products /survives opens up a whole new opportunity for adding keywords.
2) *Identifying and Fixing the Keywords that are non-Performing:* Non performing content is defined as the content which does not help in tracking viewers to the website thus resulting in less traffic. If a particular website has a lot of non-performing content then search engines get snarled up crawling the content which is either ineffective or non-effective content.
3) *Make your Grip on Featured Snippets:* Google has introduced featured snippets. These snippets results aim to answer a searcher's question directly in the results page. This means that the users do not need to leave Google to find the information that they are looking for.



Featured snippets does not mean that fewer people are being directed to the website. But Hubspot's Matt Barby found that featured snippets had actually increased the organic traffic on his website with a huge margin of visitors.

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4) *Using Long Tail Keywords:* Writing good content is as necessary as writing long tail keywords. A good content is always incomplete without long tail keywords. Focusing on long tail keywords can increase organic traffic to a large extent. Long tail keywords are nothing but a mixture of three to four keywords. For example, just by adding "near me" in your content can increase the rank in the search engines drastically.
5) *The Keywords Should be Placed Strategically:* When ranking on the search engines is the top most priority then we should place the keywords in the following locations-

a) H1 heading
b) Title tag
c) At least two H2 heading
d) The first 100 words
e) Organically in the body

6) *SEO:* Full form of SEO is Search Engine optimization. This is the set of instructions which helps us to rank the website and get organic results, and generate more traffic on the website. In today's world this technique plays an important role for the Owner for targeting their customers, and generating more revenue respectively. SEO depends on many aspects such as [Mobile Optimized, Speed of Pages] etc.

This technique helps us to know the customers/user's needs, what they actually want from the websites. And because of this we can optimize the website and change it as per the market requirement. SEO helps us to beat the competition and reach out to the target audience.

a) *On Page SEO:* On page SEO also known as On Site SEO, and it comes after Technical SEO. In this type of SEO, content plays an important role meaning quality content is required so that users spend some time on the website. Activities which come under On Page SEO are dynamic which means activities change from time to time.
b) *OFF Page SEO:* Off page SEO also known as off-site SEO, it comes after On Page SEO. This technique is static, meaning not that much changes in activities required as in the case of On Page SEO. Some of the Off Page SEO techniques are [Social Media, Link Building, review etc.]

7) *Backlinks:* Backlinks are the links which help people to redirect from other websites to your website. Links are almost 50% times responsible for ranking a website on search engines. More links we use from other Authority Sites, the more dominant websites will be.

IV. CONCLUSIONS

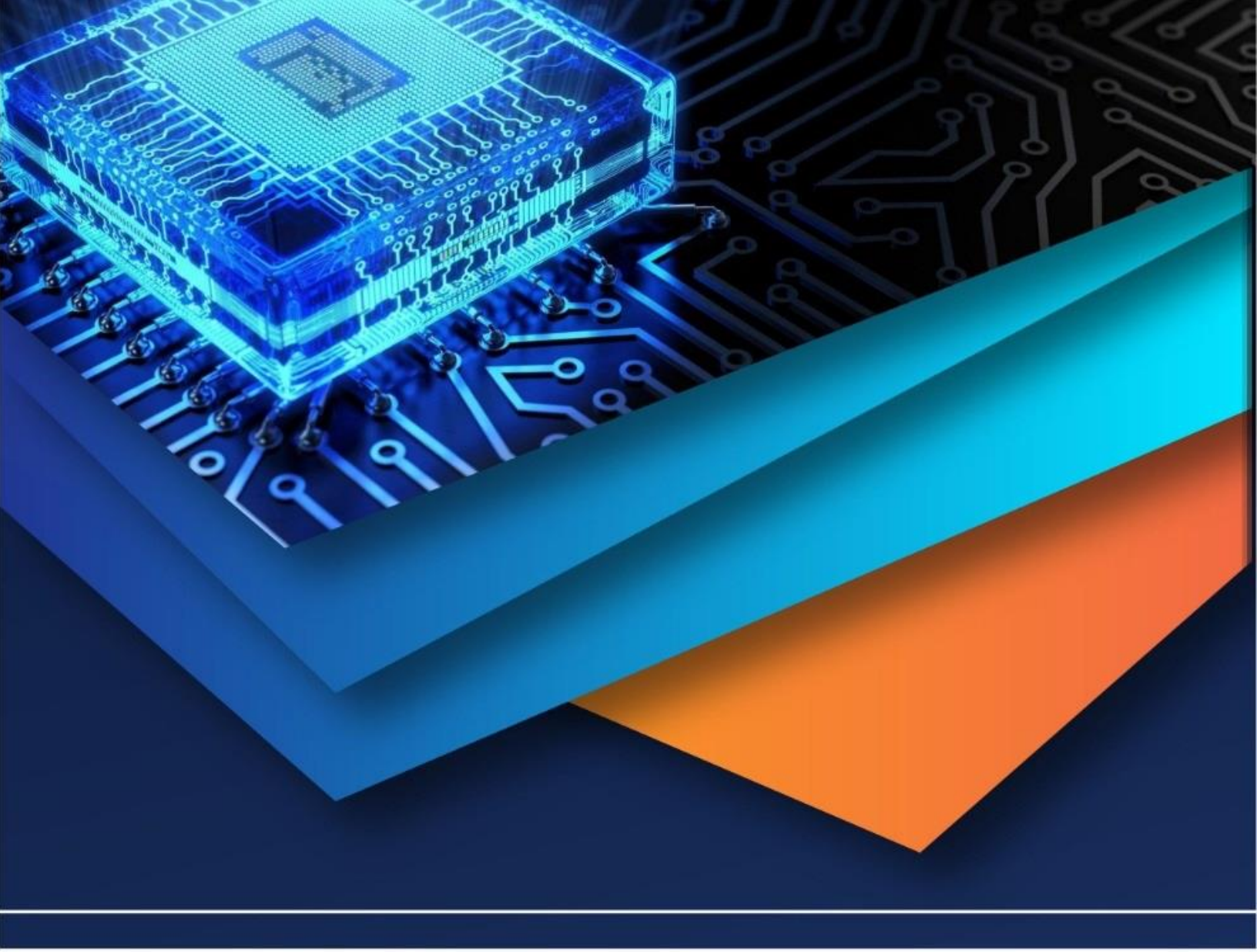
Generating Organic traffic is not a very goal to be achieved unless and until the content that is displayed is good and can connect with the audience. The above mentioned techniques can surely boost the traffic on a website organically as these tactics are tried and tested multiple times and have given great results to many users who have tried them. In today's world where competition is increasing day by day and new websites are being put up on the internet every second it has become necessary to use these techniques which can generate organic traffic on a website otherwise the website will fade away in this race of numbers.

V. ACKNOWLEDGMENT

We are grateful to Ms. Nidhi Sharma (Assistant Professor, Sharda University) for her guidance in our project work who in spite of being extraordinarily busy with academics, took time out to hear, guide and keep us on the correct path. We cannot imagine where we would have been without her help.

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