**6 Ways to Immediately Boost Your Social Media Traffic （Traffic from Social Media）**

As we all know, social media has the ability to be a major source of traffic to your site. The larger presence you build on social media, the more you can rely on steady social media traffic to your site.Therefore, Increasing the Social Media traffic is important. Here 6 ways to get your social channels and ultimately to your website.

First, inspiring your audience with visuals. First impression are essential. Because people want their visual content to help make sure their purchasing decision are valid, when customers are able to view a product video or demo, they are more likely to make a buying decision. On social media, you have to use visuals to drive your traffic to your website, the best visuals in social media should have those uncharacteristic: high level photograph, visuals telling a story, consistently on point and well-planned and so on. Secondly, making your content easily shareable. Due to living in a mobile ages, most people spend on social media by mobile device. Your content has to be easy to read and simple to share. Share buttons on mobile are critical to drive social media traffic. How to increase the sharing? First, using the social media plugins and button. Various plugin can be used to spread your content via social media. For example, click to tweet button is easy and without leaving the page. Thirdly, improving your SEO. While you want it to be easy for readers to share your content, you need to make sure your content are being shared correctly and effectively, which means you have to upper your search engine optimization best practices. When you buildup a quality of content, you can encourage external sites to link your site with social media. Fourthly, knowing when your audience is listening. The key to build following is all within consistency. Keeping a daily publishing schedule is crucial to effective social media traffic building. Trying to use social media calendar to make sure that your are speed on each channel. Optimizing your post item through a social media calendar can be the differences to seeing a change in your social media traffic. Fifthly, doing research on your competitors. Finding out how your competitors are doing is a tried marketing strategy, which is easily located key performance metric to see how similar audience to respond to competitors social post. Trying to get as insights from your competitors then giving you a better idea to build an audience on social. The last one is continuously engaging with your audience. Keeping your audience engaged is on one of the most important aspects of your social media management. While you do not need to spend every moment to wait your customers, you have a duty to provide the best customer experience.

As a word, social media traffic is important to build a good business. Therefor, Increasing your social media traffic with efficiently managing your social channels.

**Reference:**

York,A. (June14,2916). *6 Ways to Immediately Boost Your Social Media Traffic*. Retrieved from:

https://sproutsocial.com/insights/social-media-traffic/