

How to Drive Traffic to Your Website

START



Social Media

Establish a social media presence by posting consistently, even if you don't have anything new to share. Take a common question that constituents ask about, such as how to submit a tour request, and give them the answer through Twitter, Facebook, etc.



Branding

Whether it's a logo or color scheme, create visual elements that constituents can associate with your office. Incorporate simple yet memorable graphics into your website, social channels, newsletters, etc. to make your office's brand more recognizable to your constituents.



Referrals

The simplest way to get constituents to your website is by directly referring them there. It can be as simple as addressing a constituent's comment, question, or concern and adding, "You can find out more on our website: (insert link here)."



Newsletter

Encourage constituents to opt in to your newsletter, and contact them regularly with timely announcements and evergreen reminders. Link the content in your newsletter back to your website so they always know where to look for more information.



Analytics

Use your website's analytics to gain insights into your visitors and inform your design decisions. Are constituents visiting the pages you want them to visit? Track user behavior and optimize your site to fix or fit the goals of your constituents.



Redesign

If you're still thinking, "What else can I do?" Then it may be time to give your website a brand new look. A new logo for your office and a new layout for your site might be just the thing to keep constituents coming back.