How to Increase

Your Pageviews Per Visitor

Create great content and make sure it is optimized

● Though there are many tactics that you can rely on when it comes to improving pageviews, what matters most, is the quality of the content you have on your site.

● The better the content on your site, the less that you have to convince people to click around.

● Make sure that you put effort into creating great content, above all else.

● Doing so will make everything else we're going to cover more effective and easier to pull off.

● If you're interested, we've covered here and here, how you can create effective content.

● You'll also want to make sure that you've done some basic SEO optimization for your content, too.

● This will make it easier for you to rank content in search engines.

● You can use a plugin, like Yoast SEO, if you want to improve the optimization of your content.

● Now that we've got that covered, let's explore the first thing that you can do to improve website page views.

Create evergreen content

● Another way that you can improve page views is by placing a focus on creating 'evergreen,' content.

● This is content that will still be relevant for months, and perhaps even years, to come.

● A lot of blogs find that it is their evergreen content that brings in the majority of their traffic.

● So create something that is in-depth and highly informative.

● 'How to' posts tend to fit this criteria well.

● If you want to really corner a section of the internet with an evergreen piece of content, try and niche down what you're looking to create.

● You may want to take a look at the majority of visitors that are coming to your site and work out what they're primarily trying to learn about and get better at.

● You can do this by using Google Analytics and analyzing visitor data.

● Once you have that information, you can then create a resource for just those people.

- Alternatively, you might want to take a look at your existing customers and figure out what they searched in order to find your site and what content encouraged them to get in touch with you and buy from you.

- You can then use that information to create evergreen content that matches the criteria you unearthed above – creating content that appeals to people who are likely to become customers of your business.

Creating a great user experience

- You can also improve website page views by improving the user experience of your website.

- This might sound like a strange thing to work on, if you're looking to improve pageviews.

- But, it all makes sense, when you take a look at one of the things that fundamentally influences pageviews in the first place.

- And that is…People will want to use your website more, if it is easier to use.

- Think about it – don't you want to spend more time on a website that has a great user experience?

- And so, if you look at it from that perspective, it is clear to see how improving website user experience can lead to more page views.

- Knowing that – what can be done, in order to improve user experience?

- One of the first things that you can do is to make your website load faster.

- People are becoming increasingly accustomed to things that are quicker.

- If your website lags behind this trend, visitors won't have much mercy and they'll just click the back button.

- That might sound harsh, but, unfortunately, that's just the way that it is.

- And, there's data to show that a 1 second delay in website load speed can result in 11% lower page views.

- Thankfully, improving the load speed of your website is not all that difficult.

- And, with a few tweaks, you can definitely make some easy changes in the page load speed.

- You can even use a tool provided by Google, called PageSpeed Insights, to help you figure out what is slowing down your website's page load speed.

- Another way that you can improve the user experience of your website is by removing anything that could be seen as 'intrusive.'

- Now sure, you'll need to display a pop-up from time to time, but you don't need to barrage visitors with so many that they're unable to read the content they're interested in.

- The same philosophy also applies to any ads that you're looking to display, too.

- Try and space your ads out and don't have so many ads that people can't enjoy the content that they're reading.

- Plus, if you have too many ads, people might just end up clicking on them, causing them to leave your website – harming your ability to generate more pageviews.

- Additionally, you'll want to put a lot of effort into displaying ads that relate to the topic your site covers.

- Sure, there may be some targeted ads on your site right now, but question what can be done to make them even more targeted.

- This is another way that you can potentially improve the user experience on your site – albeit a slightly unusual one.

- Pop ups and ads can be important for financial reasons, and yes, you probably want to make money from your site – but don't do it at the expense of ruining your website's user experience.

- Because, by doing so, you may just hurt the longevity of your website – reducing profits in the long term.

- You can also improve user experience by making your website simpler.

- A simple website is a website that is easy to use.

- By eliminating clutter and distractions, you'll be able to make it so that the content is front and center.

- This gives people a chance to engage with what you have to offer.

- And, if they enjoy what you have presented them with initially, they won't mind poking around other parts of your site to see what else you can impress them with.

Have a sidebar that promotes related content

- You'll want to use your website's sidebar to display a related content section and a search feature, too.

- It's a good idea to make sure that you tag your posts properly, so that it is easy for people to find related content and also so that the sidebars work as they should.

- Having a related content sidebar is great, because it is a subtle way of nudging people to read some of your other content.

- The use of a search tool is ideal, too, if you want to make it so that people can easily search for your opinion on a matter that relates to the topic you're blogging on.

- You may even want to experiment with a 'popular posts,' section.

- You can also have a section at the end of your posts that promotes other pieces of interesting content.

- As you do this, it may be worth split-testing the way that you promote related content.

Promote old pieces of content (and do a better job at promoting existing content)

- Another way that you can improve page views is by promoting old pieces of content.

- It will be easier to promote old pieces of content if you have created evergreen pieces.

- Social media is also a great way to promote old pieces of content.

- You can promote old pieces of content by using Buffer.

- However, when you're promoting old pieces of content, you may want to use different forms of copy.

- Essentially, people might become 'blind,' to a piece of content, because they have seen you promote it already.

- However, if you're promote it using another 'benefit,' the people who weren't inclined to click on your content before may now be intrigued.

- For example, if we were promoting something to do with page views, one social media post might say – 'How to improve page views,' and another might say 'Why you NEED to get rid of content publishing dates.'

- Both relate to the same topic, but hit on different issues.

- We also mentioned above that you need to do a better job at promoting new pieces of content.

- More specifically, we're talking about email outreach designed to attain links.

- If you do a good job at email outreach and you manage to successfully attract some important links, your website will generate more page views in the long term.

- This is mainly because your content will achieve better search engine rankings.