



## An Overview of Organic Traffic To Websites Through Social Media

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### ABSTRACT

Use of internet & websites is very common in today's digital era. Most of the public & private organizations have their websites. Since last decade organizations started using websites for business. In this decade most of the businesses developed their business around websites. This means website is a core of their business. Competition is increasing day by day between websites. For being ahead in competition, spending money for online marketing is easy way. But most of organizations can't afford to pay for traffic (visitors) to their websites. Hence it is necessary to generate free traffic to their websites which is known as 'Organic Traffic'. Organic traffic can be generated by various ways but this research focuses on organic traffic generation through social media sites. This research consider Facebook, Twitter, YouTube etc social media sites.

### KEYWORDS

Organic Traffic, Social Media Marketing, Traffic Generation for Website

### Introduction:

In today's digital era when world is connected digitally there may be hardly any literate person who doesn't know about websites. According to [www.thecultureist.com](http://www.thecultureist.com) there are 3.4 Billion unique internet users worldwide, who use websites.

'World Wide Web' is commonly addressed as 'www'. It was created by British CERN physicist Tim Berners – Lee in 1990. On 30<sup>th</sup> April 1993 World Wide Web was made freely available to use for all people. World's first website was **info.cern.ch**. This was launched online on 6th August 1991 within the border of France. Today there are more than Billion websites.

According to Wikipedia, 'Website is collection of related pages, including multimedia content, typically identified by a domain name & published on at least one web server'.

During the starting phase of Internet & websites, websites were mainly used by big public & private organizations. These websites were focused on providing information about organization. Websites were considered as a source for getting basic knowledge about organizations & nothing else. But with the time; scenario changed & now a day's websites are not only used for information gathering but also used for communication, social networking, entertainment, selling products & services, generating new leads, brand building, customer engagement etc.

According to world's leading website rating site [www.Alexa.com](http://www.Alexa.com), top 10 websites in world are

[www.google.com](http://www.google.com)  
[www.youtube.com](http://www.youtube.com)  
[www.facebook.com](http://www.facebook.com)  
[www.bindu.com](http://www.bindu.com)  
[www.yahoo.com](http://www.yahoo.com)  
[www.wikipedia.com](http://www.wikipedia.com)  
[www.amazon.com](http://www.amazon.com)  
[www.qq.com](http://www.qq.com)  
[www.twitter.com](http://www.twitter.com)  
[www.google.co.in](http://www.google.co.in)

This list contains search engines, social networking websites, online retail website, entertainment website & informative website etc. This shows there is variety of website themes & website is no more only information providing place.

Scope for use of websites emerged with time. This attracted

people & organizations all over the world to launch new websites. As people started introducing new websites, it started competing with each other. Today there are millions of websites on same themes.

For being ahead in website competition it is necessary to generate traffic on website. This can be done through paid marketing activities online. But that can't be affordable all the time to all the organizations. So, there is need of free website traffic.

### Objectives of the study:

- To understand concept of organic traffic
- To know various methods of generating organic traffic through social media

### Research methodology:

This is a secondary research focuses on secondary information. Information is taken from websites, books etc.

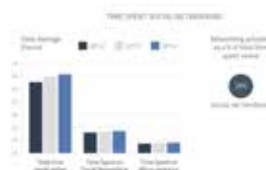
### Organic Traffic:

Organic Traffic is traffic got through unpaid search results. In simple language organic traffic is website hits got through unpaid marketing activities on internet. Website owner need not to spend money to get traffic.

As anybody can understand spending money to get traffic is simplest & easiest way. But it has its limitations. Not many organizations afford it & even if they afford it cost them huge. Only few can pay for traffic continuously for longer time.

This causes need for traffic generation without spending money. Organic Traffic can be a best solution for this. This research focuses on organic traffic generation through social media.

Social Media websites allow individuals & organizations to share information & communicate with each others. Three of world's top ten websites are social media websites. Two billion people use social networks.



**Graph1 . Time Spent on Social Networking**

People spend 28% of their time on internet to use social media. The average time spent on social media user/day is 103 minutes. This is the scope for marketers to engage social media users & generate organic traffic.

Following methods can be used to Organic Traffic generation:

#### Through Facebook :

According to Alexa website rankings, Facebook rank third among top ten websites in world. It is having more than Billion registered users. Following methods can be used to traffic generation through Facebook.

**Fan Page:** Facebook fan page is a must for any website. It should be with same or similar name of website. Users can join page by liking the page. Photo, video, links, news, announcements can be shared through page. Users can watch, like, share on the content.

**Share Pictures:** Attractive pictures of products, offers etc can be shared on fan page. When users see this they get attracted to it & search for the website.

**Share Links:** This is most important method. In this method website links can be shared on fan page. Users see these links & when they click on links they will redirected towards website.

**Share Video:** Entertainment websites like [www.tvfplay.com](http://www.tvfplay.com) can use this method. In this method new videos can be shared on fan page. When users click on video either they see the video or they will be redirected to website to see video.

**Share News:** Social media has huge reach amongst people so it can be used as to share news. Most of the private & public organizations share news on Facebook these days. As soon as user read any interesting news they will search & visit the website.

**Make Announcement:** This method can be used to make important announcement. Here announcement can be made on Facebook in short. When users read announcement they will visit website to know more about it.

**Personal Profiles:** Individuals can use their personal profiles for generation traffic. Famous personalities can use this method more effectively. These people may have large numbers of followers. When these famous personalities share any picture, link, video, news etc more & more people start searching for the website.

#### Through Twitter

According to Alexa website rankings, Twitter rank Eighth among top ten websites in world. It is having more than Billion registered users. It can be used for generation of traffic similar to Facebook. Most of the methods used in Facebook for generating organic traffic can be used in Twitter. Apart from that following methods can be used.

**Twitter Handle:** First & basic step is to create a Twitter handle. It is nothing but a Twitter account which can be same or similar name of website for which organic traffic is required. It is important to have name of Twitter handle similar to website. Because similar name remind users about website & they will not get confuse.

**Hash tags:** It is most important method on Twitter. While posting any tweet 'Hash tag' symbol can be typed with the word which may be important or interesting for users. When other Twitter users search for that particular word on twitter they will see that particular tweet. It is recommended that hash tag must be used in every tweet. Hash tag should be typed with the word which is essence of the tweet.

If we take example of apparel website, while making tweets

hash tag can be used with the word fashion or cloths. When people make search for fashion or clothing on twitter that particular tweet will appear.

**Use of @ Mentions:** By using '@ Mentions' tweet can be targeted to particular tweeter account. This can be used to convey messages to influencers. If influencers retweet, then the tweet can be seen to his followers. This can cause traffic to website.

**Contest:** Simple contests can be organized on Twitter handle like guess the person/ product, what is the correct answer etc. When users submit their answer they will be redirected to website for knowing right answer.

#### Through YouTube:

YouTube is a video sharing portal where users can upload, watch, like, share videos. Broadcasting live session is also a feature. According to Alexa website rankings, YouTube rank second among top ten websites in world. It is having more than Billion registered users. Traffic generation through YouTube is different than Facebook & Twitter.

Following methods can be used to traffic generation through YouTube.

**Story Telling:** Every individual or organization has its story & people like to hear stories. YouTube video is a great way to tell story behind creation of organization or website etc. If people like the story, find it interesting then they can share the video. This will result in increase of web traffic.

**Information Spreading:** YouTube can be used for spreading information about product, service, organization, website etc. Informative video, customer testimonials can be uploaded on YouTube which will motivates users to visit website.

**Product Launch:** Whenever any new product get launch on website, it can also be launched on YouTube. This YouTube product launch will create curiosity amongst users & motivates them to visit website.

**Product Promotion:** Product, service, website can be promoted through YouTube videos. It can be promoted by actually using it in the video. A good example of this method is [www.commanfloor.com](http://www.commanfloor.com) which was promoted by TVF in their web series Permanent Roommates.

#### Conclusion:

In today's digital world use of internet & website is a must for each & every organization. Many of the business are based on website & there is a huge competition between various websites. Attracting customers through paid marketing activities is not possible & not affordable to all organizations, all the time. So it is very much important to attract customers to website through unpaid search result which is 'Organic Traffic'.

Organic Traffic can be generated through various methods. Generating traffic through social media is easy as compare to other methods. Facebook, Twitter, YouTube can be employed for generating organic traffic to websites.

Use of these social media sites is free & easy to understand. One or more social media sites can be used at a time for generating traffic. If proper methods followed then huge organic traffic can be generated without much effort. Hence we can conclude that use of social media sites is important & must be done to generate organic traffic by websites from all segments.

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