MORE TRAFFIC MEANS MORE CUSTOMERS TO YOUR DRUPAL WEBSITE

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How are Drupal websites used?

- Corporate websites

- Governments portals/websites

- University websites

- Resource directories
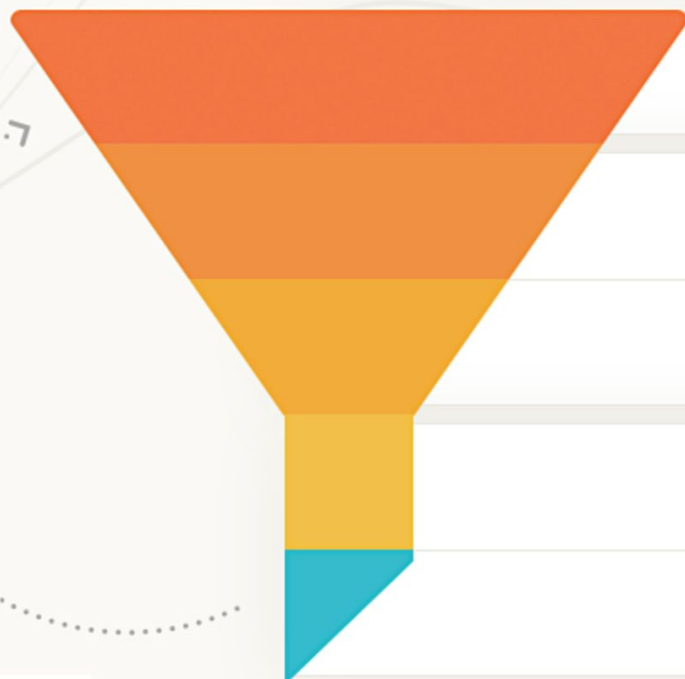
- E-commerce websites

HOW DO YOU INCREASE CUSTOMERS?

Generate leads, increase conversions, and get customers

Marketing Funnel

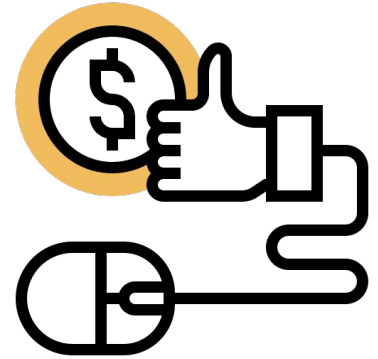| Stage	Channels/Tactics
Awareness	SEO, E-Books, Whitepapers, Online Ads, Videos, Direct E-mail, Social Media
Interest	Case Studies, Whitepapers, Videos, Drip Campaign E-mails, Social Media, Newsletters, Webinars
Evaluation	
Commitment	Trials, Demonstrations
Sale	

How can we increase traffic?

Organic **VS** Paid

Increasing traffic

- Optimize your Drupal website to become a SEO friendly website

- Publish well organized content

- Links from external sources

- Social media presence

- Videos

- Email Campaigns

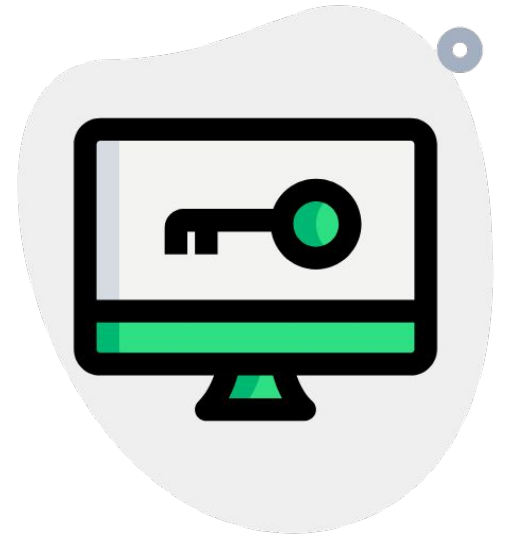- Use paid campaigns to attract visitors to your website

Optimize the Drupal website to become an SEO friendly website

- What is a SEO friendly Drupal website?

- Why is a SEO friendly website important?

Features of a SEO friendly Drupal website

- Mobile-friendly

- Speed

- Security

- Help to bots

Well organized content

- A Drupal page for a topic

- Use meta details fields to describe the website

- Use Drupal Canonical URL field

- Use header tags accordingly

- Meaningful URL alias

- Mention the keywords at the start of the content

  and end of the content

- Image alt tags to explain images

Links from external sources

- Links from websites with high domain authority

- Relevancy of the source

- Analyze competitor website linked sources

- Blogging

Social media presence

- Create pages in relevant social media platforms

  and use them actively

- Add the social media share options

- Create Drupal fields to update Facebook/Twitter/

  LinkedIn cards

- Use social media debugger tools

Paid campaigns

- Find the relevant platforms to run paid campaigns

- Create a digital strategy for the brand and review it

- Identify relevant target audience

- Execute the campaigns on best time of the day

Monitor analytics of the website

- Have a stats collection plan for the Drupal website

- Use free/paid tools to analyze data (Install Drupal modules would be beneficial)

    - Google Analytics, Search Console, Page Speed Tool, Mobile Friendly Check

    - Paid tools - Moz, Hotjar, Similar Web

    - Drupal Modules - Better Statistics

- Make decisions/forecasting according to the stats

Web visitor interest

- White papers/case studies

- Webinars/workshops

- Drip email campaigns

- Monthly newsletters

CTAs

- Contact Us

- Schedule a Demo

- Free Trial

- Sign up for Newsletters

- Subscribe to a Plan

- Download

Customer relationship management

- Salesforce

- Hubspot

- Zoho CRM

- Bitrix 24

THANK YOU

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