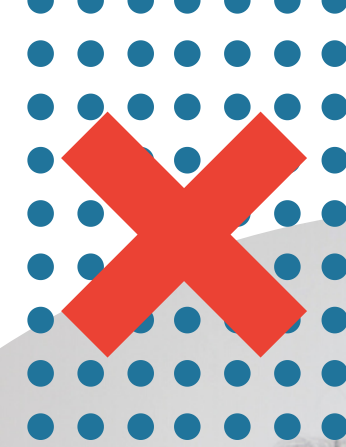


8 Reasons Your WordPress Site Gets No Traffic

by [Plugin Poets](#)





Introduction

A site without traffic is useless.

With heavy competition from other sites, *you need to stand out*. How? By identifying the reasons you're not getting any traffic — and fixing them. Here are 8 common culprits:





1. You have a slow-loading site

Imagine yourself eager to find information, only to be made to wait **one full minute** for a site to load. What do you do? You close that site and look for one that loads faster. That's why slow websites have higher bounce rates.

Site-loading speed is also one of the ranking factors for SEO. If your site loads quickly, it can rank higher in search engines, which could lead to more traffic and even sales.

2. You don't make good use of keyword research

A properly researched keyword could help you attract traffic easily. Extensive keyword research helps give you insight on popularity and competition.

Tip: Focus more on long-tail keywords. These are more specific and face fewer competition. Using these types of keywords also helps you rank higher on Google.

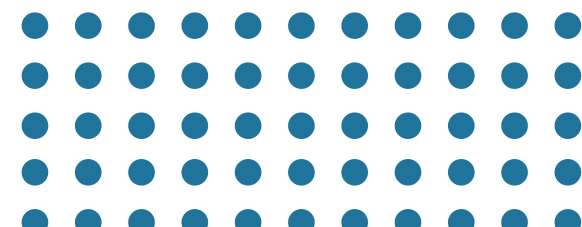


3. Your site is not user-friendly

A user-friendly website is laid out so that visitors can easily find what they need. Take time to think about your page design to make sure it offers optimal user experience.

Having a properly designed site helps lower your bounce rate and increases the average time visitors spend on your website.

Using great themes is one way to achieve this. Check out our [report on 20 awesome free WordPress themes](#).





4. Your posts have weak titles

Catchy headlines = more clicks. Maximize your post reach with a title that grabs your audience's attention and makes them want to read on.

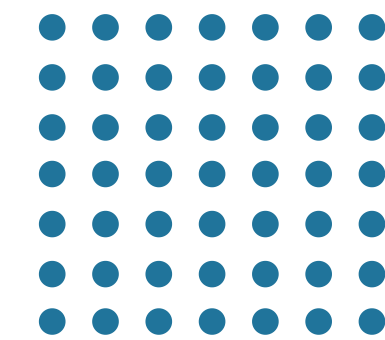
Here are some easy ways to create catchy headlines:

1. Use “how-tos”

- How to Clean Your Phone Without Alcohol
- How to Choose Your Next Computer

2. Include time

- Master Photography in 5 Days
- Bake This Brownie in Less Than 20 Minutes





3. Include numbers

- 10 Easy Steps to Financial Freedom
- 5 Things You're Doing Wrong

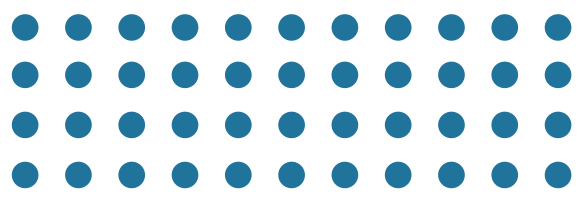
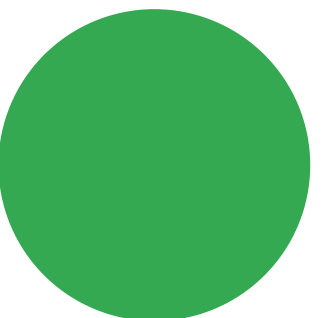
4. Include interesting words

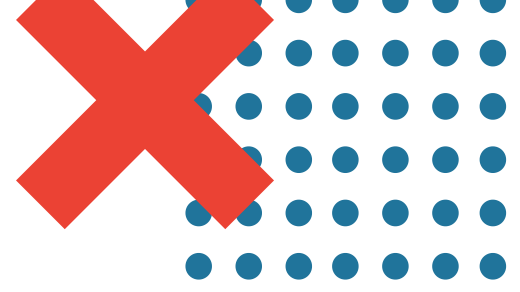
- 9 Proven Tips to Help You Lose Weight
- 10 Fitness Secrets No One Is Telling You

5. Show benefits

- Gain More Followers with This Simple Trick
- Increase Sales Using This New Marketing Technique

Tip: Include your chosen keyword in your title. This will help you rank higher. Also, keep your headlines under 70 characters so the full title gets displayed in search results.



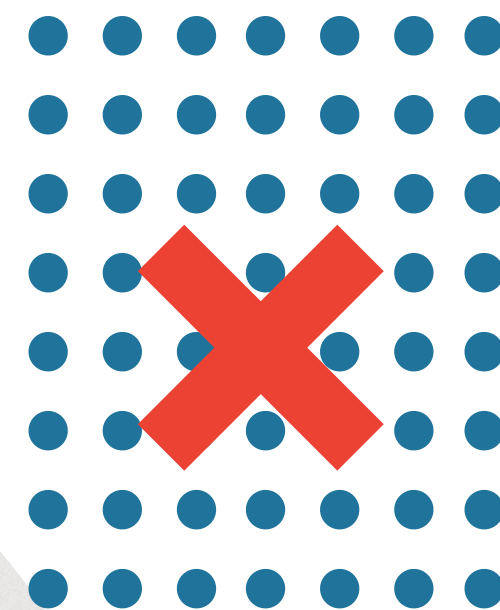


5. Your site is not secure

Site security is one of the indexing factors of search engines. A secure site not only helps you rank higher, it also gains your audience's trust.

Tip: Consider getting an SSL certificate for your site to establish security and trust with your audience.





6. Your site is not optimized for search engines

Search engines are the number one source of organic traffic. If your site isn't optimized for search engines, you're missing out on *a lot*.

This is why SEO, or search engine optimization, is important. For more on this, check out our report on [6 WordPress SEO Hacks to 4X Your Organic Traffic in 2020](#).

7. Your site is not optimized for mobile

Most traffic comes from mobile users. It's also one of the ranking factors of search engines. Make sure your site is mobile-friendly to help you attract more visitors.

One way to do this is by ensuring your site has a responsive design. This will make your site accessible to any device.





8. Your site is not optimized for social media

These days, almost everyone has a social media account. This is why it's important to optimize your site for social media.

Once your content is shared by someone in their social media, it's exposed to that user's network. This is a helpful way to raise brand awareness.

Tip: Create interesting and valuable content. Your audience will be more likely to share it, and your site will receive higher traffic in return.





About us

PluginPoets.com is the #1 provider of [premium WordPress plugins](#) and [ready-made WordPress sites](#).

Our mission is to help online entrepreneurs like you build WordPress sites that get traffic and sales.

Check out our [free online-business training](#) — and 2X your online business in half the time.