

A success of a website lies in constant traffic, particularly on returning visitors. If a visitor keeps return to your website from time to time, it means he has more trust in your website and content, it also becomes easier to convert a returning visitor into paying customers.

There are a lot of ways through which you can keep your customers coming back to your site, some of them are:

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Start A Blog:

Starting a blog (online journal) is a great way to engage with your visitors and let them keep coming back to your website. You can start a blog about your industry, keep update it with fresh content with latest news & articles. This will build-up your credibility & make you authority about your topic. Search Engines love fresh content and by updating your blog consistently will also help you getting more organic traffic to your website and an increased exposure.

Start A Forum:

Starting a forum is another way to keep your visitors coming back to your site. By installing a forum on your website, you give the opportunity to your visitors to participate in discussions, voice their opinions and interact with their peers. As the conversations buildup & continue, your visitors come back to your site more often and spend time on the forum. Normally a forum also has an email notify option through which members get notified as new reply is posted on a specific thread, so this also help them getting informed and keep coming back.

Update your website With Fresh Content

Updating your website with fresh content regularly so that every time your visitors come back, they will have something new to read on your site. This is one best ways to attract repeat visitors to your website.

For example, you can publish articles, news about your industry or website topic in your blog or news section. This will not attract the repeat visitors but also increase the organic traffic to your website. It is very important to keep your site updated with fresh content for repeat visitors as well as to attract new visitors because no one will want to browse a site that looks the same over ten years.

Offering a Free Service or Tool:

By offering free service or giving access to a free tool on your website can help greatly in returning visitors.

For example, if your website is in Internet Marketing or [Seo](#) Niche, you can offer them [free backlink checker tool](#), [domain authority tool](#) or similar kind of services, that your visitors can find helpful and return often to use it.

Similarly if your website is related to health and fitness, you can offer some related service or tool to your visitors, for example, [body mass index checking tool](#)

Carry Out Polls or Surveys:

Other forms of interaction for your visitors that can help you increasing your website traffic is carrying out surveys and polls that are relevant to your website's target market. They offer a quick way for your visitors to get involve in your website. By publishing the survey or poll results on your website can make them visit often to find out about the results.

Hold Puzzles, Games & Quizzes :

By providing your visitors some interesting and addicting kind of entertainment such as games, puzzles and quizzes can also help your website to retain the visitors for longer period of time and keep coming back often to play. You can also hold competitions to award the high score winner to keep people trying continuously to earn the prize.

Whatever method you use on your website for repeat visitors or to gain more traffic, it is

very important that your visitors don't get bored when they are on your site. So, consistent effort is required for using any of the above mentioned methods for keeping your visitors engage and interested while they are on your website.

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