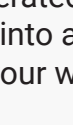
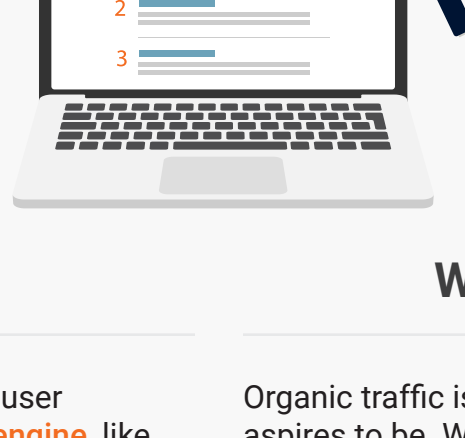


# Understanding Your Website Traffic Sources

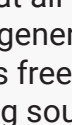
Knowing where your traffic is coming from is important to creating a sound digital marketing strategy for any B2B business. Your website traffic sources tell you a lot about the overall health of your website, the state of your online presence, how to enhance your user experience, and where to improve and optimize your website for best results.

Let's explore **six sources of website traffic**, what they mean, and why they matter.

## Organic Traffic



What is it?



Why it matters

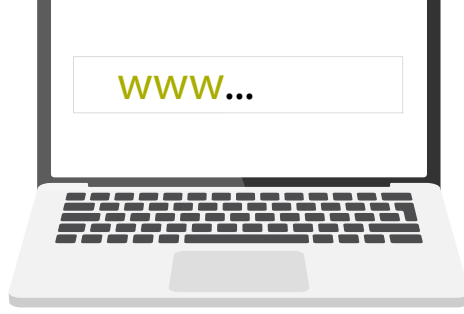
Organic traffic is generated when a user enters a search term into a **search engine**, like Google, and selects your webpage from the search results.

Organic traffic is what all **inbound marketing** aspires to be. While generating qualified leads with organic traffic is free, you still have to put effort in by leveraging sound SEO practices.

SEO is **70%** more effective at driving sales for your business than PPC.

— [Databox](#)

## Direct Traffic



What is it?



Why it matters

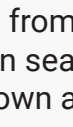
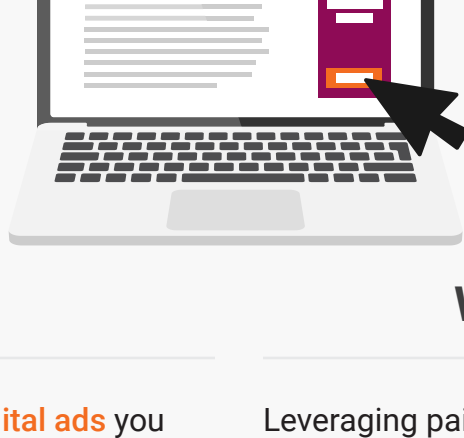
Direct traffic is when a user **types your URL** directly into their web browser.

A high direct traffic volume means that your brand is being recognized in your space. These visitors are your **warmest leads** and are likely your most loyal clients or prospects.

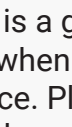
A healthy amount of direct traffic is about **20%**.

— [Avinash Kaushik](#)

## Paid Traffic



What is it?



Why it matters

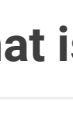
Paid traffic is created from the **digital ads** you purchase to appear on search engines and websites. It's also known as pay-per-click.

Leveraging paid ads is a great way to **jumpstart your website traffic** when competing in a saturated marketplace. Plus, it's a way to compete for keywords you might not be able to rank for organically yet.

Paid search ads can increase brand awareness by **80%**

— [Google](#)

## Referral Traffic



What is it?



Why it matters

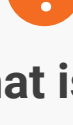
Referral traffic is produced from direct links in **blogs and articles** on other websites that connect/take a user to your site when clicked.

This type of traffic is important because it helps increase your **domain authority (DA)**, which impacts where your website ranks on search engine results. To increase your DA, make sure the website linking back to yours has a higher DA than your website.

Referral traffic is important because it sends potentially qualified visitors to your website from trusted websites.

— [HubSpot](#)

## Social Traffic



What is it?



Why it matters

Social traffic is created from visitors that come to your website **via social channels** like LinkedIn and Twitter.

Social media amplifies the **reach of your content** to increase the amount of traffic driven to your website. Like a domino effect, the increase in traffic makes it more likely that the webpage will be crawled and ranked higher.

**89%** of marketers indicated that social media generated more exposure for their business.

— [HubSpot](#)

## Email Traffic



What is it?



Why it matters

Email traffic is generated by users clicking links to your website in the **content of your emails**.

Email traffic is the most valuable, because it has a **higher chance of converting**. It comes from prospects that are further along the buyer's journey. Email traffic also gives you a clue into how well your marketing campaigns are performing.

Over **59%** of marketers say email is their biggest source of ROI.

— [HubSpot](#)

Exploring the data behind your website traffic sources arms you with the knowledge you need to fine-tune your marketing strategy and tactics. In the process, you become familiar with who your audience is, the content they consume, what the buyer's journey looks like, and what motivates your audience to visit your website in the first place.

Interested in learning more about how traffic sources shape your **digital marketing efforts**?

Get in touch with one of our specialists to find out.

Let's Connect