

What is organic traffic?

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Organic traffic is the traffic you get as individual web users follow links from the search engine results pages and land on your website. You can improve organic traffic by using right digital marketing strategies, and by optimizing the content with SEO. It is more likely that well-optimized content can get a strong search ranking and draw more views and traffic.

How many web traffic sources are there?

There are several web traffic sources such as: Search engines generate organic traffic. Traffic for referrals comes from other websites. Display traffic comes from advertising on other pages about your brand. Paid traffic originates from advertisements through platforms such as AdWords. Social traffic comes from posts on social media. It is possible to further split each kind of traffic into separate traffic sources.

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