

Four phenomenal ways big data is used to boost traffic to websites

 By Jack Peterson

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Long gone are the days when one would have to wait till the equity research expert or the market analyst submitted reports before the management could reach a decision...

However, although there is enough trust on in-house teams, not all businesses are able to afford an in-house data analytics team. This is precisely the reason why the adoption rate of [big data analytics](#) amongst small businesses and enterprises is found to be 0.2% which is a sharp contrast to a whopping 25% adoption rate in big businesses that have employee bases over 1,000. No wonder many SMEs have serious budget concerns before they dedicate a data analytics team. Add to this the lack of guarantee after all the teams have been created. This could add to your dilemma of how to use big data to drive website traffic. We study the same problem, and find out how to utilise the power of big data to boost website traffic in this article.

To understand the pros and cons of using big data, we need to understand how to use it. Big data as always is considered an information landmine. It tells your company what the market is currently interested in. It shows you the directions that your competitor is likely to take with its products. And finally, it shows you how well your products are doing in the market. Big data is your key to powerful brand creation and management. And to do so, you have to keep a four-fold approach ready. Here is a quick preview of the four ways in which big data can be used to drive more traffic to your website.



(Image Source: http://www.rdx.com/Blog/wp-content/uploads/customization-expert-support-critical-for-big-data-success_270_512304_0_14092106_500.jpg)

Dynamic Website Personalisation: The moods of the market, is that could be a term used in place of trends, are always changing. There are new marketing ideas ruling the roost and whether you are ready or not, a change sweeps over your niche even before you had warmed up to the previous change. To help save you from this predicament, we suggest following a strategic plan of regular dynamic website personalisation, wherein followers of your brand are greeted with new changes on your website every now and then. This not only keeps interest alive in your brand, but also attracts web traffic owing to the natural pull towards anything freshly branded on the online market.

Linking Back To Key Data: Keep the focus on the important and most informative parts of your website, which will benefit not only [your direct customers](#), but also benefit those who are looking for general and authentic information on the web. Keep the content on your pages keyword rich and do not forget to share these pages repeatedly on social media and in search engine marketing campaigns. Linking back to such important data will keep traffic coming steadily on your website.

Tapping On Social Media: Keep interest in your brand alive by tapping onto social media traffic. Make sure to give followers and fans a good time on your social media pages, with information, graphics, and data that establish you as a reliable source of information.

How Does Big Data Enable You to Engage?



(Image Source: <https://socialmediasandy.files.wordpress.com/2013/02/big-data-and-engagement.jpg>)

Interacting/Advertising on Commonly Visited Sites: Check big data and watch the sites visited by your prospective customers most. If you are developing a new marketing plan, do not forget to include interaction and advertisements on those websites from where conversions are expected. This was precisely how [WhenIWork](#), providers of the employee scheduling application got their conversions after the initial revenue blast.

The forex market has a huge challenge to overcome in 2015, according to [NetoTrade](#), UK's top metatrader app provider, with the Euro zone fighting deflation and helping stop the dollar sell-off. In such a scenario, making elaborate plans for marketing is not what a small business should adopt as an approach. Instead, they should use available resources and big data analytics to keep their business available to potential customers, before competition pops in.

ABOUT JACK PETERSON

Jack Peterson is an expert on Wordpress and feels that the whole concept of blogging has only succeeded because of it. He likes writing articles about the various aspects of Wordpress so he can enlighten the world about them. On the side, he ensures that he keeps himself updated about all the happenings in the world of SEO.

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