

CREATE A WEBSITE DESIGNED TO GO VIRAL

To turn your ordinary website into one with increased traffic that could ultimately go viral, you need to know the secrets of designing a captivating website. It takes more than just an attractive website to get the attention you seek.

Here are some tips for the type of content to include in your website to grab your audience's attention, their continued interest, and the inspiration to share your site with others:

- **Stress the positive over the negative**
As much as possible, your content should take a positive spin. People want to hear positive news and will quickly skip over negativity.
- **Put some emotion in your content**
Whether positive or negative, people love to read content that evokes their emotions. Prevent presenting content as a broadcaster would, without considering any emotion.
- **Provide useful content**
Offering a solution to a problem or useful information will encourage your audience to read on, and to share your information and website with others.
- **Use keywords for search engine optimization**
When you include highly searched keywords in your industry/subject matter, your content will rank higher in search engine algorithms and have a higher chance of being read by those seeking the information you provide. Nothing is more powerful than search engines in directing random readers to your site.
- **Consider digital marketing**
Share your content to various social media platforms. It is important to study your target audience and learn their habits to best take advantage of the various social media marketing opportunities.
- **Put at least one image in your content**
Adding content-relative images in your website makes it more eye-friendly. Drawing the eyes in is a great way to grab attention. In addition to breaking up the text, the right images make your content relatable and easier to understand.

These are some helpful tips to help you turn your ordinary website into one that has the potential to go viral. Follow these steps to begin generating more and more traffic to your website!