# How to Increase Web Traffic With Email Marketing

The most important result for any company’s email marketing campaign is to get more people to visit their website. The ultimate goal for utilizing email marketing in your overall marketing strategy is to provide visitors with a quality experience and ultimately convert them into paying customers. Here’s how to increase traffic to your website using email marketing.

**Grow an Engaged Email List**

A successful email marketing campaign starts with quality contacts. The best way to gain quality contacts is through an opt-in program. People can sign up for your email subscription so that you know that they emails you collect are from people who are interested in what you are selling. With this approach, you will not only see an increase in your website traffic, but it will also increase repeat visits from quality leads.

**Organize Your Contacts Based on Interest**

If you want to share content with your audience that they actually want to read, you will have to pay close attention to their interests. When you create your website, opt-in form, allow potential subscribers to check off the areas that they are interested in so that they only receive information that is relevant to their likes.

**Optimize the Experience for Mobile Users**

Relevant content will only be useful if it's presented in a format that can be quickly consumed by your readers. The best way to do this is to use a responsive email template. These are designed to adapt to the size of the screen being used to view the email. You also want to make sure that your website is also optimized for mobile readers because it's essential that your audience see things in a nice, easy to read format.

**Track the Analytics of the Email and Website**

Having strong open and click rates is a good indication that the emails you are sending are being well received. With the analytics, you should look for opportunities to go a step further and think about how the emails you are posting are affecting your overall business goals.

**Focus on Consistency**

After you get the basics down, the most important thing that you can do is be reliable. Always try to send your emails out at the same time during the week. This can help encourage your subscribers to look forward to your emails. Occasionally sending out emails will never work as well as being consistent. Create an email marketing plan to help you stick to sending out emails on a regular basis.