# How to Utilize Social Media to Boost Your Website Traffic

Social media has become an essential part of our lives, which makes it one of the most powerful marketing and advertising tools for businesses of all size. If you want to upgrade and extend your business, social media can help drive more traffic to your site. Here are the best tips for using social media to boost traffic to your website dramatically.

**Utilize Social Media Integration**

Utilizing the various buttons on social media is one of the most popular ways to boost traffic to your website by using social media integration. The follow buttons are similar to a loyalty program. When followers and fans use the Follow button, it gives you an opportunity to interact with them directly. It will allow you to keep them updated on changes, news, offers, and discounts by inviting them to check them out. This is an essential aspect to have, especially if you don’t have a blog or email subscription option.

There are also the share buttons that allow your views to help amplify the reach of your website. With share buttons, you get to extend and increase your audience quickly. Be sure to include Share buttons on every page that could potentially gain you more visibility on the Internet.

**Feeds**

Another option that you can take advantage of is to include embedded social feeds on your website. You can opt to spotlight your latest tweets or Facebook posts on a sidebar. Depending on the nature of your business, you can also consider including more visual interactions with your customers and include your most recent Instagram or Pinterest posts to increase your visibility.

**Social Media Account Logins**

If your website requires your customers to register by creating an account and logging in, you may want to consider including social media login capabilities. Doing this will allow your customers to experience a seamless registration process that is much simpler and more straightforward than the standard way. Recent studies have shown that three out of four guests choose to use and their existing social media account when logging in. This means that the benefits form including this functionality on your website is almost guaranteed.