How to Reliably Increase Traffic to a Website: The S.E.E.D. Strategy

I've seen a lot of "get traffic fast" advice that sounds great… until you try it and nothing happens.

If you want traffic you can actually count on, you need a system that you can repeat every week without burning out or guessing. Here's the simple formula I like because it's boring in the best way: it works.

I call it the **S.E.E.D. Strategy**:

- **S** = Small keywords (low competition)
- **E** = Explain real answers (solve real questions)
- **E** = Embed internal links (tell Google what matters)
- **D** = Dumb it down (make it easy to read)

Do this consistently (even twice a week), and you stop "hoping" for traffic and start building a traffic engine. And these do not need to be big articles. We're talking like 200-300 words max. You write them, see which ones get some traction, then when they do, expand those articles/posts. Expect 2-3 in 20 to get some traction at the least.

S: Small Keywords (Low Competition Wins)

Most people aim too high. They go after big keywords with huge search volume, and they're competing with sites that have been publishing for 10 years.

Instead, go after **small, low-competition keywords**. These are usually:

- More specific (longer phrases)
- Lower volume (that's fine)
- Way easier to rank for
- Often higher intent (people are closer to taking action)

Do this by doing simple keyword research.

- **What you're looking for:** keywords that feel "too specific to matter." Those are often the ones that actually move the needle.
- **Example:** Don't target "SEO." Target something like "how to interlink blog posts for SEO" or "how long for Google to index a new page."
- **Quick gut-check:** If you Google the keyword and the results look weak (thin posts, forum threads, outdated articles), that's usually a green light.

E: Explain Real Answers: Write Like You’re Solving a Problem

This part is the simplest and also the most ignored.

Google’s job is to recommend the best answer. Your job is to **be the best answer**.

So don’t write “content.” Write a solution.

Here’s an easy way to structure almost any post:

- **State the problem** in plain language
- **Explain why it’s happening** (briefly)
- **Give the fix** (step-by-step if needed)
- **Show a real example** or what you’d do in practice
- **Cover the gotchas** so the reader doesn’t get stuck

Pro tip: Add one or two lines that prove you’ve actually done it. A tiny detail from real experience often separates “generic AI content” from “this person knows what they’re talking about.”

E: Embed Internal Links: Link from Other Pages on Your Site

Internal linking is one of the most underrated traffic multipliers.

Why? Because you can guide both people *and* Google.

When you link from Page A to Page B using descriptive anchor text, you’re basically telling Google:

“This page is important, and it’s about this topic.”

Here’s how to do it without overthinking:

- **Every new post should link to 2–5 related posts** on your site
- **Every old post should be updated** to link to newer related posts
- Use anchor text that describes the target page (not “click here”)

Simple internal linking strategy that works:

- Create one “main” page for a topic (a hub)

- Write supporting posts that answer specific questions
- Link supporting posts back to the hub
- Link the hub out to the supporting posts

This creates a clear theme, and it makes it much easier for Google to understand what your site is “about.”

D: Dumb It Down / Make It So Easy It’s Hard to Misunderstand

This isn’t about talking down to people. It’s about removing friction. Think “Homer Simpson” when writing.

Most posts don’t fail because the information is wrong. They fail because they’re annoying to read.

Write so a smart 12-year-old could understand it:

- Short sentences
- Short paragraphs
- Simple words
- Clear headings
- Examples, not theory

If someone can skim your post and still get value, you’re doing it right.

Bonus: This also helps with AI-driven search results because clean, straightforward writing is easier to extract and summarize accurately.

How Often Should You Do This?

If you can publish **two posts per week** using the S.E.E.D. strategy, you’ll usually see traction faster than you think. If two per week feels heavy, do one. Consistency beats intensity.

Here’s a simple weekly rhythm:

- **Day 1:** Pick 1–2 low-competition keywords
- **Day 2:** Write the post (answer the question fully)
- **Day 3:** Add internal links + update 1 older post with new links
- **Day 4:** Publish + share it somewhere (email list, socials, etc.)

S.E.E.D. Cheat Sheet

S.E.E.D. is a simple strategy for reliable website traffic.

- **S:** Target small, low-competition keywords.
- **E:** Explain real answers that actually solve the searcher's problem.
- **E:** Embed internal links to guide Google and readers.
- **D:** Dumb it down so it's easy to read and finish.

Questions to Ask Before Publishing:

- Did I target a small, low-competition keyword?
- Does the intro match what the searcher is trying to solve?
- Did I answer the question clearly (with steps or examples)?
- Did I link to related posts (and from related posts back to this one)?
- Is it easy to skim and understand?

If you can say "yes" to those five, you're not just posting. You're building an asset.

Do it consistently (even once per week) and the results compound.

FAQs About Easy Ways to Get Website Traffic

How long does it take to get traffic from SEO?

It depends on your site and the competition, but low-competition keywords can start bringing in traffic in weeks, not years. The key is publishing consistently and building internal links so your site develops topical depth.

Do low-volume keywords actually matter?

Yes. Low-volume keywords stack. Ten posts that each bring in a little traffic can easily beat one "big" keyword you never rank for. And those small keywords often convert better because the search is more specific.

What if I don't have many posts to internally link to yet?

Start anyway. Link to what you have, and as your site grows, go back and add more links. Internal linking gets more powerful over time, but it's worth doing from day one.

How do I know if a keyword is "low competition"?

A quick way is to Google it and look at the results. If the top pages are thin, outdated, or not directly answering the question, that’s a good sign. If the results are dominated by huge brands with super deep content, pick a more specific version of the keyword.

Do I need to publish twice a week for this to work?

No. It helps, but the real goal is consistency. One solid post per week, done for a few months, can absolutely move a site—especially if you’re targeting small keywords and building internal links.

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