How I 2.46X SEO traffic AND tripled page views per user within weeks

You work hard for your traffic so you need to make your existing traffic work hard for you.

I'm a believer in not only growing traffic, but getting more out of existing traffic, which includes more revenue, more page views per visitor and longer time on site.

I'll reiterate. The 4 metrics I care most about are:

1. Revenue per 1,000 visitors
2. Traffic volume
3. Page views per visitor
4. Time on site

Any time any of those metrics increase, I make more money.

Another reason I'm super keen on increasing page views per visitor (without manipulation methods such as heavy pagination) and time on site is those metrics help improve search rankings which in turn drives more traffic.

Google loves sites that people spend above average amount of time on.

The thing is different niches result in different metrics. For example, people spend way more time on Facebook per visit than they do on my niche sites.

My niche sites provide information and entertainment. It's unreasonable to expect people to stick around for 14 minutes (some do, but the average is way lower).
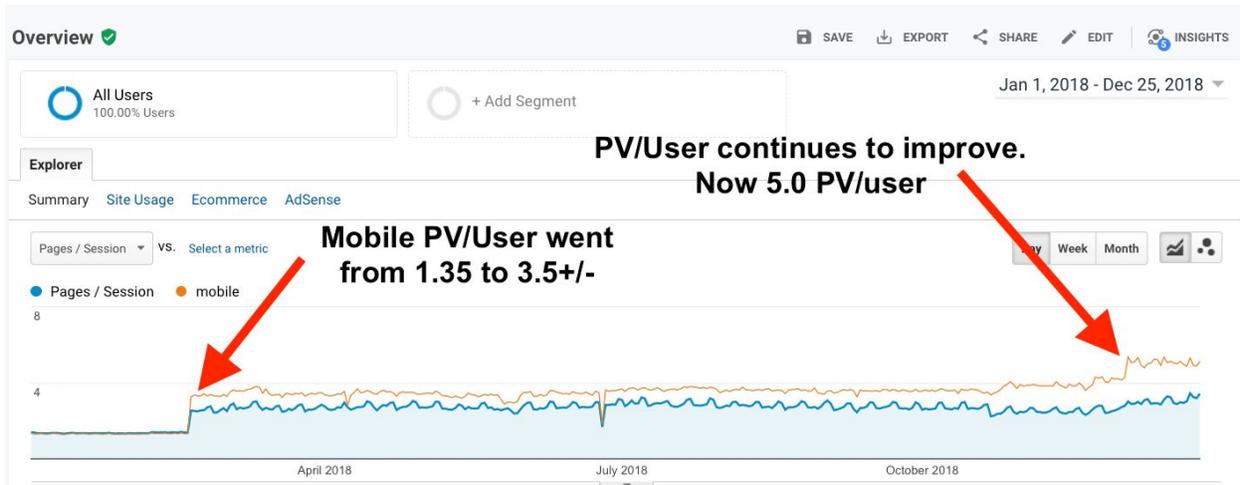
However, everything is relative.

The key is to be above-average in your niche. If your niche has an average page views per visitor of 1.4 and average time-on-site of 50 seconds and you can beat that consistently, Google will take that into consideration when assessing your site's quality.
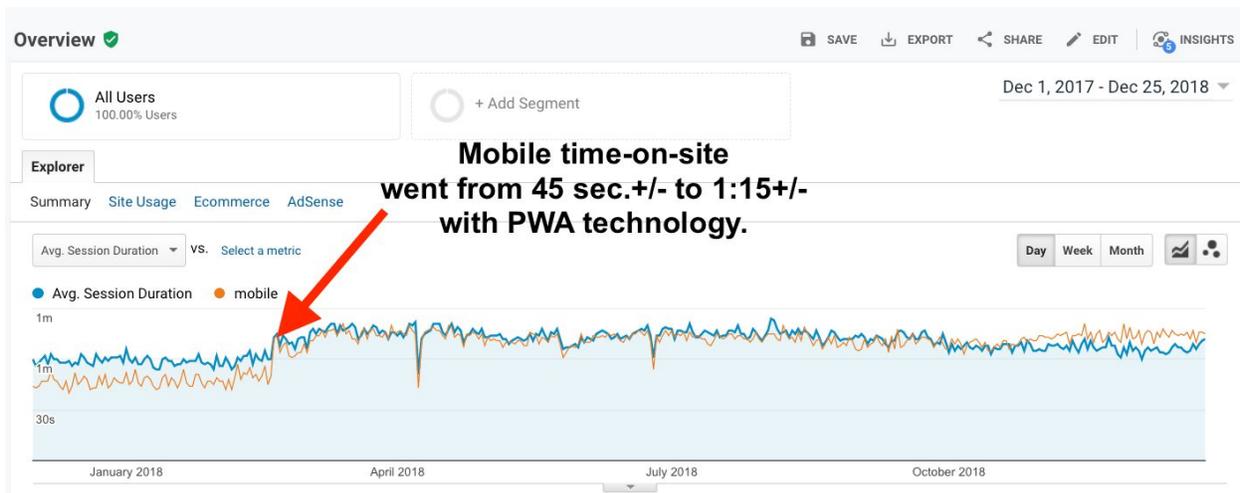
And that's why small improvements can yield big gains.

But today I'm not talking about how to make small improvements. I'm talking about how to make big page views/visitor and time-on-site gains.

Check these gains out:

1. Page views per visitor increase (mobile)
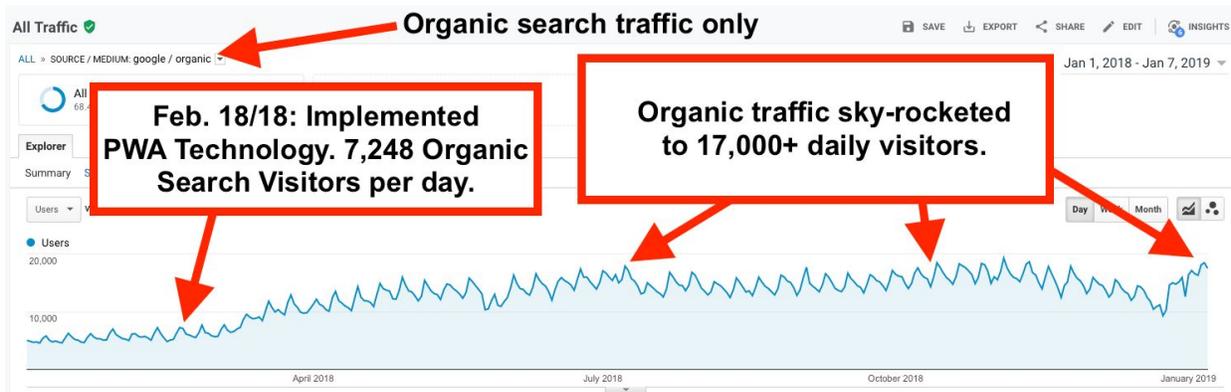

2. 66% increase in time-on-site gain (mobile)

Those gains are massive, especially for mobile.

But that's not all. Check out out the **explosive organic search traffic growth:**

3. 2.46X SEO traffic in months

Without a doubt, those numbers give my site an advantage in the niche.
How did I get those gains?

Simple. I put the mobile version of my site on what is called a Progressive Web App (PWA).

Introducing PWA technology

What is PWA technology?

It's technology that gives the mobile version of your website app-like functionality such as swiping from post to post. However, while your mobile site functions like an app, it isn't an app. It's still available on the Web at your usual URL. It does not get added to an app store. The key is that it functions like an app (which is very cool).

Moreover, because it's a contained platform, it loads your mobile site faster (which is also extremely important for mobile rankings).

The coolest PWA feature (other that faster load time) is that visitors can swipe to your next posts which appear almost instantly. This makes it so easy for visitors to rip through multiple articles on your site which increases page views per visitor and time on site. Not only do I love having my sites on PWA technology, but I'm a big fan of visiting mobile sites that use PWA technology.

In a nutshell, PWA technology creates a much better user experience of your website for your visitors so that they visit more pages per visit, stay on your site longer and thus earning you more money on mobile.

How long have I been using PWA technology?

I've been running it since Spring 2018. At first I wasn't sure it would be good, but within a couple weeks I couldn't believe the improvement in on-site metrics.

And within weeks, my organic search traffic exploded as a result of better on-site metrics (see screenshot #3 above). I'm talking 2.46X organic search traffic.

How can you add PWA technology to your website?

It's easy. There are 2 platforms you can use. Here they are.

1. Ezoic

Ezoic offers a massive fleet of great website tools include ad split testing, great ad revenue reporting as well as a free PWA tool.

Once you get your site added into the system, you implement the PWA technology to the mobile version of your website. That's it. From there you may want to split test ads and other monetization methods, but in a nutshell your mobile site will be using PWA technology.

2. Invitation Only

While I love Ezoic, I use a different PWA platform. The only issue with this platform is that they have a minimum 200,000 visitor/month requirement to qualify.

If you don't have 200,000 monthly visitors, use Ezoic.

If you do have 200,000 monthly visitors and **you want to try the PWA platform I use, click here to learn more**.

FYI, I do not pay out-of-pocket fees for the PWA platform. Their fees are a percentage of the advertising revenue I generate (just like any other advertising network).

Learn more

If you think this is some great info, you'll love my very reasonably priced course loaded with dozens of detailed modules priced at a fraction of most other courses.

My course is based on my very successful niche website and blogging business.

Click here for my course.

Thanks for requesting this report.

Jon Dykstra
Fatstacksblog.com