# 4 Terrific Ways to Use Current Events to Drive Traffic

Current events can be a great way to drive traffic to your website. If you have a blog and you are including current events in a blog post, you might be able to get a small part of the huge traffic that comes with current events. Here are some of the ways that you can use news articles or current events to drive traffic to your site.

1. First, make sure that you are getting the latest current events. You should be signed up for Google alerts or some other type of instant notification when a major news event happens. You want to be writing an article and getting in front as soon as you know about the news event because when you publish matters if you want to be in the first few pages of results.
2. Create a press release type article that includes both some current event – or several current events even – and some new promotion or product that you are offering. Include both of them in the press release as if they were both news articles and then publish them elsewhere.
3. Start with a newsworthy event of some kind and report on it for the first part of your blog. Make sure that you are getting the keywords in that you need to drive traffic. However, then you can turn the article around and use the current event is some sort of example and turn the attention back to your own product or service or whatever it is that you do on your website. This seems a little misleading at first, but you’ll get the hang of using current events to write your own promotional content without spamming or misleading people.
4. You can also use the comment sections and forums or other places that your active to comment on current events and get a discussion started. You want to make sure, of course, that you are able to direct people back to your website through a link in your signature or your URL in your bio or some other method of advertising your site. You can generate a lot of attention by discussing current events which could get you quite a bit of traffic coming in to your blog or website and that could convert into real sales. Just make sure your contributing valuable and relevant content and not spamming.