

We've learned a significant amount about driving traffic to a cremation arrangement website in the past six years. First, launching SimpleCremationNJ.com for ourselves at Bradley Funeral Homes, but most importantly in the two years we've been running SimpleCremationOnline.

Since January, overall site traffic is up 142% and new users is up 150%. There are a few reasons why, and we'd like to share this information to help optimize your SimpleCremationOnline site, or hopefully join us in the future and take advantage of what we are offering to the marketplace.

There is an incredible and quick return implementing a Google Ad campaign locally to drive traffic to your SimpleCremationOnline The biggest increase in traffic has come from a pilot program with **paid Google Ad campaigns** from three funeral homes.