

How To Get Better Results From Non-Targeted Hits

By Joe Bingham

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There are two types of visitors that come to your web site, targeted and non-targeted.

Both can lead to sales, however they should NOT be treated the same.

Targeted visitors are people that have either found your site through a search they conducted, have clicked on a link from another web site, or have clicked on a link in an ad you placed or article you wrote. These are visitors that already have some idea of what your site offers and have come to look for more information.

Non-targeted visitors come from guaranteed hits purchases, surf for hits or pop-under exchange programs, and other similar methods. These visitors are seeing your site without prior knowledge as to what your site is all about.

Non targeted visitors are just as viable potential customers if you recognize that they must be treated differently.

SETTING UP FOR NON-TARGETED VISITORS

At this time I'd like you to seriously consider setting up a special page on your site for non-targeted hits. Other visitors that come to your site through advertising are already giving you their attention and will be looking for whatever it was about your ad that attracted them. They are already a step ahead of non-targeted visitors.

With non-targeted visitors, you must GRAB their attention just the same as you grab people's attention with your advertising.

The goal with your special page is to give people a reason to stick around and visit the rest of your site, NOT to start them into the sales process, at least not in the same manner. Remember, at this point you are just a pop-up or an extra site to what they are already doing in most cases.

Write your special page for non-targeted visitors much like you write a classified ad. Use an ATTENTION grabbing headline followed by a reason why they should give you their INTEREST. Then create a DESIRE for them to know more about you, and an ACTION for them to take that leads into the rest of your site.

Do those words sound familiar? Attention, Interest, Desire, Action? AIDA is the popular formula for writing classified ads.

START GENERAL

You never know what a non-targeted visitor might be doing before they run across your site. If they are searching for information on ezine publishing and all of a sudden your site on fine tuning meta tag keywords comes up, they will click your site down immediately thinking they had mistakenly gone in the wrong direction.

However, if your headline is more general, you'll be more likely to lead them in for a closer look as they will believe it has something to do with what IS already on their mind. A headline such as, "Discover how you can improve the chances of your site being seen!" can relate to anyone in business on the Internet. From there, you interest them in learning more about how fine tuning their meta tag keywords will improve the chances of their site being seen, AFTER you already have their attention.

KEEP IT SHORT AND POINTED

Remember to keep all of the elements of AIDA in the first screen shot on your web page. By this I mean what will be seen by site visitors without having to scroll down. Some pop-under programs don't open full size windows either, so get to the point fast, essentially one or two short paragraphs for each of the AIDA elements.

Now obviously that would lead to a VERY short web page. However, just because you cover everything briefly in a few lines first doesn't mean you can't then expand on those topics. Get it out quick so it can all be taken in on one glance, then go into further details for those that have decided to give you their attention.

From there, either lead directly into your main information or link them to other pages on your site.

When creating a special page for non-targeted visitors, do it with only ONE goal in mind, leading them to the next step. The next step may be to continue reading further down the page where your sales copy is, or clicking to another page on your site, or merely subscribing to your ezine. Whatever it is, focus on that one thing and give them a reason to take that action.

ONE LAST THING

Whatever you do, make your page fast loading! Don't use a bunch of large graphics and five miles of text that takes 15 seconds to load up. You'll lose a lot of people this way. Keep it simple so your headline literally pops right up and commands attention. Don't add pop-up windows to your page either. This will only confuse things and draw attention away from your main point.

Guaranteed hits and Free hits programs can make a difference for your business if you target them the right way. Like anything, it just takes the right strategy and a little planning. Once you get set up correctly, it can open a whole new aspect for promoting your business.

Ready to discover a Free method of getting Unlimited Guaranteed Hits to your site? You can start today. Take a look at:

<http://www.freehits2000.com/netplay.php>

Written by Joe Bingham, Editor of the NetPlay Newsletters
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