

Make Alexa Your Friend

By Ryan Sawyer

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I live, breath and sadly even dream about internet marketing. Marketing is my passion, and learning where and where not to advertise is the key to my success. This is precisely why Alexa.com is my friend.

Before spending money on a site claiming to have all the answers to my traffic needs, I check their Traffic Ranking on Alexa. If their Ranking is over 300,000, I don't even give them a second thought. Why? Because a Ranking that high usually means they don't have the answer to getting traffic.

Alexa's Traffic Rankings are based on million's of web users just like you and I. When they view a webpage, data is sent to Alexa.com where it is, according to their website, sorted, sifted, anonymized, counted, and computed, until, finally, they get the traffic rankings shown in their Alexa service.

Although their equation is somewhat complex, their results are simple to understand. The lower the number the more traffic a website is getting. Alexa is not a perfect system, but if you research top marketers websites, you'll see that it is pretty consistent.

Alexa also has site reviews, related sites, and site ownership details. If you're ever in doubt about a site, make Alexa your friend.

I sincerely hope that you find this tip useful.

Ryan Sawyer
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Stop in and visit <http://www.net-marketers.com/alexa> for tips on how to increase your Alexa.com Traffic Ranking

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