

Targeted Traffic

By Stuart Reid

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Web Site Traffic.

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The goal of any business is to get visitors. In a web site this traffic comes from clicks to your URL.

If you just put a page on the web and do nothing else then that's what will happen - nothing else.

You really need targeted traffic. If you put yourself into the search engines then you will get targeted traffic. People will search for something specific, and if your site comes up they will visit you. If you attempt to spam the search engines and use fake keywords then they will visit but will be surprised at what they find and leave straight away. You get one visitor, yes, but it was worth nothing. If you were honest then they will see that what they searched for has some relevance to your site (apart from the odd mistake). Then it's the job of your content to keep the visitor there, but that's not the point of this article.

If you write an advert then that will generate even more targeted traffic. If that advert is put into a place where it will be seen by people who have some interest in what you say then it is even more targeted again. An advert about web promotion in an e-zine about web promotion is highly targeted. An advert about web promotion in an e-zine about computing is still targeted but not so much. An advert about web promotion in an e-zine about parenting is not so targeted but if you get visitors from it then they will still be targeted visitors. Again, it's your site that does the selling, but your ad nudges a buyer into the right place.

The point is 500 targeted visitors are worth much more than 10,000 non targeted.

So avoid start and exit exchanges! They aren't worth it. Some do let you choose a category in which to get placed but most visitors close these pop up windows as soon as they appear. If you buy hits from paid-email companies the visitor will usually only leave your site visible long enough to register a credit. If you buy guaranteed hits packages then the hits registered were in all probability not worth anything. There is a big difference between a hit and a visitor who stays to read your content.

So, remember - always strive to get targeted traffic and make sure people see what they expect. Don't rely on throwing thousands of visitors at your site and hoping some will buy. They won't if they aren't interested, and they won't be interested unless they meant to be there!

Stuart Reid is the publisher of Netpreneur News and webmaster of Netpreneur Now! Visit us for weekly tips, reviews, recommendations and more. Free ad and 30 Top E-Books to new subscribers!
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