

# The Silver Bullet For Web Profits? Surprise: It is Not Traffic!

By Vincent Gomory

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Vincent Gomory  
vincentj@nameplanet.com

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The Silver Bullet For Web Profits? Surprise: It is Not Traffic!

Most of the tools on the Internet are traffic generating tools. The conventional wisdom in the internet marketing business is that if you attract enough people to your site - preferably millions, then the sales will take care of themselves.

The only problem is that 99.9% of all web sites will never attract millions of visitors or even thousands.

Direct Marketing statistics have been compiled over the last 50 years and they reveal that an average response rate is between 1 and 3 percent. A better than average response rate from a highly targeted niche audience may be as high as 5 to 8 percent. This is rare. So, the odds that you will create sales copy that reels in a 10 percent response rate are close to zero.

## How Web Sites Make Money

The only way to increase your profits on the web is to improve your Conversion rates - the percentage of visitors that actually buy the product or service you sell.

Example:

Let's say you run a mailing to 5,000 subscribers of an Ezine and your response rate is 2%. Your web site would pull 100 visitors from that mailing. Look at the table below to see how the Conversion rate can dramatically affect the amount of sales on your site:

Visitors	Conversion Rate	Sales
100	1%	1
100	2%	2
100	5%	5
100	10%	10

Very few web site promoters can boast a 10% conversion rate.

If this were easy to do, we would all be rich. It is possible though, to double or triple your conversion rate and if achieved, you don't have to obsess about traffic any longer.

In our example above, a 3 percent conversion rate would triple your sales and revenues. For every 100 people that visited your site you would make 3 sales. If 1,000 people visited your site this month, you would make 30 sales. If your product sold for \$50.00, you would generate \$1,500.00 in sales.

Remember, most web sites are lucky to convert 1 percent of visitors.

Direct marketing professionals will tell you that it takes on average 6 or 7 attempts by a salesperson to convert a customer. Now, as in Internet Marketer, you need to convince your visitor to 'visit' your web site multiple times before they will buy.

I like to call the 1 percent conversion rate we discussed above, the Impulse rate.

We all know what 'Impulse' shopping is. We also know that only the biggest stores and web sites can survive from the revenue they generate on impulse sales. Impulse sales are not 'real' sales, they are gifts, or lucky money. Real sales require you to convince the visitor to make a purchase.

### What You Can Do to Increase Your Conversion Rate

The two biggest ways to increase your conversion rate are:

- 1) The strength and persuasiveness of your online content
- 2) The use of an autoresponder to maximize your responsiveness and send out a timed consistent presales message to visitors who ask for information.

Final Thought:

Remember, there are over 1 billion web sites out there. What are the odds that someone will be driven to yours? Even with a giant ad budget, (that most of us don't have, you cannot drive millions to your web site. If it were that easy, everyone who pasted a web site on the internet would be rich!

You are only going to make money consistently, if you can turn a sale.

see you in the ezines,

Vincent Gomory

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