

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

All Hits Are Not Created Equal

By Jim Edwards

All Hits Are Not Created Equal by Jim Edwards

After all the debate over website design, shopping carts and credit card processors, every website owner eventually comes to the startling realization that they need one more thing to survive – website traffic!

Without website traffic it's the same as building an expensive billboard and, instead of placing it alongside a busy highway, you hide it in your basement where nobody can see it.

Upon realizing they need traffic, most website owners run out and start blowing chunks of money and time trying to get "hits" to their sites, but they fail to realize that all "hits" are not created equal.

In their quest to get eyeballs to their websites, most online operators don't realize there's a big difference between driving "general" traffic to your website and driving "targeted" traffic.

Just getting any traffic is the same technique TV advertisers use. They flash ads on the screen in front of people who can't afford or don't need the advertised product.

Since general advertising can't hit specific targets, they hit everyone and hope that someone in their target audience is actually watching at that moment. Spam, banner ads, "safe-lists" and similar traffic techniques fall into this

"general" category.

"Targeted" traffic is made up of people who are genuinely interested in what you have to say or sell online. These people either share the same interests or have an immediate need or problem they are trying to solve.

"Targeted" traffic is best because the people hitting your website have a much higher likelihood of actually making a purchase.

Targeted traffic comes from people following

recommended links on other sites, typing in relevant keywords into the search engines, or even reading articles you've written on a particular subject and then clicking over to your site for more information.

If you don't already know where to find the best sources of targeted traffic for your website, you will need to experiment with lots of different sources to find the ones that bring visitors who give you the most "bang for your buck."

The fastest way to determine which avenues provide the most targeted traffic is by using an "ad tracker". An "ad tracker" is a simple program, residing on your web server, that tracks how many visitors your site gets from a particular source and how many of them purchased.

Though it sounds simple, most businesses don't do this! Most businesses can't tell you their visitor to buyer conversion percentage and, therefore, don't know exactly how much they can invest in traffic generation and remain profitable.

Whether you pay for your website traffic with cash (pay-per-click search engines, ezine ads), or you pay for it with the sweat of your brow (article distribution, free search engines), you must identify your best and most profitable sources of targeted traffic that convert into buyers, subscribers, or leads.

Failure to identify and track where your buyers come from and then calculate how much they really cost you ultimately

translates into failure for your online business.

Internet Tip – Don't Count Your Hit's!

By Maria Marsala

Internet Tip – Don't Count Your Hit's! by Maria Marsala

Do you have a hosting service that provides statistics for your website? Did you notice that the number of "hit's" to your site is astronomical? Many individuals think that the number of "hit's" tells you how many visitors you've had to your site. **WRONG!** The correct number to find would be the number of unique visitors or unique sites. Even if one person visited your site 4 times and viewed 10 of your pages, they'd count as "1" unique visitor.

What do you do if your hosting service doesn't provide "unique visitor" statistics? According to Jim Wilson, owner of one of the most useful sites on the web, www.jimtools.com, your "best bet is page views when dealing with your server logs. Another way to go is to use a service like WebTrends Live www.webtrends.com which does a pretty good job of figuring out total visitors and first time visitors." Jim has written an excellent article on web traffic www.jimworld.com/rafficreports.html

HIT: Every time someone views a page on your site, each page, each document they could download on that page, and each graphic on that page makes up the "hit's" for that page. Example: one page with 4 pictures is equal to 5 hits.

PAGE VIEWS: Every time someone views a page on your site, the visit is also recorded in "page views". Example: One page with 4 pictures is equal to 1 page view.

UNIQUE URL'S: Every time someone views a page on your site, during a 24 hour period of time, the page is logged as a unique URL. Example: One visitor viewing 1 page with 4 graphics would be counted at 4.

UNIQUE SITES: This is the number of unique visitors to your site. Example: Each visitor to your site during a one month period is counted as "1" unique site, no matter how many times they visited your site.

Just to show you how the numbers vary, below are some numbers from my site in September 2001.

All Hits Are Not Created Equal

Hits: 77,158

Page Views: 10,855

Unique URL's: 548

Unique Sites: 5347

Maria Marsala, Business & LifeCoach–Consultant. Maria works with individuals as they design, start and grow their businesses or careers around what they love to do. Subscribe to "Growing You and Your Business" a free weekly online newsletter containing business, marketing, Internet or life tips and websites to visit. Subscribe at www.CoachMaria.com

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E–Book has been brought to you by Natural–Aging.com.



100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!