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By Robin Porter

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Getting more traffic must be one of the most widely covered subjects on the Internet today.

Everyone wants more visitors to their website, and with online competition increasing daily, marketing your business online can seem like a daunting task. But as we come across ever more imaginative ways to lure them in, I can't help feeling that the vast majority of webmasters are overlooking a vast untapped online market. Potential markets of many millions of "surfers", many of which are likely to be interested in your products / services / website. But if such huge markets exist, why are nearly all webmasters overlooking them?

The answer is language.

We take it for granted that English is the language of the Net. Most of us don't give it a second thought that many tens of millions of people are surfing the web in languages other than English. The rate of new user growth in the United States may be starting to slow down, but in Europe and elsewhere it's just hotting up. Everyone's getting online! And the mixture of languages is enormous - French, German, Spanish, Italian, Swedish. In many of these countries, the Internet is being embraced in ways not seen in the US. One such example is Finland - now widely recognised as a pioneer in the use of new Internet technologies and ways of using the Internet. It is also home to techno giants such as Nokia and Erricson.

Historically, the Europeans were colonist empires, and consequently, their languages are spread throughout the world. Spain and Portugal dominated central and South America, and the French reached Canada, the Carribean and large parts of Africa. Consequently Spanish is the official language of twenty countries, is spoken by over 250million people, and is the third most widely spoken language in the world. Then of course, there's China. With over 1Billion people -that's over 16% of the population -it's not going to be very long before we have to sit up and take notice of this huge emerging market.

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So how do we tap into these markets? Firstly, you need a translated version of your website. If you have a large site, you may prefer to produce an abridged version. Translation services are easy to find locally, or you can find them online. Ideally, use one where the translator translates into their native tongue. There are some online services where you can just type the URL of a webpage, and it will provide you with your page instantly translated. These services are inexpensive or even free (such as <http://www.freetranslation.com> or <http://www.plustranslation.com> ). It is advisable, however, to get a fluent speaker of the language to check the results before you use them.

You don't need to go to the trouble of new domain names, new hosting accounts -just put them on the same server as your current site. Next, you may want to include links from your homepage - perhaps in the form of flags relating to the language - to channel foreign language surfers who inadvertently end up on the English language site.

Once you have your translated your website, you must of course promote it. Register it with search engines and directories in the appropriate countries. You can find listings of search engines and directories, country by country, at <http://www.searchenginecolussus.com> . If you have an international domain (such as .com), you shouldn't have to much trouble registering, though you may come across some that insist you are registered in that country. If so, you will need to weigh up how important that search engine is, against the potential number of surfers for that country/language. If it's too big to ignore, then you can register a domain for that country, and set up a separate website.

1. Identify countries suitable for your business, that you would like to tap into - and find out their native tongue.
2. Translate your website, using local translators, software or online services.
3. Have someone check the translation
4. Place links on you homepage, showing you have other language options.
5. Promote your website in the local countries, through directories, search engines etc.

There you have it. As the competition increases in the English speaking world, you now have the opportunity to inexpensively access fresh markets with tens of millions of potential customers. Food for thought!

### **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

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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](http://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](http://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](http://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.

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](http://www.CoachMaria.com)

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