

# Use Adwords To Drive Targeted Traffic

July 24, 2023

The biggest well known secret in generating wealth in the internet based business or e-commerce is Traffic. Everybody knows it; every site wants it and every site needs it. The point of websites is to be visited and viewed. Many elaborate designs, money and countless hours of developing a site to make them beautiful and attractive are utilized. Without traffic, it is for naught.

With traffic comes a potential customer which basically means sales which in turn means profit. While many sites have collapsed in the past with the downturn of many internet based business, many smaller sites have generated good money by concentrating on a certain niche and some subniches.

This is a reason why e-commerce site laser target certain groups of people and drive them to their site to showcase their sites and products. Precision marketing is essential so that you could count on all the traffic on your site as potential customers.

## Using Money to Make Money

It's a common business notion that if you want to make money, you have to spend money. One good way of spending money for business gain is through advertising. Advertising brings in the people because through advertising, they know that there is such a company or product in existence. With the right type of advertising, you can see the spurt of traffic growth to your site. With a high volume of traffic, even if only a small portion or percentage turns out to be buying customers it is still a good average of profit generating income.

Right now, there is no other advertising scheme that would be

worth every cent than using Google's Adwords. The surge in popularity of Google's Adwords is very evident as you can see so many sites sporting this ad scheme.

In using Google's Adwords, you pay a certain fee depending on the number of keywords your ad is keyword sensitive to. Each time a person does a search in Google, the keyword or keywords use generate ads in the side of Google which are generated by the keywords they have assigned for their ads.

This method laser targets the traffic a site wants for their site. This also ensures that you are readily visible in the first page of a search result. Paying Google for this ad scheme ensures that your target group of people sees your ads. You drive your laser targeted traffic to your site which provides for their needs and wants. You can also be sure that you can meet their demands and needs.

Aside from Google, you can also be featured in their other search networks, these includes sites like, AskJeeves, AOL Search and Netscape. These sites also show Adwords ads that react to searches done by visitors. There are also content networks, non-search engine sites that feature Google Adwords, which will also carry your ads. But this is subjected to the niche the site features. Your chosen keywords will determine which content network shall feature your ad. The frequency of your ad shall also be determined by your allowed budget.

### **Targeting your Traffic**

To get a good number or estimate of the traffic to buying customer ratio it is good to laser target your traffic. Knowing that your traffic are all potential customers and are interested in your products and company provides you with a more accurate statistics. This will show you how effective your utilizing of Google Adwords is.

Drive laser targeted traffic to your site by using keywords or keyword phrases for your Goggle Adwords that pertains to your

company and to your products. There are many online internet tools that can help you in choosing keywords and keyword phrases that are currently in demand that could help drive laser targeted traffic to your site.

With your Google Adwords ad, you are ensured that every click to your ad is a potential customer that is precisely looking or interested in what you have to offer. Make sure that your Google Adwords ad has the right keywords so that you can drive you're laser targeted traffic to your site.

Using Google Adwords to help boost the drive to increase laser targeted traffic will prove to be very beneficial as many other companies can attest to. The benefits are high with the cost relatively justifiable.

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## **Use a Tell-A-Friend Script to Drive Traffic**

July 24, 2023

More and more webmasters have the recurring dilemma on how to increase the flow of traffic in the websites. During the past few years many methods that been developed to solve this predicament. While most of them would work there are those that would not make even a small impact.

One of the methods that have spawned many success stories in driving traffic into websites is viral marketing. Viral marketing makes use of the tendency of a person to share something to find informative, entertaining or amazing.

Many companies bank on this behavior to spread their products and increase the popularity of their company or their website.

Viral marketing makes use of many mediums in enticing this behavior. It might be in the form of an interesting story, an addicting flash game, an amusing video and many others that may catch a person's fancy.

This ingenious form of marketing is typically low cost and is a wonderful tool for any company to utilize. The benefit greatly overshadows the cost or efforts to initialize this marketing scheme. Any website would greatly benefit that viral marketing.

### **Tell-A-Friend Script**

One of the easiest methods in viral marketing is using a tell a friend script. This is a simple programming script that you can attach to the programming of your website. Generally, tell a friends script are installed in pages where a media is placed so that a person can easily send the media to any of his friends or his family members.

The basic concept of a tell a friend script is a script wherein a person may input his name, e-mail address, the recipient's e-mail address and send the media to the intended recipient much like an e-mail with an attachment. As the recipient receives the e-mail he wouldn't think of the mail a spam mail because he would see the sender's name as someone he or she knows and trust.

Tell a friend script eliminates greatly the chances of being blocked because they use the information inputted by the sender. This allows for wider spreading of this marketing method. It can be quite sneaky but it is very effective.

With the e-mail sent and opened the sent media will either be read, viewed or played. Also along with the mail would be a brief description of the company or site that sponsors the media sent. This allows for the introduction of either the site, company name or its products. The along with it is another tell a friend script.

Then the process begins again. As more people use the tell a friend script, more and more people will know of the existence of the sponsoring company or site. People who read the ads inside the mail who liked what they see would go and click on the link and visit the site. This drives traffic into the site resulting to great number of potential customers.

### **Tell-A-Friend Script Availability**

A tell a friend script is very simple and does not require a complicated method of programming. In fact, you can copy paste a script and simply put it on an intended page. Finding one is even simpler. All you have to do is go to a search engine and type in the search box "tell a friend script" then press enter or click go.

In the search results page you will see many links that will direct you to a site where you can get a tell a friend script. It would just be a simple matter of looking and searching for the script and copying it to your intended web page.

With a tell a friend script viral marketing strategy you can drive traffic into your site which could potentially spell profits. This is a simple harmless script that offers great benefits for low cost paired with great creativity and foresight.

It is imperative that you have patience in using a tell a friend script. If your chosen media doesn't get the mileage that is expected of it, it may take some time before it gets spread or shared. But surely many people will see your ads and there is great probability that they will visit your site increasing your traffic flow.

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# Surefire Ways To Increase Your Traffic

July 24, 2023

Internet. Business. Profit. To fully integrate all of these words into a successful merging you will need another word. Traffic. Every article you will find about making your site or company successful would always include the importance of generating traffic.

So, we all know that in the core of it all, traffic is the most essential thing to a successful internet based business company. Aside from ensuring that you have a great product to sell, and you have your company's internal organization well taken care of, it would be time to get to the nitty gritty of things, generating traffic.

If you already have a site and you want think that you're not getting the traffic that you're supposed to be getting, then its time to reconsider. If you are contending in these very competitive business, you should always be a step ahead of your competition, increasing your traffic flow should have been done starting yesterday.

Timing is essential, that's an old adage known to everyone. But with generating traffic, you should always be on your toes and be a day ahead of everyone. Never think of today and tomorrow as a starting point for making your site traffic laden, it should always have been yesterday.

To help you out in generating more traffic for your site, here are some seven surefire ways to increase your traffic starting from yesterday.

## **1) Invest in good advertising with search engines**

Google's Adwords and Yahoo's Overture provide great

advertising schemes that are very truly popular and assures great traffic. Although with this surefire way to increase your traffic would cost some money. While some would shy away from spending money to increase traffic, it is imperative in this case to do so because Adwords and Overture is the top surefire way to increase your traffic.

You could see for yourself the success this search engine advertising methods have reaped rewards for so many companies. Lots of site feature these advertising system and many have signed on to reap the benefits. Do not be left behind. Every penny is worth it with using Google and Yahoo's advertising.

## **2) Exchange or Trade Links with other sites**

With exchanging links with other sites, both of you will benefit from the efforts both of you do to enhance your sites traffic. When one site features another sites link, they could provide one another with the traffic one site generates. The efforts are doubly beneficial because it would seem like both of you are working to generate more traffic. The more links traded with more sites the more traffic could be expected.

## **3) Use Viral Marketing**

Viral marketing allows you to spread the word about your company and product without any costs or if ever low costs only. This is a marketing method that can be quite sneaky; you can attach your company's name, product or link to a certain media such as a funny video, entertaining game, an interesting article or a gossip or buzz. With this method, people get infected with the creativity and entertainment of the medium that they will pass it on to many people.

## **4) Search and use proper keywords or keyword phrases for your sites content**

Search engines look for certain keywords that they would show in their results page. In doing so, having the right keyword

and keyword phrase is a high requirement in ranking in high in search engine results. You could write your own content or you could hire someone to do it for you.

### **5) Write Articles that can lead traffic to your site**

Submit articles to sites that would contain the same subject that your site deals in. If you sell car parts write press releases and articles about cars and car parts. Attach your sites description and services at the end of the article as well as the link.

### **6) Join forums and form online communities**

Capture a market and show your expertise and credibility. When you found a good foundation for your site, people will trust you and your site and will pass on to many people their trust. Traffic will certainly increase because they know that you can provide what they need.

### **7) Offer newsletters**

If many people know what you are about and your existence is shared with many others, you will find a loyal traffic that can provide you with more traffic by recommendation. If you arouse the curiosity of your customers they would be pushed to help you with your traffic.

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## **Why You Gotta Use SEO**

July 24, 2023

E-commerce is a cut throat business. You have to arm yourself with the proper know-how and the tools to make your site a cut above the rest. Each day, more and more sites are clambering to optimize their rankings in websites and if you lose your



guard, you may just get trampled on and be left in the abyss filled with so many failed e-commerce sites.

Search Engine Optimization or SEO is a term widely used today by many e-commerce sites. For the past few years and the next ten years or so, search engines would be the most widely used internet tool to find the sites that they need to go to or the product or information they need.

Most people that use search engines use only the ten top search results in the first page. Making it to the first page, more so to the top three is a barometer of a sites success in search engine optimization. You will get a higher ratio of probability in being clicked on when you rank high. The more traffic for your site, the more business you rake in.

But, it is essential to grab a hold of that spot or make your ranking even better. As I aforementioned, each day is a new day for all e-commerce sites to make them selves rank higher using search engine optimization. It is imperative to make your site better and better everyday.

So just what is search engine optimization and do you have to use it? The answer to why you have to use it is an easy one. You need search engine optimization to be number one, or maybe at least make your site income generating.

With search engine optimization you can get the benefit of generating a high traffic volume. Let's just say you get only a turn out of successful sales with 10 to 20 percent of your traffic. If you get a hundred hits or more a day, you get a good turn out of sales already. If you get only twenty to ten hits a day, you only get one or two if not any at all.

So once again, what is search engine optimization? Search engine optimization is utilizing tools and methods in making your site top ranking in the results of search engines. Getting yourself in the first page and better yet in the top half of the page will ensure that your site will generate

public awareness of your site's existence and subsequently generate more traffic, traffic that could lead to potential income and business.

Search engine optimization requires a lot of work to be fully realized. There are many aspects you have to change in your site or add as well to get search engine optimization. These will include getting lots of information about the keyword phrases that are popular in regards to your sites niche or theme.

You may also need to rewrite your sites contents so that you could get the right keyword phrases in your site without making it too commercial but light and informative. There are certain rules and guidelines to be followed with making your site's content applicable and conducive to search engine optimization.

You will also need to collaborate with many other sites so that you could get link exchanges and page transfers. The more inbound and outbound traffics generated by sites among others are one of the components search engines uses to rank sites.

Try to search the internet for many useful help. Tips, guidelines and methods for search engine optimization are plenty to be found. Read many articles that can help you optimize your site in search engine results. The more knowledge and information you gather the better. This will all help you in getting those high rankings. This may require a little time and effort in your part but the benefits will be astounding.

If you can part with some money, there are many sites in the internet that can help you in search engine optimization. There are many sites that help in tracking keyword phrases that can help your site. There are also some content writers that have lots of experience in making good keyword laden content for your sites that have good quality.

Act now and see the benefits garner with search engine optimization. All of these will result to better traffic and more business for your site and company.

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# Paying for Traffic is a Smart Move

July 24, 2023

There are so many success stories you will hear about businesses making it good in the internet. The troubling thing is, there are maybe a tenfold or even a hundredfold of stories contradictory to theirs. Many have unsuccessfully launched a business enterprise that is internet based but only a handful shall succeed.

Is this through luck? That is even more remote. It takes good business sense and a lot of help and team effort. Most importantly, it is the eagerness to succeed and the determination to learn and the willingness to invest in a lot of hard work and some money.

## The Very Basics

Without traffic, all your effort would just go to waste. Every business needs customers, without them you wouldn't have anyone to sell your products to. In the internet world traffic is the walk in customer. The more traffic you have the more people would be able to sell your products to.

But like any business that's in every corner building or in the mall, not everyone that goes in will buy, but the greater of number that do come in to browse your merchandise, the greater number of people that will buy your products. It is a

simple and known fact.

But, how do you get traffic, traffic large enough that could make a small percentage of eventual buyers enough to make a good profit. Many big companies generate traffic of tens of thousands a day and a measly ten to fifteen percent actually buys, but that small percentage is enough to provide them with good business.

Many of these success stories get their traffic from paying others. Yes that's right; you have to spend money to make money. Advertising is the key. The more people that knows that your site exists; the more people would of course go to your site, that's common sense.

While there are many ways that can get you advertising for free, this do not generate the same high volume as those methods that are getting paid. These paid advertisements include advertising schemes by Google and Yahoo.

## **The Value of Searches**

The search and will be the easiest and fastest medium in finding what a person needs in the internet. Search engines have been very popular because they provide a vital service to many people. They are free and easy to use. With this popularity, they get many visitors and clicks that they are the most common sites that people go to. It is easy to understand why so many companies would pay to advertise with these search engines.

Search engines provide information to the millions of users that they have each day. They provide links to many sites that a user may be looking for. If your sites link pop up in the high ranks of the search results page, you get a great chance that they will go to your site. While search engine optimization is a cheaper and low cost way to get your site a high rank, paying for advertisements will ensure that you will be on the top ranks.

When you pay for your advertisements, it is like paying for your traffic. This may sound like not such a good idea, but the payoffs would tell a different story. When you pay for your traffic, you are guaranteed of a consistent traffic flow to your site. You will never go with an empty sales day.

### **Paying for your Traffic**

Usually, you will be charged with the number of hits a link gets when your ads is clicked, this is called pay per click. For some search engines, you will be charged with the number of times your ad shows up when a certain keyword or keyword phrase is searched. It is imperative that you have good keyword content in your ad. There are many tools that aid you in using the right keyword for the right moment.

All the money you spend in paying for your traffic will not be for naught. You will get an impressive boost in traffic which will also result to a great boost in your sales figures. Paying for your traffic would be a really good idea and you will get all the benefits it has to offer.

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# **Not Using Viral Marketing Could Kill Your Business**

July 24, 2023

## **Creativity**

This is one virtue a site must possess to lead the race in the ruthless competition in the Internet based business. With so many competition and rivalry going on, every method of marketing must be employed and utilized.

It doesn't matter if you have a killer product or a

fantastically designed website, if people don't know that you exist, it doesn't matter, and you are not going to make it big. Worse of all, your business could just get killed.

While there are so many methods and schemes used by so many e-commerce sites today, there are still some of those that can help you with an extra boost in the popularity ratings. One of these is the so called Viral Marketing.

While the term Viral easily depicts a virus, a word very much dreaded by all computer owners, it is not what it seems. You do not actually use a computer virus to spread your business; on the contrary it just might kill you. Everyone has had enough of all those pop up ads and spywares.

## **Viral Marketing Overview**

Viral Marketing also known otherwise as Viral Advertising is a marketing technique used to build the public awareness of one's product or company. They use many forms of media to reach out to the public without actually promoting the product by riding on in other forms of addictive means that could get a person hooked and be obliged or amused to actually pass it on, with the product or company advertisement along with it.

In a nutshell, companies ride on the idea that if people like the content of a media they will pass it on to their friends and family. They sponsor the certain media, such as a cool flash game, funny video, amusing story and such, which one may pass on to another with the company brand or logo or the products description or any other content to help promote the company or its product.

Viral marketing has become a popular means of advertising and marketing because they are relatively low cost. To avoid being tagged as spam mail, viral marketing counts on the eagerness of one person to pass on the product. If a person sees the name of the person they know as the sender, they won't block it and open it as well.

Many companies offer incentives such as discounts and rebates when they help in spreading their viral marketing. They rely on the number of recipients a viral marketing gets from one person in determining the amount or number of incentive they can be attributed with.

## **Using Viral Marketing to Your Advantage**

The main and foremost advantage of viral marketing is that you get a lot of publicity and public awareness about your site and your company. You get to generate a flow of traffic that are potential customers. With a little ingenuity and imagination, plus some incentives or prizes, you can reach out to a great number of people and announce your existence.

Most every site and companies are catching on to the effectivity of Viral Marketing and Advertising. Not using it could kill your business. Along with other schemes and methods in promoting your site, like Search Engine Optimization and such, viral marketing could easily push you ahead in the rating games.

Viral Marketing could be a sneaky way to get people to know about you and your company. You get them to pass your advertisement along. They are also very low cost that not investing in it could be downright a business suicide. All it takes is a great idea, a good addicting game, a funny story many ideas are still out there. Create a gossip or a buzz, many movies are promoted by using scandals and gossips to make them moiré popular. Remember the movie "The Blair Witch Project"?

Many big companies have tried viral marketing and have had many success stories with it. A classic example is Microsoft's Hotmail. They were the first known big company to utilize the scheme and it has worked wonders for them.

Now it's your turn to use viral marketing to work wonders for you. Act now and reap the benefits Viral Marketing will

provide for you and your sales figures.