

Title:

Highly Targeted Web Traffic - One Key To Making Online Sales!

Word Count:

884

Summary:

There are a number of keys to making sales online.

Obviously, there is the product itself. Is it something that people actually want? Can they afford it?

Then there is the sales copy. The quality and power of the sales copy is another very important key.

Keywords:

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Article Body:

There are a number of keys to making sales online.

Obviously, there is the product itself. Is it something that people actually want? Can they afford it?

Then there is the sales copy. The quality and power of the sales copy is another very important key.

Of course the headline is the most important key to the sales copy. If the headline does not grab attention, no one will read the rest of the sales letter.

But if there is no traffic to the website sales letter, then there will be no one reading the sales letter.

So, if you want to make sales, you must figure out a way to drive traffic to your website. But not just any traffic.

Random or untargeted traffic is worthless. In fact, it is worse than worthless, it consumes time and money.

What you really need is targeted traffic. That is, traffic that is actually interested in and ready to buy.

So, how do you drive targeted traffic to your website?

There are a number of ways, some more efficient than others.

Let's take a look at a few.

1. Pay Per Click. Pay Per Click traffic is targeted because it is delivered from people who were searching for what you are selling.
2. Articles. you can get targeted traffic by writing articles such as this article and sending them to article directories.
3. Press Releases. A good press release with a link back to your website will also generate targeted traffic.
4. Reciprocal Linking. If you establish reciprocal links from other sites within your industry, you will get targeted traffic.
5. Blogging. Create a blog with occasional links back to your website and blog about topics of interest to your target audience.
6. Syndicating your blog. Submit your blog to major blog directories such as feedster.com, technorati.com, etc.
7. Publish an Ezine. If your ezine is good, you will find interested subscribers will also visit your website.
8. Give away free reports. Provide good solid useful information in your reports with a link back to your website.
9. Create a community forum on your site. A good forum based on your targeted niche will draw targeted traffic.
10. Buy your traffic.

- a. Create an affiliate program and pay your affiliates a share of the profits,
- b. Purchase advertising on other websites.
- c. Advertise in ezines.
- d. Advertise offline with your website URL in the ad.
- e. Purchase traffic from a web traffic service.

WARNING about that last tip. You have to be careful when purchasing traffic from a web traffic service.

The bottom line is, that all other things being equal, the more highly targeted traffic you can get, the better.

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