

Online Traffic Generation Methods + Special Related Ebook

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Setting up your online business presence is a major accomplishment. However, it is only the beginning. Contrary to popular opinion, people will not come just because you built it. Part of the reason for that set of circumstances is that no one is likely to visit a web site that they do not know exists. So, after you have put together the most spectacular, intuitive, and fun to browse web site, the time has come to get busy and find ways to generate the traffic to your little corner of the Internet. The good news is that there are many options when it comes to the task of driving traffic to your site. While many of the strategies involve online methods, there are also some offline effective procedures that will also lead to more hits and thus increase the chances of making a sale. Here are some tips on creating a comprehensive battle plan to publicize your site and generate interest that will result in making your online presence a successful venture. + YOUR SPECIAL RELATED EBOOK GIFT ----- Measuring Internet Marketing - Ian Lurie ----- Advertising exists to help you make money. Thats it. There are no moral victories in marketing. Chances are, you already know this, and you are pretty careful about any print or other traditional advertising you purchase - if you dont see a clear upside from this or that advertising asset, its gone. But do you do the same with your Internet marketing? Internet advertising is growing fast - companies that do no other advertising are using outlets such as Google Adwords, banner ads or search engine optimization to try to build sales. Youre probably using some form of internet advertising - at a minimum, you have a web site. You need to track the return on investment of Internet advertising every bit as carefully as other media. Most companies dont - thats the bad news. The good news is that its far, far easier to measure the effectiveness of individual Internet assets. A quick clarification: As we continue, youll see me use marketing and advertising a lot. To me, marketing is the strategic work that drives your overall advertising strategy. Advertising is the act of purchasing individual assets to enable your marketing strategy.

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