Lesson 10: What is Traffic?

Traffic is considered one of the holy grails of Internet Marketing. If you have traffic, you have money fullstop. Unlike the offline, more annoying version of traffic, traffic in an Internet Marketing sense just means a continuous stream of visitors to your website or a site through which you are referring or promoting a product.

Much of an Internet Marketer’s career is spent getting a constant stream of traffic. As soon as the traffic stops, their income stops. There are of course more passive ways of achieving consistent traffic, but these will be covered in future lessons. As you might have worked out, writing article or paying for advertisements are two of the more popular ways of getting traffic.

As the Internet Marketing landscape changes, new “avenues” allow for traffic to be diverted through to them, allowing for more sales. However, there are always going to be three main forms of traffic that will be around forever:

1. Article Marketing: this involves writing or having an article written for you that relates to the topic of the product which you’re promoting and including a link to it at the very end. The advantage of this form of traffic is that after enough are written, the traffic can be pretty consistent. The main disadvantage is that it’s not for everyone, especially those who want results fast or don’t like writing.
2. Paid Advertising: as mentioned earlier, this is done via PPC or online classifieds. With PPC, you can get relatively fast results, as long as you know what you’re doing. Unfortunately, a lot of people lose a lot of money doing the wrong thing. There is also the chance that you’ll experience something called a “Google Slap”, which is when the search engine, Google wipes your advertisement out because it didn’t agree with its terms and conditions.
3. Search Engine Optimization (SEO): SEO involves getting a page of your site, an article or another webpage ranked preferably high up in the search engine results page for a particular keyword. If you manage to rank someone in the first page for the keyword, “how to lose weight” and you have a relevant product, you can be sure that you will make money.

These forms of traffic will be around as long as search engines are around, but it’s a good idea to keep other options in mind. The next module will relate traffic to another area that’s important to keep in mind as you’re doing your Marketing online.