Lesson 11 – Traffic vs. Relevance

The previous article talked about Traffic and introduced you to 3 forms of it. If you couldn’t tell from the first module, then I’ll try to make it more apparent now: Marketing is the most important aspect in Internet Marketing. You know how I said that if you have the traffic, you have the money? I lied. It’s not all about traffic, as you’ll soon find out.

Let’s reiterate what marketing is to keep it fresh in our minds. A marketer can be likened to a “problem-solving middleman”. A market needs to have a supply and a demand. Picture a great mass of people in front of you, to control as you please. If you said, “buy this product from me,” would they buy it? Of course not! They would need a good reason to do so.

This is the key flaw with what a lot of Internet Marketers believe. Even a lot of seasoned Internet Marketers are chasing after traffic when really they should focus on making what traffic they have more relevant. Let me rephrase that. They should focus on encouraging people who want their product to come to their website.

What would you rather? 1000 people, out of which 1 person might consider what you have to offer, or 100 people, out of which 10 people are clicking, “buy now?”

You have to make sure that your focus is relevance and not numbers. It’s another situation of quantity vs quality again. I have not yet found an example where quantity wins out.

For a traffic stream such as article marketing, sure it’s important that you have a lot of articles before you start seeing consistent results, but write about a topic that has no relevance to a problem that your audience is having trouble with, I guarantee that no matter how many years you write for, you will not get an income.

Your mindset in Internet Marketing is just as important as what you do. I don’t want to sound like one of those airy-fairy self-development gurus, but it’s true. Treat Internet Marketing as a business and really go out to understand your intended audience and they will treat you well.

Hopefully that’s given you some scope about just what Internet Marketing is and how it fits into the traffic side of things. In the following lessons, I will start talking about article marketing, PPC and SEO.