

The internet today is crowded with different platforms, users, advertisings, and business that it seem impossible to list them all down. For entrepreneurs it is also becoming harder to look or get a customer to visit your site much less buy something. You have the killer landing pages, and good looking website and fantastic set of products but it will be all useless if you can't get people to visit and buy on your website. You can get traffic from different platforms, Facebook, Instagram, Twitter and Youtube are just one of the many places you can go to get traffic.

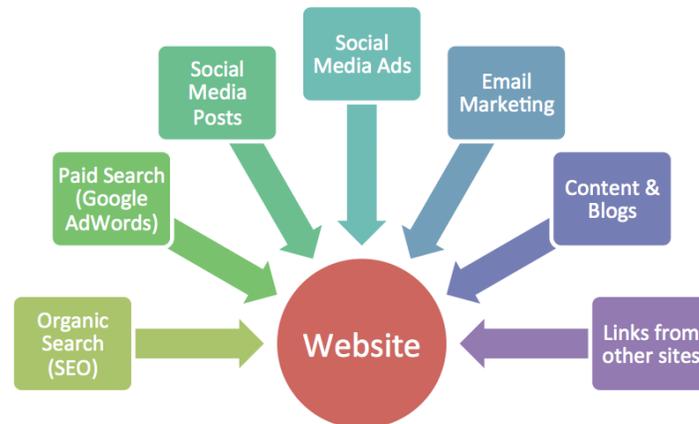


Figure 1 - Sources of internet traffic

The phrase "Internet traffic" is sometimes used to describe web traffic, the amount of data sent and received by visitors of a particular web site on the World Wide Web.

Buying traffic is nothing more than the set of strategies in which you will need to invest money to attract people to your offer. It will depends on what is your goal, promoting your brand, building a list of leads, or a promotion link that directing the people to a specific landing page of a product etc.

Types of internet traffic

1. Organic traffic - is any traffic that lands on your website by searching a keyword or phrase on a search engine, then clicking on a link that runs back to your site.
2. Direct traffic – just the word itself direct – when you already know the URL (Uniform Resource Locator) of the website you are visiting and enter it. Common website like Facebook.com or baidu.com or instagram.com so on, you don't search them anymore since you know how to go there by typing directly on the browser. To let people know about your site is thru emails, business cards, product labels that contains your website URL etc.
3. Paid traffic - refers to users who enter your website through paid internet advertising. Google AdWords is the most commonly used platform for pay-per-click campaigns (PPC), but there are also platforms on Yahoo, Bing, Facebook and various other social media sites.
4. Email marketing traffic - traffic that lands on your website via links contained in the marketing emails that you send out. These could be newsletter campaigns that you created.
5. Social media traffic – comes from different social media platforms, Facebook, Twitter, Youtube, Instagram, Pinterest etc.
6. Referral Traffic - Referral traffic is measured by users who land on your website via external links clicked from other websites. For example, in a certain blog about gadgets, they have a text, logo, images, or videos that links to your website. When a user clicks and sent them to your website, which will be referral traffic.

Online Advertising

Online advertising, also called online marketing or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers.

Because of a crowded digital marketing space today, many business owners pay tons of expenses in advertising with little to no result. Not to mention if you know nothing about digital advertising you are likely to spend more. People don't give much pricing and we have to include garbage advertising that sells fake visitors or keep buying impressions but nobody is going in.

To get quality traffic is very difficult.

You can't make sales if you don't have visitors in your website. You won't have visitors if you don't have traffic on your website.

On the other hand, we guarantee good quality traffic for your website, 40% guarantee on impression click rate. Impressions are the number of times your content is displayed on different places, no matter if it was clicked by users or not. Therefore you get results unlike other advertising.

Example: You bought a 1000 impressions, what we can guarantee to you is 40% of 1000 impressions will be click and sent to your site, that means 400 clicks.

To expand it further, you can buy small traffic to see how it works and the results. Seeing is believing right?

We use impressions to target audience for your website/s. If you want additional info like higher impressions, plans on how you want us to do it, you can contact us and we will talk about it.

We will bring customers to your website and show them a landing page where they can subscribe or fill up forms for you to use, or it could be directly on the product page, depends on how you want it to be. If it's only a display landing page, that can be done too. A banner that will link to your amazon or ebay product listing where a buy button is easy for the customers to see.

Converting traffic to leads

In order to convert the traffic into leads, active users or members or a direct sale of your product or services, we suggest to prepare a well thought out landing page, a quick and easy registration form or a shopping cart that will lead the customers to take action as soon as they enter the site or listing. There is only a 1-3 second where the customer is at the screen to take action and if the landing page doesn't have any prompt, it will be a wasted opportunity which is not a result we wanted.

If you are looking for a good quality direct traffic and sales to what your business are offering or products/services you are selling, we guarantee you good results.

