

What does the term buying internet traffic mean?

Before that what is internet traffic mean? It is the flow of data across the internet. 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.

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.

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. Ex: when you search for "iphone x" on google search or bing or baidu, and you click any of the sites from the results and you are sent to their website. Search Engine Optimization (SEO) plays a vital role on getting this kind of traffic.
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.

