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How to Generate Web Traffic

So you're the cyber entrepreneur: you have the product(s) or the idea. Then you have your nifty website displaying your "goods". Then there's the [web traffic](#) that come and check your cyberspace. You see your statistics on the number of visitors you have had in a day or week. But you ask yourself, could I have more? What do I have to do to get my targeted traffic?

The concept of web traffic will help you figure this out. Web traffic is basically the number of visitors and the number of pages they visit. Monitoring your incoming and outgoing traffic is an important statistical tool. Call it geeky but it's all about the marketing of your site. The quality of your web traffic can be determined by the number of visits and the amount of time each visitor spends on a particular page. A trend can be derived from the mostly viewed topics/ pages and strategies can be drawn from those information.

The most popular solution to increase web traffic is by placing a site in search engines and purchase of advertising. That includes bulk e-mail, pop-up ads, and in-page advertisements. Another solution can be by marketing through non-internet based advertising. These methods are a bit tedious and costly. As a website owner, it will require your undivided attention. You will have ways to strategize on how to optimize your web traffic. If your web page is not listed in the first pages of any search, the odds of someone finding it decreases greatly. Competition is fierce and very few people go past the first page. So getting proper placement on search engines is very important.

Some internet guru then introduced [viral traffic](#). Like a biological virus, it is spread from a carrier to another person. Basically, your existing website visitors, customers or subscribers refer other folks to your website. It can also be when another webmaster sends traffic to your site. This is considered the best way to get traffic since you get your inflow of visitors and you let others do the work for you. Your surge of visitors exponentially increases. Viral advertising can be in the form of free email services, free greeting cards, and e-books, just to name a few.

Whatever works for you, you still have to weigh your options. Some sites use something like a "refer a friend script" on their site. They also include some kind of free assistance like a Search Engine Submission page. It is on that page they suggest you either refer it to a friend or link back to them. Take five; check out what options are available for you and select which one suit your web traffic needs.

Evaluate your web traffic needs. Likewise consider where your targeted traffic is coming from and where you think they could be sourced out some more. Whilst viral traffic is getting popular among website owners/managers, they still have options to weigh as viral advertising come in numerous forms. There is one that is bound to suit their web traffic needs.

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