

CIAB. 42

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When paid ads don't equal more website traffic

Something's not adding up

How is it that you have paid ads but there is no significant increase in website visits?

Isn't that precisely the issue "paid ads" is supposed to resolve?

You built it, they didn't come

You can have the best developer build the most amazing website, only to sit back and witness very little to nothing at all change with the traffic to that website.

How is this so, who hired this developer?

Give me my money back!!

I'm suing Google!!

Why pay for advertising at all?

You pay for advertising so the public knows you exist.

However, just because they know who you are doesn't make them want what you're offering.

Let's get into what the focus should be.

Match made on Google

Simply paying for ads isn't going to get it done.

You have to target your audience.

The attention needs to be in the right place.

Paid ads are a very small part of the big picture.

In order to bring your audience to you, there needs to be some deeper diving into who exactly you're talking to.

Once that is established, ask yourself a few questions:

- Where are they?
- What are they doing?
- Do they know they need me?

Those are three basic of many questions to ask.

If they're searching for services you provide then they need YOU.

There are many different ways to manipulate the users' habits.

Furthermore, there are many angles online that can and need to be explored to make sure you're seen by your future client.

Example:

Creating backlinks, a link to your website from other websites.

We can create an SEO(search engine optimizer) that refines what your website offers using keywords so your end user can find you on Google easier.

There are Google ads, social media, email marketing, online engagement, blogging, researching monitoring analytics..... And numerous other strategies to direct who's looking for you to you.

The delegation

Seems like a lot of work? Not if you delegate the tasks. Let's set up a call to get on the same page, so we can get to work bringing in clients for you to satisfy.

You can reach me at

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