

Targeted Traffic – Widen Your Target



If you can imagine 3 concentric circles that look like a shooting target, this represents our visitors. If you fire a shotgun accurately, it will make a cluster of pellets in the middle with a number of pellets in the middle and outer rings. This represents the visitors to our website. The inner circles represents those in our niche, the middle those not in our niche but contain similar interests to those in our niche. The outer ring is less targeted and the customer has a less **traffic partner** chance of being interested in your niche. If we use Rapidforex as an example, this website promotes a Foreign Exchange Trading Course, arguably the best available. Targeted visitors would be interested in material about Forex. Less targeted in the middle ring would be after stocks, options and bonds type of investments and the outer ring might represent those after any kind of money making website. The first type are easier to sell to because they're already after information on this topic. The middle ring may not know much about Forex but still be interested to learn. In this case accessing the free material and then frequent emailing will build up rapport until they may be ready to buy. The outer ring are visitors that may be interested but there's much less chance so we don't focus on attracting them at all. People outside the outer ring are random visitors and although you may make the occasional sale, it's not worth putting effort into attracting more random visitors. It's a good idea to have a sequel to your product to maximise the earning potential of your email lists. Choose from the inner ring **traffic hub** if possible and then you can choose a product from a similar niche so that you attract customers from your niche as well as new customers. This is how to widen your target. For

example if we take the establishment of the Internetprofitmentor.com website, it is about making profitable internet marketing websites, the middle ring might represent home based business opportunities and the outer ring any money making websites. There's now an overlap between this website and the Forex website. We can now mail customers of the Forex website and attract new customers interested in internet marketing and home based business. A great way to widen the target. It's all about adding value to your customers. Widening your target helps do that.