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When Web Traffic Is A Bad Thing

If you ask the new website owner whether they would rather have 50 visitors a month to their web site that they know are interested in the subject matter or 500 visitors who might be interested in the subject, the overwhelming answer would probably be that they would rather have the 500. If you ask someone with a few years experience building websites they will most likely tell you they'd rather have the 50.

If you said the 50 are better you would be correct. Most people have the mistaken belief, however, that all [traffic to a site](#) helps a website and visitors who are not interested in the subject can do know harm. After all, there may some potential customers in those extra visits, right? While that certainly is a possibility, the truth is that non-targeted visitors to your site, those who land there and were not searching for the exact information that you are offering can actually hurt your website. That's why when you use traffic generating systems like [Traffic Ultimatum Review](#) it's important that you're targeting the right keywords.

Let's look first at what I would consider the most dangerous threat they pose to you: the bounce factor. The term "bounce" refers to when a website visitor lands on your site and then leaves without clicking to any of your other pages. This is an important metric for your website traffic because the search engines use the perceived value of your site to determine where they will place you in the search engine results. While your bounce rate may be good for a specific keyword phrase, those other traffic bounces will lower your perceived overall site value and lower your search engine rankings.

This is just one of the ways that devices designed to force traffic to visit your website or to trick them there will ultimately guarantee that your site disappears from the search engine results if used excessively. They certainly will lower your position.

Another reason that you don't want visitors who aren't looking for what you have to offer is that the duration of the visits is also measured to determine your site's value. Even if they click through a few pages, if the length of the visit is less than 30 seconds you've got a problem. If it's over a minute you're in good shape and if it's over 2 minutes, you're in very good shape. I managed to land a high rank in a very competitive niche with a site, which I believe, got there because the average time on site was over 3 minutes. On the internet, that's a lifetime.

In addition to the fact that you're ruining your site's value in the eyes of the search engines, having non-targeted traffic to your site also prevents you from determining what changes need to be made. It clouds your ability to see which pages need refreshed, where targeted visitors are exiting your site and prevents you from testing your ad or opt-in form copy, if you have any. In essence, they make your web stats meaningless.

So if you're one of the many who are just sending any visitor you can to your site, it may be time to rethink your strategy. Take the time to develop a traffic building strategy that only points people who are looking for exactly what you have to offer to your site. You will then be able to see what works on your site and what doesn't. You will also see that after a few weeks or months of only pointing targeted visitors to your site your rankings should also go up dramatically as well. And that means more ad clicks or more conversions, which is probably the reason you built the site in the first place.

Obtain important info about [web traffic](#) - make sure to study the page. The times have come when proper info is really within one click, use this chance.

You can also find this article published on [When Web Traffic Is A Bad Thing](#), and on the tag pages [Traffic Ultimatum Review](#).