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online marketing

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Home > [Website Traffic](#)

Website Promotion

Search engine optimisation

Website traffic

Internet marketing

Email marketing

Keyword Research

Content & copy

Strategic link building

Viral marketing

Gates 360™

Web design

Web development

ROI

Search Engine Position

Link Popularity

Keyword Suggestion



Website Traffic

Increase Website Traffic

Some traffic is worth having and some website traffic is just a waste of broadband. For example, a client who was receiving a large amount of traffic for having an image called 'spanner' which was ranked highly under Google images.

Although flattering that so many users over the world would prefer our spanner image, the traffic was useless from a commercial point of view

"traffic is for vanity, enquiries are for sanity"

At the end of the day traffic equals enquiries, and enquiries leads to sales and return on your website promotion investment (ROI).



▶ See also:

[Increasing web traffic solutions](#)

[Potential Revenue from Natural Search](#)



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