

## E-Marketing - Increase Your Click-Thrus

Many advertisers and web designers put a large amount of emphasis on website exposure. Regrettably, but that is not enough. Surprised? To generate business, visibility alone is not enough for the simple reason that it is not the amount of traffic to your site that counts, but how many qualified, click-thrus your visitors produce to get to your desired target, generally your merchandise and shopping cart.

For those new to websites or e-commerce, a click-thru is the action of clicking on a hyperlink in order to reach another web page. This page may be located on the same or another website.

### Plan your website layout

Users respond to the mood created on your site, so before you start building your website, sit down and develop a mission plan. Knowing your objectives, who your targeted audience is, and how to approach them best is all valuable information that can help you decide on the layout of your site, and what kind of illustrations to use.

When adding glamorous graphics, pictures, or videos, keep in mind that in many cases, "less can be more!" You will definitely get more click-thrus if your links are visible and not buried between overpowering and distracting photographs or other visual intrusions.

### Content rules

Don't chase your visitors away with uninspiring dribble. Web content has to be fresh, interesting and intriguing, yet to the point. Grab your visitors' attention in the first paragraph, because if you don't you may lose them for good.

Here are a few tips:

- keep sentences, words and paragraphs short

- limit one idea per paragraph

- keep your text concise - if visitors want to read a novel they will buy one.

- use simple words, or at least explain uncommon words or technical terms.

- bulleted or numbered lists keep the content organized

- highlighting text attracts attention for those visitors who only scan pages

- pick meaningful headlines and subheads - be precise so search engines will pick them up.

- Have keyword saturation for [seo](#).

### Converting click-thrus into sales

Getting visitors to your site is one thing, keeping them fascinated and happy another. This means that you will have to constantly update and test your site. New content has to be added, maybe even add a blog, a newsletter, a user or support forum, chat room or a page with site-related articles.

Test your site frequently. A broken hyperlink, or a picture or video not downloading may turn customers away, which means you may lose a sale. You can also add a "comment" application where visitors can warn you if your website has a problem. It also gives them a way to interact and communicate with you.

### Click-thru tracking

When creating an advertising campaign, or to satisfy your own personal curiosity, it is not a bad idea to figure out the average amount of click-thrus it takes to make a sale. Armed with that information you can then decide if the advertisers you signed up with are worth the cost, or if you have to increase your visibility and upgrade your site.

As you can see, being familiar with, and focusing on click-thrus can assist you in your business endeavor and help you increase your sales.

## About the Author

Bliss Media is a cutting edge [web design](#) agency. We have conducted [web design](#) projects from small start ups to some of Australia's leading sites.

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