

Keeping Track of your Internet Marketing

Whenever you are starting up a business, you are not going to have a lot of money to just throw around, which means that you are going to need to know what kind of advertising is getting you the best results. There are a few ways that you can go about checking this. Keeping up with your Internet marketing stats is a must in this day and age. Sure you are going to want a hit counter on your web page, but that is just the tip of what you will need. You are going to want things that track how long people are staying on your site, what links are bringing them there, and of course, if they are buying anything. By knowing this kind of stuff, you are going to be able to tell what ads are getting you the most business and which ones are not. That way you can take down the ads that are not doing so well, and put up more of the good ones. This is a prime idea for first time marketers.

There are many different ways to track your Internet marketing. First of all, sometimes when you sign up with a program like Google AdWords, they are going to have link tracking. This way you are going to know how many people are clicking on your links, and when they click on them, how long are they staying on your site. This is all very important information. Not only is the fact that they are clicking on it good, but how long the people are staying there is even better. If someone clicks on your link and they stay there for just a few seconds, chances are they did not mean to go to that site. In other words, it was not a good click. However, if they get on there and they are on there for a few minutes or even an hour, you know that they were looking around your shop, and that is what you want. Even if they did not buy something, it's good that they know what you are selling. That is because they may come back to buy more later.

Although the stats that they give you on places like Google AdWords are helpful, that is not all you need. You are going to want your own program on your site that you can check whenever you want to. This kind of program needs to be looking at how many people come to your site and buy something, and how many things they are buying. Not only that, these programs will also keep up with things like how long they are staying and what link brought them to your site. It's very important that you keep up with this kind of information. This is the kind of stuff that you are going to want to know to turn your little shop from a mom and pop store to a worldwide business. Working from home is not something that is easy, however, if you have the right stats, then you can tell where your advertising is having the most effect, and you can turn your small business into a big one.

About the Author

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