Article #7

Pre-Qualify You Traffic To Earn More Money Online

The idea of pre-qualification is very straightforward. If you were going to make money off your online traffic, they better come from places that are populated by people who are already interested in whatever it is you are promoting.

This is pretty straightforward. If you're selling shoes, for example, you wouldn't want to advertise in places where people are looking for livestock feed. Those people wouldn't really care about what you are selling.

I'm sure that a very small fraction of those people are actually on the market for shoes, but they're primary concern is livestock feed. That's why they're going to those places. That's why they are engaged in discussions and online forums, etc.

The idea of pre-qualification actually makes marketers’ jobs easier because it is the forum or the location that indicates a certain tendency to be interested in a particular topic. Your job as a marketer is just to find these places that are already lined up with the niche, category, or topic of whatever it is you're promoting. It really is that simple. It's all about finding that right mix.

Unfortunately, it's very easy to just get caught up in traffic volume, click-through ratio, and page views, and all that. I'm not saying that those metrics have absolutely no place in marketing, but they are essentially means to an end, but you only should start caring about them once you have established some sort of pre-qualification.

Pre-qualification is the name of the game, if you think about it, because it filters people coming into your website based on their interest. Let’s put it in another way: If your website attracts people who are not at all interested in what you have to say, then no matter how much you optimize click-through rate, page views, and other success metrics, at the end of the day, you're not going to win with the success metric that is the only thing that really counts. I am, of course, talking about conversions.

The way to pre-qualify your traffic, to earn more money online is pretty straightforward; start with conversion. In other words, start with a big picture view. What is the outcome you're looking for? And then take steps back from there. This will enable you to create a map as to where on the internet you're going to create a presence, and how you're going to deal with people to pre-qualify them.

With pre-qualification guiding you, you are more likely to find the right pockets of existing traffic on the Internet. At the very least, if you are spending money on a paid ad campaign, you would have a good initial profile of the people who are the most likely consumer of your product.

Otherwise, you're just going to be wasting your time. Sure, from time to time, some people may hit it big, but that's like buying a lottery ticket. You can't base your business on getting lucky. To learn how to build a systematic and methodical way to pre-qualify your traffic, so you can earn real big money from the internet, click here.