100 Ways to Drive More Traffic!

1. **Write a Roundup Post**

A roundup post is an entry that speaks about a group of people in your niche. This strategy is used to build relationships with influencers in your niche. Let them know that you are reaching out to them and promoting their content. More often than not, this leads to them returning you the favor by blogging or tweeting about you. If they are indeed influential in your niche, their return of favor will be sending massive traffic your way.

2. **Interview Experts in Your Niche**

If you can get interviews with experts in your niche, your credibility will be greatly boosted thus generating more traffic. All you have to do is ask: email experts a list of questions that is relevant to your niche and get some great content from their answers. At the same time, build relationships with these experts because you never know when a powerful partnership will come knocking at your door.

3. **Twitter Traffic**

Twitter can be a huge source of traffic for you if you know how to build your Twitter network on a daily basis. Your goal with Twitter is to network and build relationships and these relationships can lead to more traffic. One Twitter post can become so viral that it can send tens of thousands of visitors to your sites if done in the right manner.

4. **Create a Facebook Page**

Studies have shown that people are spending more time on Facebook than any other website on the internet. By being in front of such traffic, you have the best chance of being seen on the vast web. Create a Facebook Page for your website and install a “Like Box” into your website so that your visitors will know you are on Facebook and join as a fan on your Facebook Page.

5. **Create an Infographic**

If you are great with design, you can take the statistics of any topic and create an infographic to represent the figures. Infographics can go viral very easily as people like to share them all over the web. Do remember to include your website URL within the infographic so that you can get the traffic when it is re-blogged elsewhere on the internet. You know what? Forget about being great with design, you can outsource it to someone else to get it done for you!

6. **Create a .pdf Cheatsheet**

Create cheatsheets with important information about a certain topic and include your website URLs where possible inside the document. People love content such as this and there is a very good chance that it will go viral being shared on the web.

7. **Create a Memorable Domain**

   Domain names often give people a first impression of the website. A good domain will attract the massive amounts of traffic. The most effective domains are the .com domains.

8. **Produce Videos on YouTube**

   One of the largest search engines other than Google is none other than YouTube. Therefore, it is crucial to include YouTube in your arsenal of traffic strategies. Create your own YouTube channel. Produce and upload original videos with interesting content to your YouTube channel. Using the "annotation" feature while editing YouTube videos, you can add a call to action for viewers to go your website URL. Another strategy is to interlink your videos with annotations so as to pick up more views and more traffic. Optimize your YouTube channel by including a link back to your website in the profile information on the left panel. Here's an excellent Youtube course: **Video Traffic Academy**

9. **Optimize your YouTube videos with searchable keywords**

   After producing and uploading interesting video content to YouTube, optimize your YouTube videos by tagging your video with searchable keywords. For phrases, remember to include the quotation punctuation:" "

10. **Add video responses to YouTube videos**

    Find other videos uploaded on YouTube that are related to your video content by searching your keywords in the YouTube search engine. Select the popular videos with many views and add a video response to that YouTube video. You can find this option near the comments section. Here's an excellent Youtube course: **Video Traffic Academy**

11. **Syndicate your Videos with TubeMogul**

    TubeMogul is a video marketing platform for syndicating video content to other video sites. Although the bulk of your video views will come from YouTube, you will also be able to generate a considerable amount of niche traffic to your site by syndicating your video content to smaller video sharing sites. Do remember to include a link back to your website in your profile while setting up accounts on the different video channels.

12. **Watermark your Videos**

To watermark your videos is placing an image overlay, which links to the URL of the domain you want to drive traffic to, on top of a video. This can be done using a video editing program, more specifically, a screen capture video software like Camtasia. This software works well on PC and MAC and even comes with a free trial of 30 days.

13. **Screencast Videos**

Creating screencast videos is an effective way you can use to drive traffic to you website. One strategy is to attach a screencast near the end of the video to persuade visitors to check out your website. Talk about it for short while, pointing out the cool things visitors can find on your website. Some software I would recommend is Camtasia or Jing.

14. **Write Guest Posts**

Many bloggers or webmasters have audiences to their websites amounting more than your own. Approach these people and ask them if they would like for you to write a post for their blog. Not only will you possibly get traffic flocking to your site, it will also get you quality backlinks that will bosst the ranking of your site on Google. In addition, you would have made a friend or friends and build relationships in the process.

15. **Build an Email List**

Building an email list enables you to drive traffic at the click of a button. With a substantial number of subscribers in your email list, you can also build a community around your site or even your niche and eventually make sales after you have established relationship with your list. However, it takes time, effort and the right strategies to attract people to subscribe to your list. Also, it is essential to use an autoresponder service to build your email list. You can check out Aweber, iContact or GetResponse for autoresponder services as mentioned.

16. **Use Squeeze Pages**

A squeeze page is a landing page used to capture prospective leads on the internet who are interested in what you have to offer. In this way, you will build a traffic getting list very quickly.

17. **Write a Free eBook**

An eBook is a book-length digital publication read on computers or other electronic devices. They have a high perceived value and are a great way to build a huge email list. To create an eBook, you just have to copy and paste blog posts you already have written

into a document and convert it into a PDF. Give away this eBook for free in exchange that people subscribe to your email list.

18. **Submit your eBooks to eBook directories**

Once you have written your eBook, submit it to eBook directories. eBook directories work similarly with other online directories. They simply list a number of eBooks on their directory and people actually visit these directories to find information. In this way, not only do your website gain more traffic, people also get to know you as an author. The key to making it viral is to provide great and interesting content.

19. **Set up an Autoresponder Email Series**

Having an email list is not enough, there needs to be a strategy to get your marketing and promotion messages across to your list. An autoresponder is an email marketing tool that once set up will automatically send emails to a subscriber in specific time intervals after they sign up to your email list. Setting up an autoresponder email series requires some thought and organization. Ideally, your autoresponder emails should contain content for every important article on your blog and each email should have a call to action designed to get the reader to click through to your site.

20. **Create an Ecourse**

An easy yet effective way to start your email series is by offering a 5-day / 7-day email course where you send emails automatically for the next 5/7 days to build a strong relationship and trust with your subscribers. Include links in your email for them to revisit your website. Once you have built a substantial list of raving subscribers, you will be able to create a sustainable amount of traffic that is going to your website.

21. **Create Epic Content**

People love to read content that delivers immense value to them. Therefore, to attract the bulk of traffic to your website, your content must be well thought out and researched, outdoing competitors' efforts in a particular area.

22. **Give Away Free Stuff**

One very effective way of making your content viral is to give away free stuff. You are able to drive massive amounts of traffic to your website, generate leads for your business and even make sales later by giving away high quality free stuff on the front end of your sales process.

23. **Submit Your Site to Feedburner.com**

Another way to get more traffic is to let your website be more accessible through RSS feeds. Feedburner is a web feed management provider owned by Google that takes your RSS feeds and makes it easily accessible to a variety of RSS readers. You can also use the service to track the subscribers on your feed, optimize the content in your feed as well as use different ways to publicize your feed with widgets.

24. **Participate in forums and add a compelling message in your signature**

    Forum posting is one of the ways to increase the traffic to your website. When you participate in forums which are on topics surrounding your niche or website content, give value-adding comments and participate actively in the discussions. Add a persuasive message in your signature to attract forum members to visit your website.

25. **Become an active user on StumbleUpon**

    StumbleUpon.com is a discovery engine that finds and recommends web content to its users. Its features allow users to discover and rate Web pages, photos, and videos that are personalized to their tastes and interests using peer-sourcing and social-networking principles. It is thus a very good platform for you to promote your website and get more traffic.

26. **Use keywords in your title tags**

    If you want to get more traffic to your website, it is crucial to know where all that traffic is coming from. Majority of online traffic finds content on search engines using keywords hence the first step to get found on search engines is to include keywords into your website. We call this process On-Page Search Engine Optimization. One element to include keywords in is in your title tag, the title of your website. There are many other elements to search engine optimization.

27. **Hold a Contest for Subscribers**

    Organize contests where you give away prizes to winners. You can do this as a one-time-only or monthly contest. The bigger your gift, the more buzz you generate online and hence the more traffic to your site from those who sign up. Here's an excellent contest script: Contest Burner

28. **Retweet Contest**

    If you are active on Twitter, you might have seen some of the marketing tactics in Twitter campaigns. One idea is that you could hold a contest to make the entry based on tweeting a certain link. Using backtweets, you can track those who have tweeted your link.

29. **Content Contest**

Ever finding it hard to write content? You can hold a Content Contest where you ask users to answer a question to enter a contest and the best answer wins a prize. Not only will you get a massive amounts of traffic because the contest prizes attracts people, when the contest is finished you should have a healthy article filled with insightful responses to any question you want.

30. **Traffic Contest**

An easy way to effectively get your website ranked and found on search engines is to hold a SEO contest where the person who sent the most traffic to the contest page wins an awesome prize. This can be done is by each user having their own bit.ly url. All bit.ly urls have built in analytics that can be accessed by adding a + to the end of the link.

31. **Make your blog available on Kindle**

The Amazon Kindle is an e-book reader which uses wireless connectivity to enable users to shop for, download, browse, and read e-books, newspapers, magazines, blogs, and other digital media. With more than 54 million hits a month, Amazon is the ultimate traffic-driver; even if you never own a Kindle you should make your blog available on Kindle as it will position you as an authority in your field**.** Here's a guide on Publishing on Kindle: **Kindle Publishing Made Easy**

32. **Create an ezine/newsletter**

An ezine is a magazine and newsletter distributed by any electronic method, for example, by electronic mail. Studies have shown that there is a very large readership on the internet. If you were to grant free access to your online content through an ezine/newsletter, you will quickly attract the targeted attention to what you have to offer. Hence, creating an ezine/newsletter is a good way to get more traffic.

33. **Set up a page on Hubpages.com**

HubPages is an online space for you to share your advice, reviews, useful tips, opinions and insights with hundreds of other authors. One of the 50 most visited US sites on the Internet, it is where you can get more traffic to your main site if you are able to get the attention of the ready traffic there by contributing interesting and value-adding content.

34. **Set up a Squidoo.com page**

Squidoo is similar to HubPages where you can create “lenses” that tend to rank very well in the search engines. Provide a link back to your website and that you will get you more traffic to the site.

35. **Install the Alexa toolbar on your browser**

The Alexa Toolbar is a Firefox extension that is used by Alexa to measure website specific statistics. It is crucial to install the Alexa toolbar because Goggle uses Alexa’s Information for ranking and indexing. After installing the toolbar, surfing your own site will absolutely help you get your sites indexed by Google more quickly.

36. **Install Social Sharing Plugins**

Install social sharing plugins like Facebook and Twitter sharing buttons. *Share this* is one service that offers you to share content on Facebook and Twitter and other content hubs. Always add links to your Twitter updates and use other pages other than your Home page, like your About page, as a landing page. This is help you to gather more traffic to your site.

37. **Set up a Facebook business page**

Set up a Facebook business page to join in the conversation with Facebook users. You can send updates to your fans, which will show up on their home pages. You will also have access to insights and analytics of your fan base. The good thing about having a Page is that you can have an unlimited number of fans while individual accounts can only accommodate 5000 friends.

38. **Participate in and/or create Facebook groups**

You can find your niche market by browsing through Facebook groups. Once you find a group relating to your niche participate in it and get yourself known to their members by giving value to the group. Make your website URL known. Soon enough, people will start noticing you and traffic will flock to your website. Alternatively, you can create your own Facebook group as well, so that you have total freedom to do what you want in your group.

39. **Set up events on Facebook**

Facebook events is an application on Facebook that helps you to organize events. It is a great way to get more traffic because by leaving all the default settings the way they are – that is, allow guests to invite others, upload photos, write on the wall, etc., every one of these activities creates news items that go out into the feeds of those individuals and their friends. This means that your content / event will go viral very fast on Facebook.

40. **Take advantage of Mobile Traffic**

With the increasing number of smart phone users around the world, you should take advantage of the amounts of mobile traffic by optimizing your content for mobile. Here's an excellent course on mobile marketing: Mobile Monopoly

41. **Install a Forum**

Forums are a great way to get more traffic to your site. By building a forum, you are also building a community around your site where people can organize discussions and just hang out at your site.

42. **Post Links on highly visible Facebook Pages**

Popular Facebook Pages usually allow you to post on their Wall because they want to welcome active discussions on the page. Take the opportunity to post your link on their Facebook Page wall so that you can get the massive amount of traffic already there to your site. It is, however, strongly advisable for you to give constructive and valuable content while posting on their walls so that your content will not be deemed spam and prevent you from being ousted from the page.

43. **Add your Site to Directories**

Most directories offer the free option to add your URL to their listings. You will be able to pick up some high quality backlinks by adding your site to directories. This is to get your site ranking well on Google.

44. **Add your Blog to Blog Directories**

Blog-only directories will get you more link juice and traffic from people who are browsing the directory. So, do add your blog URL to blog directories to increase your site exposure.

45. **Build Links with Other Web Masters**

Another effective way to get more traffic is to put your website link on another website related to your niche. Most webmasters don't mind doing a link exchange with you if you are to provide a reciprocal link on your site as well. In this way, Google sees the links as two way links. However, one way links are perceived to be more powerful than two way links. Therefore if you have two sites, build links with other bloggers by linking them with one site and having them link to the other. This way you and the blogger both get one way links. If you have three or more blogs you can apply this same strategy internally.

46. **Do Ad Swaps with Other People in Your Niche**

Cross promote by doing ad swaps with someone in your niche to get more traffic and build a substantial email list. Firstly, find someone in your niche with a similar sized email list. Send an email about their opt-in offer to your list, and they will reciprocate by sending an email about your opt-in offer to their list. Here's a place where you can find adswap partners: http://www.safe-swaps.com

47. **Submit Press Releases**

A press release is a written or recorded communication directed at members of the news media for the purpose of announcing something newsworthy. They may be a old school technique, but press releases still work. Here's an excellent software that will help you with your PR submission: Press Equalizer

48. **Find JV Partners**

Partner with other people in your niche to promote your products or services.

49. **Conduct Proper Keyword Research**

Keyword research help you to find relevant keywords that are high in demand but low in level competition. Use the Google Keyword tool to gather this information and then use it for search engine optimization or cost per click campaigns to get your website ranked to be found my prospective customers. Or you could use an awesome Keyword Research software like: Micro Niche Finder

50. **Google AdWords**

Pay Per Click advertising is also very effective in getting more traffic to your site. It is highly recommended if you have a sales funnel that more than pays for the cost of the traffic. Avoid PPC advertising if you do not have a product that you are already making sales with.

51. **Facebook Ads**

Facebook ads allow you to target your specific market according to their demographics, geographical residence and the users' preferences. As a result of Facebook's large user base, you have a large group to market to even if you narrow it down to your niche.

52. **StumbleUpon Ads**

StumbleUpon Ads are great if your content is very entertaining and controversial because it can start going viral very quickly.

53. **Upload your power-point presentations onto Slideshare.net**
Create interesting and eye-catching presentations. Upload it onto Slideshare.net and include the URL or links of the sites you want to send traffic to in your slides.

54. **Post trainings on Learnable.com**

Do you have knowledge on certain topics others are looking to learn? Create online courses and upload them to Learnable.com and watch your content go viral. Courses can come in the form of videos, articles, project files or just answering questions.

55. **Do video interviews of influential people in your industry**

Video interviews are great to promote your website and get more traffic. Do video interviews with influential people in your industry so you have the credibility factor to attract your niche market to actually watch your video. What's more, the content comes easily by the answers the person gives. You are simply asking questions while valuable content is given by the expert.

56. **Join a tribe such as triberr.com**

Triberr.com is a community of bloggers in different niches grouped in tribes. Every time you publish a new post, everyone in your tribe will tweet it to their followers. And you do the same for everyone in your tribe. This will get your blog off the ground and buzzing with traffic in no time.

57. **Set your business up with Google Places**

97% of consumers search for local businesses online. Therefore, your website will get more traffic if you were to list it with Google Places.

58. **Purchase Ads on a Website**

Many website owners who hold well-built sites are willing to sell ad space for very cheap. Email the site owner to purchase hyper targeted traffic.

59. **Paid Site Review**

Get a professional blogger to review your site to pick up quality backlinks and benefit from the exposure to their community. You can find some of them at sponsoredreviews.com.

60. **Business Cards**

Include your website URL on your business card and let people know about your site when you give it to them.

61. **Give out Swag with your URL**

If you are looking for an offline method to promote your website, consider giving out swag. Everyone loves swag. Make the swag you dish out as cool as possible so that people actually wear it. Go to threadless.com for some inspiration.

62. **Post Content on a Regular Basis**

To generate a regular readership on your website, produce content regularly. Try to get your next few posts on standby so that you can always get your content out on the same day even if your week gets crazy and you don't have a chance to create new content.

63. **Start a Podcast**

Start a Podcast to get your content out to the millions of people with iPods and other Apple products. It allows you to build up an audience who you can form strong relationships with. You can learn more about podcasting here: Niche Podcasting

64. **Ask People to Stumble Your Posts**

Make your content interesting and StumbleUpon can be a huge source of traffic source for your site. Get your friends to stumble your content.

65. **Use the su.pr Link Shortener**

Su.pr is StumbleUpon's link shortener and when you use Su.pr to shorten a link it will automatically submit your content to StumbleUpon.

66. **SocialAdr**

SocialAdr is a social bookmarking service that allows you to have your bookmark saved by others in the community if you share the content of others. Users choose the content that they want to bookmark, bookmark it and SocialAdr automatically also bookmarks it on multiple bookmarking sites at once.

67. **OnlyWire**

OnlyWire.com allows you to send your content to up to 45 social sharing sites at once. If you are using WordPress, utilize the OnlyWire plugin so that when you publish a post, your content will be bookmarked to the 45 social bookmarking sites.

68. **Install a Facebook “Like” button**

By just the click of a button on the Facebook Like buttons, people will be sharing your content with their community and sending traffic to your site. For WordPress users, you can use the WP FB Like plugin.

69. **Link to your site in your Email Signature**

You can get traffic to your site with every email you send. Therefore, set up a custom signature with a link to your website. In addition, have it as an anchor text with the title of your site, because in that way, there is a good chance that it will get clicked.

70. **Customize your 404 error page**

Suggest other content on your site to visitors with a custom designed 404 page. This is so that even if they accidentally land on that page, they don’t bounce from your site.

71. **Interlink your Pages**

Create links that link internally within your site because the more links you have within your content to other content on your site the better your site will rank in Google. This will also mean more traffic for you. Hence, interlink the pages on your site as often as is relevant.

72. **Emphasize your Popular Content**

Popular content on your site is most likely to be shared by your visitors, which will in turn bring in more traffic for you. Therefore, make it easy for your visitors to find your best content.

73. **Solo Ads**

Find a reputable list owner who guarantees a certain amount of clicks and work out a deal for the list owner to mail a list for you for a payment. This is list building technique you can use to generate more traffic to your site.

74. **Create a controversial (yet industry-related) post**

Controversy and sensationalism are old tricks gain more traffic to your site but they still prove to be the most effective in getting your content shared virally on the internet. So, create a controversial post which is industry or niche related.

75. **Pay for advertisement – PPC, CPC, CPA, CPL … to name a few**

Paying for advertisement is a fast way for your site to gain the exposure and recognition especially when it is a completely new site. However, it takes good, solid and value-giving content to retain your viewership in the long term.

76. **Create a post "101 … " on anything**

We all love lists. Examples of lists include, 100 ways to achieve certain results or ranking lists like the top most popular songs etc. Create lists on anything or to make it more effective, create lists of a topic that is currently trending.

77. **Speed up your Website**

When we talk about the internet, we are always talking about speed. When a website takes more than a few seconds to load some visitors will leave simply because they are impatient. Therefore speed up your website. This can be done by compressing your images or installing a w3 cache plugin to your WordPress site.

78. **Optimize your Images**

Optimize your images by compressing their size, label their alt tags and title so that they can be found by image search engines, such as Google Images, easily.

79. **Get Quality Website Hosting**

Even if you can generate a lot of traffic to your website, your traffic might not have a site to visit if your website can't show because your website hosting is of low quality. Go with a host that is well established and has great customer service. A web host that is very reliable is Hostgator.

80. **Build Backlinks**

Link building is one of the surest ways to get your site ranked on Google so that you can direct massive amounts of traffic to your site. However, when building backlinks, always keep in mind that it is the quality of links over the quantity of links. One link from an authority site can do more for your site than 1,000 low quality links. Here's an excellent software that helps build you a ton of backlinks: SEO Link Vine

81. **Build Backlinks with Article Marketing**

One of the ways to build quality backlinks is through article marketing. Article marketing allows you to get your content in front of many different people, and direct them back to your site. In the author bio or resource section of articles, you are able to insert links

or anchor texts and send traffic back to your site. An effective way of using the links is to send traffic to a squeeze page with a relevant opt in offer.

82. **Distribute Your Articles**

Once you have produced articles to be distributed to many article marketing directories, you can distribute your articles manually, or you can use the paid service *Distribute Your Articles* to send your articles to many article directories at once. Or use this software to help you: Article Marketing Robot

83. **Use the Free Traffic System**

The Free Traffic System is a tool that publishes your content and backlinks to blogs that are relevant to your niche.

84. **Title Tag Optimization**

Ensure that your title tags include keywords you are trying to rank on the Google search engine. By doing that, you increase the chances of ranking in Google and getting more traffic from searches containing those keywords. Here's a cool software that automates your on-page optimisation: SEO Pressor

85. **Choose a Smart Domain**

A domain name that contains the keywords you are optimizing for actually gives you an advantage over everyone else trying to rank for those words.

86. **Add a translation widget to your site**

Install a translateion widget to your site if you want non-english traffic to your site. One such tool can be the Google Translate Tool.

87. **Submit your Site to Search Engines**

Manually submit your new site to Google, Yahoo and BING to inform that to crawul it on a regular basis. For a WordPress blog, install the Google XML Sitemaps plugin to enable crawling spiders to check out your site regularly.

88. **Network with Other Bloggers in Your Niche**

Attend blogging events and network with other bloggers in your niche. The more relationships you build with other bloggers, the better. Tweetups are a great way to

meet people if you are on Twitter and Eventcast is a cool way to keep up with the events your friends are attending.

89. **Install Google Analytics and Optimize Your Site**

Install Google Analytics to track variables that will give you insight into how to optimize you site. For WordPress bloggers, use the plugin Google Analyticator to easily install the Google Analytics tracking code. One tip is that by looking at the exit paths of visitors, you can see which pages should be tweaked to prevent people from bouncing from your site. You can find Google Analytics here: http://www.google.com/analytics/

90. **Comment on other blogs**

Mashable and TechCrunch are big blogs where many people visit to read stuff. Be the first to comment on their posts for maximum visibility.

91. **Add your Blog to Technorati**

Add your blog to Technorati and all of your blog posts will be imported there, giving your site powerful backlinks from an authority site every time you publish a post.

92. **Spy on Your Competitors Links**

Find your biggest competitors by searching for your keywords in Google. Take the top results from there and spy on their backlinks. Copy your competitor's URL and paste it in the yahoo search bar in this manner:
link:pageurl -site:domain.com

This will show you the links that are pointing to this page so that you can attempt to duplicate them.

93. **Encourage Active Commenting**

Keep the conversation going on your website by answering comments with a question. One of the strategies to get your first comment is to be the first to comment in your own post. Your first comment can be asking people what they think about the post you wrote. Avoid putting them down if they disagree, and you'll have plenty of comments in no time. For WordPress users, consider installing the disqus commenting plugin, which allows users to login with Facebook or Twitter, and then share their comment with these networks.

94. **Write about Twitter**

It has been observed that content that deals with Twitter tends to be shared on Twitter very liberally and writing about Facebook tends to retweet quite well also, and posts about Facebook are also “Liked” liberally on Facebook.

95. **Alltop**

Guy Kawasaki’s Alltop syndicates top stories about a vast variety of topics so submit your site to it and many will find you through it.

96. **DMOZ**

DMOZ is a highly esteemed directory and getting listed on it, your site holds a lot of weight in the search engines. Every new link to DMOZ is manually reviewed, and few are accepted, so you may or may not be included but it is still totally worth a try.

97. **Put Your Website Everywhere**

Get your wesite URL known by doing a little Guerilla Marketing. Some ideas: Give out business cards with an incentive for people to visit your site on them and leave them everywhere. You can also get a decal of your URL for your car. Do whatever it takes to get people to your site!

98. **Ask your Readers for Feedback**

Don’t be afraid to ask for opinions from people about what they think of your site because the better you can create your site to be, the more visits you will get over time from repeat visitors.

99. **Track your Rank in the Search Engines**

Check out the free Rank Checker firefox plugin to regularly check your rank in Google. In this way, you can track your results and make efforts to improve your site ranking. Market Samurai also has a rank checker tool.

100. **Do not install ads**

Popularize then monetize. Before adding ads, first ensure that you already have a steady amount of traffic and repeat visitors to your site because ads send traffic from your website elsewhere on the web, and once your visitors click away they may never return.