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# Tracking Visitors - Why You Should Be Tracking Visitors

# Why You Should Be Tracking Visitors

One of the most important things you should be doing for your success is tracking visitors. When most people think of tracking, they think of tracking the response to their various ads and promotions to determine which ones are profitable and which ones are not. This is all very important because you do not want to be losing money on your advertising efforts. But there is a lot more to tracking than that. Once a visitor responds to one of your ads or promotions, it is just as important to track what they do once they arrive at your site as it is to track how they got there. I want to explain this strategy in more detail because it is very important to your success.

## Tracking Visitors - What Are Your Visitors Doing?

I want to discuss how tracking visitors is really done and what it can do to help your business. Let's talk about what people are doing once they arrive at your website. A person has found your site through one of your promotions and reads a couple of paragraphs then leaves. A few minutes later someone else arrives and does the same thing. Then a short time later another visitor shows up and looks around a for a few minutes then they leave without spending much time on your site. Chances are this is going on more than you think. For whatever reason, the majority of visitors leave before doing whatever it is you want them to do.

## Tracking Visitors - How Good Is Your Website?

When you are tracking visitors you will be able to determine just how good your website really is. One of the worst things that can happen with your visitors is when they are interested in what you have to offer and do not take the action you want them to take once they do arrive at your site. Maybe your site is hard to navigate and they got lost, maybe they got confused and frustrated. If your website is not as good as it could be, you are losing money. A website is never finished and that's why top marketers are always tweaking their site to try to increase the response to their promotions. Most webmasters do this almost everyday to convert visitors into more revenue.

## Tracking Visitors - What Changes Should You Make?

One of the biggest problems webmasters face when they are not tracking visitors is they base changes on their opinion as to how it will affect their visitors behavior. I am going to tell you right now, this is NOT the way to run a business. Just because you "think" that the changes you are making are good does not mean that your visitors will respond to them better. The problem is, it usually works out the opposite. The changes that you think are best will probably generate less of a response. Based on the amount of targeted traffic your site receives, you notice you are not generating the sales you think you should be, how in the world are you going to figure out where the problems are?

## Tracking Visitors - Guessing Is No Way To Run A Business

If you are [tracking visitors](#) properly it will take out the guess work. Guessing is what most people do and they base their changes on that. Chances are you will not guess the right answer and you could end up making things worse which would cause your sales and profits to actually decrease. It's one of the biggest reasons most people are not making much money. Basing your marketing decisions on guesswork is a sure-fire way to go broke. However, if you had a tracking system in place that will tell you what your visitors are doing once they arrive at your site, it would be relatively easy to solve your problems.

#### Tracking Visitors - The Conclusion

When tracking visitors it is very important to know how your various ads and promotions are working for you. It is also just as important to track what your visitors are doing once they arrive at your website. With the proper tracking system in place you would be able to start with your homepage and you could focus on tweaking one page at a time until your sales are where they should be. As long as you are tracking everything you will know what is working and what is not. The bottom line is, you do not want to be wasting a lot of time, effort and money advertising your website if it does not do a good job of converting visitors into revenue. This is why [tracking visitors](#) is so important for your success.

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