

## **I want more traffic**

You want more customers to be able to find you fast, more just browsing people to be converted into customers.

How does that happen on the web?

### **Easy to find**

Your website name is constructed in a way that is easily findable by search engines.

### **Your domain name promises quality**

Your website name makes your professionalism explicit at a glance. It stands as a proof of good quality and people would like to know more, to buy more or at least to visit more often to see what else so exciting they will find there.

### **Easy to remember**

People will recall a smart domain name more easily, they will tell a friend and yet, they themselves will be willing to get back again and again.

### **Display your domain name**

Put signage everywhere you can - on your car, your stationery, your local newspaper. Make yourself known. Take part in community activities.

More traffic will come from:

- New visitors
  - who find you in a search engine
  - from direct entry of a domain name
  - from signage
  - from referrals
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- Repeat visitors
  - from bookmarks (favourites)

- direct entry of a domain name

One of them is your website name constructed in a way that is easily findable by search engines.

More and more customers should be able to find you fast, more and more just curious browsing people should be converted into potential customers.

How? If your domain name makes your professionalism explicit at a glance, if it stands as a proof of good quality - people would like to know more, to buy more or at least to visit more often to see what else so exciting they will find there.

People will recall a smart domain name faster, they will tell a friend and yet, they themselves will be willing to get back again and again.