### Getting Traffic to a WebSite...

The wwweb is all about getting traffic. The idea is that if you have 17 million people hitting your website, enough of them will actually buy something or do something lucrative for you.  
  
There are a few ways of putting something "lucrative" in their path. One is sell something. Another is help someone else sell something. And a third is straight advertising.  
  
Advertising doesn't work so well anymore, because so many of the 17 million are actually hitting your website from their phone. If that is the case, there is no room for advertisements!  
  
Maybe someone has come up with an answer to that problem... but if they have, I don't know about it. In any case it is an interesting problem. How do you advertise with no room? If you block the small space from the real content, people will just get annoyed!  
  
In any case, it is about traffic.  
  
There are, of course, many big web sites, like amazon, ebay or alibaba that are so big and offer so much - it is likely you can find anything. If there is a place you can find anything - a lot of people will go, making it bigger, and making it more possible to offer more of anything.  
  
All three of those sites, of course, allow people to offer other stuff. So - amazon seems to have books well covered - but now people can also build amazon stores and offer rare books, or pots, or fishing equipment.  
  
But it is very difficult to start a business like that, and besides, those businesses are already here. If you ask someone why they don't go to amazon to buy something, they will often say "it's big and impersonal".  
  
Actually, I would say they are big and quite personal. They remember my name every time I check out. They send me thank-you emails. When I contact their help desk, they are genuinely helpful and courteous.  
  
Maybe there is another way of framing the feeling that inspires the frame of "big and impersonal". Maybe we can say that it lacks depth.  
  
Now, when I say that - what does 'depth' matter. I want to buy a shirt. If I buy a shirt from some website that explains all about the shirt: where the fabric comes from, how the buttons were made, why there is extra stitching around the collar and cuffs... that is depth... but how many of us care about that?  
  
But there are some. So that would be a place for a boutique website. A place that explains in a deeper way all about a more limited merchandise. Obviously amazon could not do that for all the huge inventory. And that is not their mission.  
  
There is another way, however, to offer depth. I think you could say it is "depth of character of the website". Instead of exploring the shirt itself, it would explore the art of being human. In this case, why would someone want to buy a shirt?  
  
I could say that people buy clothing they feel does one of two things: it is who I am, or it is who I want to be - or what I want to say - in public.  
  
I went to the grocery store this morning, and on my way (my town is right in the thick of rising exponential numbers right now) I saw a few people. They were wearing masks, and I generally do not wear a mask. I feel that it is more important for me to be present and smile at people.  
  
In the store they have a sign demanding a mask - so I of course put it on there.  
  
But whether I have a mask or not... when I saw people today on the street, not only did they not look at me, wave at me, smile at me, but they specifically looked away (possibly because I was not wearing a mask).  
  
But I also believe they didn't smile at me because they do not know WHY I am smiling at them. Maybe they think I am making fun of their mask! (That is really not my intention... I am taking their desire to stay healthy and keep others healthy very seriously. As a matter of fact, I also think the distance we are going to keep other people healthy is really admirable and praiseworthy!)  
  
But, if I had a shirt that clearly said why I am smiling? Maybe people would be more willing to take courage from my smile. Maybe people would be more willing to look in my direction - even for a moment.  
  
And that, in these times, is Physical Distance and Social BONDING!