# **Project Report on Web Traffic**

# **What is Web Traffic?**

# Web traffic is basically the volume of visitors to a website and the pages and images that they view. It has evolved on the Internet over the past 20 years to become an essential element of digital marketing campaigns.

# If not managed effectively, web traffic can become a wild and costly beast of burden. But, when properly trained, it can be a loyal and faithful companion.

Since the mid-1990s, organic traffic has been the dominant type of traffic on the Internet, compared to other classes of Internet traffic such as email traffic, for example. These days, web traffic includes elements such as ‘likes’, comments and shares on social media as well as ad clicks.

A sudden surge in the popularity of a website can cause a massive flood of web traffic. This is termed the Slashdot effect or a Flash crowd, which has pros and cons. Viruses and denial-of-service (DoS) attacks can also cause sudden increases in web traffic. These viruses clog things up and sometimes forc websites to shut down.

## **Monitoring Web Traffic**

## Web hosting servers can track web traffic to provide very detailed statistics. These stats give useful insights into trends among particular demographics and geographic locations. There are basically three types of web traffic: search traffic, referral traffic, and traffic from direct links.

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## **Web Traffic Types:**

### **Search Traffic**

Organic traffic from people that have found your website using keywords through search engines such as Google or Bing.

### **Referral Traffic**

Visitors coming to your site from links posted on other websites. These include emails, ads, and posts on social media such as Facebook, Twitter and YouTube.

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### **Direct Navigation**

Visitors who typed your web address into their browser or came directly from a bookmark.

## **What Does Web Traffic Mean to Digital Marketing Campaigns?**

Knowing who website visitors are, where they come from, and their interests is highly desired information. It helps website owners adapt to their specific target market.

**Quantity Vs Quality:**

It’s essential that quality visitors are attracted to a website. Real people will spend time exploring with interest in the content. Conversely, an artificial intelligence program will click on an ad or a homepage and then quickly disappear. This artificially increases the volume of traffic but is commonly considered low-quality traffic that can be detrimental to a website’s ranking.

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### **Web Traffic That Works – Turning Visits Into Revenue:**

Attracting a large number of human visitors to a commercial website from a specific target market segment is what developers and owners of those websites really need to generate financial gains and returns.

## **Sitting in Traffic**

2017 promises to surpass an internet milestone. This is the year that statisticians say there will be more internet traffic during a 12-month period than in all the previous years the internet has been in existence - combined. In short, that means there are a lot of people perusing the internet for everything, from news to shopping to recipes and more.

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## **How Do I Monitor Web Traffic?**

Monitoring web traffic isn't as complicated as it might sound initially. In fact, it can be pretty simple - and free! You might be asking, ''Why do I need to monitor my web traffic? I'm making sales (or getting sign-ups, etc.).'' Here's why:

* You can monitor how effective your site is.
* You can figure out how long visitors are sticking around.
* You can see which pages are triggering visitors' interest.
* You can monitor the impact of your marketing efforts.
* You can determine where web traffic is coming from (such as social media sites).
* You can increase the efficiency of your site overall.