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Overview on Internet Marketing Tools used for Website Traffic Dependence

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ABSTRACT: The reason for this article is to discover useful Internet marketing tools that expand the number of guests on the business website. For the analysis of website traffic was utilized Google Analytics, and Facebook Insights tool and measurable strategies for correlation examination was being used for finding the level of reliance between guest streams at individual website and authority business website. The primary logical goal is to confirm the speculation, that there is the reliance between web traffic at the authority business website and web traffic at the individual website of the business website proprietor. The aftereffects of the exploration portrayed in this article show the specific reliance between website traffic at business and personal websites and apparent support between rivalry at social network and business websites traffic. The significant ramifications came about because of this exploration shows that extra exercises must uphold the making of the essential website as a social network exercises, the continuous realization of website and creation auxiliary websites, that are associated with the critical website.

KEYWORDS: website traffic, correlation, social media, regression, Internet marketing

I. INTRODUCTION

These days utilization of the Internet is a piece of virtually consistently for private and work related purposes by its clients. In the virtual climate of the Internet there exist a lot of Internet websites. Website content itself is significant for the client. To discover websites, it is essential to utilize a few tools of internet marketing. The Internet offers several tools to arrive at the required data looked by the client. From the perspective of the hypothesis, it is conceivable to characterize this arrangement of devices as a piece of marketing communication blend. Schweiger a Schratternecker (2009) recognizes communication tools as per two standards: "above the line" and "below the line". Approach "above the line" incorporates all communication tools which ought to draw in intrigued individual indifferently or through mass communication[1]. Method "below the line" duplicates customized or individualized substance. Tool "below the line" offers the likewise direct chance of contact with clients. Means of online communication incorporates communication by Internet too. Marketing communication on the Internet can have different structures thinking about other-centred targets as indicated by characterized points the endeavour accordingly chooses tools used to contact.

II. METHODOLOGY

The object of research depicted in this article is the effect of chosen tools of Internet marketing on website traffic. The fundamental objective of the study is to screen the impact of Internet marketing selected devices application on official website traffic. For this research, there were chosen following tools and their observing: usage of business website and individual website of the business website proprietor, where short online journals are distributed and utilization of social network Facebook[2]. The principal affirmation is identified with the effect of the individual website of the business website proprietor, where short reflections on different subjects associated with the business in the type of web journals are distributed.

In consistence with this, the hypothesis H1 was set: Web traffic at the official business website should rely upon web traffic at the individual website of the business website proprietor. The subsequent affirmation is identified with the effect of rivalry spread at social network Facebook. In consistence with this, the hypothesis H2 was set: Web traffic at

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the official business website should rely upon the scope of rivalry on clients at social network Facebook. To find the effects of chosen Internet marketing tools on website traffic, the genuine firm of giving online business from Banska Bystrica locale was picked[3]. This firm was the object of research thinking about conclusive suspicion that it has not executed tools of Internet marketing and offers plausibility of website reengineering what's more, correlation of web traffic when the usage of chose tools. To screen of web traffic and estimation of related information necessary to research arrangement, Google Analytics tool was utilized. It watches Internet clients by finding of website, the method of its perusing, and it gives every day web traffic outlines. As contributions for research of decided issues there were utilized information of day by day web traffic number, several websites show sources from which guest arrived at website and catchphrases entered to web index. Web traffic at social network Facebook was estimated by Facebook Insights tool. This tool is accessible for websites preferred at any rate by 30 individuals[4]. Board of diagrams gives insights identified with several individuals like website, the number of individuals ran by website, the number of individuals discussing it, etc. The significant figure was the number of the social network Facebook clients having a particular commitment in the run[5].

III. SYSTEM ANALYSIS

Reengineering of website

The most basic approach to expand official website traffic is its reengineering by the change of its plan. This change was acknowledged likewise by breaking down the official business website. The unique utilized website was not adequately very much masterminded because of a more significant number of bookmarks, which don't satisfy their substance, and they were not filled by real data[6]. Bookmarks on the web included Introduction, About us, Items, Services, Gallery, References, Partners and Contact. The opening website contained just the introduction of pictures without text. So the guest couldn't discover which firm is it about. A quality website is a reason for the use of Internet marketing[7]. My recommendation there was placed accentuation most notably on the straightforward and straightforward structure for the brisk and instinctive direction of guest with consider to target bunch possibly unskillful to utilize the Internet. The enhanced website was made for target bunch 20-65 years matured. Marker of website traffic is estimated by Google Analytics tool, which every day brought web traffic information. Examination of web traffic mirrors that regular web traffic every day arrived at about 23 visits during most recent fourteen days by utilization of the unique web.

Creation of personal website

The business owner decided to create a personal website for composing of sites on real subjects on e-business and e-commerce and other points close to his interest in spare time. After the beginning of the unique website, the number of visits was shockingly high. It reached up to 1000 visits per day on some days. Based on results following from business website traffic and individual website traffic of entrepreneur, there was an estimated correlation for both web traffic information[8].

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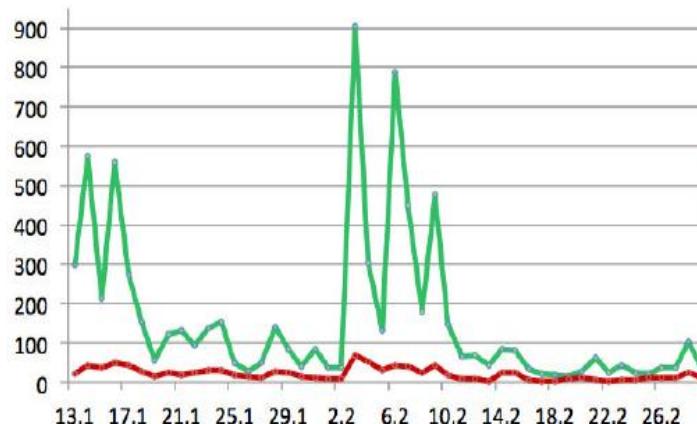


Fig 1: Comparison of business website traffic and personal website traffic

Competition spread by social media

The examined firm had made only in past occasions own business profile at social network Facebook. This social network was utilized with intend to make implies for increment in web traffic and information on the business. Interconnection of business websites and business profile at the social network was acknowledged by utilization of Likebox object, which shows the presence of business profile at social network Facebook to guests of this business website. Likebox offers a rundown of fans with jumping at the chance to this website also. By and large, it tends to be said that interest of firm at social network Facebook adds to increment in guests surges of official business website[9]. During two-months checked period increment in web traffic had numbered 25 % by guests from the climate of social network Facebook. The reason for this outcome was observing information from Google investigation tool. The following movement was the utilization of social network Facebook to spread rivalry composed by a dissected firm with a point to guarantee a higher number of business website guests[10]. To break down the effectiveness of rivalry spread at social networks, the figure of Internet clients number was picked up during the checked period. Related clients saw data of rivalry at social network Facebook. this information was continued from Facebook Insights tool.

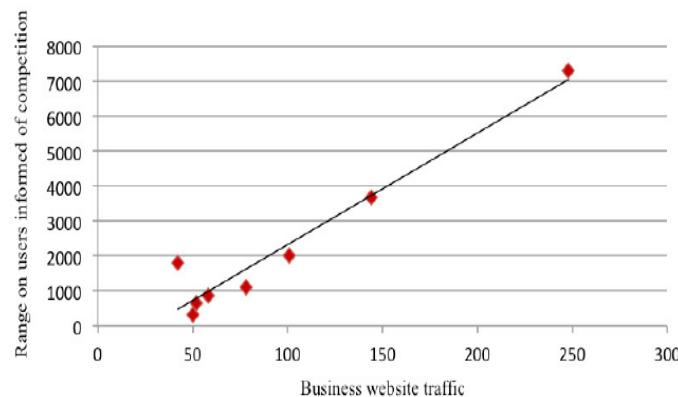


Fig 2:Correlation of competition range at social network and business website traffic

To check reliance between business website traffic and rivalry spread range on clients ready to see data of rivalry at Facebook, correlation investigation was applied once more [11]. Determined correlation coefficient arrived at 0.96, and it implies that reliance between these two factors is altogether high.

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IV. CONCLUSION

Marketing needs an environment for its significant acknowledgement. Internet speaks to an environment where these days the most dynamic marketing battles for clients figure it out. This spot is accessible 24 hours day by day seven days out of every week, except it knows nothing else than we train it to do we need. It is just an environment with tremendous marketing potential. Internet marketing offers different tools for different sorts of battles for the client. One of these battles lies in exercises to draw in the client at business websites; it is alleged fundamental transformation. Increment in websites traffic needn't bother with the utilization of all Internet marketing tools. Yet, it is essential to know the reason for the determination of reliable tool and what is contained in each acknowledged advance. All web subjects need to have high web traffic of their official websites, yet it is essential to put an inquiry if multiple times as high every day web traffic will increase the number of clients numerous times also. It is unavoidable to acknowledge likewise where we need to get guest of website, what we need him to do and what is our point-like. At that point capability of Internet marketing can be entirely and successfully used.

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