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POSTERS

WHAT FORM OF PROMOTION IS THE MOST EFFECTIVE IN DRIVING TRAFFIC TO YOUR SITE?

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This research addresses the question of which promotion tool drives the most traffic to your website. “Google Analytics” was chosen as a tool for website traffic data analytics of the “Nostalgic Recipes” blogger created by the authors. According to the research done by Husin & Rusa (2017) the average returning visitor ratio from referral traffic source reach the highest percentage of 25% compared to 17% from search traffic source and 19% from direct traffic source. Our research aimed to make a comparative evaluation of the findings of the research literature. The Google analytics results showed that referrals were the best source of traffic. Out of 327 users, 109 were from referrals. That estimates that approximately 33.3% of the visits were from users using referral links from other Blogger websites. A similar 33% of visits came from direct links, but it cannot fairly compete with the referrals because direct included more categories. Our research partly confirmed the previous research that referral link promotion works best for attracting the most users to a website.

Key words: *User acquisition and behaviour, user traffic, promotion tools, data analysis*

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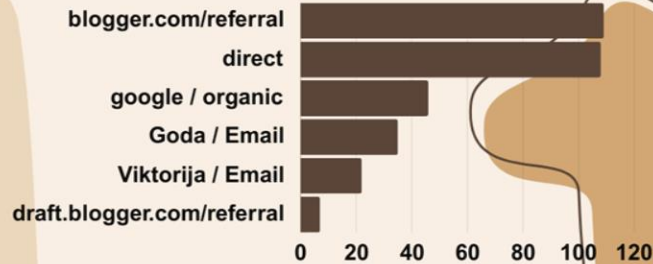


Introduction

This research addresses the question of which promotion tool drives the most traffic to your website. These results would help people in the future manage their finances on which source is better to invest in, instead of running their own analysis and burning daylight with assets.

Article chosen for the study

While researching this topic a similar study was found that achieved comparable results. The articles' information seemed to overlap gave grounds for the results accuracy. According to research done by Husin & Rusa "A study found that the average returning visitor ratio from referral traffic source has the highest percentage of 25% compared to 17% from search traffic source and 19% from direct traffic source. The results showed that different traffic sources have significantly different returning visitor ratio especially between referral traffic source and the direct referral and search referral sources." (Husin & Ruza, 2017 p 8)



Promotional tools:

In total 3 tools were used:

- Promotion via g-mail - we sent out email promoting our website and its posts.
- Referral - Other blog pages had a link leading to our blog.
- Direct - there was a link that anyone could click on at anytime in an excel spreadsheet.

Conclusion:

To summarize during this research we discovered, that the best way to promote your website is using referral links, because referrals coming from a trusted source can make the user feel safer and build trust more efficiently. As (Husin & Ruza, 2017) we have determined a similar outcome for our research paper. The diagram shows substantial success of the referral links user traffic, coming in close second with direct traffic close third even though the classification of "direct" is composed of several sources (e.g visitors typing in the url, unknown sources, social media, offline docs ext.) so this comparison could be unfair. In conclusion, referral link promotion works best for attracting the most users to a website, thus choosing this type of promotion will get the best results.



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