

## **PV-IV**

### **Conversions Needed To Make One Sale©**

This number represents the total targeted traffic to which PPC and free advertising must be exposed (given the conversion rate of both the landing and sales pages) in order to generate a single sale.

The number can often seem quite high given all the Internet hype about how easy it can be to get traffic to your web site. Remember this is **targeted traffic.**

Targeted traffic is traffic that stems from well-selected keywords that lead the prospective buyer directly to what he or she is looking for.

It can be sobering to learn just how much targeted traffic it takes to generate one single sale.