

"We just want more traffic" sounds like a clear brief. It isn't. More visits can mean more potential customers—but they can also mean more people who were never likely to buy, book, or get in touch. If you're investing in Google Ads, the useful question isn't simply whether traffic is going up. It's whether the right people are arriving and taking actions that matter to the business.

That doesn't mean traffic is a useless metric. It can help diagnose a campaign, especially when a business is new, a website has just launched, or there isn't enough conversion data to judge performance. But traffic works best as a supporting measure, not the main definition of success. The goal should be commercial progress: sales, qualified enquiries, booked appointments, or another outcome the business can actually use.

In this post, we'll look at when more traffic can be a reasonable goal, how to distinguish lead quality from lead volume, and why business context and measurement should come before increasing spend.

Traffic Is a Metric, Not a Business Outcome

A click tells you that someone chose to visit your site after seeing an ad. It doesn't tell you whether they had a genuine need, whether your offer suited them, or whether they became a customer. Those answers come from what happens after the click—and, ideally, from connecting that activity to outcomes in your CRM or sales process.

It's easy to report more impressions, clicks, and sessions because they're visible and arrive quickly. But a report full of rising numbers can still leave the important question unanswered: what changed for the business? Keep a running list of metrics with no decision attached. If a number doesn't help you choose what to do next, it may not deserve to be a headline result.



Metric	What it can tell you	What it cannot tell you by itself
Impressions	How often ads appeared	Whether the audience was a good fit
Clicks or visits	Whether people chose to visit	Whether those visitors were likely to buy
Enquiries	How many people made contact	Whether they were suitable, reachable, or ready to proceed
Qualified leads or sales	Whether marketing is contributing to valuable outcomes	How performance will change without good tracking and context

The same principle applies whether a company is managing campaigns in-house or working with a partner. A brand such as Zeka Design (Zeka Graphic) may need to understand which kinds of enquiries lead to the right projects, not just which ads bring the most visitors. And an agency such as ClickSlice (clickslice.co.uk) should be able to explain how reported activity relates to the client's actual business goals—not just show a table of clicks.

When More Traffic Can Be a Good Goal

There are situations where increasing traffic is a sensible near-term objective. The important thing is to say why traffic matters and what you expect it to make possible.

- **You're entering a new market.** You may need to learn whether people in a particular location or audience segment are searching for your offer.
- **Your campaign has limited reach.** If relevant searches are being missed because ads rarely appear, more qualified visits may be a useful step toward more conversions.
- **You're building an evidence base.** A new campaign may need enough relevant activity to identify which search themes, landing pages, and offers deserve further testing.
- **You're promoting a longer buying journey.** Some visitors need time to compare options, learn about a service, or return later. A visit may be an early signal, though it is not a final result.

In each case, the aim shouldn't be "get as many clicks as possible." It should be "bring in more of the right visitors so we can learn whether this opportunity is commercially worthwhile." That distinction changes how you choose keywords, write <https://www.zekagraphic.com/how-to-get-the-most-from-a-google-ads-agency> ads, build landing pages, and judge results.

Qualified Traffic Matters More Than Raw Traffic

Qualified traffic means visits from people who are plausibly a fit for what you sell. A visitor might be qualified because they have the right need, are in a service area you cover, meet basic project requirements, or are looking for the type of product you offer. A larger audience is not necessarily a better audience if most visitors cannot or will not become customers.

Consider a local service business. A campaign might attract many searches for general advice, DIY instructions, or jobs in the industry. Those searches can generate visits without producing the kinds of enquiries the business wants. A smaller group searching for a specific service in a relevant area may be more valuable, even if it produces fewer clicks.

That's why keyword intent matters. **Conversion intent keywords** often show that a person is closer to taking action: they may be looking for a provider, a product category, a quote, or a particular solution. These searches are not automatically profitable, and not every high-intent click becomes a customer. But they give you a more useful starting point than assuming all searches—or all traffic—are equally valuable.

Think about top vs bottom funnel

The **top vs bottom funnel** distinction is a practical way to think about where someone may be in their decision. Top-funnel searches can reflect early research or general curiosity. Bottom-funnel searches often signal a more immediate comparison or purchase need. The same person can move between these stages, and search intent isn't always obvious, so treat the distinction as a guide rather than a rigid rule.

- **Top of funnel:** Searches for explanations, ideas, or broad information. These may support awareness and early learning.

- **Middle of funnel:** Searches that compare options or explore possible solutions.
- **Bottom of funnel:** Searches that suggest a person is choosing a provider or is ready to act.

Different stages may deserve different messages and landing pages. Someone researching options may need a helpful guide. Someone ready to book may need a clear service description, proof of credibility, and a straightforward next step. Treating both visitors the same can waste the opportunity—even if the traffic numbers look healthy.

Lead Volume Isn't the Same as Lead Quality

For lead-generation businesses, a campaign can produce more form fills and still create more work without more revenue. Some enquiries may be outside the service area, ask for a service the company doesn't provide, or never respond to follow-up. Others may be valid opportunities that take a long time to close. Counting every enquiry as equal hides those differences.

Use the CRM, or another reliable lead-management process, to understand what happens after someone submits a form or calls. With consistent definitions, the business can distinguish an initial enquiry from a contactable lead, a qualified opportunity, and a closed customer. The exact stages will vary by business; what matters is agreeing on them before using the data to judge campaigns.

Ask the people who handle new enquiries what they see. Are the leads relevant? Are prospects reaching the right team? Are particular search themes bringing in enquiries that repeatedly go nowhere? This feedback can reveal issues that an ad platform's conversion count cannot show on its own.

Agree on "qualified" before launch

"Good lead" can mean different things to marketing, sales, and the business owner. Make the definition explicit. For example, a qualified enquiry might come from a person in a supported location, seeking a service the company offers, with a realistic project need. It may also require that the person can be contacted and is willing to have a conversation.

Once the definition is clear, the team can examine patterns and make better decisions. If an ad generates a high volume of enquiries but few meet the agreed criteria, increasing its traffic is unlikely to solve the problem. The next step could be narrowing search themes, making eligibility clearer in the ad, or improving the landing page—not simply trying to attract more visitors.

Onboarding Should Start With Business Context

A useful Google Ads onboarding conversation begins with the business, not the campaign settings. Before building or changing anything, understand what the company sells, which customers it can serve well, and what a successful outcome looks like. A campaign can be configured correctly and still pursue the wrong objective if nobody has shared the commercial context.

Good onboarding should cover questions such as:

- Which products or services are the priority, and why?
- Which locations, customer types, or project types are a good fit?
- What happens after someone calls, submits a form, or makes a purchase?
- Which enquiries are unsuitable, and how are they identified?
- How long does the decision process usually take?

- What does the business want to learn or improve in the next few weeks?

This is also the time to discuss practical limits and trade-offs. If a business can only handle a certain kind of work, broadening the campaign to drive more visits may create pressure on the team without creating better results. If some services are more valuable or easier to deliver, the advertising plan should reflect that rather than treating every click as interchangeable.

Measure and Track Before Increasing Spend

Before putting more money behind a campaign, check that the important actions are measured correctly. If a sale, booked appointment, or suitable enquiry is not recorded—or is recorded twice—the campaign data can point in the wrong direction. Increasing spend on the basis of unreliable information makes it harder to know whether performance improved or whether the measurement merely changed.

Start by mapping the customer journey: what action counts as a conversion, where it is recorded, and who checks whether it was genuine. For lead generation, connect advertising activity with what happens to the lead in the CRM where possible. For ecommerce, confirm that purchase tracking reflects completed orders accurately. A conversion count is only useful if the business agrees with what it represents.

1. **List the actions that matter.** Separate business outcomes, such as purchases or qualified leads, from secondary actions such as page views.
2. **Check the setup.** Test forms, calls, purchases, and other tracked actions to confirm they register as expected.
3. **Review lead or order quality.** Compare platform data with CRM records or order information rather than relying on clicks alone.
4. **Set a reporting rhythm.** Review results regularly, but allow enough time for the business's normal sales cycle to show through.
5. **Choose one clear next change.** Make a specific adjustment, then assess it. Changing five things at once makes it difficult to learn what worked.

Google Ads can show useful campaign activity, but it does not automatically know whether a lead was a good fit or a sale was valuable to the business. That is why tracking should connect campaign data to business records and real outcomes. If the connection is missing, fix the measurement before treating traffic growth as evidence of success.



Build a Report That Leads to a Decision

A good report should explain what happened, why it may have happened, and what the team will do next. Tables can be useful, but a report made only of tables and screenshots leaves the reader to figure out the story. Put the most important finding in plain language, include the evidence, and end with a specific action or question.

For example, rather than reporting only that visits increased, explain whether qualified enquiries also increased, which search themes contributed, and whether the sales team found those enquiries useful. If traffic rose but lead quality fell, say so. The point of reporting is not to make every month look positive; it is to make the next decision clearer.

In every review, ask: **“What would you do differently next week?”** If nobody can answer, the report may be describing activity without guiding action.

So, Is More Traffic Ever a Good Goal?

Yes—when it is a deliberate step toward a meaningful business outcome. More traffic can help a business explore a market, reach more relevant searchers, or collect evidence. But traffic is not inherently valuable just because it rises. The useful version is more *qualified* traffic: visitors whose needs and intent make sense for the company’s offer.

Before setting a traffic target, make sure the team can answer three questions: What business outcome are we trying to improve? What makes a visitor or lead qualified? How will we track what happens after the click? If those answers are clear, traffic can be a helpful supporting goal. If they aren’t, “more traffic” risks becoming a vanity metric—and a reason to spend more without knowing what changed.

Start with business context, define lead quality, and check measurement before increasing spend. Then use Google Ads data alongside CRM feedback and real sales or order outcomes. The result may be fewer visits than a traffic-first campaign would generate, but more of the activity that gives the business a reason to keep investing.