

Click Result Confirms That Sex Sells: Sexy Pictures Increases Web Hits

My previous post on ‘Sex sells dont you think? Debunking the Myth of Using Sexuality to Gain Traffic’ shows that sex sells – it really increases web hits when you put a pretty or sexy picture on your social profile.

Intentionally I placed an incredibly sexy photo of a beautiful Japanese model and surprisingly, 51 people actually clicked on the photo! Look at the screen shot of my site’s page impression counter:

According to my web stats on SiteMeter, I had 184 unique hits on 7th and 8th November 2007. 51 people out of 184 actually clicked on the picture which is a staggering 27.71%! This means that 1 out of 3 people who visited this site actually clicked on that sexy photo!

Although this test is not 100% accurate, somehow it does show that sex does play its role in our community. On the other hand, this creates more questions on my head:

1. Would sex be more effective than social media marketing?
2. Is it TABOO to talk about sex?
3. How do you incorporate sex into blogging without offending the community?

On my previous post:

kljs, Jean and Anna agrees that sex sells and that people are more inclined to click on sexy pictures.

Great Seducer on the other hand targets horny people while KimFei won't cheat on his site's visitors. What do you think?