

Forum:[Hack Forums](#)

Thread: [Why your forum is failing](#)

The Elite - May 18, 2011, 5:50 am

Quote:I honestly don't mean to offend anyone with this, but I have some spare time at the moment and feel that I should give some advice to new webmasters. As I just said, I do not mean to offend anyone. If you think that my honesty WILL offend you, then please stop reading, if you keep an open mind and you're willing to withstand my opinion as to why your forum is failing (if it's not, stop reading!)

Why your forum is failing!

Lets think of your forum more as a resource, not as a forum. IF you ever plan to make your forum succeed, your traffic will NOT be from advertisements, your traffic will be from GOOGLE (and Bing, if anyone uses that). Your forum is not something where you should tell people to join it, it's something that people should WANT to join. You need to imagine your forum from the point of view of a random visitor, not as a owner. YOU want your forum to succeed, THEY want something they can rely on for information. Therefore, instead of mindlessly begging randoms to join your forum, you need to offer something unique. No one wants to join your forum with 3 posts, 5 members and a countless number of empty forums. Your visitors would be more inclined to see forums where they're all filled with SOME content and some members. This can mean you posting countless threads, either way, that works. Making accounts (around 5) and having discussions between accounts is also a good way to generate traffic.

Read the rest of the article [here](#).

<http://crueltruth.com/?p=26>

Mr.PrashantGarje - May 18, 2011, 6:04 am

VEry nice article there I loved it yeah!!

Ohya - May 18, 2011, 6:07 am

This is a very nice thread mate. I'm sure it will help many people in the future. Good job!

SawCyanic - May 18, 2011, 6:20 am

I seriously wish I could give you +3 rep now OP.

iLee - May 18, 2011, 6:51 am

You forgot some pieces. No-one's going to joni a forum that take hours to load.

No-one going to join a forum if there's no content,

No-one will join the forum if you beg.

i9. - May 18, 2011, 7:02 am

I think a tiny amount of wee just came out :3

Well done sir! =]

Mordalum - May 18, 2011, 7:03 am

The Elite, is absolutely right. People make forums not following very important stuff.

They just fail also after a certain amount of investment thinking that there forum would be

successful!

luft - May 18, 2011, 8:16 am

Quote:your traffic will NOT be from advertisements

I disagree, a paid ad on Google will increase your traffic. You might think nobody clicks on Sponsored Links but a lot of people who use the internet don't know the difference between the sponsored links and the actual ranked results. If you are opening a computing or internet forum then obviously a sponsored link may not be the best option because most of the potential users are "savvy" enough to know what sponsored links are, but it is unwise to disregard advertising as a form of traffic, as it is one of the biggest. Do you remember the link at the bottom of HackForums to that gaming forum a while ago? That forum really took off considering it was a gaming forum, and that was almost completely down to the advertising campaign.

Amazing - May 18, 2011, 8:48 am

This was a good read from a webmaster that actually knows what he's doing, excellent post. ?

LurkerHole - May 18, 2011, 8:51 am

@OP : Nice read, I kinda dislike new forums having no content with a lot of categories and having only one member to spam all of it.

(May 18, 2011 08:16 AM)Holyjoely Wrote: [CITE](#) I disagree, a paid ad on Google will increase your traffic. You might think nobody clicks on Sponsored Links but a lot of people who use the internet don't know the difference between the sponsored links and the actual ranked results. If you are opening a computing or internet forum then obviously a sponsored link may not be the best option because most of the potential users are "savvy" enough to know what sponsored links are, but it is unwise to disregard advertising as a form of traffic, as it is one of the biggest. Do you remember the link at the bottom of HackForums to that gaming forum a while ago? That forum really took off considering it was a gaming forum, and that was almost completely down to the advertising campaign.

That may vary mate. The competition is seemingly tough after all.

The Elite - May 18, 2011, 2:08 pm

Glad everyone enjoyed the article. :)

jacobm - May 18, 2011, 2:52 pm

The "I'm a king webmaster, I can install MyBB, therefore, I am better than you." is so true of this site..

CALIFORNIAN - May 18, 2011, 3:25 pm

This is definitely information most webmasters/administrators whom are new to forums should look into.

TheUninvited - May 18, 2011, 4:53 pm

thats an awesome tutorial please read your private msg buddie.

jacobm - May 18, 2011, 6:53 pm

I memed this just now, thought it would be appropriate.

[img]<http://www.webpagescreenshot.info/img/424797-519201145245am.png>[/img]

totalNUB - May 18, 2011, 7:19 pm

Haha this made me laugh. But thanks for this, it's a great read.

tubby1 - May 19, 2011, 5:55 pm

Great post, The Elite! Hopefully this will stop some of the sub-par sites being posted here.

Crayo - May 20, 2011, 1:29 am

(May 18, 2011 06:53 PM)jacobm Wrote: [\[CITE\]](#) I memed this just now, thought it would be appropriate.

[img]http://www.webpagescreenshot.info/img/424797-519201145245am.png[/img]

Lmao that's win and so true.

iHale - May 20, 2011, 1:39 am

(May 18, 2011 04:53 PM)TheUninvited Wrote: [\[CITE\]](#) thats an awesome tutorial please read your private msg buddie.

It's not even a tutorial ???, it's an article.

Rocketscience - May 25, 2011, 7:41 am

I laughed because it is so true. starting a forum is really hard and you just made it really entertaining and easier!

The Elite - May 27, 2011, 3:57 pm

Thanks to everyone for the great feedback, I've just started a new blog here:

<http://www.Crueltruth.com>