

Do You Need More Sales? - The Top Traffic Methods Used By High Earning Affiliates

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To be successful as an affiliate marketer, it is essential that you direct targeted traffic to your web site. It does not matter how much drive, diligence, or just plain dogged determination go into the planning and building of an affiliate work at home Internet business - without sufficient traffic, the business will never get off the ground. Interesting meaningful content or a well-designed web site is useless if no one visits.

However, getting traffic is isn't easy, especially in the initial stages, given the high competition among thousands of sites competing for attention. The top producing affiliates use a variety of tactics, and if they are applied consistently, they can make a huge difference in both the quality and amount of visitors to a site.

Understand Your Target Market

If you study a number of different marketing sites you will note some major differences. Sites marketing womens products use colors that are different from websites marketing electronics. The design of sites for professionals is hugely different than sites marketing baby products. You need to know who will be attracted to your products. These differences will dictate the entire design of your web site. All you need to do is view successful competitor sites, and then use similar copy styles and colors. Take note of the design of high ranked competing sites. You can use those observations when planning your own site.

Utilize The Search Engines

by Linking with Popular

To achieve the best search engine results your site needs to be attracting a large amount of clicks. One of the indispensable methods to do this is by placing links on related, but non-competing sites. These links help drive traffic, but if targeted to the relevant searches they can also elevate your page rank in the results displayed by search engines.

Try to find sites that are related but are non-competing with your own web site. Send an email to the webmaster and ask for a link on their site to your web site. You may have to offer a reciprocal link on one your web site pages or some other incentive such as original content. Avoid paying for links because some of the search engines are penalizing for such links.

Blog and Write Articles

Write your own blogs and articles on concept targeted to your market. Unique blogs and articles content filled can help to promote your web site, attract customers, and possibly increase the number of links back to your web site. You can place these articles on other sites, in ezines, in newsletters or article directories with a link back to your own web site.

Build A List Of Subscribers

Use an incentive to build a list of subscribers for a ezine or newsletter. A subscriber list is a valuable asset for any affiliate or online marketer. I recommend using an auto responder to send out personalized emails or newsletters to promote your site. This is one way you can build repeat visitors for for marketing well into the future.

Joint Venture Marketing

Partnering with related web sites is also a highly effective and popular means for promoting a product or service. Joint venture marketing with related sites is a marketing strategy in which two or more webmasters cooperate to help promote one another. One webmaster may promote another and receive a payment or portion of the leads, sales or commissions. These joint venture agreements may also include swapping ads and link exchanges. Since the parties can reach a wider customer base, all the parties may benefit.

Start Your Own Affiliate Program

If you join an affiliate program as a merchant, you can pay sales commissions to others to sell products through your site. Even a small affiliate program can help direct an increased amount of traffic to your web site. You do need your own product to sell, but accomplished through the use of product development ventures, product upsells, or private label content (PLR).

To generate sufficient cost effective traffic you need to use a variety of techniques as possible. All top Internet marketers use a variety of techniques to attract visitors to their sites. Should one strategy fail, you have others to save you from losing too many customers. You should not rely on only one strategy to get targeted traffic.

Maggie Eslinger

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