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PROVEN WAYS TO IMPROVE WEBSITE TRAFFIC

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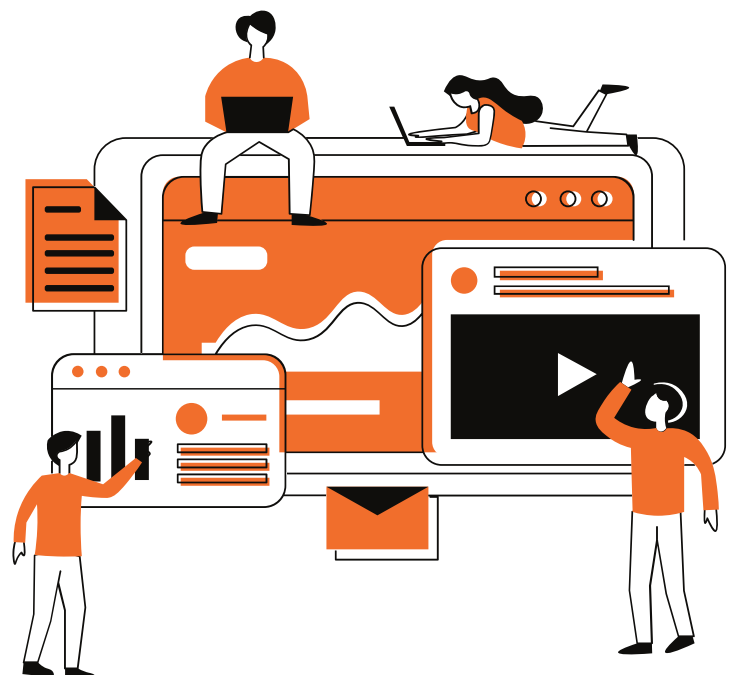
Success in affiliate marketing can mean earning millions of dollars every month. The very best players in the market achieve this level of earnings on a regular basis. How do you reach this level of success? Check out these tips to start:

Gaining traffic is probably the most difficult part of affiliate marketing. You will need to attract massive numbers of the right types of people to your website. You want the types who are likely to be interested in the products you promote and the content your offer. Here are some of the tested and proven ways of gaining traffic:

GUEST POSTING

This method of getting traffic is one of the most intimidating for most internet marketers. In this section, we will discuss how to do it properly so that you will be able to push through with it.

The first step of guest posting is always to create an excellent article. You want to write content on something that you are confident writing about. You want to write about something that is related to the topic of your affiliate website.



When creating the content that you will offer for guest posting, you will need to make sure that it is well researched and it is pleasant to read to the readers of the other website. The readers will judge you based on the quality of content that you will share. If they like your content, they may go to your website and check out your other articles. If they do not like your content, they may ignore you, or worse, talk about how bad your content is in the comments.

After creating the new content, it's time to look for a website where you will share it. To begin with, make a list of websites where some of your target audiences may regularly visit. Ideally, it should not be another affiliate marketing website. Instead, find websites that are considered as authorities in your niche industry.



One option is to approach real world publications and offer your services as a freelancer. You can find a write-for-us section in websites like the Huffington Post or Bleacher Report. These popular website get thousands of requests from aspiring writers every day. You do not want to go after these general publications. Instead, you should focus on the big publications or online magazines that cater to your niche.

Make a list of at least twenty of these online publications. After creating the list, you will need to contact these companies to ask if you can write in their website. To achieve this, you will need to email the administrators of the websites. Most of them have a contact-us page or a write-for-us page. Do not expect that you will be compensated in any way for your guest posting. You will need to do this service for free.

In your email, be courteous and go straight to the point. You could use the same emails for all your applications, changing only small details. In the email, you could provide a link back to your website so that they will be able to see samples of the articles you have written. This will allow them to inspect your content easily, giving them an idea of the type of content that you can share in their website.

If you have confidence that the content you created will stand out and increase the chance that your offer will be approved, you could also mention it in the email. You could talk about what the content is about and how it can be valuable to their website.

If you hear back from them, you may need to ask for the terms of the partnership. In exchange for writing for their website, you need to ask to have a link back to your own website. The link will help your own website in terms of search engine ranking. If the website you will be writing for has a strong marketing arm, you may even get some traffic from the link.

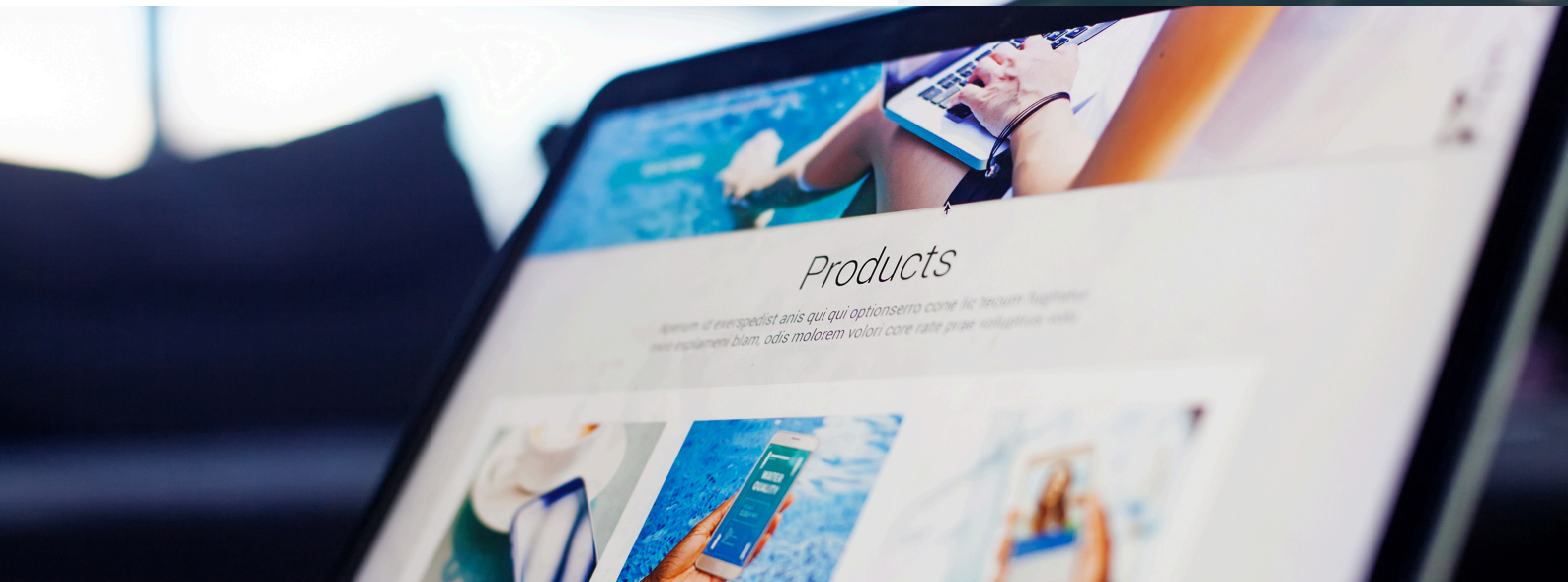
If you are accepted and you agree on the terms of the guest posting, you will be asked to submit a file of the article that you will post. In most cases, the administrators of the website will have suggestions on how you will change the content. The changes are not always significant. They will mostly be done to make your content fit the other types of content in their website.

After some editing, your content will be posted in their website and you may see some traffic come out of it. Make sure though that the terms that were agreed upon are followed. Your name should be mentioned as the author of the content and there should be a link going back to your affiliate website. If there is no traffic surge to your website, you will still get some SEO juice from the link in your content. Once your guest post is up, do not think too much about it. The content is there for everyone to see. If the website has a strong SEO presence, you may have your guest post rank well.



Now that you are done, you should shift your focus on working on a new guest post. You should do one of these guest posts a month. The overall goal is to increase the number of contents you have from other websites. With each guest post you set up, you will get a legitimate backlink to your own website and you may get some traffic.

Some of your contents will be more successful than others. If you see that one of your articles get a lot of attention in one website, you can ask the administrators if they would like you to do another one. You should do this for the websites where your guest posts get a lot of positive results like great search ranking and a high number of referred traffic.





GUESTING ON A VLOG

Guesting opportunities online do not only apply to online articles. They can also be applied in podcasts and in vlogs. You could follow the same strategy discussed above to book other promotional events. For instance, you could message a YouTube channel manager if you could talk in one of their shows or if they would like you to become a guest in their shows.

If you have a tech website for instance, you could ask to guest in tech shows and news websites. You could also look for podcasts about your topic. The best part about this type of guesting is that you get your name and your work out there without the need for excessive preparations. This allows you to reserve your writing talents to your own contents. Becoming a guest in internet shows can be fun and it does not take a lot of work.



You do not have to travel to the exact place of the vlogger either. You can set up your own working place so that it is suitable for internet videos. News agencies use skype all the time to talk to their guests in the show. You and the vlogger can also do this. This way, it will not cost you much to appear in the shows of other influencers in your circles.

To become a guest, you will need to meet in person or virtually with the vlogger and review what you will talk about in the show. Most vloggers will only invite you in their shows if you are already an established expert in your niche and your inputs in the show matches the needs of their audience.



SEARCH ENGINE OPTIMIZATION

The best way to get traffic to your website is through search engine optimization. Search engines are the primary tools used by internet users to get around online. Unlike social media, these tools are used not just for entertainment and communication. They are used to look for specific types of content in the searchable web. Search engines “crawl” and collect information on all public websites online. They organize the websites based on the data they collect about it. Mostly, they are concerned with the information found in the website. However, they also collect information related to user experience such as website speed, server uptime and the presence of malware or other dangerous types of codes.

If your website is found to be safe, legal, and easy to use, it will be added to the search database. To match the information in your website the needs of internet users, Google and other search engines use keywords and phrases.

When the internet user enters a word or phrase in the search bar, the search algorithm uses this information and searches all the websites they've crawled for matching information. Because multiple websites have the same type of information, reaching the top spot of the list in the search result pages will require you to deal with intense competition, especially in the most popular topics.

If you do manage to outrank all the other pages in your niche topic, you will manage to attract the people in your niche market. This type of traffic is considered by most affiliate marketers to be superior in quality compared to the ones coming from social networks because they are using the internet to deal with a specific need. If you happen to have the solution to their needs, you can earn by suggesting affiliate products to them.



HOW TO OPTIMIZE CONTENT FOR SEARCH ENGINES

Search engine marketing comes in many phases. The first phase starts in the building and development of your website. In this part of the process, you need to decide on the identity of your website. To establish your website's identity, the search engines will check factors like your domain name, your website tag line and the different internal links (links that lead to other pages inside the same website) you offer in your website's primary menu. Secondary to this, your website identity will be determined by the headlines of your posts.

Ideally, these headlines should have an H1 tag. Ideally, you should start adding the most important keywords in your niche at this part of the process. If possible, you can include your keyword and phrase in the domain name. You should also use related keywords and phrases in the relevant links in your website, especially the ones in your menus. This makes up the basic parts of your site-level optimization.



The second phase of search engine marketing involves page-level optimization. This is the more crucial part of the two because it will be your pages that will be individually ranked in the search result pages. It all starts with the keywords you use in the title of your article. Ideally, the keywords or phrases should be placed in the beginning of the headline. Also make sure that the title includes 50–60 characters only. Google displays this range of characters in the search results.

Next to the title, you should also consider what to write in the meta description of the page. The meta description is the paragraph that will be used below the SEO title. This part should help establish the information in the page to the internet user. You do not have to overthink this part. Just tell the reader, in a conversational manner, what information is included in the page. Ideally, you should make this paragraph be around 320 characters long. You should also include the relevant keywords or phrase in this paragraph.

Next, you will need to create the body of your content. From an SEO standpoint, the body should be at least 350 words long for short content types like news, blog posts and updates. For posts that require instructions and steps, the word count should be north of 750 words to be competitive. The text components of the body should include paragraphs (with a `<p>` tag) and headings (h2, h3...). You should mention the keyword or phrase multiple times in the paragraphs. It should also be included in at least two paragraph headings.



If the content is intended to show a process, like how-to contents, you will need to use the list tags (or). This will tell the search engines that you are presenting a list to the intended audience. Aside from using the list content as your paragraph headings, you should also include multiple types of media to make the content easier for the eyes.

The first type of media that you should add is the text. The text portion of the content is easy to optimize for the search engine because you can simply write the keywords and phrases as they are needed in the paragraphs.

Ideally, the keywords and phrases should comprise 1-2% of your text content. The first one should be included within the first two sentences of the first paragraph. If you have a 1,000-word long article, you should use your keyword or phrase ten to twenty times. You should not allow the content however, to contain more than 4% of the keyword or phrase. More than that, Google may flag you for keyword stuffing. This may have your content penalized for gaming the search engine algorithm.



ANALYSIS

TRAFFIC

CONTENT

SEO

RANKING

KEYWORDS

BACKLINKS



Next to text, the second most important type of content is the image. The presence of images in the page indicates a break in the wall of text content. By breaking the content into chunks with the use of images, you will make your content easier for the eyes of the user. To make the images help in your SEO efforts, you should include the keyword or phrase in the alt-attribute of the image. In most website content management systems, the option to change the alt-attribute is present when the image is uploaded or edited. Adding a caption also helps to establish the nature of the image.

Lastly, you will need to add a video whenever there is a need for it. The video should complement the content of the website. Of the three types of content discussed in this section, you should be least worried with optimizing the video content. Focus your SEO on the other two types of content.

With these three types of contents, you will be able to establish what the page is about. The next step is to use links to establish how it relates to the other contents in the web. Links come in two types, inbound links and outbound links. You could use your outbound links to link to other pages that may be useful the user. You should do this when the linked page has information that is not included in your own page. The links in your page are either internal (going to other pages in the same website) or external (going to pages of other websites). Feel free to use internal links as you see fit.

However, you should be more careful when linking externally. Make sure that the third party website that you are linking to is safe to use and hosts legal contents. Ideally, the page you are linking to should be related to the topic that you are talking about in the page. Linking to other websites is supposed to supplement the knowledge of the user about the topic. The search engine crawlers (robots that check your website) will use the content that you are using to guess what type of content your website has.

Linking externally should be done naturally. If you mentioned a technical term that a few people may not understand for example, you can add a link to a page with the definition of the said word. Adding the right links is important in affiliate marketing. By making your readers become accustomed to the use of links, you may increase the chances of clicks to the affiliate text links you add to your content.

Now, let's talk about the SEO functions of inbound links. Inbound links are used by the search engine algorithm as a metric for how popular and useful a website is. Inbound links refer to the links from other websites that lead to the webpages in your website. You can use tools like the Google Search Console (sometimes also called Google Webmaster Tools) to check which websites are linking to your pages.





Each link that points to your webpages has a different value. The search engine ranking algorithm considers factors like the age of the domain, its Page Rank and many other different metrics to decide whether a link adds value to the webpage it is pointing to. Many online marketers for instance, believe that links from difficult to obtain domains like the ones with a .gov or .edu extensions are more valuable than those from .com domains.



There are multiple legal ways for you to get inbound links to your webpage. The first one is to do your professional networking in your industry. If you are in the gardening industry for example, you should look for other webmasters in the same industry. Links from their websites or blogs will tell the search engines that your webpages are also about gardening. If most of your links are coming from US based websites with US-centric contents, this will also signal that your content is also for US audiences.



MARKETING IN FORUMS AND OTHER ONLINE COMMUNITIES

Aside from social networks and the search engines, you will need to work with other types of websites that have a big online community. To do this, you will need to look for the types of websites where your average target audience spends a lot of his in. This could be a forum, a membership website or an online app.

If this website has lots of contents, you could also ask to guest post in it. Some blogs for example, has a high following of people that post a lot of comments. With this type of blog, the community it mostly concentrated in the comment section. You may use this section of the website to communicate with your prospect website visitors. Ideally, you should add useful comments in this section to answer other commenters' questions. You could then suggest links for suggested sources of information. In the process, you could also add your own content in here.

Forums are also great sources of traffic. However, forum members tend to be avid internet users. Because of this, they are worry about salesy people online. Before you can convince others to go to your website, you should first gain their trust. In the forum culture, this usually means that you need to contribute content to the forum while following the forum rules. Many forums have point and ranking systems. Active members tend to get more points, increasing their ranking in the website. This gives them certain perks that less active members do not have.

When you have developed a strong relationship with the people in the forums, you can now start promoting your own content. Even if you are already a trusted member in the forum, you should still only suggest your content in the context of the conversation in the forums.

You could also consider looking for Q&A websites. Websites like Quora and the once popular Yahoo Answers, are examples of websites like these. Q&A sites can either be general, like in the case of Quora, or specific. Specific Q&A websites allow only answers related to the topic. There are some Q&A websites for example that focuses on questions related to solving Windows Personal Computer problems. If your content is related to solving PC problems, this may be a good community for you to work with. There are also some that only allow questions about fitness. You will need to find a Q&A website that fits your niche. Only work with it if it has an active community. You can check this out by going straight to their website and checking out the website activity.

USING ADS TO GET TRAFFIC

When your website is ready to accept traffic, it's time to start use paid methods to pump traffic into it. It is common to make the mistake of relying solely on organic means of getting traffic. This process takes too long. Let's say you work hard to build your content base and your social media presence. After your done setting everything up for getting organic traffic, the newsfeeds algorithm changes for Facebook, making all your previous efforts futile. A similar event happened to many affiliate marketers back when Google launched its Panda and Penguin updates. The majority of people who depended only on organic traffic were affected the most when pages were penalized.

To learn why you need to use paid means of getting traffic, let us first discuss the differences between free and paid traffic.

FREE VS PAID TRAFFIC

As mentioned above, free traffic is known in the industry as organic traffic. Any visitor coming to your website because of your free efforts in social media and search engine optimization can be considered organic. In the beginning, this will be your primary source of traffic. In fact, it is highly encouraged by affiliate marketing experts that you master the skill of gaining free traffic first.

Free traffic however, is harder to get than most beginners think. The first big factor that works against free traffic is competition. Regardless of what niche topic you choose, there will always be people who will be competing with you. They will compete with you in competing for the attention of your target audience.

If you are promoting a special type of food supplement in your website for example, there will be other people who will be promoting the same product. And you are trying to attract, the same group of people that you are attracting. In the online world, it is easy to track what your competition is doing. You simply go to their websites or their Facebook pages to see what type of promotions they are running. When you become successful, you should expect that your competitors will also be doing the same thing.



With paid traffic, there will also be some competition. However, the number of competing websites will not be as high those competing in free traffic channels. In most websites, there is usually a place for ads, separated from the other types of content. In Google's search result pages for example, the ads are usually located at the top part of the search results. Before the organic search results, you will see two to four ads placements first. Because it is seen first by the search engine user, they are likely to click on it first.

The second big factor to consider when deciding whether to use paid traffic sources, is the speed of business progress. Because of the high level of competition with organic marketing methods, it usually takes an affiliate websites some time before a significant amount of traffic starts coming in. This can be a problem for affiliate marketers with a small capital. The sales come with the traffic that you funnel towards your website. The more traffic comes in, the higher the chances of sales will be. In the beginning, you will only get between 0-10 people coming into your website daily if you rely only on passive and organic means. This is the amount of traffic that you should expect if you are only adding one article in your website and posting one or two contents in your social media channels per day.

The amount of traffic that you get through organic means depends on the number of users you can reach in social media and your search ranking in Google. In the beginning, you will not fare well in both of these marketing factors. With less than 10 people coming to your website daily, you cannot expect to get a substantial income from your affiliate website.

PAID CAMPAIGNS ENHANCE ORGANIC MARKETING EFFORTS

You should not approach your paid campaigns as separate from your organic marketing efforts. Any success you experience with your paid marketing will also trickle down towards your organic marketing channels. If you make a Facebook ad for instance, some people who do not click on your ads may choose to click on your page and follow it, instead. Some people who do not click on your call to action button in your landing page may choose to surf around your website and they may choose to return at a later date. While behaviors like these do not show as a success in your ad campaign tracking tools, they still have a positive effect on your business.



Using Ads to Get Traffic

Getting few daily visits does not mean that your business model will not work. It just means that you are not getting enough traffic to make the system work. It also means that you are not reaching your target audience with the organic traffic marketing that you are using. You will eventually reach these people with organic marketing methods however, it may take you years to reach your goal.



There are multiple ways to get the amount of traffic that you want. However, the best and fastest way is to use paid methods. Using this method can be risky, especially if you do not know what you are doing. The risk is highest in the beginning when you have no experience of using the advertising platform. You can prepare for your first marketing campaign as much as you can through books and YouTube tutorials but you will learn most of the best practices in marketing with experience. Even if you have decided to use ads to drive traffic to your website, there will still be a lot of planning needed to make sure that you succeed in carrying out an effective and efficient campaign.



First, you need to choose a platform where you will use ads. There are various online platforms to choose from including Facebook Advertising and Google AdWords. These two are probably the biggest mainstream advertising platforms and they are the most recommended for beginners. These two stand out because of the number of people that their platforms can reach. Google AdWords can be used to create ads for search engine result pages, websites using Google AdSense and apps that are using mobile AdSense ads. If your marketing message is better delivered using videos, you can also use AdWords to put up ads in YouTube.

You can target your ads based on the search terms used by people. Text and banner ads shown in website hosting AdSense can be targeted using the type of content in the said website and the information that Google has on the person using the website. For instance, you can make your ads appear only in financial websites to promote your financial affiliate programs. You can also make the ad target market narrower by targeting people only from specific countries.

With mobile becoming the primary way of using Google, the AdWords platform also allows advertisers to target users based on the type of device they are using. If the product you are promoting can only be used through mobile, you can make your ads show only on mobile devices.

Most importantly, Google has a variety of free tools that allows you to monitor and learn from your ad campaigns. For instance, you can use Google Analytics to track the number of visits you get from an ad campaign. With this tool, you can also use this tool to track how these people moved around your website and whether they clicked on any of your affiliate links or not.





TRACKING SUCCESS AND REFINING YOUR CAMPAIGNS

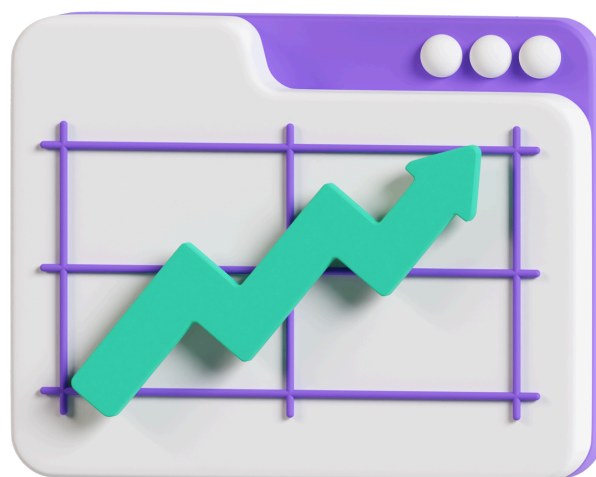
Your success in affiliate marketing will depend on how you adjust your ad campaigns to make them more effective and efficient. To do this, you will need to use two important tools. The first one is Google Analytics. This tool will tell you how people arrived in your website, what pages they viewed while they were there and on what page they left. If the visitor viewed more than one webpage, additional information like the average time spent on the website will be available.

You can use Google Analytics to decide whether your ads campaign is bringing enough traffic or not. You can also use it to track the movements of your users within your website. Most importantly, you can use this tool to check whether the users you've targeted click on your affiliate links or not.

The next best tool for tracking your ad campaigns is Facebook Pixels. Similar to Google Analytics, Facebook Pixels requires that you use a tracking code in your website. With this tracking code, you will be able to track the website users who come from Facebook. By tracking these people, you will be able to create a custom audience made up of Facebook users who go to your website. By using this feature, you will be able to create ads targeted towards people who are already visitors of your website.

For example, you could create a page that will redirect people to the landing pages of the affiliate link. You could then use Facebook Pixel to track this page. Next, you will need to distribute a link to this page around the website, which will serve as your proxy affiliate link. You should promote this link as you would promote your affiliate website. When people from Facebook click on that link, they will be redirected to the affiliate landing page. But before that, they will first pass through the proxy page, allowing Facebook Pixel to track their activity. Back in Facebook Pixels, you can create a Custom Audience made up of only those people who clicked on that link. This way, you will be able to create ads or boosted Facebook content specifically targeted towards people who clicked on your Facebook link in the past.

Another feature unique to Facebook ads is the ability to create a Lookalike Audience. This type of audience is created by using the qualities of a previous group you've created. Let's say you have a Facebook page with 100 likes. You want to increase the number of likes to your page using a Facebook promotion. You can create the Lookalike Audience feature to target people who are similar to the people who liked your page.



You could also make a Lookalike Audience group from the data you've gathered from Facebook Pixels. First, you will need to set up Facebook Pixels in the pages that you want to track. Next, you will need to create a custom audience made up of people who visited the page tracked by Facebook Pixel. Lastly, you can create a Lookalike Audience based on the custom audience group you've created. The people in the Lookalike Audience group will be new users who have similar characteristics of people who clicked your affiliate link. This type of audience is likely to click on your affiliate links in the future.

While this all sounds great in theory, the reality is that it will take you multiple tries to create the best type of audience group in your Facebook ad campaign. Even if you already have a successful campaign, you should not stop tracking. Keep tracking your campaigns and making adjustments. You should then test these adjustments to keep improving your ads targeting system .

