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ANALYSIS OF TEN **TRAFFIC** SOURCES



The success of an affiliate marketing business depends on a variety of factors. How good is the demand for the affiliate products you are selling? How tough is the competition you are up against? What are your profit margins? How many daily visitors is your website getting? All of these play very important roles in your journey towards affiliate marketing success. However, there's one factor that you should be focusing your time and efforts on if you want to maximize the results you'll generate from your website. And that factor is the quality of your traffic sources. There are levels when it comes to the quality of traffic sources. In a nutshell, some visitors are more valuable than others.



TRAFFIC SOURCE REFERS TO WHERE YOUR VISITORS ARE COMING FROM.

These are the websites that are sending visitors to your own website. If somebody clicks on a link on Facebook and he is directed to your website, then Facebook is a traffic source. If someone searches on Google and ends up visiting your website, then Google is a traffic source. If a blog puts a backlink to your website in one of its posts and a reader clicks on that link to arrive at your website, then that blog is a traffic source. Basically, any digital property that sends visitors to your website is a traffic source. It doesn't matter if it's a search engine, a blog, a forum, or an app.

I say it again; traffic sources differ from each other when it comes to the quality of the visitors they are sending to websites. For example, the general consensus is that traffic coming from search engines are much better compared to traffic coming from social media sites like Facebook and Twitter. This is true most of the time but there can be exceptions depending on certain situations. It's important that you are aware of all the sources of traffic out there and how they rank against each other in terms of their value and quality. These are the core concepts we are going to discuss in this chapter.

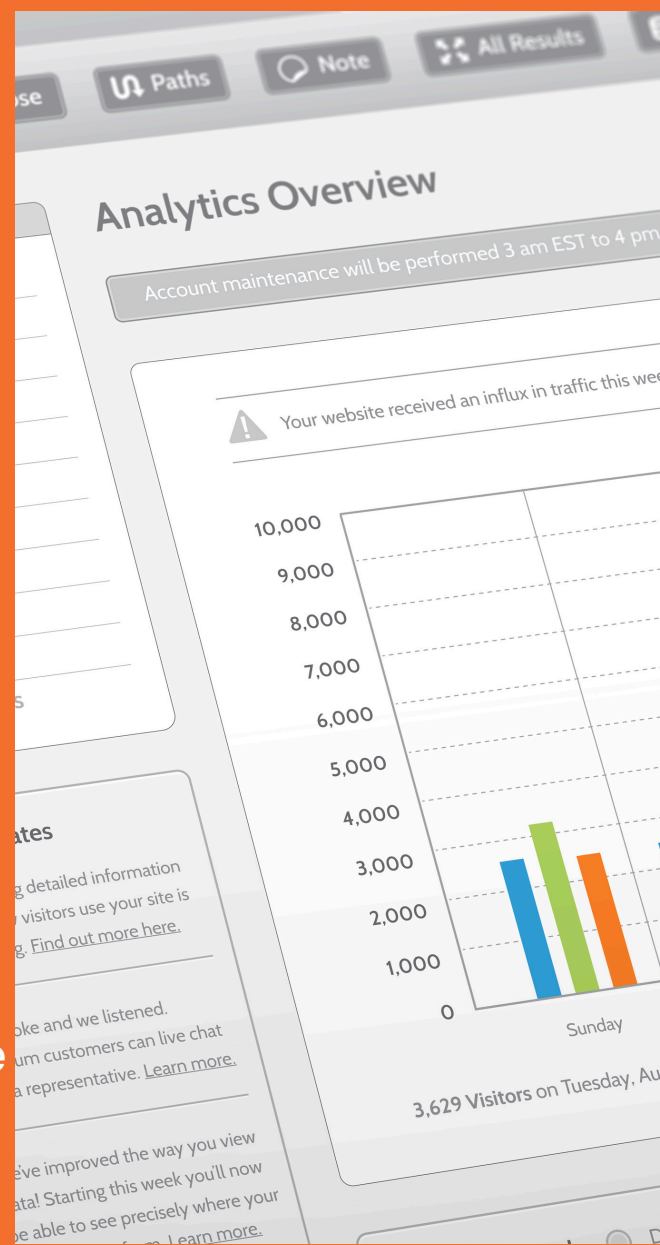
THE CONNECTION BETWEEN TRAFFIC SOURCE AND AFFILIATE MARKETING SUCCESS



The quality of your traffic sources is directly proportional to your success as an affiliate marketer. This is not an exaggeration. The better you become in attracting your target customers, the more affiliate commissions you are going to earn. It's as simple as that. This is especially true in the context of the affiliate marketing model. Always keep in mind that as an affiliate marketer, the people you are pulling towards your websites are consumers looking for particular products and services. That is these people are ready to purchase whatever product or service you are promoting.

There is a direct connection between traffic source and affiliate marketing success. With that said, you should be more discerning when it comes to choosing which traffic sources you are going to focus your efforts on. There are literally dozens of potential traffic sources out there. It would be impossible to try and target all of them. So what you need to do is find the ones that can provide the best value for your affiliate marketing business. You have to zero in on the sources where you think your customers are coming from. For example, if your target market is composed of tech-savvy young adults, you are logical in assuming that social networking sites are where your target customers hang out. With that said, it would be a great strategy to allot a good amount of your marketing campaign on social media ads.

The same concept can be applied on any traffic source. Think of the affiliate products and services that you are promoting. Then think of the places online where your target customers are more likely to hang out. You build your marketing strategies based on these two things. To come up with the suitable marketing plan, you have to do extensive research on how to reach your target customers. Market research is an activity you will be engaging in for as long as you are in business. Online markets are always changing and evolving so you should be updated of the latest trends and developments. Being clueless of these changes can be disastrous for your affiliate marketing business.



When choosing a traffic source, there are several factors that you must consider. These factors allow you to determine if the particular traffic source is worth pursuing. In this chapter, we are going to look into these factors one by one.



THE COST OF THE TRAFFIC SOURCE.

Every source of traffic comes with a price. Even the ones that are often described as free traffic comes with a cost. For example, search engine traffic is often described by online marketers as free traffic but this is not exactly true. In a sense, you are getting free visitors from Google but these free visitors became possible through your SEO efforts and content marketing methods. Performing SEO and writing content are not exactly free. You need to spend time, money, and other resources in performing them. My point here is that there is no such thing as free traffic. There is always a price attached to it no matter how small.

Traffic sources vary when it comes to the cost of generating traffic from them. These cost differences are not written in stone so they ebb and flow depending on the underlying situation. People often say that paying for search engine traffic is cheaper than paying for social media traffic. But what if you spent \$100 dollars on AdSense ads and \$50 on Facebook ads, does that statement remain true? Obviously not because you actually paid more for search ads than social media ads. As I said earlier, cost differences between traffic sources vary depending on the underlying situations.

But of course, we have general ideas on how much it costs to generate traffic from a particular source. And these are the figures that you need to look into in deciding if a particular traffic source is worth pursuing or not. So basically, the question you have to ask yourself is this: Am I willing to spend that amount of money to get traffic from this source? For example, are you willing to spend \$200 on an AdSense ad to generate, say, five thousand unique visitors to your affiliate marketing website? Or, are you willing to spend another \$200 to attract visitors from Facebook? Or, are you willing to spend \$500 to rent advertising space on a website for the duration of one week?

Here's what I'm trying to tell you here. The cost of generating traffic from a particular traffic source is dependent on how much you are willing to spend on that source. Some affiliate marketers spend thousands of dollars on AdSense ads and a few hundred dollars on Facebook ads. Other affiliate marketers take the opposite strategy by spending thousands of dollars on Facebook ads and a few hundred dollars on AdSense ads. The situation has been completely reversed. This happens all the time in the affiliate marketing industry. It's just a matter of finding the traffic source that works well for you and spending majority of your budget on that source.





So, when you look at a traffic source and start thinking if you should try generating traffic from it, you think about how much it will cost to generate that traffic and how much return you are going to get from your money's worth. For example, you want to give Facebook ads a shot. You plan on setting aside a budget of \$200 for your first ad. But before you purchase the ad, you need to learn about the potential returns from the ad. Are the returns worth \$200? Let's say that the ad generates ten thousand visits for your website. Is that worth \$200 for you? If that's a good return for you, then by all means go and purchase the ad. But if you think the return isn't worth it, you are more than free to not push through with the ad. In a nutshell, to pursue a traffic source more often than not depends on the personal preferences of the affiliate marketer.





THE AMOUNT OF TRAFFIC AVAILABLE.

Some sources send more traffic than others. For now, the largest mover of web traffic is still Google and the other lesser-known search engines (Bing, Yahoo, and Ask). Search engines still rule the game but social media sites are quickly catching up. In fact, there are some experts who believe that it's just a matter of time before social media sites will surpass the amount of traffic that search engines generate. Looking at the way more and more people are using social media sites for content instead of using search portals, it's not that difficult to believe that this may happen any time soon.

Online traffic is pretty much unlimited. There's no limit to the number of visitors you can attract to your website. The question is which traffic sources will bring you the maximum number of visitors. Is it Facebook? Is it Google? Is it Instagram? Is it direct advertising? You should be asking yourself these questions before you embark on your traffic generation campaigns. To find answers to these questions, you need to consider factors like the type of product or service you are promoting, the type of audience you are targeting, and the number of people using the platforms that drive online traffic. For example, Facebook now has more than two billion active users. This is without a doubt a huge source of traffic but are people on Facebook the kind of people who would be interested in your product or service? Always think of this before you pursue a traffic source.

RESTRICTIONS, REGULATIONS, AND RULES.

Majority of traffic sources have policies and regulations in place wherein they make restrictions on certain topics, products, and services. A very good example of such restrictive policies is Google Adwords' prohibition of advertisements that are related to alcoholic beverages, drugs, adult content, and gambling. If you attempt to create an ad promoting any of these topics, it will either not be approved or you get banned for it. This is why you should always read an advertising network's policies and regulations before you start creating an ad using the platform. These restrictive policies are not exclusive to advertising networks like Google Adwords. Every digital platform today that can be used for marketing purposes has these restrictive policies.



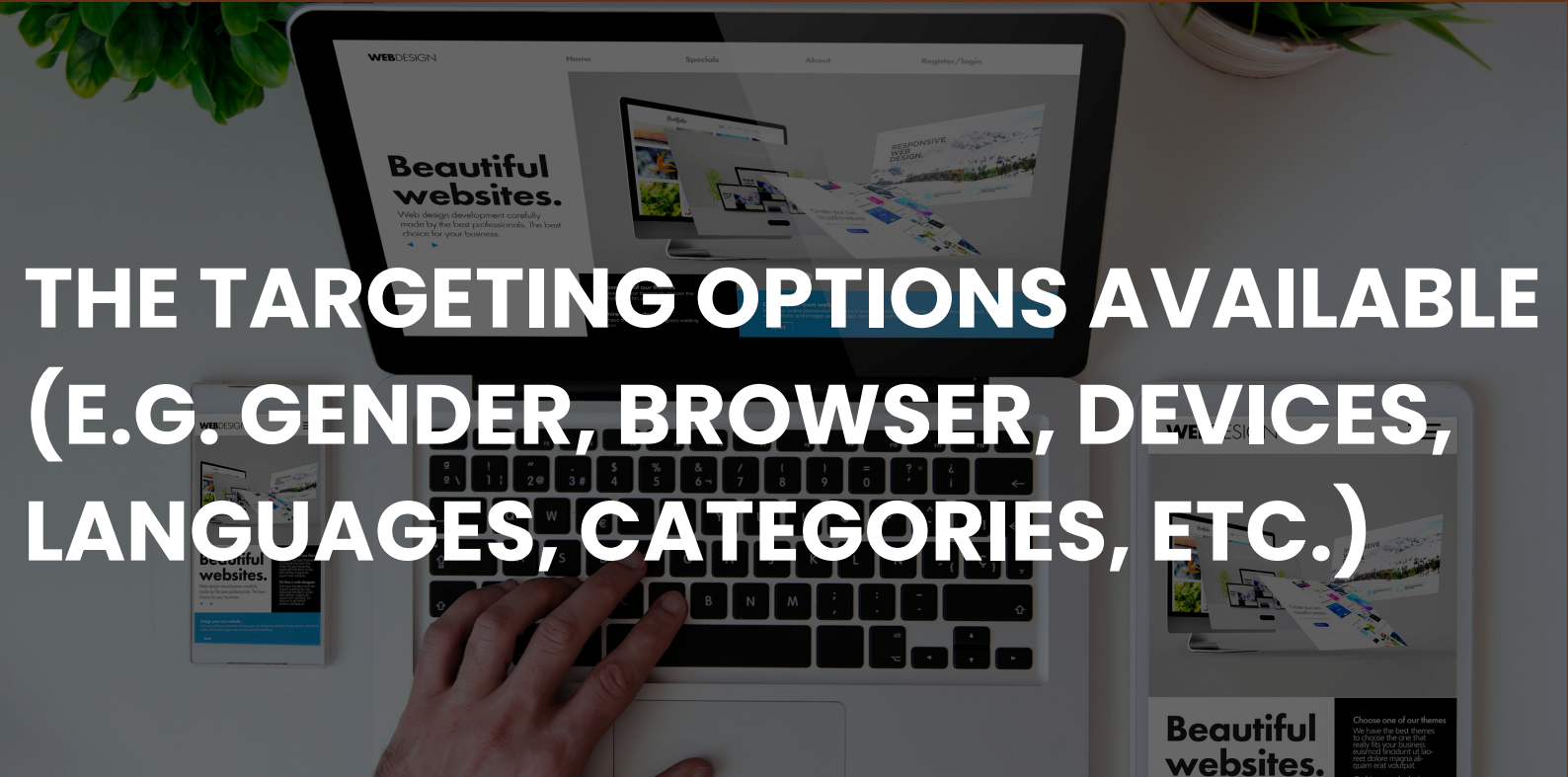
It's important to be aware of these policies and regulations to prevent mistakes that can hurt you and your business. For instance, a huge number of advertisers using Google Adwords had their accounts suspended and banned for breaking the network's content policies. If you plan on generating traffic from advertising networks, this is a mistake you shouldn't make because you are going to need Google Adwords. It's the biggest advertising network so if you want your ads to reach the widest audience possible, Google Adwords is the network you should be using. The same can be said about other traffic sources like social media. If you want to generate traffic from them, then make sure that you don't break any of their restrictions and regulations.

THE OVERALL QUALITY OF THE TRAFFIC SOURCE.

When you sit down and try to determine which traffic sources you should target, you take into account the value of each source to the type of business you are trying to promote. You then rank the traffic sources based on their quality and value. The traffic sources that are on top of your list will become your priorities. This is the best way in ensuring that the traffic sources which provide you with the most value are accorded their fair share of time, money, and resources. If you think social media will provide you the best value, then the largest chunk of your traffic-generation budget will be devoted to social media marketing.

The general consensus is that search engines are the best sources of traffic. This may be true most of the time but there are exceptions. There will always be exceptions. This is something that you should always remember about generating web traffic. Just because your friend Jerry gets most of his web traffic from search engines doesn't necessarily mean you should do the same. Some online marketers prefer social media traffic over search engine traffic. The point here is that it all depends on the type of affiliate marketing business you have and what works for your campaigns. If search traffic brings you the greatest number of customers, then search traffic is for you. If social media brings you the greatest number of customers, then social media traffic is for you.





THE TARGETING OPTIONS AVAILABLE (E.G. GENDER, BROWSER, DEVICES, LANGUAGES, CATEGORIES, ETC.)

One of the biggest advantages of online marketing is that you often have the power to choose the specific kinds of people who will be receiving your content and messages. This is called targeting and it's very powerful because it allows you to reach the people who are most likely to be interested in whatever product or service you are offering. For example, let's say that you are selling a fantasy novel for teenagers and young adults. It's your plan to focus your marketing campaigns on Facebook. If you are to create an ad on Facebook, you would want that ad to be seen by teenagers and young adults. Fortunately, Facebook allows you to target this audience by customizing your ad so that it will be delivered to the news feeds of Facebook users who are between the ages of 14 and 18.

Search...



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That's just an example. You can customize the target ages in any range you want. Not only that, you can also target your audience based on gender, interests, and demographic location. That's how powerful targeting can be. All advertising networks have targeting algorithms in one way or another. You should take advantage of these programs whenever you can because they make it a lot easier for you to reach your potential customers. Of course, targeting will only work well for you if you have a clear understanding of your market. Targeting is only effective if you know what kinds of people will be interested in buying your product or service. If you're interested in learning how to leverage the power of facebook advertising to market your products, take a look at [Facebook Marketing For Beginners - Learn The Basics Of Facebook Advertising And Strategies In 5 Days And Learn It Well](#)

THE NICHE OR AUDIENCE.

In deciding whether you should spend money and resources on generating traffic from a source, you must also consider your niche and audience. The visitors you are attracting should match the type of products and services that you are promoting in your affiliate marketing website. So in a sense, it's about making sure that you are not wasting your time and efforts on bad and unsuitable traffic. To determine if a traffic source is appropriate for your niche or audience, you need to have an understanding of that source's user base . This is especially true if you are planning to generate traffic from social media sites or specific websites and blogs.



For example, if you are planning to drive traffic from Instagram, you have to know what kinds of people use Instagram. Generally speaking, Instagram users are young and tech-savvy individuals who are caught up on pop culture, trends, music, movies, beauty products, and fashion. So, if you are running a website that promotes fashion and beauty products, Instagram may be a great source of traffic for your business. If you are running a business that offers tips and advice on real estate, Instagram won't be a good fit for your business. Facebook or LinkedIn or even YouTube would make for better choices.

The main takeaway here is that the best source of traffic for your affiliate marketing website depends on the various considerations we have discussed above. You need to take the time to weigh all of your options. Don't drive traffic for the sake of driving traffic. You have to identify if the traffic you are generating is providing the best value for your time and money. This is especially true if you plan on spending a lot of resources on advertising. You have to make sure that your budget will not go to waste. Your success in generating traffic will greatly depend on how well you have planned your traffic-generation campaign.

Without further ado, let us now take a look into the various methods on how to attract high-quality traffic to your affiliate marketing website and business. If you want to maximize the number of visitors you get, these are the strategies you should be using. I am not in any way saying that you should use all of them. My advice for you is to experiment with them and find the ones that generate the best results for your business. After identifying the methods that get you the most traffic, you should make such methods the priority of your campaigns. It takes time to test out these techniques so don't rush. Slowly but surely is the name of the game.