



SHARK LABS
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7 Ways To Track And Optimize Your Traffic Sources



Many affiliate marketers are so caught up on traffic generation methods that they fail to take a closer look at the actual sources of their website visitors. This is a huge mistake because knowing where your traffic comes and how they interact with your website provides you with helpful insights on how to further improve your traffic. You should set aside some of your time and resources in tracking and analyzing your traffic sources.

It's not that difficult to track and measure your traffic sources. The good news is that there's a nice variety of tools that you can use to perform such a task. In the following chapters, we are going to discuss the best of these traffic-tracking tools. We are going to explain what these tools are and how you can use them to track your traffic sources. These tools are Google Analytics, ClickMagick, Voluum, ClickMeter, Trck.me, LinckTrackr, and Improvely. If you are serious about understanding your traffic sources, these are the tools you should be using.



There are several reasons why you should be constantly tracking your traffic sources. These reasons include the following:

TRACKING ENABLES YOU TO TAKE A CLOSER LOOK AT YOUR TRAFFIC SOURCES SO THAT YOU CAN ENSURE DIVERSITY.

When we say diversity, we are alluding to the necessity that your website should be coming from several sources, not just one source. The more sources of traffic you have, the better it will be for your affiliate marketing business. Traffic diversity is essential to maintaining a healthy and sustainable business website. The danger of generating traffic from very few sources is that your business can easily fail if these sources suddenly stop sending you traffic and customers. As the saying goes, you should never put all of your eggs in the same basket. Diversify whenever you can.



TRACKING HELPS IN MAXIMIZING THE EFFECTIVENESS OF YOUR SPLIT-TESTING EXPERIMENTS

Allow me to remind you that split-testing is the strategy of running ads with variations at the same time to see which types of ads will generate the better results (i.e. higher conversion rates, more clicks, more views. Tracking allows you to pinpoint various data points. These include where the largest chunk of your visitors are coming from, which types of ads are getting the better results, and of course the conversion rates of your campaigns.

TRACKING HELPS YOU IN IDENTIFYING EMERGING TRENDS

Constantly monitoring your traffic sources is instrumental in helping you identify emerging trends which you can then further exploit to generate more traffic for your affiliate marketing website. In the process of tracking your traffic sources, you will come across data and information that allows you to sort of predict what the future holds for your business website.

A person in a dark suit is shown from the chest up, holding a glowing, translucent blue orb. Inside the orb, the letters 'WWW' are written in a bold, white, sans-serif font. The orb is surrounded by several glowing blue lines that swirl around it, and there are small, bright blue light particles scattered in the background. The overall scene is set against a dark, almost black background, giving it a futuristic or high-tech appearance.

WWW



TRACKING ASSISTS YOU IN IDENTIFYING WHERE YOUR REAL AUDIENCES ARE COMING FROM.

It's a lot easier to analyze your traffic if you have been closely tracking them for a while. With the information you have gathered during the tracking process, you can break down your traffic sources in smaller categories so that you can address them more accurately. Breaking down your traffic sources into smaller categories leads to more actionable insights.

TRACKING HELPS IN DETERMINING THE RETURN ON INVESTMENT FOR YOUR MARKETING CAMPAIGNS.

Most of the time, your online marketing campaigns will be focused on driving specific types of web traffic. The most effective way for you to determine the ROI for these campaigns is to identify and track the incoming traffic from specific sources.

