



## Super Affiliate Commissions

*"Secrets to Supercharge Your Productivity for Maximum Profits!"*

### Module 05: Super Affiliate Traffic Methods

**Important Learning Advisory:**

To experience better learning, it is recommended that you print and follow this transcript while listening to the MP3 audio. There is ample space at the bottom of every page for you to write your own notes and jot down ideas. Happy learning!

# **Super Affiliate Commissions**

Module 05:

## **Super Affiliate Traffic Methods**

Welcome to the final module of Super Affiliate Commissions. In this module you will learn some of the highly powerful methods used by Super Affiliates. As we all know, traffic and conversions equates to profits for any affiliate. With that said, you will learn how to generate traffic effectively and more importantly, target the right type of traffic into your profit funnel.

## PPC

- PPC can be risky to many, but it's a great revenue model if you know how to monitor and reap the benefits
- PPC data and stats are a goldmine
- Keywords is the key to a successful PPC campaign
- Test, Test, Refine and Profit

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Pay-per-click or simply PPC, is a fantastic revenue model for your affiliate marketing campaign that has the capability of drawing huge traffic and huge profits. It is a way of advertising where instead of paying for an ad placement on a webpage, the buyer pays money each time someone clicks on their ad which takes the potential customer to their website.

The website they are taken to is your landing page which is crafted to direct the potential customer to purchase a product and generate a sale. After forking out the money to pay for a click, it is absolutely critical that the landing page where a potential customer arrives at is constructed in an effective way to earn a sale.

The fewer clicks the customer has to make to purchase a product, the better so it is tantamount that the landing page they are directed to is efficient, friendly, and filled with the right kind of information that will earn a sale. Since you are paying for the click, you can lose revenue if you fail to convert and this method could result in you failing to maintain the campaign by running out by paying for clicks. PPC can be risky and should only be attempted with a clear and well thought out plan in place. This means, you have to do your homework! Blindly paying money for clicks with the hopes of converting is a recipe for disaster.

The method of starting a PPC campaign consists of first, finding your niche and then focusing on the keywords that will produce your ads on search engine results pages so they can be clicked. There are many tools these days for honing keyword lists and many resources online to conduct the proper research for an effective campaign. Google Adwords is by far the most popular engine for running a PPC campaign. Google also has tools to help you figure out popular keywords.

Whenever someone searches using one of your keywords, your ad may appear next to the results, which means you are advertising to people who already looking for a

product that you are selling. You can obviously tell that by choosing popular products and linking up with the right affiliate campaign, the potential for high rates of traffic and conversion attached to a great commission rate can mean absolutely massive profit potential.

Crafting a PPC campaign requires a lot of time and effort to get it right and you will most likely not succeed the first time. While easy in theory, it takes patience and the willingness to learn constantly from your mistakes so that you can continually tweak and modify the expenditure on your ads. Fortunately, there are a lot of tools that can help you, one such method of evaluating success is by doing split testing. Split testing consists of running PPC campaigns side by side with different sets of niche focused keywords.

By monitoring the results, you can quickly see at a glance what the statistics are for each subset of keywords and then incorporate them into your principal marketing push and drop the ineffective ones. This will save you money and make most efficient use of your time and energy spent.

## Facebook Ads

- Facebook CPC and CPM
- Target the location and demographics of your audience. The more targeted, the more profitable and relevant your campaign becomes
- Image Ads are proven to be effective

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Facebook is the juggernaut of the social networking world these days with nearly half a billion users and growing. Many engaged in affiliate marketing programs drool at the prospects of tapping this huge base of potential customers for all types of products. There is no reason why you should not also consider engaging in a facebook ad campaign as part of your comprehensive approach towards making money with an affiliate marketing program. Facebook ads act in a similar way to PPC campaigns with a twist. Facebook offers both CPC (cost-per-click) and CPM (cost-per-thousand-impressions).

CPC is exactly like Google Adwords PPC in the way you specify an amount of money which you are willing to pay each time someone clicks on the ad. CPM on the other

hand is allows you to pay for each time your ad is seen a thousand times. Choosing which type of campaign is critical and depends on the product and market you are targeting. CPC makes more sense if you are providing a URL to your affiliate landing page while you may want to use CPM if you are just displaying a phone number for people to call for example.

The power of facebook is that you can surgically focus the campaign to location, demographic, and a host of other variables that are already programmed into the interface itself such as people who are in relationships, what they are fans of, etc. You have no excuse but to target like a laser the people who would most be interested in your product and affiliate marketing campaign. Facebook makes it simple.

Facebook has built-in tools to help you monitor your daily budget so you can keep close tabs on your expenditures for a given campaign so you don't end up over paying. Facebook has the added bonus of allowing you to display images along with your ad copy and has generous limits for both title text and main body so take advantage and resonate with your user. The rules of PPC definitely apply in this case. Your landing page is still critical and must reflect and re-confirm the style of message contained in your ad copy.

Facebook also provides important information related to the performance of your ads, demographic data and user profiles. This will help you modify the scheduling of your ads from for a example, a continuous cycle to only at night in a certain location. The last bit of advice is to tag the URLs of your campaigns which help you monitor the clicks from the ads, the amount and type of content that was consumed, the time people spent on your site, repeat visits and most importantly how well you are converting.

## SEO

- Does not require money investment but rather time investment
- Takes time to build but will reward you fruitfully once you dominate the 1<sup>st</sup> page rankings
- Google love blogs
- Primary keyword density of about 3%
- Sprinkle LSI Keywords in your content
- Backlink from High PR sites

SEO or Search Engine Optimization is the process by which you can increase the traffic to a website from search engines results. The more traffic you can potentially drive to your affiliate landing page, the higher the probability of a sale hence a conversion. The basic principle is that the higher your landing page appears on the results for a search, the more visitors will go to your site.

To many people, this form of traffic generation method is free. It is so in terms of money investment, unlike PPC and Facebook ads, however it does require time to build. To be able to drive a lot of traffic from the search engine, you would want to rank 1<sup>st</sup> page for multiple keywords in your campaign. Once you domain 1<sup>st</sup> page in the search engine result pages, you will be able to drive a surge of traffic to your landing page.

To optimize your website to achieve the highest results requires tweaking the content on your page and a little HTML work. Google is by far the most popular search engine and has the lion's share of people using it to find information, goods and services. If you can optimize your website to appear on the first page of results, you will be quickly on the road to realizing huge profits. There is an entire industry dedicated to this goal but the concepts are easy to understand.

Most importantly, an engine like Google has automated crawlers that index pages so that they can display the most relevant results to their users. Crawling websites like Google assigns a PageRank based on a number of public and secret factors so as to avoid manipulation. The key to appearing on the first page is having carefully crafted ad copy designed with appropriate key density.

For best results, if you are marketing a product, then having reviews, blogs or other pertinent information is not just critical to convert a sale once a customer lands there but also for a search engine to give you a good rank. The search engines are smart and if you exceed a certain keyword density you will be flagged so as a general rule of thumb, you should shoot for an average of 3% keyword density in your written ad copy on your site. Sprinkling your LSI keywords in smartly written ad copy will propel you up the ranks on the SERP or Search Engine Results Page.

Another tried and true method for best SEO practices is relevant and high quality links. This might not always be possible with certain types of affiliate marketing campaigns but it must be mentioned because search engines value this activity highly. The basic premise is that the more links you have that are well regarded and highly ranked sites, the better your site will appear on a SERP. Besides having fresh and up to date content, throwing in a high quality link would do well to move you up the ranks a bit further.

Ultimately your destiny is in your hands and what has been outlined above is the primer course for becoming a super affiliate. Some say that PPC is far and away the best method but really it's a combination and a comprehensive approach with a strategy in mind to realize the best results. It won't be easy and it will require time and some hard work but the benefits are worth it. The dream of financial freedom and being your own boss can be a reality, the question is, are you up to the task?