

ULTIMATE GUIDE TO ONLINE TRAFFIC!

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What is a Traffic Source?

- It depends on whether you're a **Webmaster** or a **Media Buyer**.
- **In case you're a webmaster:** a traffic source can be the platform through which users find your website.
- Each visit or session to your website has a certain origin which can be traced.
- **Are you a Media Buyer?** Then a traffic source is the place or *platform where you can purchase traffic or attract organic (Free Traffic)*.
- By understanding what website traffic sources are and which traffic sources are yielding the most profits, you'll be able to shape and change your [SEO](#), SMO, SEM and overall monetization strategy.



What To Look out For in a Traffic Source?

There are numerous aspects to consider when choosing a traffic source to start playing the [affiliate marketing game](#):

- The Cost of the Traffic Source – sometimes this is TIME as you learn.
- The Amount of Traffic Available
- Restrictions, Regulations and Rules
- The Overall Quality of the Traffic Source
- The Targeting Options Available
- The Niche or Audience...So, *Let's check each aspect one by one, shall we?*



The Cost of the Traffic Source

- Each traffic source has a certain cost, depending on the type of traffic it has, the number of GEO locations you can monetize in, the quality of traffic provided, etc.
- Some web traffic sources can brag about having traffic that converts well while others *don't showcase the same powerful traffic*.
- Due to incredibly tough competition, some sites may be overpriced at a certain moment, whereas others are cheap and can actually help you make a cash cow.
- Based on the offer you're promoting, you must decide where to buy traffic and which volumes you're interested in. So lets talk about that...



Mobile Traffic

- Wanna buy mobile traffic like a Pro? Then it's your time to shine!
- It happens to be **the fastest-growing traffic source Today**. Everyone, their chihuahua and their auntie Jane have a smart phone...& are browsing online!
- Google knows it, So does Facebook and Pinterest...
- Google has made *nearly 50 billion dollars from mobile in 2017*. So, yeah mobile traffic isn't joking...
- **On mobile, you can opt for:**
 - [Popunders](#):
 - Redirects: users sent to a specific URL which instantly redirects to your landing page.
 - Push Notifications
 - Banner/Display



Search Traffic – What Is it?

- There are two types of search traffic:
- Organic Traffic
- Paid Ads or PPC
- **Organic traffic** is “FREE” traffic that comes from the search engines or social media platforms... **Qn** – *How much Time do you have? That’s the price!*
- **Paid Traffic** has to do with spending your Dollar on Advertising, e.g. Google AdWords, Promoted Pins, Facebook Ads...All these are advertising services created for businesses to promote your offers on the various platforms.



- Organic traffic is the best thing that can happen to any website...WHY?
- If you get someone to actually visit your website or ad an organic search or listing, chances of conversion are 7 times higher than if you'd gotten someone coming straight from a paid ad. WHY? Because people can smell an ad a mile away...YET Needs must, right?
- It means users (or potential customers) respond to organic as “proven”, “officially commendable” offers faster. It’s like a digital seal of quality.
- When your product happens to get atop of the SERPs for a specific keyword, it means Google is basically tapping you on the back and saying: “*Your product is the bombdignity!*”
- Google is simply *the most visited website on earth while Facebook is the Most popular Social platform.*
- Both FB and Google lets you perform keyword targeting, catching search queries like a hawk feasting on fish!
- You can go super specific, allowing the right target audience to check your ads.



- Promoted Pins for me is pretty user-friendly. It provides the tools you'll need to be able to monetize to the max with remarkably effective campaigns that last way after your ad dollar stopped!
- Facebook Ads are a mixed bag and a learned art! I teach you how to get that Ad approved and getting clicks in the [Affiliate Jetset Academy](#)
- Google AdWords are a whole other fish. Google has been around for a while. So, many aren't getting the expected ROI...But it is user-friendly, and provides the tools you'll need to be able to monetize to the max with remarkably effective campaigns.
- Remember, Google controls about **65% of search traffic**, this also means it offers you more chances for you to monetize that traffic...
- There's power in numbers, right? Better believe it! *So lets talk about where those masses are on a daily....*



Social Traffic

- Traffic sources such as Facebook, Pinterest, Twitter, Instagram etc. are packing some serious revenue for others, why not you?
- When it comes to social traffic, targeting is Queen: You can target based on Location, Interests, demographics, age, etc.
- E.g. you can create a Facebook Ads campaign targeting Portuguese living in UK who are aged between 24-58, and have “Chess” “Bullfighting”, “Travel” and “Badass Cars” listed as interests.
- Facebook has an amazing algorithm that’s sure to only show your campaign to those highly-specific users. Impressive, right?
- Well, guess what’s more impressive; a Promoted Pin Campaign!



- Facebook Audience Insights helps you perform your primary research.
- Then, what? - Optimize based on the data you get on your report.
- And Of course you **MUST** insert the Facebook pixel on your website, offer or landing page for even more killer analytics and Re-Targeting those good visitors till they BUY or Opt out.
- **To Wrap up:** social ads ensure you can efficiently segment and target to ensure your ads are seen by the EXACT kind of audience you want to be seen by.
- Remember Pinterest has over 200 monthly users, Facebook had Billions and so on and so forth, so, scaling up on social media advertising is easy if you allow yourself to learn and apply the lessons!



Mainstream Traffic

- Mainstream traffic is all the traffic which can be seen by the general population. The best mainstream platforms for you to explore are:
- [Propeller Ads](#)
- [Go2Mobi](#)

Go2Mobi

- Is a self-serve mobile programmatic Demand Side Platform (DSP) you can really monetize with! **Check out this [Go2Mobi Review](#)** to learn how to Leverage this Ads platform!



Propeller Ads

- A great popular pop traffic ad network with a huge amount of traffic for several GEOs, the tracking is quite straightforward. Propeller Ads allows you to pick one of two pricing models – CPM and SmartCPA.
- Feel like Propeller Ads is the Platform you wanna pick and are ready for the best paid traffic in town? – Check out this [Propeller Ads Review!](#)



How to Promote Ads on Traffic Sources?

- For starters; Select only ONE traffic source.
- Select a Credible ad network with credibility...I Highly Recommend you start with Social media and Pinterest Is my Secret sauce!
- Remember to inject some cash into the ad network, or set aside a sum ready to be paid once your ad has run.
- I advise you to start with a minimum of \$200 USD, set aside for your Ads.
- It's crucial that you both get your money and pay up when needed.
- This will be HUGE when the time to scale up comes around.



Conclusion

- Keep Learning about the traffic source/s you chose to spend your ad dollar. And play the game with intelligence, Keep Track of your actions and results aka analyse, and You don't play, you don't get so, have some appreciation for risk-taking.
- It's all about learning what you are or want to promote, pick the right traffic source for that specific offer, be ready to Spend on your marketing and make sure that traffic converts like gangbusters and enjoy the fruits of your SMART Work!

QUESTIONS?



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The End

