

HOW TO PROMOTE YOUR WEBSITE AND IMPROVE TRAFFIC



You've finally set up your website with some content to start affiliate marketing. But is that all you've got to do? How do you get people to visit your website and click on your affiliate links? Remember, more traffic equals more prospects, and more prospects equal more sales.

So, how can you promote your website and improve traffic as an affiliate? Our team tested the various strategies in promoting website traffic and here are the top six tips for you.

1. Search Engine Optimization (SEO)

Search engines host various websites and the websites with good SEO will rank first. Ranking first means that they get seen first.

Keywords are crucial to good SEO as they guide a search engine in recognizing whether your website content will help a particular audience. So, conduct keyword research on the products you promote and tailor your blog posts to fit the product niche. Use tools like SEMrush and Surfer for research and keyword suggestions.

2. Email Marketing

For every \$1 invested, email marketing generates an average return of \$38 [\[1\]](#). Also, 64% of companies regard email marketing as their most effective marketing channel [\[2\]](#).

Once you have new subscribers, build trust by sending valuable content to them. Over time, you can recommend the products to them. For instance, if your welcome email series explains how to run an online business, do not promote your products on the first email. Prioritize building trust with your audience.

3. Guest posting

Here, you get together with other content creators in a similar niche as yours. Remember, you want to get into the faces of the right people, and not just anybody. Here's how you can start:

1. Identify the blogs that create similar content to yours. Be sure that they have quality content quality and a sizable audience.
2. Reach out to them by email or phone to know whether they receive guest posts.
3. If you get a response, pitch your posts to them.

4. Blog Articles

Here is another way to get more people coming back. Blog posts are excellent for publishing guides, product reviews and educational articles in your niche. Do not turn your blog posts into a sales pitch, but ensure that your affiliate links will lead your readers to a genuine solution.

5. Social Media

You should publicize your website on social media if your audience is actively there. For example, if you promote products for millennials, use social media.

Social media is a wonderful tool for engaging with your audience, providing value, and recommending products to them. Here's how to employ social media to your advantage.

1. Publish long-form content concerning the products you promote on platforms like Reddit, Medium and LinkedIn. Thousands of people visit these sites daily and if your contents are valuable, they'll listen to your recommendations.
2. Publicize your blog content on your social media pages.
3. Engaging actively in online communities that need the products you promote exposes you to a different audience from yours.

6. Paid Advertising

This is the last on our list because it's not economical for those starting out. Weigh the commission earned with the advertising costs. If your online ad costs \$30 while you're making \$25 on each sale, that's not a good bargain.

However, the best thing with paid advertising is that it gets to a targeted audience. You're sure that your ads reach the right people and more people visit your website.

Conclusion

Promoting your website will not be a walk in the park. However, implement these proven strategies and you're on your journey to success in affiliate marketing.

References

- [1] Get Response [The State of Email Marketing by Industry](#)
- [2] Finances Online . [169 Compelling Email Marketing Statistics: 2020/2021 Market Share Analysis & Data](#)