

Forum:[Hack Forums](#)

Thread: [Affiliate marketing - JUST FEW TIPS](#)

Azraelstear - November 24, 2014, 12:11 pm

You have website, you have traffic and you monetize it through affiliate marketing?

RULE NO.1

Know your traffic.

Most people make one mistake, they put banners on their site and check earning stats and that's it.

But there's so much more to do:

You have some general traffic (mons, dads, kids, nerds, people interested at sports) or age/gender/niche specific traffic.

Why filter traffic and offer different affiliate? What can you don better? Some small examples:

1. At 02:00 AM, nerds and gamers are online - show them online/offline game and hardware affiliate.
2. Around 7:00 AM, most traffic are adults and kids checking stuff before going to school/work. Don't offer them "insurance, banking services affiliate banners". Kids don't care and adults don't have time to purchase product that requires some research.
3. Opera users have average IQ around 120 (it didn't became mainstream like FF or Chrome). But Internet Explorer users are quite inexperienced in "online biz". So if you're offering some get rich fast/work from home/digital/digital options, offer it to Internet explorer traffic, not Opera ;)
4. For Opera users, you might try Webhosting, Domains, Electronics - commissions are great and these users are confident in purchasing online, plenty of them have websites or domains (commissions are quite good).
5. Are there summer holidays? Focus on gamers, adults are out all the time but plenty of kids are sucked to computer 10+ hours/day.

Also check Google analytics or other analytics, age, gender this is stuff that matters. If your site is visited by boys, you won't sell many dildo's

There's so much aspects you can calculate with, pleeeeeeease, placing banner on your site should be moment with which you start, not ends monetizing activity.

These are just my few cents and it might bring few people few ideas how they can improve monetization.

sonex - November 24, 2014, 12:12 pm

(Nov 24, 2014 01:11 PM)Azraelstear Wrote: [\[CITE\]](#) 3. Opera users have average IQ around 120 (it didn't became mainstream like FF or Chrome). But Internet Explorer users are quite inexperienced in "online biz". So if you're offering some get rich fast/work from home/digital/digital options, offer it to Internet explorer traffic, not Opera ;)

Damn I had no clue about this though. Nice informative thread. Thank you.

Azraelstear - November 24, 2014, 12:15 pm

(Nov 24, 2014 01:12 PM)sonex Wrote: [\[CITE\]](#) Damn I had no clue about this though. Nice informative thread. Thank you.

Opera is like 1-2% of traffic, but still why waste it when they can for example bring 50\$ commission from Hostgator or other shared hosting provider on CJ.com

Rooter - November 24, 2014, 2:32 pm

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There are still some n00b internet users that use Opera. Great tips though! As long as you focus on your niche you should do just fine.

dineshdina - November 25, 2014, 12:39 am

Nice Informative rule mate :)

I am just thinking over it

Azraelstear - November 25, 2014, 5:30 am

(Nov 24, 2014 03:32 PM)Rooter Wrote: [\[CITE\]](#) There are still some n00b internet users that use Opera. Great tips though! As long as you focus on your niche you should do just fine.

The point of thread is even if you have niche targeted traffic, you have to work details to match your traffic.

For example changing Adsense ads or moving them in sites layout change CTR drastically. Changing "what's around ad zone" have significant impact too.

And same goes to anything in online industry - these small and seemingly worthless details is what matters.

Why did Google succeed years back? Yes, due to algorithm but also, it's default landing page had 7KB.

You saved several seconds comparing to loading of Yahoo or Altavista back then.

And you had nice clean minimalistic design and 100% of screensize dedicated to search results.