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Affiliate Classroom

The journal of affiliate marketing and management best practices



**5 Days
to More
Free
Traffic
Turn Traffic
Into Sales**

**Understanding
Your Web Stats**

Review: Top PL Content Site

TABLE OF CONTENTS

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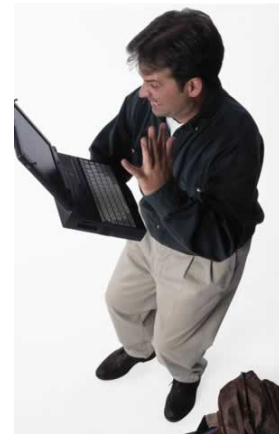
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In This Issue

- 3 Top 5 Affiliate Programs for May, 2007
- 5 COVER STORY - 5 Days to More Free Traffic
- 9 Turning Traffic Into Sales
- 13 A Second Look & Special Offer – Niche-Content-Packages Reviewed
- 15 Measure That Traffic! Basic Web Statistics Part 1

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Staff

Helen Swann Montgomery, Managing Editor
Jeffrey Perren, Associate Editor

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Top 5 Programs: May 2007

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In our newsletter you can find all the latest industry news, tips, and tools. Communicate with our team of experts through in-depth articles and free online resources. These resources will help you to dramatically, increase your knowledge of affiliate marketing. Here is a place where you can receive the guidance and support you need to reach your full potential.

5 Days To More Free Traffic

A Week of Tips to Drive Traffic to Your Website at No Cost
by Matt Van Atta



Starting an affiliate marketing venture can be a lot of work. You research and select products and/or services to promote. You cultivate a relationship with a merchant and enter into an affiliate agreement. You register a domain, build a website, and arrange to collect email addresses for a distribution list. After all that, your website goes live, and you feel like the world is your oyster.

Except, you've only scratched the surface. Don't get me wrong – the setup work you've done is an important foundation of your business. But while the saying "Build it, and they will come" applies well to constructing baseball diamonds in Iowa cornfields, it applies poorly to websites. If you want your website to receive hits, you need to tell the world that you're here, and that requires driving traffic to the site.

Employ different traffic generation methods to see which ones work best for you. Devote time each workday to a different method to boost your traffic.

Given that your site exists amid an electronic sea of billions of websites, driving traffic can seem a tall order. Because you want to attract traffic quickly, or because you want "guaranteed results," you may be inclined to pay for traffic generation methods such as pay-per-click advertising.

However, these methods won't necessarily result in increased traffic – or at least, the level of traffic you might expect for your money. Paying for access to a fishing hole doesn't guarantee you'll catch fish; the same is true for attracting web traffic.

Fortunately, and particularly if you're operating on a tight budget, you're in luck. Several time-tested marketing methods that don't cost a dime are available to you. These methods will increase traffic to your site and, because they are free, will minimize your cost per visitor. They require only time, effort, and expertise – of which you have plenty.

The best approach is to employ different traffic generation methods to see which ones work best for you. Devote time each workday to a different method to boost your traffic. What follows is one possible approach.

Monday: Spread the Written Word

If you're in this business for the long haul, fresh, targeted content is a must. It solidifies your standing as an expert in your niche, which is an essential part of affiliate marketing. The more you are trusted as an expert, the more people will want to know what you have to say, and the more website hits you will receive.

On this day, think about an issue related to your niche, write at least one article about it, and distribute the article to the outside world. The finished product shouldn't be the sequel to *War and Peace* – as little as 500 words can suffice, depending on your topic. In the process, optimize the article with one or more keywords and include links to one or more pages on your website.

Once you've prepared content, don't just post it on your website – use the many outside distribution channels that will accept your content for free. For instance, you would be surprised at the many online publications whose needs for content outpace what they can generate themselves. Ezines are always on the search for content, and your niche may have an ezine devoted to it.

Alternatively, article distribution sites, such as <http://www.IdeaMarketers.com>, can be a great place to distribute your content. They allow free posting of your article, and they serve as a middle man between writers and online publications. Distributing your content through these outside sources enables you to spread the word about your website and, eventually, increase your traffic.

Tuesday: Make Your Mark on Web 2.0

Blogs, etc.

In just a few short years, Web 2.0 has exploded in terms of usage and popularity. Blogs and discussion boards are now as common as email and the Internet; in many respects, they've replaced the daily newspaper and the professional journal. Just about every subject has a blog or discussion board dedicated to it – including your selected niche.

Blogs and discussion boards provide you with a wealth of information about your target audience – their general thinking, their likes and dislikes, and the directions in which they would like to see the niche go. You can tailor your future article and other promotional content to this information. But these forums serve one other useful purpose – as a way for you to introduce yourself, reveal your level of expertise in the niche, build your credibility, and (most importantly) mention your website.

Participate

Be an **active** participant in these forums. Don't just read the blogs; post comments whenever it is convenient and appropriate, because blog readers will read them.

A comment doesn't need to be lengthy; a succinct paragraph or two will suffice. But it should tie in directly to the topic being discussed; don't turn it into a full-blown advertisement of your website. Instead, mention the website at the end of the comment and perhaps in a subtle way – possibly just a link to the website, with a special URL so you can track the hits to your site from that blog.

Discussion boards also enable you to show your expertise and pitch your website, as well as help a "colleague" in need. Many people enter discussion boards to seek an answer to a question they have. Answering the question yourself builds your credibility and also allows you to mention your website, if only in passing.

By making your own voice heard in Web 2.0 forums, you do two things: You spread the word about your website to other readers in those forums; and you build your own credibility within the niche, which entices readers even more to visit your site.

Wednesday: Play Well with Others

No man is an island, said the poet John Donne, and no affiliate marketer is, either. Networking with others who also operate in your niche can open the door to opportunities to increase your website traffic. General social networking sites such as [LinkedIn](http://www.linkedin.com/) (<http://www.linkedin.com/>) and [Gather](http://www.gather.com/) (<http://www.gather.com/>) can help, and there may be other sites specifically tied into the professionals who work within your niche. On this day, explore these opportunities.

Start with something simple, such as link or ad exchanges. Say you're impressed by a website dedicated to your niche. You can contact the website's owner, introduce yourself and describe your role in the niche, and suggest that each of you place a link to the other person's home page on your respective sites.

Networking with others who also operate in your niche can open the door to opportunities to increase your website traffic.

Or, you may wish to exchange ads or links for your respective promotions, such as a viral report or other product promotion. Or, you may exchange mention of each other's sites in your respective mailings to your email lists.

Whichever kind of exchange you choose, having another website place a link to your site can increase your exposure and attract traffic.

And a link exchange can be just the beginning. As you get to know other participants in the market, a joint venture could become viable. Such a venture could take the form of joining forces to sell the sites' respective products, which complement one another.

Or they can involve only your product, with the other marketer agreeing to promote your product to a website or extensive email list in exchange for a share of the commissions. Such ventures will give your site greater notice and thus increased traffic.

Thursday: Show an Email List Some Love

There is no better audience for an affiliate marketer than the folks who intentionally sign up to read what you have to say. An email distribution list is a great way to maintain a level of traffic to your site, as well as to generate new traffic. So, on this day, cultivate an email list for yourself.

Two processes are at work here; you have to build the email list, and you have to prepare the content to send to that list on a regular basis. Building the list is relatively easy, if time-consuming.

You can recruit opt-in subscribers via your website, as well as via Web 2.0 portals, distributed content, and even word of mouth. Preparing the content can be more difficult, but you can set up a schedule of content releases such that your list is receiving some kind of new content on a regular basis.

The most common format here is a newsletter. You can include your original content – perhaps a technical article, or a special promotion just for your list – as well as links to other people’s content that might interest your readers. It could also be as small as a special offer or just some information you’d like to share with your list. Whatever you distribute, it will show your email list that you care – and entice them to visit your site.

Friday: Keep Your Site Up in (Search Engine) Lights

Search engine optimization (SEO) should always be on your radar. You might find yourself saying, “Of course my site is SEO-friendly; I took care of that when I built the website.” Only thing is, even if a website contains only static content, it has a dynamic nature to it. Search engines detect whether a website’s content has changed; if it hasn’t, it begins to slip in the search engine rankings.

Therefore, examine on this day where your website stands in the search engine rankings. Do a search of the keywords around which you’ve developed your site and see where your site stands in the results. If your site appears on the first page of the rankings, you have nothing to worry about; if it doesn’t, a few tweaks to the site can help.

The best part is that you can do just about anything to make the search engines notice that you’ve updated the site. It can be a change to your home page, perhaps with a new promotion or new article content. Or that promotion could be contained in a new landing page that you create, outlining a special offer with a link back to the website.

Use These Tips Separately or in Tandem

You can combine two or more of these tips in a single effort. For instance, you can write an article on Monday, mention it in a discussion board on Tuesday, offer the article as part of a link exchange on Wednesday, and offer access to it in a message to your email list on Thursday. Then check your rankings at the end of the week.

It’s important to remember that in order to market your product successfully, you have to market your website. If you still feel that paid advertising or another commercial approach is the way to achieve this, and you can afford to pay for it, don’t let me stop you. But if you want to boost website traffic as well as your bottom line, give these tips a shot. Chances are you’ll be pleasantly surprised.

About the Author

Matt Van Atta is a freelance writer and copyeditor for clients in both web-based and print publishing. He has spent many years crafting the written word in both marketing communications and academia, but decided only in the past few years that working at home was better than driving to work, and that a golf course is always better than a cubicle. His definition-oriented posts for affiliate marketing newbies and others can be found on the Affiliate Classroom blog.

Turning Traffic Into Sales

by Mark Thompson

<http://www.income-academy.com>



The life blood of any site is its traffic. Visitor traffic to a website can come from many sources and be generated in many ways, but what really matters is what happens to that traffic once it arrives at the site. Each visitor to your site is a potential source of income to you and the site should be constructed to maximize your income. Here are some tips on how you can convert as many site visitors to sales as possible.

Get The Stats

Before you start to create a website that will suck money from your visitor's wallets you first need to know what your current conversion rate is. Knowing the conversion rate will help you quickly know if any changes are working. There are many tools both free and paid that will track each visitor to your site. These tools monitor where each visitor goes and what they look at. (See the article, Basic Web Statistics by Katalin Torok elsewhere in this issue.)

Armed with all the data that you collect you can create a path through your site that leads the visitor to where you want him or her to go.

Some of the tools will produce very detailed graphs and reports while some produce a graphical display called a heat map. The heat map will display each click as a color; more clicks and visitors on one part of your site will get a different color from lesser traveled spots. This allows you to tell at a glance the popular parts of your site.

By combining both heat maps and reports you can get a very detailed overview of where the traffic that arrives at your site goes to and what your current conversion rate is. By monitoring your conversion rates and changing one thing at a time on your sites you can soon start to increase the conversion rate and increase your income. Armed with all the data that you collect you can also create a path through your site that leads the visitor to where you want him or her to go.

What's Old Is New Again

This method is exactly what grocery stores have been doing for years. Have you ever noticed how the popular items are spread out around the store? If you want to buy coffee, sugar and milk you need to visit almost the entire store before you have everything you need. During your trip around the store you will come across lots of items that the store owners hope you will buy on impulse. These impulse buys make the store owner more profits than the items you went to there to buy.

Another method the stores use is to place lots of cheap items before the more expensive items. This is designed to get you in the frame of mind for buying. After you've started to think "I'll get that. It's only 50 cents " or "99 cents! What a bargain. It might be useful one day," the retailer has managed to put you into buying mode. You are now receptive to the idea of spending money and mentally you have less resistance to purchasing a high priced item.

By taking these retail marketing techniques and applying them to your sites you can start to steer your traffic where you want it to go. You can start to place your visitors in the right frame of mind to purchase from you and at the same time reduces any resistance to buying from you. Let's now look at some ways in which you can make the traffic to your site do what you want it to do.

Measuring Traffic

You will first need to look at your site's stats and see where your traffic is coming from. If it's coming from search engines you need to note the keywords that are being used. If it's coming from article directories then you need to identify which article and the keywords it's focusing on.

All these details are readily available from your site's control panel or from third party software (Once gain, see Kati's article in this issue for details.)

Once you have this information you can start to use it to your advantage.

If you have multiple pages on your site you need to control where your traffic enters the site. The more visitors you can get to enter on the same page the easier it is to control. I'll warn you now that some of these techniques go against current search engine optimization techniques.

Search engine optimization experts will tell you to deep link to each page on your site so that they all get indexed. However, if you have a single point of entry you can then direct each visitor to where you want them to go not to where the search engines decide they should go. As with most Internet marketing techniques it's a case of finding the best balance.

Controlling Traffic

Now that your traffic has arrived where you want it's time to decide what you want to do with it. If your site is set up properly visitors will usually do one of four different things:

1. **Leave the site**
2. **Leave the site, but bookmark it for later**
3. **Give you contact details**
4. **Buy something.**

Obviously the best result would be if every visitor did both option three and option four, but that won't always be the case. What you therefore need to do is reduce Option 1 as much as possible.

Search engine optimization experts will tell you to deep link to each page on your site so that they all get indexed. However, if you have a single point of entry you can then direct each visitor to where you want them to go. It's a case of finding the best balance.

Why Did They Come?

In the majority of cases the visitor will have come to your site for specific information which they believed that you could supply. If they are leaving without even bookmarking your site it is probably because they didn't find what they wanted.

In this case you need to start to provide relevant information. Let your visitors know that the site is regularly updated. The easiest way to do this is to place a notice on your site telling your visitors that new content is being added on a regular basis.

Encourage Return Visits

Additionally, always remind the visitors to press CTRL& D to bookmark the page. You could even add a link they can click to add your site to their bookmarks. Be aware that some browsers work differently from others, so multiple methods of bookmarking should be used.

Never be afraid to tell your visitors what you want them to do — click here, add your details here etc. People will respond to your calls to action.

Add Extras

You could even use more advanced techniques. Why not ask them to subscribe to an RSS feed so that they will know when you add fresh content? Alternatively, you could even add a pop-up or a pop-under with the details of the feed, or instructions on how to book mark your site.

You might use a pop-up telling them you are sorry to see them leave and give them a free eBook or some free tips. Don't worry about these visitors being upset with pop-ups. They are

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leaving your site anyway, if just one bookmarks your site and revisits then it's been worth it.

Give Them What They Want

When you have managed to cut the number of people leaving the site it's time to concentrate on converting the rest of them to buyers or subscribers.

One of the keys to having a successful site is to give your visitors what they want. As mentioned before, by using your stats properly you know what people are looking for when they come to your site. If the same visitors are leaving your site quickly then it's obvious they aren't finding what they want. Use the stats to suggest what content you should be adding.

Minimize Options

When you have managed to cut the number of people leaving the site it's time to concentrate on converting the rest of them to buyers or subscribers.

Don't have too many links on your home page. After all you want to steer the visitors through your site. By giving you visitors too many options they can get lost and you lose control over what you want them to see.

Use the home or entry page to then direct the visitors to a pre-sale area where you can review the products you are selling or give them more information. This may also be a good place to give your visitor something for free in return for subscribing to your list. Now you have them in the right frame of mind to give you details, direct them to the sales page.

Copy the Experts

Try using some of the same techniques that copywriters use with sales pages, add key phrases and a bit of psychology. By combining that with some retail marketing techniques you can quickly start to create a site that will turn your traffic into customers.

Once you take control of your traffic and send visitors to the parts of your site you want them to go to you will have the basis of a very successful site. These techniques take time to master. But by implementing a bit at a time and testing the results you will soon start to see increased sales and profits.

About the Author

Mark Thompson spent many years working in IT consultancy in London. Following a re-evaluation of his goals and lifestyle in 2004 he sold everything he couldn't fit into the family car and moved to rural Spain where he now pursues a variety of online ventures.

See: <http://www.income-academy.com>

www.niche-content-packages.com



Niche Content Packages – Choice In Stellar Articles

By Jeffrey Perren, Associate Editor



AC Magazine Readers Get Special Benefits

Long time readers of Affiliate Classroom magazine, and thousands of others, will already be familiar with Stefan Everaet's [Niche Content Packages](#) site. For two years now, Stefan has offered the finest PLR content for sites looking for new or fresh articles.

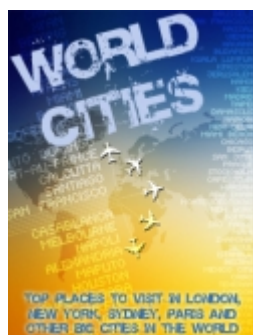
Well, a great thing just got greater.

Stefan has revamped the business model, and done a complete makeover on the site to go with it. The results are spectacular in both function and looks.



Formerly, [Niche Content Packages](#) allowed a certain number of subscriptions and no more. That helped keep the possibility of duplicate content across multiple sites down to a reasonable level. Subscribers would be offered a few packages of 10-20 articles per month, with subjects and topics chosen by Stefan and his professional writing staff.

Responding to customer requests, the membership cap has been removed and new options for accessing content have been implemented. But the advantage of keeping the number of sites with similar content low has been retained. Downloads are limited to 250 copies of an article package.



(If the limit is reached, the subject will eventually be completely re-written from scratch and offered again as a new package. That makes a hot subject still accessible while retaining the exclusivity factor.)

With the average PLR site, members get x number of niche products each month, whether they are interested in the topics or not. But the [Niche Content Packages](#) credit-based system allows members to decide which niches they're interested in. Members can decide for themselves what niche content they really need and can use, and they can download whatever they like, whenever they like.



Several subscription levels are available and credits can be purchased on an individual basis, too. AC Magazine Readers who [sign up through this link](#) will get **50 extra credits at no additional charge when you purchase credits at the site**. Plus on any and all purchases, use coupon code **acmag** to get an additional 10% off.



In the near future, members will be able to download completely unique content. Once downloaded, that article will not be available to others.

All packages still contain the superior content that Niche Content Packages has always been known for. **Stefan hires only professional, expert writers.** None of the \$5 per, amateur knock-off stuff here.

All articles are in .txt format, and Niche Content Packages' renowned graphics are always part of the deal. They come with **PLR (Private Label Rights)**, giving website publishers the option to fully tailor and edit the content to suit their own needs. (Some restrictions on distribution apply. [Visit the site](#) to review the Terms of Use.)



The [Niche Content Packages](#) site itself is a good lesson to those building their own sites. The interface is clean, well laid out, and easy to navigate. The copy is well-written, and you know just where to go to get what you want.

Apart from publishers looking for content, there's a section that allows writers to earn by submitting their work for sale. But, take note, Stefan will maintain the same high standards before offering anything to his customers. Any submissions will be thoroughly reviewed before being made available.



Affiliates will also be glad to hear that [Niche Content Packages](#) has its **own affiliate program**. [Sign up](#) and earn 50% of every sale for all orders placed through your link. Lifetime commissions on recurring, monthly subscriptions. A great deal!

Stefan tells us that plans are in the works to expand to new forms of content, as well. He plans to offer ready-made sites, tutorials, and other exciting products in the future. What's there is already great content, for a great price on a site that makes accessing the content easy. That's what we call a **great deal**.



[Niche Content Packages](#) members get exceptional value for their money because they can choose the content they are interested in. Check out the new [Niche Content Packages](#) today, and make sure you use [this link](#) to get your AC Magazine Reader benefits!

About the Author

Jeffrey Perren is a full-time, professional writer and the Associate Editor of Affiliate Classroom Magazine. He can be contacted at jdperren@gmail.com, where he welcomes feedback.

Measure That Traffic! Basic Web Statistics

Part One of a Two-Part Series

by Katalin Torok, <http://mktg.idared.net>



Every webmaster wants more traffic. But concentrating solely on bringing in more traffic in hopes of more revenue would be a mistake for any web business. Why? Because you need to analyze the quality of your traffic and concentrate on the efforts that bring in the most lucrative audience. In this article, we cover the basics of how to measure your web traffic and analyze its quality and trends.

How to Measure

First we look at the options available to you for your traffic measurement and analytics tasks. It is important to choose a solution that works for you, for your site and your level of familiarity with traffic analysis.

Concentrating solely on bringing in more traffic in hopes of more revenue would be a mistake for any web business. Why? Because you need to analyze the quality of your traffic and concentrate on the efforts that bring in the most lucrative audience.

If you are just starting out building your first ever website, it may be tempting to choose a robust solution early on. Yet, if its installation, configuration and myriad of options leaves you frustrated every time you open your stats, you will not be comfortable using it.

You may be better off starting out with a less complicated solution to learn more about what works for you and move on to the more advanced traffic measurement tools later on.

As a website owner, you most likely already have some kind of traffic measuring system in place. Web hosts offer basic to advanced stats systems with all hosting packages nowadays. If you haven't looked into them, now is the time to get started.

Web Counters

The simplest first step in traffic measurement is installing a counter on your pages. This is as easy as pasting a few lines of HTML code into your pages, and looking at the statistics on the counter service provider's site. There are free and subscription-based alternatives, ranging from the simplest to the more advanced.

Pros: Simple to install and use

Cons: Unreliable, if the counter image/javascript doesn't load the visitor is not counted
Limited number of stats available in most counters
Affects page load time

Even a simple web counter will tell you the number of visitors and page views and most likely the referring sites that brought you the visitors. However the technology these counters use limits their ability to measure accurately. If you are serious about building a web-based business, invest your time in learning about a more reliable and better configurable option.

Using a log analyzer software can be as simple or as advanced as you want it to be.

Let's look at two of the more advanced analytics options available to entrepreneur webmasters.

Log File Analysis

Web servers record all kinds of information on your visitors, and the files and pages they access on your site in so-called "server logs". These logs contain raw data about who (i.e. IP address), accessed what file or page when, with what browser, etc. This information is stored in comma separated text files, which can be analyzed with specialized software developed for this task: the log analyzers. (It's possible to read through the logs with a simple text editor, but that quickly becomes overwhelming for gathering stats.)

Using a log analyzer software can be as simple or as advanced as you want it to be. But, because of their server-side nature, some of them cannot accurately measure unique visitors, an important drawback to this approach.

Pros: More reliable than counters
Provides a wide range of data
Invisible to the visitor and doesn't affect page load time

Cons: Installation requires system administration privileges
Needs to be configured to weed out "false" visits such as certain robots, referrer spam, etc
Difficulty measuring unique visitors

Most Unix-based hosting providers will offer either the AWStats or Analog log analysis tools. These are both free software packages, so even if your host doesn't offer them, you can download and install them yourself. AWStats is the better choice for affiliates because of its cleaner interface and wider range of statistics provided. (It is available at <http://awstats.sourceforge.net/>)

Advanced Analytics Tools

Advanced analytics tools use javascript to count visits and gather information on visitors. This offers more flexibility and more advanced kinds of statistics than the previous two options. You can track individual visitors reliably through the use of cookies, and gather additional information such as transaction data (what was purchased, at what price, etc). The huge database can then be analyzed from all angles, giving you stats down to the smallest details.

Yet, if you have never before used a traffic measurement tool, this may not be the best place to start, because of its steep learning curve. These tools offer myriad statistics options with many ways to slice and dice your data. That makes them a gold-mine for webmasters, but their complexity takes some time to get familiar with.

Pros: Provides a wide range of data
Better accuracy
Invisible to the visitor

Cons: Configuration and usage more complicated
May affect page load time
Turning off javascript disables tracking

You can hardly get a better deal than going with the free but robust analytics package offered by Google (<http://www.google.com/analytics/>).

Basic Stats To Measure

No matter which analytics solution you go with, you will encounter the following common statistics measured by them. They all give you different angles of your visitors.

Page Views

The number of **page views** shows how many times an HTML page (or all the HTML pages of the site) were loaded by visitors. If your visitor arrives on your site from Google and clicks on two more links on your page to visit two more pages of your site, then it will register as three page views in your stats.

It is important to note that a "hit", as measured by log analytics packages, is not equal to a page view, and should not be used as a benchmark for the popularity of a page. A hit means any type of object, document, or file downloaded from the server. For example, if your HTML page has a linked CSS file, and 4 images in the page, loading that page in a browser will produce 5 hits (1 HTML document + 1 CSS document + 4 image files) in your log analytics stats.

Visit(or)s, Unique Visit(or)s

While this is the holy grail of traffic measurement, how many unique people viewed your website over what period of time, it is also the hardest to measure.

First of all, analytics software can only identify and therefore measure browsers and IP addresses, and not actual humans interacting with the site. So if you share your IP address with five other computers and someone else on one of those computers visits the same site, your two visits will likely be identified as only one unique visitor.

On the other hand, if you use two different browsers to access the same website, even on the same computer, you will be counted as two unique visitors. Different software packages deal with this problem in different ways. Javascript-based solutions generally do a better job at it, delivering results closer to reality.

A visitor can return to the site at a later time, so we differentiate unique visitors and times. Analytics software will usually count a user session as a new visit after 30 minutes of inactivity.

So if a user returns to your site the same day they will be counted as one unique visitor, with two visits. Tracking the percentage of users who return to your site over a period of time is an important measure of site popularity.

Pages Per Visit - "Stickiness"

If you divide the number of page views by the number of visits (count visits and not unique visitors this time), you get a statistic that shows you how many pages on average your visitors view on your site. This can signal how "sticky" your site and content is.

If you built an affiliate site that is highly optimized for instant conversion and click-through to a merchant site, then this statistic will be low and rightfully so. However, if you are building a community or blog and want more user engagement with your site, the higher this metric is, the better.

Bounce Rate

A visitor who arrives at your website and leaves without visiting any other pages within a certain timeframe (usually 30 minutes) is said to "bounce." This signals that the visitor did not find what he or she was looking for, so it is time to hunt for the reasons.

There can be dozens of reasons for a bounce, so it is important to remember that you will not be able to satisfy 100% of your visitors. Nor should you strive to do so. Just think of the number of times you clicked on a search engine results only to hit the back button within 3 seconds because you realized that it was not the page you were looking for.

Yet, if your analytics solution provides a report on the pages with the highest bounce rates, and you can cross-reference the data with the referring pages or search engine keywords, these reports can pinpoint web pages on your site that should be better optimized for these visitors.

These are the most important, and often the most confusing, web stats you will encounter in your reports. These give you the basics of the size of your traffic. Additional reports, such as the "Referring sites" and "Search engine keywords" reports give you an idea of where that traffic is coming from.

Next month, we will look at ways to complement these traffic stats with third-party data about your site, and see what these can tell you about your affiliate business.

About the Author

Katalin Torok is an independent marketing consultant with a focus on Web 2.0. Her website and blog contains many helpful tips at: <http://mktg.idared.net> .

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