

A Common Problem

By Adam Buhler

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During a survey of my new subscribers, I heard many common challenges facing online marketers today.

I could spend hours rambling on about this problem or that, and what can be done to minimize the difficulties that each presents but, instead I will focus on what has proven to be “your most difficult challenge.”

My inbox has been flooded as of late with many problems found in affiliate marketing but, one stands head and shoulders above the rest in terms of frequency, “I would like to make more money from my affiliate programs”.

This is a problem every internet marketer will unavoidably face at one time or another. There are many contributing factors in the struggle to maximize your efforts from affiliate programs however, the single greatest cause I see occurring almost regularly (remember, 95%-98% of affiliates don't make a dime!) is a website that is not optimized to “create” a sale!

That's right! You can make every effort to direct traffic to your site and you may even be quite successful in doing so but....

If your website is incapable of bringing in the sale once your visitors have arrived, you will have very little to show for your efforts.

Statistics show that on average 99/100 visitors to your website WILL NOT buy from you! And that's an average, chances are that if your having problems pulling sales your average is much lower, probably somewhere in the area of 0.5% or 1/200 visitors!

A recent article featured in our newsletter discussed the importance of "Pre-Selling" to your visitors, which means you have to provide quality content relevant to the specific needs of your visitors.

Once you build your website around your specific theme and add good content, you should see your clickthroughs AND sales rise dramatically.

Good Luck!

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