

# Are You a High Traffic Site?

By David McKenzie

Are You a High Traffic Site?

David McKenzie  
brisney@brisney.com

Brisney <http://www.brisney.com>

If you are an affiliate or are thinking of becoming an affiliate in an affiliate program you probably have seen some statistics like these in the affiliate sign-up information:

"Low traffic sites can earn \$500 - \$1,000 per month, medium traffic sites can earn \$1,000 to \$2,000 per month and high traffic sites can earn \$3,000 + per month."

Wow!! Sounds pretty good.

From one affiliate program it seems you could be making over \$3,000 a month just because you're a high traffic site.

Are you a high, medium or low traffic site? Who knows, different people have different views about what is high or low traffic.

You probably figure you are a medium traffic site or a low traffic site at the absolute worst.

So just by joining this fantastic affiliate program you'll be earning at least \$500 a month and more likely somewhere between \$1,000 and \$2,000 a month.

Gee, if you find another couple of affiliate programs like this you'll be banking in excess of \$100,000 a year. Yippee!!

Man, lets go for it. Lets sign up NOW!

But what they did not tell you (and it's not really their obligation to tell you either) is that these statistics only apply to the affiliates that are marketing their affiliate programs every day.

This is the standard procedure for the average affiliate:

Stick a couple of banners on their site. Wait a few weeks. No sales come. Join another affiliate program. Stick these banners on their site. Wait a few more weeks. No sales! Then they sit back and think affiliate

programs are a joke.

But it's not the affiliate program. It's the affiliate.

If you use the right marketing methods that are working now, and spend many hours a week marketing your affiliate programs then you can be part of the 'statistics'.

But if you expect things to just magically happen with a couple of flashing banners on your site then you will be sorely disappointed.

Do not just assume these enticing statistics apply to all affiliates. Sadly, they do not. Affiliate programs are not the Holy Grail, but they are an excellent way to obtain a decent monthly check.

The most amazing statistic is that it is estimated that 90% of all affiliates earn little or no money at all from affiliate programs.

Now that's a statistic you do not want to be part of!!

#### Resource Box

David McKenzie of <http://www.brisney.com> produces a free twice monthly newsletter for affiliates. Sign up by sending an email to <mailto:brisney@brisney.com?subject=subscribe> and receive the free Special Report "7 Secrets to Making Money With Affiliate Programs."

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)