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so that you have a special place where you send your traffic. Earn 20% repetitive commissions from Supermetrics subscription sales. Click here SEO I can not write an article about free sources of traffic, let alone optimize the search engine. If you've been in the game at any time at all, you already know how important it is to harness the power of search engines if you want organic traffic. Take a look at Labrador Training Headquarters, for example: Labrador Training Headquarters is capable of generating over \$30K per month from using Google's organic traffic and monetizing it with affiliate marketing offerings. Keywords have proven to be one of the most important rating factors out there. Keywords like search engines categorize your work and determine if it is valuable to a specific audience. If you haven't already, it's important that you start doing keyword research for your site. It would be impossible to cover every ranking factor that Google accounts for. However, one is often overlooked as a factor of actual power. Current credentials are demonstrated by creating a significant amount of in-depth content associated with a very specific niche. In other words, if you center your site around one niche topic and make great content, Google sees it as much more valuable than, say, just getting backlinks. To do this work in your favor as an affiliate marketer, make sure your blog is really focused on the niche you are promoting. This also means that the selection of affiliate products that fall into the niche you have chosen. Reddit When we talk about free traffic, Reddit may not be the most obvious choice, but it is a powerful engine that can control visitors to your affiliate website. The cool thing about Reddit is that people often use it as a place to get and tips from other redditors. By adding links to your website in the comments you can drive a consistent approach to your affiliate offers. In order for this to be effective, you have to add comments that add value to the user, so it doesn't look like spam. Spam. See how I used Ahrefs to filter Reddit.com the top pages and added the option only to include results with the VPN keyword. Note all the pages that come in that are currently generating significant amounts of traffic from Google. As a marketer, the first thing that comes to mind is how to use these pages to drive traffic back to my site. If I'm doing a quick Google search for the best Reddit VPN, the page that appears in the first position generates more than 17K monthly visitors with traffic costing \$79K dollars. Now, if we take a closer look at this page, you'll see that the first comments are loaded with links that drive traffic directly to the affiliate website that recommends the best VPNs. This Reddit page probably generates more than \$30K dollars a month from affiliate commissions. Sounds just isn't it? Well, it could be if you find the right pages with the right keywords and enough traffic to make money. I can pull up hundreds of examples of Reddit pages that have hidden affiliate links hidden in the comments, or drive traffic to a website that is nothing more than a landing page for affiliate suggestions. Any platform that uses very specific categories will be your best friend as an affiliate marketer. You can become an active member of any subreddit and share your content. Now, keep in mind, every subreddit has its own rules and may have restrictions on things like YouTube videos, so make sure to read through the guidelines. Guest Posts Collaboration with other content creators in your niche is a great way to attract visitors to your site. As we already know, when it comes to affiliate marketing, it's all about the right audience. Accommodation is not only free, it's a win-win for you and the person you're collaborating with. For example, this post you are reading is now a guest post and I have included a link to my site in order to improve the value of this article. If you're interested in guest blogging, here's how you can get started for free: Research blogs in your niche or similar niches that post quality contentEmail them or use their contact form to find out if they take guest postsOnce you hear back from the site you can send them your pitch If your pitch is approved, you can submit your guest post you may discover you may find that once you start making more connections in your area, sharing guest posts becomes more natural. As always, focus on networking and creating connections to increase those capabilities. Pinterest They say that the picture is worth a thousand words, in this case, that could not be more accurate. Pinterest is a website image sharing, which categorizes compelling images into several different categories. I could probably write a whole article about how valuable Pinterest can be for businesses or affiliate marketers. According to Hootsuite, Pinterest is the third largest social network in the United States. But But it's as much a search engine as it is a social network. Think of it as Google Images. Some very popular categories of fashion, home decor, fitness, gardening, and travel, just to name a few. Now, the cool thing about Pinterest is that you can upload an image attached to the URL. This means that whenever someone clicks on that image, they are redirected to the attached website. If you use compelling images and your article falls into the Pinterest category, it's a great (and free) way to reach a wide audience. Let's take a look at a website called View from the Big Island. According to SimilarWeb, this site generates about 650K monthly visitors, 26% of which is generated through social platforms and 90% of which is generated only from Pinterest. I think it's safe to say that this site generates thousands of monthly visits from the use of Pinterest power. YouTube If you're affiliate marketing on a budget, the idea of running a YouTube channel may seem out of reach. Fortunately, you don't have to invest in any expensive shooting created right away. YouTube is one of my favorite ways to create free traffic because all you need is a phone and you can actually use your phone's camera to get a YouTube channel off the ground. YouTube is great for affiliate marketers for several reasons. I wrote a whole article on how to make YouTube affiliate marketing with little or no money. Aside from being low to free, it also gives you the opportunity for your videos to get indexed on Google. This will help you with some of that sweet Google traffic as well as organic YouTube traffic. If you're creating useful tutorials, guides, or reviews, your video may appear in relevant Google search results, giving you more exposure. Affiliate marketers can create a variety of materials that demonstrate products and services such as guides, reviews, comparisons and unpacking videos. You can then add the affiliate links in the description below. As with any form of content marketing, you need to create high-quality content that sticks to that niche. Some of YouTube's most lucrative niches are technology, beauty, fashion, games, fitness, and education. Niche forums and groups here's an example of how you can use forums to your advantage. I recently published an article on a builder's website called Beaver Builder. There is a Facebook group dedicated to this particular website builder with several thousand members. Because this group is clearly interested in Beaver Builder, chances are they would be interested in an article on the subject. You can do the same with your own articles. Find groups and forums that are centered around your post and share it. publish your article. Avoid simply sharing a link without any explanation, otherwise, you appear spam. Expert round-up Since we've crossed the guest posting, I think it's appropriate to talk about expert roundups. These are the articles in which you interview the interview experts in their field. Usually you ask a couple of questions to which the experts answer with a short quote. Once the article is published, all the experts featured in the article tend to share a link to their own site and their social media followers, causing more traffic to your site. To create an expert round-up, you can follow similar steps to what we've moved on to for the guests of the blogs. Reach out to similar blogs with email asking if they will be interested in participating in an expert roundup. Once the article is complete, make sure to share it with all the people who participated. Write for Medium Medium is an online publication that offers ample opportunities for bloggers. Just like with guest placement, writing for Medium offers you access to a wider audience. Medium already has a built-in audience, so you can expect to reach a decent number of readers. Here's where the traffic to your site comes in: you can add links to the blog to your post on Medium. You can also embed your YouTube videos in your Medium article. Contributing to Medium is completely free and can be completed in a few simple steps: Write an appropriate blog. Wait for the editor to review and approve your work. Once approved, your post will be recommended to the relevant average readers. Social media I would be neglecting my duty if I were to leave on social media. Social media is free and gives access to a huge audience. As long as you follow the right guidelines, most social media sites allow users to promote affiliate products on their accounts. Instagram is one of the most popular options out there. Exploring everything and everything Instagram marketing deserves a post in itself, but if you're willing to learn the ropes, this is a great platform for affiliate marketers. TikTok is the new kid on the block, but it makes huge waves. While Instagram's algorithm is notoriously hard to crack, TikTok is a little more forgiving. My advice is to hit while the iron is hot and make a TikTok score for your business. Final thoughts you don't need a big budget to get traffic as an affiliate marketing. While there are definitely places where your money is well spent, attracting your target audience doesn't have to be one of them. If you follow these tips and put in a while and effort, your traffic will start to increase. About author John is an expert on content marketing and founder of jontorres.com, a blog dedicated to teaching others about affiliate marketing and SEO. John writes about his experiences in web entrepreneurship and digital marketing. 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