



"Build it and they will come"; when it comes to the internet, this couldn't be further from the truth. One of the most important things when it comes to online business is getting traffic to your website.

A business that isn't making money isn't a business. Regardless of how pretty your website is or how much you spent on getting your logo "just right" that won't mean a thing if people aren't coming to your website because if people aren't coming to your website then your website isn't making any money.

So, what can you do to start getting traffic and potential customers to your website?

Search Engine Optimisation (SEO)

Perhaps the most popular and perhaps the most oversold and potentially overrated; SEO is the process of optimising your website for the search engine so as to show up in the search results for chosen keyword phrases. This is definitely an excellent way of driving targeted traffic to a website. However in a lot of big industry markets SEO is an expensive game in which your success is usually dictated by the size of your wallet, which is almost guaranteed to be smaller than the big companies. On top of that you are most likely going to need to enlist the help of an expert SEO company to help you get set up. SEO is definitely not dead, just more expensive.

Advertising

Advertising is a very broad term that covers a lot of different styles and techniques, each with their own advantages and disadvantages. The trouble is that advertising can have a steep, not to mention expensive learning curve. Some advertising can be very non-targeted which means that you could be wasting precious budget and you don't always know what results you're going to get until you put some cash on the table and carry out some tests. This can be expensive if you are looking into different forms of advertising, whether online or offline. Again for the inexperienced looking to hire someone to help them with advertising a bigger budget usually denotes better results.

Affiliate Marketing

Affiliate marketing is an excellent way to generate a lot of results for your small business website. This is an excellent way to get profitable returns on your investment and usually at a fraction of the cost of the other two options above, mainly because you are only paying for results; you only pay commission for the sales or subscribers that your affiliates send through to you (You set the rules!). Affiliate marketing usually involves working with other businesses, websites, advertisers and bloggers who promote your website, service or product.

The learning curve is much shorter and there is plenty of free information available on the internet about how to become an affiliate (and a wealthy affiliate at that!) that you shouldn't need to hire a company or consultant to help you setup your affiliate network which can be controlled easily with simple software. This is the perfect way to expand your sales force and employ an army of promoters to drive traffic and sales to your business.

There is never an easy way to increase sales for a small business, but owning a private sales affiliation network could provide a solution for companies on a low budget and limited resources.

For more information on how we can help create a commission only sales network, local, national or international for your business please use this [contact form](#) or visit our [website for more information](#).

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