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Why do many people fail in Affiliate Marketing!

By Jonathon White

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Affiliate marketing has been around on the Web for quite sometime now, but there are still a lot of people who doesn't know much or even nothing about it. Most of the people that don't know about affiliate marketing and has just discovered it normally thinks that they can make a quick buck or two. Well that's not the case.

To do well in affiliate marketing is not just a one-day task. Affiliate marketing is like an on going assignment where you have to try different things out like different advertising techniques, different ways of adding affiliate banners and text links to your site, etc. You may even have to join a number of affiliate programs just to see which ones performs the best with the other content that you already have on your site.

Another thing is that many affiliates expect to do well from just having a list of about 20 affiliated banners on one page of their site. Well that's not exactly true as people will see your web page and won't even bother clicking on any of the banners to go to your affiliated sites as your web page just looks like a link farm. How people think they can make money this way, I really don't know as affiliate marketing takes time and effort before any results can be seen.

If you are adding affiliate banners or text links to your site, then the best thing to do is for you to add affiliate links or banners to your site that is on the same topic as the other information on your web page. By doing this, you will not want to add too many affiliated banners or text links as it will just look like a page of links and will only turn your visitors away, about three affiliated links should be enough depending on how large the web page is.

Another important aspect in affiliate marketing is advertising. You can't expect to add affiliate material to your site and expect to receive sales straight away. If you have no traffic coming to your site, then you will not get any sales. Infact, directly advertising the affiliate links or adding the affiliate links to your website and advertising that is probably one of the most important things that you will need to do to have any chance of succeeding. This is because the more you promote your affiliate link or site that contains the affiliate links, then the more clickthru's your affiliate links are likely to receive, which is then most likely to result in more sales.

Jonathon White has been doing affiliate marketing on the Web for over two years. He is the webmaster of two sites that is ever becoming more popular on the Web today. These are:

[AffiliateSeeking.com](#) - A categorized affiliate programs directory making it easier for people to find affiliate programs online.

SimplySearch4it! - A general web portal where people can play FREE online games, add free articles, search the Web, and much more.

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