



MoreNiche presents guide on

Tracking Campaigns

Introduction

Ever wanted to know how well a certain page is converting or how well a site or ad campaign is doing (if you have more than one? As we all know, there are infinite reasons to keep good track of how well our different promotions are doing. Surfers are money and one needs to keep good tabs on what they are doing within your site.

Why should I track them?

You should track surfers if you want to know what keywords, site, sections or pages are converting better than others. If surfers are exiting your site through a link that is not converting, you need to know immediately. Implementing a system to closely monitor your surfers' activity is quite simple with our tracking system. By simply adding a small string to the end of your current linking code, you can watch your surfer's activities and make changes according to what's working and what's not. This will undoubtedly result in more dollars in your pocket. How can I use the tracking feature?

It cannot be simpler - all you need to do is add the following text onto the end of your linking code:

[&campaign=KeyWord](#)

Where KeyWord is the word or phrase you want the campaign to be tracked under. For instance, if you want to have your Google Adword campaign to be tracked you would add

[&campaign=Google+Adwords](#)

to the end of your linking code in google.

The full link would look like:

<http://track.lativio.com/hit.php?w=100012&s=5&p=2&campaign=Google+Adwords>

This is an example for affiliate 100012 for PenisHealth.

Please Note: You can also use this system when using the feeder site linking code!

Here's an example:

<http://track.lativio.com/hit.php?s=24&p=2&w=100012&article=http://www.penis-enlargement-stretcher.com&campaign=Google+Adwords>

If you need any help on this, please contact:

sandis@moreniche.com or ben@moreniche.com

Final Thoughts

All of your links should contain a campaign keyword, as this will help show you which links, keywords and pages are producing sales and which are not. The sooner you know this information, the more money you'll make. Your stats will look like this. (Log into the webmaster area, where you found this article > Click on the referral button on the top menu).

Any keywords you set-up will show a >>KEYWORD. So here you can see we have 4 visitors from a campaign tracked from Site1 and 5 hits from sex guide popup today. If any orders were made from these two links they would show here also.

Good luck and any questions just ask us!

Affiliate Marketing Tools and Resources

Domain Registration

[GoDaddy](#) – number one domain registration service to date

[1&1 Internet](#) – another very popular domain hosting site

Hosting

[BlueHost](#) – hosts up to 6 domains under one account; WordPress friendly, with CPanel included, and many scripts and tools

[HostGator](#) – hosting service with CPanel, WordPress friendly, scripts and statistics tools

Website Editors

[Adobe Dreamweaver CS4](#) – professional HTML editor, ideal for work with MoreNiche templates or for building a site from scratch

[XSitePro](#) – great tool for creating little review websites for marketers with no knowledge of design and HTML. However this tool can't be used with free MoreNiche templates as it has limited layouts.

Photo/Image Editing Software

[Adobe Photoshop CS4](#) – professional photo editing software, complete with features for all forms of image editing; must-have software for all computer users, internet marketers or not.

[Adobe Fireworks CS3](#) – professional alternative to Photoshop, created specifically for the web designers, especially useful for creating quick but accurate prototype sites

Keyword Research Tools

[KeywordElite](#) – a desktop tool with many keyword research features. This tool will collect you keywords from various places into numbers of thousands. It is used by most top SEO and PPC marketers

[WordTracker](#) – most popular online keyword research service, offers advanced keyword research and suggestions; contains the largest and most updated database of keywords around

[Keyword Discovery](#) – a very popular alternative often used to supplement WordTracker keyword results; also contains a massive keyword database

Search Engine Optimization Tools

[SEO Elite](#) – the number one most popular keyword research tool used by nearly all successful internet marketers, with multiple functions, from competition research down to automatic link exchange approaches and more

[SEO Toolkit](#) – tool that includes everything you need to promote your website, including a rank checker, PPC bid manager, keyword suggestion tool, keyword density tool, reciprocal link checker, link popularity checker, and many more features

Email Marketing Tools

[Aweber](#) – one of the best email marketing services – allows capturing emails, creating multiple campaigns, double opt-in function, great partnership with major internet providers to ensure your emails gets delivered and read

Article Submission Tools

[Article Marketer](#) – the most popular service article submission service, and also the most effective; subscription gets your article complete distribution to thousands of sites to improve your search engine positioning, increase your Google page rank, and get immediate links from relevant, high value websites

[Article Submitter](#) – easily and effortlessly submit your written article *automatically* to over 300 article directories. With Article Submitter, submitting one article in minutes can give your site hundreds of incoming links