

How To Track Your Online Sales And Profits

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If you want to be successful on the internet you must track your online sales and profits, tracking allows you to know what is going on in your business and what to do to optimize it for maximal profit.

You should track the products/services you sell, ad media you use, ads, content and the free giveaways you use for your promotions.

Whether you use free or paid advertising you must track them all, this is the only way you'll know what step to take next in your online business that'll make you money.

To track you need an ad tracker, web analysis software/service and ecommerce tracking.

An ad tracker will let you know how much sales, revenue and profit you're making on each ad campaign you run. A web analysis software/service will let you know the number of unique visitors to your site, pages they viewed the most, how they usually exit your site, content and free giveaway they downloaded the most etc. you can get ecommerce tracking from your ecommerce sales report, you may be able to track your sales in your ecommerce report with a tracking code/campaign id. If you are an affiliate you can get ecommerce reports from your merchant or affiliate network.

To track the ad media that is making you the sale will not be difficult, but tracking each ad, content and free giveaway you use may become very tedious, because you're likely to write so many of them and assigning tracking code specifically to each one of them may not be quite possible with most people, you can make do with assigning tracking code for each ad media you use them if possible, this is a little bit simpler.

Tracking your promotional activities is what you must do; you'll need the knowledge you'll gain from your tracking reports to know what to do next in your online business to profit.

Get the blueprint on how to make money in profitable niches on the internet at www.i-niche-marketing.com.