

# THE SMART AFFILIATE'S 90-DAY TRAFFIC GOALS PLANNER

*Transform Your Traffic from Zero to Hero in 90 Days*

## Welcome to Your Traffic Transformation Journey!

This planner will guide you through 90 days of strategic traffic building. Remember:

- Success comes from consistent daily actions
  - Small wins compound into big results
  - Track everything to optimize your efforts
  - Celebrate milestones along the way
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## STARTING POINT ASSESSMENT

*Complete this before you begin*

### Current Baseline Metrics:

- Daily Website Traffic: \_\_\_\_ visitors
- Email List Size: \_\_\_\_ subscribers
- Monthly Revenue: \$\_\_\_\_
- Number of Blog Posts: \_\_\_\_
- Social Media Following: \_\_\_\_

### Current Traffic Sources:

- Organic Search: \_\_\_\_%
- Social Media: \_\_\_\_%
- Email: \_\_\_\_%
- Direct: \_\_\_\_%
- Referral: \_\_\_\_%
- Paid Ads: \_\_\_\_%
- Other: \_\_\_\_%

### Current Challenges:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Available Resources:

- Time per day for traffic building: \_\_\_\_ hours
- Monthly budget for paid traffic: \$ \_\_\_\_
- Content creation capacity: \_\_\_\_ posts per week
- Email sending frequency: \_\_\_\_ times per week

**Date Started:** // \_\_/\_\_/\_\_

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## DAYS 1-30: FOUNDATION PHASE

*Building Your Traffic Infrastructure*

### 30-Day Goals:

- Daily Traffic: Reach 25-50 visitors consistently
- Email Subscribers: Add 50-100 new subscribers
- Content Published: Create 4-6 quality posts
- Facebook Lead Ads: Achieve \$2-3 cost per lead
- First Commission: Earn your first affiliate sale

### Week 1 (Days 1-7): Setup & Systems

#### Priority Tasks:

- Complete 7-Day Traffic Starter Checklist
- Set up all tracking systems
- Install analytics and pixels
- Create lead magnet
- Set up email welcome sequence (first 3 emails)

#### Daily Actions:

- Check analytics (5 min)
- Engage in 1 Facebook group (15 min)
- Work on content (30-60 min)
- Research competitors (15 min)

#### Week 1 Review:

- Actual daily traffic: \_\_\_\_ visitors
- New email subscribers: \_\_\_\_
- Challenges faced: \_\_\_\_\_

- Wins achieved: \_\_\_\_\_

## **Week 2 (Days 8-14): Content & Engagement**

### **Priority Tasks:**

- Publish 1-2 blog posts
- Launch first Facebook Lead Ad
- Continue welcome sequence creation
- Join 2 more relevant Facebook groups
- Start Pinterest account setup

### **Daily Actions:**

- Monitor Facebook ad performance
- Engage in Facebook groups (20 min)
- Create/optimize content (45 min)
- Research keywords (15 min)
- Check and respond to emails

### **Week 2 Review:**

- Actual daily traffic: \_\_\_\_ visitors
- New email subscribers: \_\_\_\_
- Lead ad performance: \_\_\_\_ leads at \$\_\_\_\_ each
- Best performing content: \_\_\_\_\_

## **Week 3 (Days 15-21): Optimization & Scaling**

### **Priority Tasks:**

- Analyze traffic data and optimize
- Adjust Facebook ad targeting
- Publish 2 more blog posts
- Complete 7-email welcome sequence
- Start building Pinterest presence

### **Daily Actions:**

- Track all metrics in spreadsheet
- Optimize ad creative/targeting
- Engage authentically on social
- Work on content creation
- Test email subject lines

### **Week 3 Review:**

- Actual daily traffic: \_\_\_\_ visitors
- Total email subscribers: \_\_\_\_
- Conversion improvements: \_\_\_\_\_
- Top traffic source: \_\_\_\_\_

### **Week 4 (Days 22-30): Review & Adjust**

#### **Priority Tasks:**

- Complete month 1 performance review
- Identify winning strategies
- Plan month 2 content calendar
- Set up email broadcast schedule
- Begin testing new traffic sources

#### **Daily Actions:**

- Maintain all daily tracking
- Consistent Facebook group engagement
- Continue content creation
- Email list nurturing
- Research new opportunities

#### **Month 1 Final Review:**

- Total traffic for month: \_\_\_\_ visitors
  - Email list growth: \_\_\_\_ to \_\_\_\_ subscribers
  - Revenue generated: \$\_\_\_\_
  - Best performing traffic source: \_\_\_\_\_
  - Biggest lesson learned: \_\_\_\_\_
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## **DAYS 31-60: GROWTH PHASE**

*Scaling What Works, Testing New Channels*

#### **60-Day Goals:**

- Daily Traffic: Reach 75-150 visitors consistently
- Email Subscribers: Grow to 150-300 total
- Content Library: 8-12 total posts published

- Revenue Target: \$300-500 monthly
- Traffic Sources: Active on 3+ channels

## **Week 5-6 (Days 31-42): Amplification**

### **Priority Tasks:**

- Scale successful Facebook ads
- Implement Pinterest strategy
- Create cornerstone content pieces
- Launch first email promotion
- Test Reddit/Quora engagement

### **Daily Actions:**

- Increase ad budget gradually
- Create 3-5 Pinterest pins
- Engage in communities (30 min)
- Content creation/optimization
- Email list engagement

### **Two-Week Review:**

- Average daily traffic: \_\_\_\_ visitors
- New subscribers: \_\_\_\_
- Pinterest progress: \_\_\_\_\_
- Email campaign results: \_\_\_\_\_

## **Week 7-8 (Days 43-60): Diversification**

### **Priority Tasks:**

- Add new traffic channel
- Create lead magnet #2
- Run A/B tests on ads
- Optimize conversion paths
- Build relationships with influencers

### **Daily Actions:**

- Monitor all traffic sources
- Create diverse content types
- Test new promotional methods
- Engage with your growing audience
- Analyze competitor strategies

## Month 2 Final Review:

- Total traffic for month: \_\_\_\_ visitors
  - Email list size: \_\_\_\_ subscribers
  - Revenue generated: \$ \_\_\_\_
  - New traffic source performance: \_\_\_\_\_
  - Key optimizations made: \_\_\_\_\_
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## DAYS 61-90: ACCELERATION PHASE

*Maximizing Results, Building Systems*

### 90-Day Goals:

- Daily Traffic: Reach 150-300 visitors consistently
- Email Subscribers: 300-500 total subscribers
- Content Library: 12-18 total posts
- Revenue Target: \$500-1000 monthly
- Systems: Automated traffic generation

### Week 9-10 (Days 61-75): Systematization

#### Priority Tasks:

- Create content templates
- Automate social sharing
- Develop email sequences
- Build traffic generation SOPs
- Optimize for conversions

#### Daily Actions:

- Execute systematic content plan
- Scale winning campaigns
- Test advanced strategies
- Build team/outsource tasks
- Focus on high-value activities

### Two-Week Review:

- Average daily traffic: \_\_\_\_ visitors
- List growth rate: \_\_\_\_ per day

- Automation implemented: \_\_\_\_\_
- Time saved through systems: \_\_\_\_ hours/week

## **Week 11-12 (Days 76-90): Mastery**

### **Priority Tasks:**

- Refine all traffic systems
- Create advanced email campaigns
- Test high-ticket promotions
- Build strategic partnerships
- Plan next 90 days

### **Daily Actions:**

- Monitor automated systems
- Focus on relationship building
- Create premium content
- Optimize conversion funnels
- Document successful strategies

### **Month 3 Final Review:**

- Total traffic for month: \_\_\_\_ visitors
  - Email list size: \_\_\_\_ subscribers
  - Revenue generated: \$\_\_\_\_
  - Most profitable traffic source: \_\_\_\_\_
  - Systems created: \_\_\_\_\_
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## **90-DAY TRANSFORMATION SUMMARY**

### **Traffic Growth:**

- Starting Daily Traffic: \_\_\_\_ visitors
- Ending Daily Traffic: \_\_\_\_ visitors
- **Total Growth:** \_\_\_\_%

### **Email List Growth:**

- Starting Subscribers: \_\_\_\_
- Ending Subscribers: \_\_\_\_
- **Total Growth:** \_\_\_\_%

## Revenue Growth:

- Starting Monthly Revenue: \$ \_\_\_\_\_
- Ending Monthly Revenue: \$ \_\_\_\_\_
- **Total Growth:** \_\_\_\_\_%

## Traffic Sources Mastered:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## Top 3 Winning Strategies:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Biggest Lessons Learned:

1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
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## MILESTONE CELEBRATIONS

*Check off as you achieve them!*

### Traffic Milestones:

- First 10 daily visitors
- First 50 daily visitors
- First 100 daily visitors
- First 200 daily visitors
- First 300 daily visitors

### Email List Milestones:

- First 10 subscribers
- First 50 subscribers

- First 100 subscribers
- First 250 subscribers
- First 500 subscribers

### **Revenue Milestones:**

- First affiliate click
- First affiliate sale
- First \$100 month
- First \$500 month
- First \$1000 month

### **Content Milestones:**

- First blog post published
  - First post with 100+ views
  - First viral pin/post
  - 10 posts published
  - First page Google ranking
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## **WEEKLY TRACKING TEMPLATE**

*Copy this for each week*

**Week #**\_\_ (Dates: \_\_\_\_ to \_\_\_\_)

### **Traffic Metrics:**

- Mon: \_\_\_\_ visitors | Tues: \_\_\_\_ | Wed: \_\_\_\_
- Thu: \_\_\_\_ | Fri: \_\_\_\_ | Sat: \_\_\_\_ | Sun: \_\_\_\_
- **Weekly Total:** \_\_\_\_ visitors
- **Daily Average:** \_\_\_\_ visitors

### **Email Metrics:**

- New subscribers: \_\_\_\_
- Total subscribers: \_\_\_\_
- Emails sent: \_\_\_\_
- Average open rate: \_\_\_\_%
- Average click rate: \_\_\_\_%

### **Content Created:**

- Blog posts published: \_\_\_\_\_
- Social media posts: \_\_\_\_\_
- Emails written: \_\_\_\_\_
- Pins created: \_\_\_\_\_

### **Revenue Generated:**

- Affiliate commissions: \$\_\_\_\_\_
- Product sales: \$\_\_\_\_\_
- Other income: \$\_\_\_\_\_
- **Weekly Total:** \$\_\_\_\_\_

### **Time Invested:**

- Content creation: \_\_\_\_\_ hours
- Social engagement: \_\_\_\_\_ hours
- Email marketing: \_\_\_\_\_ hours
- Paid ad management: \_\_\_\_\_ hours
- **Total Time:** \_\_\_\_\_ hours

### **Wins This Week:**

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

### **Challenges Faced:**

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

### **Adjustments for Next Week:**

1. \_\_\_\_\_  
\_\_\_\_\_
  2. \_\_\_\_\_  
\_\_\_\_\_
  3. \_\_\_\_\_  
\_\_\_\_\_
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# MONTHLY REVIEW TEMPLATE

*Complete at the end of each 30-day period*

**Month:** \_\_\_\_ (**Dates:** \_\_\_\_ to \_\_\_\_)

## Traffic Analysis:

- Total visitors: \_\_\_\_
- Average daily visitors: \_\_\_\_
- Best traffic day: \_\_\_\_ (\_\_\_\_ visitors)
- Growth from previous month: \_\_\_\_%

## Traffic Source Breakdown:

- Organic Search: \_\_\_\_ visitors (\_\_\_\_%)
- Facebook (Organic): \_\_\_\_ visitors (\_\_\_\_%)
- Facebook (Paid): \_\_\_\_ visitors (\_\_\_\_%)
- Email: \_\_\_\_ visitors (\_\_\_\_%)
- Pinterest: \_\_\_\_ visitors (\_\_\_\_%)
- Other: \_\_\_\_ visitors (\_\_\_\_%)

## Email Performance:

- Starting subscribers: \_\_\_\_
- Ending subscribers: \_\_\_\_
- Net growth: \_\_\_\_
- Best performing email: \_\_\_\_\_
- Average open rate: \_\_\_\_%
- Average click rate: \_\_\_\_%

## Content Performance:

- Posts published: \_\_\_\_
- Most popular post: \_\_\_\_\_
- Total pageviews: \_\_\_\_
- Average time on site: \_\_\_\_
- Bounce rate: \_\_\_\_%

## Financial Performance:

- Total revenue: \$\_\_\_\_\_
- Affiliate commissions: \$\_\_\_\_\_
- Ad spend: \$\_\_\_\_\_
- Net profit: \$\_\_\_\_\_
- Revenue per visitor: \$\_\_\_\_\_
- Revenue per subscriber: \$\_\_\_\_\_

## Return on Investment:

- Time invested: \_\_\_\_\_ hours
- Money invested: \$\_\_\_\_\_
- Revenue generated: \$\_\_\_\_\_
- **ROI:** \_\_\_\_\_%

## Top 3 Successes:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

## Top 3 Challenges:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

## Key Learnings:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

## Action Items for Next Month:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

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4.

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5.

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## TRAFFIC STRATEGY WORKSHEET

### Organic Search Strategy:

#### Target Keywords:

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1.

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2.

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3.

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4.

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5.

#### Content Plan:

- Pillar posts: \_\_\_\_\_
- Supporting posts: \_\_\_\_\_
- Update schedule: \_\_\_\_\_

### Social Media Strategy:

Primary Platform: \_\_\_\_\_

Secondary Platform: \_\_\_\_\_

#### Posting Schedule:

- Platform 1: \_\_\_\_ times per \_\_\_\_
- Platform 2: \_\_\_\_ times per \_\_\_\_

#### Engagement Plan:

- Groups to join: \_\_\_\_\_
- Daily engagement time: \_\_\_\_ minutes
- Relationship building: \_\_\_\_\_

### Email Marketing Strategy:

#### List Building:

- Lead magnet #1: \_\_\_\_\_

- Lead magnet #2: \_\_\_\_\_
- Opt-in placement: \_\_\_\_\_

### **Email Schedule:**

- Welcome sequence: \_\_\_\_ emails
- Broadcast frequency: \_\_\_\_ per week
- Promotional ratio: : (value )

### **Paid Traffic Strategy:**

#### **Budget Allocation:**

- Facebook Ads: \$\_\_\_\_/month
- Google Ads: \$\_\_\_\_/month
- Other: \$\_\_\_\_/month

#### **Campaign Types:**

- Lead generation: \_\_\_\_\_
  - Traffic campaigns: \_\_\_\_\_
  - Retargeting: \_\_\_\_\_
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## **RESOURCE LIBRARY**

### **Recommended Tools:**

- Analytics: \_\_\_\_\_
- Email platform: \_\_\_\_\_
- Social scheduling: \_\_\_\_\_
- Keyword research: \_\_\_\_\_
- Design tools: \_\_\_\_\_

### **Educational Resources:**

- Courses taken: \_\_\_\_\_
- Books read: \_\_\_\_\_
- Podcasts followed: \_\_\_\_\_

- Mentors/coaches: \_\_\_\_\_

## Swipe File:

- Best headlines: \_\_\_\_\_
  - Top email subjects: \_\_\_\_\_
  - High-converting CTAs: \_\_\_\_\_
  - Successful ad copy: \_\_\_\_\_
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## YOUR 90-DAY COMMITMENT

I, \_\_\_\_\_, commit to following this 90-day traffic transformation plan.

I understand that:

- Success requires consistent daily action
- Results compound over time
- Tracking is essential for optimization
- Small wins lead to big victories

I will:

- Work on traffic building for \_\_\_\_ hours daily
- Track my progress honestly
- Adjust strategies based on data
- Celebrate milestones along the way
- Not give up when challenges arise

**Signature:** \_\_\_\_\_

**Date:** //\_\_

**My "Why":** \_\_\_\_\_

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## NEXT STEPS AFTER 90 DAYS

### Performance Evaluation:

- Review all metrics and goals
- Identify top performing strategies

- Document lessons learned
- Celebrate achievements

### **Planning Phase 2:**

- Set new 90-day goals
- Scale successful tactics
- Eliminate ineffective strategies
- Explore advanced techniques

### **Systems Optimization:**

- Automate repetitive tasks
- Create standard operating procedures
- Consider team building/outourcing
- Develop advanced funnels

**Remember:** This 90-day journey is just the beginning. The habits, systems, and knowledge you build will serve you for years to come.

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*Part of the Smart Affiliate's Traffic Toolkit Series*

*Your traffic transformation starts NOW!*