EASY X SITES

A webmasters guide to
Traffic Filtering

Introduction

The goal of this guide is to introduce you and give you the skills to start filtering your adult traffic. Traffic filtering is actually quite simple and requires very little to no technical knowledge. You need to be able to make a link and tell the difference between once niche and the other.

Filtering traffic on adult websites

When you filter traffic, you are trying to drill the visitor down to the narrowest niche you have. Why? Because the more narrow the niche, the better the conversion ratio and vice versa. This is important, because it is the core foundation of filtering traffic = Showing the surfer exactly the product that he really wants to buy and then sell it to him.

Everyone will tell you that a niche like Blondes with big tits fucking wearing latex boots will have a better ratio than a general site about teens. Sure but it also gets a lot less traffic, so like everything else involving money on the internet, it is a numbers game.

Filtering happens when a visitor clicks on a link that describes a narrower niche than what he is currently viewing.

You can filter traffic on the same site or on multiple sites. Filtering it on the same site requires some technical skills or a complicated CMS system. So most people use multiple sites to filter their traffic and that makes sense (for most webmasters).

So filtering works like this:

Surfer looks for MILF. He sees a page with MILF content, he clicks the Blonde MILF, he sees a page with only Blonde MILF content, and he clicks the Blonde MILF with Big Tits. Now he is filtered down to Blonde MILF with Big Tits. He can be filtered further down, say: "Blonde MILF with Big Tits wearing High Heels" or something like that. However, in a nutshell, this is what filtering is all about.

We will try to illustrate with some examples.

Adult Tube Site example

Imagine you have an adult tube site.

A visitor lands on the tube site, clicks a video with the title Big Titty Maid fucked by a BBC. Now you do not know if he clicked the video because he likes maids, girls with big tits or girls fucked by a big black cock. Maybe it is a combination… you do not know, but you can find out. Therefore, when he is watching this video, you will want to present to him links that are titled along the lines of:

- Big black cock

- Big tits

- Maids

Now those links can be text, video or photo. Remember that a link is just something you can click.

Since this video also has a brunette teen girl in it, you will want to add that to the list too. Anything else that could relate would be nice and since you should not shy from allowing the surfer to go "up" in niche (form a narrower niche to a more general niche); you would have links/videos/content that matches all of this:

- Big black cock

- Big tits

- Maids

- Teen

- Brunette

- Interracial

In this case, the surfer clicks Maids. Now he gets all videos with the search term 'maids' in it. He clicks a video with a smoking maid fucked by her boss.

That is a very specific niche, so when the surfer is there, try and only present him with content in that niche and your conversions should improve.

The surfer is now also a couple of layers down in the filtering, so you know what this person was after: Smoking maids fucked by their boss.

Confused? Let us try something different and maybe that will help. Blogs. Everyone loves blogs because they are simple, fast and easy to create with easyXsites.

Adult Blog Example

Say you have a blog that gets tons of teen traffic, but you cannot convert it. On this blog you can filter your traffic by including links to more specific niches such as:

- Brunette teens

- Blonde teens

- Redhead teens

- Big tit teens

- Small tit teens

- Asian teens

- Ebony teens

- Fetish teens

And so on. Let us say the visitor clicks on Big tit teens, that blog should have content that sells teens with big tits, under there you could have more narrow links like:

- Big tit brunette teens

- Big tit brunette teens

- Big tit redhead teens

- Big tit Asian teens

- Big tit ebony teens

- Big tit latex teens

And so on. For kicks, let's say that the surfer clicks on Big tit latex teens and now you are in a pretty narrow niche, but this just happen to be a niche where you have even more specific content so you present the surfer with the following links:

- Smoking latex teens

- Spanked latex teens

- Bondage latex teens

- Gang banged latex teens

The surfer chooses bondage latex teens, and then clicks on someone smoking and then on a blonde girl smoking while in her latex suit spreading her legs revealing a shaved pussy.

Now you have reached the bottom of your filtering funnel. You simply do not have anything more specific than, the bottom of any funnel is always narrow!

That means traffic will be much lower in quantity than the top of the funnel (in this case it was teen -> big tit teens-> big tit latex teens -> big tit latex smoking teens -> blonde big tit latex smoking teen. But it's of a much higher quality.

This is where quality trumps quantity!

Let us summarize

You filter traffic by allowing the surfer to go from general porn niches to more narrow niches.

That is it. The top and most board niche is 'porn' by the way, but trying to sell anything to someone searching for just porn is hard. That is like someone saying they want food, but do not know what kind. So the filtering begins, do they want Asian food, local food and so on.

Thank you for reading and we hope that you learnt something about filtering adult traffic, as always you can debate this topic on our easyXsites forum with thousands of other webmasters.