

# The Solo Ad Buyer's Field Guide

## A plainspoken checklist for buying clicks without lighting your money on fire

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### Read this before you buy traffic

Buying solo ad traffic is simple. Making it pay is where people mess it up.

A solo ad can put real people in front of your offer fast. But traffic is not magic. It will not repair a broken landing page, fix a confusing offer, or make up for no follow-up.

Think of traffic like fuel. If the engine is tuned, fuel helps. If the engine is busted, fuel just helps you find the problem faster.

This short guide is meant to help you avoid the common mistakes I see from people buying clicks for affiliate offers, list building, bizopp funnels, and buyer-traffic campaigns.

No guru nonsense. No income promises. Just the basics that matter.

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## 1. Know what you are actually buying

A solo ad is usually this:

**A seller sends an email to a list, and you pay for a certain number of unique clicks to your link.**

You are not buying guaranteed leads.

You are not buying guaranteed sales.

You are buying traffic - clicks from people who may be interested in your niche or offer.

That means your job is to make sure the click lands somewhere that can actually convert.

### Good use cases for solo ads

- Building an email list
- Testing an opt-in page
- Sending targeted traffic to a bridge page
- Testing an affiliate offer

- Building data before scaling
- Getting traffic without messing with Facebook, Google, or TikTok ad approvals

### **Bad use cases for solo ads**

- Sending clicks to a broken page
  - Sending clicks to a confusing offer
  - Trying to get rich overnight
  - Buying traffic without tracking
  - Expecting sales with no follow-up
  - Sending people straight to someone else's sales page with no list capture
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## **2. Do the five-second landing page test**

Before you buy traffic, open your landing page on your phone.

Give yourself five seconds.

Can a stranger understand:

1. What is this?
2. Why should I care?
3. What do I do next?

If the answer is no, do not buy traffic yet.

Cold traffic is impatient. People will not study your page like it is a homework assignment. If the message is not clear fast, they leave.

### **Quick landing page checklist**

- The headline is clear.
- The page loads fast.
- It works on mobile.
- The opt-in form works.
- The button is easy to find.
- The offer matches the traffic source.
- There is one clear action to take.
- The page does not look sketchy or overloaded.

Simple beats clever. Clear beats cute.

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## **3. Build your list first when possible**

One of the biggest mistakes affiliate marketers make is sending paid clicks directly to someone else's sales page.

Sometimes that can work, but most of the time you are giving up control.

If you send traffic to your own opt-in or bridge page first, you can:

- capture the lead
- follow up later
- test different offers
- build an asset you own
- get more than one chance from the same click

If you pay for a click and never capture the lead, that click is gone forever.

Build the list when you can.

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## 4. Track everything

If you cannot track it, do not pay for it.

At minimum, you should know:

- how many clicks were delivered
- how many people hit your page
- how many opted in
- how many bought
- which traffic source produced the result

You do not need to be a data scientist. But you do need enough tracking to avoid guessing.

### Basic numbers to watch

Opt-in rate

If 100 clicks gets 30 leads, your page may have promise. If 100 clicks gets 3 leads, the page probably needs work.

Sales/conversions

Sales depend on the offer, follow-up, trust, timing, and price. Traffic can help, but it cannot guarantee sales.

Cost per lead

If you spend \$40 and get 20 leads, your cost per lead is \$2. If you get 5 leads, your cost per lead is \$8.

Data tells you what to fix.

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## 5. Match the email swipe to the offer

The email swipe matters.

That email is the bridge between the list and your landing page. If the swipe makes one promise and the landing page says something else, people bounce.

A good swipe should:

- match the landing page
- create curiosity without lying
- avoid crazy hype
- be simple enough to understand quickly
- attract the right person, not everybody

Do not use fake urgency, wild income claims, or hype that your page cannot back up.

Better traffic will not save a bad message.

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## 6. Understand what a 100-click test is for

A small test is not supposed to prove your entire business.

A 100-click test is meant to answer basic questions:

- Does the page load and track correctly?
- Are people opting in?
- Does the offer get any interest?
- Does the email swipe match the landing page?
- Is this worth testing again?

Do not expect one small test to tell you everything.

Use it to find obvious problems before you spend more.

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## 7. Buyer traffic is not magic

Buyer traffic can help a good offer. It cannot fix a weak one.

If your offer page looks sketchy, the promise is confusing, or the price/value does not make sense, buyer traffic will not save it.

Buyer traffic just means the audience may be more used to buying. You still need:

- a believable offer
- a clean page
- trust
- a clear next step
- follow-up

Traffic exposes the truth. That is useful, but sometimes uncomfortable.

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## 8. Mobile matters more than you think

Most people will see your page on a phone.

Before ordering traffic, check:

- Does the headline fit on mobile?
- Is the button visible without hunting?
- Is the form easy to use?
- Does the page load quickly?
- Are images too large?
- Is the page easy to read?

If the mobile version is bad, you are wasting clicks before people even get a fair chance to respond.

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## 9. What to have ready before ordering

Before you order traffic, have these ready:

### Your campaign link

Preferably a tracking link, not just the raw landing page URL.

### Your landing page

Make sure it works on desktop and mobile.

### Your email swipe

If you do not have one, ask for help. A good swipe can make a real difference.

### Your offer details

Know what niche/category your offer fits:

- bizopp
- affiliate marketing
- make money online
- software/tool
- finance
- health/weight loss
- survival/prepper
- other

### Your expectations

Traffic can deliver clicks. Your funnel determines what happens after the click.

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## 10. Red flags before buying traffic

Pause before ordering if:

- your opt-in form is not tested

- your page is slow
- your page is confusing
- you do not have tracking
- you have no follow-up emails
- you are relying on hype instead of clarity
- your offer makes income claims you cannot support
- you expect guaranteed sales

Fix those first.

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## The honest traffic checklist

Before you buy clicks, make sure you have:

- A clean mobile-friendly landing page
- One clear call to action
- A working opt-in form or checkout path
- A tracking link
- An email swipe that matches the page
- Follow-up ready if you are building a list
- A realistic goal for the test
- A plan to review results after traffic runs

If you can check those boxes, traffic has a much better chance to do its job.

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## Need targeted email traffic?

I run Best Solo Ad Traffic for list builders, affiliate marketers, and people who want targeted email clicks without fighting ad platforms.

I keep it straightforward:

- real email traffic
- unique clicks counted
- bizopp and affiliate buyer traffic options
- landing page / campaign details reviewed before traffic goes out
- no bot garbage
- no fake income promises

If your offer is ready, you can see current packages here:

<https://bestsoloadtraffic.com>

If you are not sure whether your funnel is ready, start with the checklist in this guide before spending money.

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## **Quick disclaimer**

Traffic/click delivery can be purchased and delivered. Opt-ins, sales, profits, and conversion outcomes are not guaranteed. Your results depend on your offer, page, tracking, follow-up, market fit, timing, and other factors outside the traffic seller's control.