

Become A Master Affiliate Marketer

# BECOME A MASTER AFFILIATE MARKETER



HOW TO MAKE AN ABSOLUTE KILLING  
SELLING OTHER PEOPLE'S STUFF ONLINE

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## Introduction

If you currently own a business or are thinking of starting one up, chances are, you are going to need some information about how to get the word out about your product or service. That is when you need to think about marketing and building a marketing strategy.

With the World Wide Web being the major source of information sharing and communications in the world, it is natural that you would want to use this as a major focus for building your marketing strategy. That is what this e-book is for; to teach you how to become a major player in the field of business that you choose by taking advantage of the internet and using affiliation as your marketing strategy's foundation.

Of course, before I can show you how to become a master affiliate, I think it would be best to begin with a basic introduction to marketing in general. So in this introduction to becoming a master affiliate, I will give you a basic explanation into marketing because this will help you to better understand how an affiliation can be done with expert precision.

Most people are aware of what marketing is, but most do not realize everything that is involved in marketing. Marketing is not a temporary thing. Marketing is more than sales. Marketing is actually an entire process of activities that is used to:

1. Get your potential customer's attention
2. Motivate them to buy
3. Get them to actually buy
4. Get them to keep buying

Marketing is how you define your product, promote your product, distribute your product, and to maintain a relationship with your customers. All of this is important if you want to run a successful business. When you become an affiliate, you are just gaining access to a world of customers instead of just

being available for a local customer base. It simply allows you to reach millions of potential customers instead of hundreds. With this kind of potential, is it a wonder that so many people are relying on the web as their marketing hub.

In order to get the consumer's attention, you will need to know who they are and where they are. When you use affiliation, you can cut some of that work in half. When you are an affiliate, a lot of your customers will find you. This is a business feat that is just too good to be true, and if you know what you are doing, the benefits are simply awesome!

## **About Online Marketing**

Your first interest in any type of marketing campaign is to start developing a marketing strategy that is going to be focused on who you will need to determine your target market is. This is exactly who you think will be your consumers. For starters, you need to know how to break down your consumers.

Target market is the group of potential customers that will be selected for the reception of your marketing strategy. It certainly makes it easier to develop your strategy if you know exactly who/how old/where people live when trying to sell things to them. If you are looking to segment the market, you need to determine the different target markets for each segment. For example, if you are selling tires, (which everyone needs) you will need to divide your market by knowing how people shop for tires, and who they are.

If you are selling high cost/quality tires, you have to market to a market that is likely to buy them such as middle aged and established consumers as opposed to teens and twenty-something's who may not be able to afford them.

There are different means that are used by professional marketers that help you to find your target audience. You can use both of them that are within your means. Some of these methods include:

1. Researching the market through surveys, interviews, and setting up shop in a mall to see who questions you the most etc. to see who would benefit the most from your product and be most likely to buy.
2. Host experimental sessions for people to try out your product and give their opinions for improvements etc. so that you can ensure that you giving the people what they want or need.
3. Host trial websites that are geared toward finding the market by letting the market come to you. You can best do this by utilizing keyword centered articles that will let you know who is coming to our website.

It really doesn't matter if you stand on your front porch and just ask people what they want in a product or service like yours or not, as long as you get a good handle on who your market audience is. If you are selling T-shirts, you will likely want to appeal to younger people who are more likely to wear them; which means that you should market your wares to those people. To do this, you will have to begin your strategy where you know you will find them....on the internet.

When you are using the internet to market any product or service, you must understand the basics of what internet marketing is. When you are marketing on the internet, you are looking to reach a larger audience and therefore, you need something that will catch their attention and bring them to you. In order to do this, you will have to bring these people to your website.

Once you have your website built, you have to work on getting people to visit not just once, but over and over again. You can start this by using your website to do more than just sell stuff. You should always try to host a website that is also informational. It is generally the website's that offer up to date information as well as sell wares.

It is through the information that you establish yourself as a trustworthy authority to your consumers. Doing this establishes trust with your consumers and brings them back again all of the time. Nobody wants to visit a website that is profiling outdated information in a month. It is the up to date website's

that get and keep clients. These are also the website that the search engines find relevant during a query.

A nice tip for keeping your information up to date; especially if you are selling a product or service that is rarely updated is to keep a weather program or stock ticker program running on your website because the search engine spiders and robots will view this as new content and still return to your site on a regular basis.

If you are running a website that can sell things directly or order services and make payments there etc. you will want to generate as much sales as possible. What this means is that you need to make search engines come to your site for a particular product or service before others. It is because of this need that search engines have to become your best friend, which I will explain what these are below.

## **Search Engine Basics**

Search engines are computer programs that are used to explore the internet in search of web pages. They do this by using "spiders," "crawlers," or "robots" which are used to search for the most up to date information on any given search request. This may seem like an odd place to introduce you to the search engines, but I can assure that this section is well placed. Giving you the basics here will help you to understand what I am saying in the later sections. Anyways....back to the basics and explanation of search engine spiders.

These spiders (like those that are used by Google) are able to follow the links present on web pages that are located by specific keywords. When spiders are searching for a new webpage, they copy all or parts of the text present on the page into their search engine database. Other spiders revisit these pages on a regular basis so that they can register changes or dead links. The wait time varies greatly from search engine to search engine. It is for this reason that your website should stay current.

The search engine will have hundreds of millions of web pages in its database. In order to deliver relevant results, the search engine companies have developed special ranking algorithms that calculate the order of search requirement results. The keyword or keyword phrase the visitor enters into the search form of the search engine will determine which web sites get picked up by the query. The pages the search engine find most relevant will be listed first. This will determine where you will be listed upon search requests.

For instance, if you are searching for "Beethoven," and the search engine finds a main headline on that page containing the phrase "Ludwig von Beethoven," it will assume that this page is fairly relevant to your needs. If, on the other hand, it finds the phrase only once, and it is buried in a long text, it will ignore it because it will assume that this is not important. That is why so many websites use special keywords more than once in a particular article or webpage, because that is how the spiders pick them up and place them higher in the results of a search.

What does this mean to you as a business person? Well.....this means that in order for you to even consider affiliation; you must first have a website. If you want your website to get attention, you have to appeal to search engines first. Many potential affiliates will not want to associate with just anyone prefer a site that gets traffic. Knowing about search engines and how to appeal to them will get you this traffic. I will offer more on traffic in another section later. Right now I would like to get you started with website affiliation because that is what this book is about and I have already given the basics about marketing in general.

## **The Fundamentals of Website Affiliation**

As you can imagine from the above section that spends a great of time focusing on the basics of internet marketing, you must realize that it was all just an



informed lead in to the affiliation, which is the whole reason that we are here. The first thing that you have to think about when getting into the affiliation game is how to go about it. In order to understand this, you will need to know exactly what it is and get basic knowledge about it.

Affiliate programs are an excellent way to generate income for your site or someone else's, and it is a pretty good introduction into ecommerce, however but it's a numbers game. Basically, the more people who visit your site, the greater your chances become for creating a good income, especially if the programs you participate in are related to your site topic. Chances are you have probably come across many commercial sites that claim to offer the best affiliate program. What you will often learn is that this is simply not true.

So what exactly is an affiliate program, you might ask? An affiliate program is where a company offers to pay you a certain amount of money for either a click through from your site, or a fixed amount for a lead (where the visitor signs up for a newsletter, etc.) or a percentage of a purchase made by a visitor as a result of a click through. Even if the visitor does not make a purchase on the advertiser's site right away, most programs will offer "cookie duration" of usually around 30-90 days.

What this really means is that as long as the visitor has the cookie in their cache; even if they return to the advertisers site one month later, you will still receive the commission from the sale however, as in all things that are business related, cookie duration is not a guarantee when you sign up for an affiliation program and is something that you need to check for before signing on.

## **Looking for the best affiliate programs**

The best way to try to explain this to you is to give you some of my personal experiences when looking for an affiliation program.

*“When I first started searching for and implementing affiliations with various companies; it was one of the largest parts of time wasted during my day when it came to managing my website. I spent a disgusting amount of hours searching for suitable affiliate programs, implementing the links and then keeping track of what they did”.*

**If you are hoping that marketing a website affiliation is going to get you rich quickly, forget about it. You will have to spend a lot of time in your project if you want to make it work for you. Then again, all money making ventures do, just ask Donald Trump.**

*“Of course, the income that was generated from each program was actually pretty low at that time because at that time the number of visitors to my site was not high either. With this in mind, it was not particularly uncommon for companies to disappear on me without warning me about it and since most affiliate programs only pay out at around the \$25 mark, I would lose a lot of revenue in the end.*

*The other part of affiliation that I was not happy with was the idea of another companies banner’s being plastered all over my site, if you place too many of them on any given page it only serves to confuse and irritate your visitors. think about it; how do you like it when you visit a site. Any more than one animated element on a web page can be very distracting which leaves you with nothing gained at all, and many affiliate programs insist upon this type of bargain when signing on. By now, you must realize that I learned a lot just by trial and error.*

*Affiliate tracking can also a problem. After you have successfully applied to become an affiliate for a company, they will usually supply you with some personalized code or link. It is very important that this code is implemented correctly into your page; because otherwise you may be sending the company visitors without being reimbursed. Most snippets of code contain a unique user id; which is used by the company to distinguish which site sent traffic. Even if you do implement this code in the right way, it has been my experience on occasion for it not to function correctly”.*

Having heard of my experiences, you can see why I would not really recommend that you hunt around and sign up without much research and thought first when finding a good affiliate program. Your time is too valuable and could be better spent creating content and updating your site. But there are some excellent individual companies offering affiliate programs out there.

What I have discovered to be very successful is to take advantage of companies like Offers Quest or Google for **text link** advertising. Text links are a great resource as they are bandwidth friendly, and when they are implemented properly add valuable content to your site which can also assist in search engine rankings.

When it comes to website affiliation, you will also need to know how to conduct a market study because this is how you will find your target audience. Without a targeted audience, your marketing campaign will not be effective. Below I have begun to give you an outline of what you should include in your market study. It is best to write it down; especially if you are hoping to entice someone else into investing in your marketing venture. That and it is a good way to keep track of your objective and provides a good guideline of what needs to be done.

## **Marketing Study Outline—What you need to know**

In order to be able to conduct a decent targeting and marketing campaign, you must first understand the fundamentals of finding out who they are. The only way to do this is to follow a specific guideline for you to follow. Check out the guideline below.

### **1. Your Objective to the Research**

- Explain in one paragraph why the research is being done, what you hope to learn and for what purpose the information that you attain may be used

## **2. Description of the Market**

**This should be general like one paragraph**

### **Who is your Target Market(s)**

- Why you chose this particular market
- Get a complete profile of your market (e.g., demographics, psychographics, behaviors)
- What benefits does your market seek (i.e., what points-of-pain or problems are being solved)
- What factors can affect their decision to purchase or use your product/service
- What attitudes do they have about the products/services that are currently not on the market
- How is the product used
- Products and Services that appeal to the target market
- In general terms, what is currently so appealing to this market
- If there are no current providers, what types of products/services may appeal to this market in the future (i.e., what is used now to solve the problem).

## **3. Market Metrics**

**Get many Size estimates (current and future) for all of the following:**

- Overall market
- Current size as it stands
- Potential size for the future
- Actual penetration of current products/service within the entire market

### **Individual market segments**

- Current size
- Potential size
- Actual penetration of current products/service within the total market
- Usage rates
- Frequency of product purchases
- Growth estimates (current and in the future) for:
  - Overall market
  - Individual market segments

### **Competitive Analysis**

**You must include a Summary of who your Current Competitors are**

**Listing the competition by market share ranking (by each target market if possible) is a good way to size them up. You can also be more specific by searching for individual points listed below.**

**Current Competitors - full analysis of top competitors including:**

- Products & Services (e.g., description, uniqueness, pricing, etc.)
- Their Market share at current
- Current customers (targeted audience)
- Positioning and promotion strategies
- Partnerships/Alliances/Distributors
- Recent news

### **SWOT Analysis - Strengths, Weaknesses, Opportunities & Threats**

It is extremely important to focus attention on the SWOT section of this report. While most other information in this report can be gleaned from company and secondary materials, much of what appears in the SWOT section is based on the researcher's own opinions of the competitor based on the information that is

collected. Consequently, this is often one of the hardest areas of the report to write as well.

#### **Potential Competitors (any competition in the future)**

- You will need to get an explanation (though it need not be as detailed as Current Competitors) on who they are or maybe and why they are seen as potential competitors

#### **5. Additional**

- Extraneous Variables
  - Discuss factors that may affect this market (e.g., technological, social, governmental, competitive, etc.)
- Market Trends and what is expected to happen in the future

If you can follow these basic tips for finding and selecting your target market, you should be ready to search online and check out the competition and their rankings in the search engines. Below are some general guidelines for you to follow in creating your competitive analysis which is the most important factor in being an affiliate marketer. Knowing your competition just as well as your audience is the key point which is going to keep you on top of the competition.

### **GUIDELINES FOR DOING A COMPETITIVE ANALYSIS**

The competitive analysis section works best when it follows a format like the one that is shown below. In general, I would recommend that this report would be made about each of the major competitors. While most of this report is intended to focus on the overall analysis of the competitor, you should recognize that you are primarily interested in how this information may impact your company and, specifically, a product or product line to you affiliates

For this reason, you should make sure, where possible, to focus your information on how it impacts the markets in which your products will compete with theirs. That is how your report will stand out among the other marketing

affiliates in a merchant's eye. It should be included in your proposal whenever it is possible. I have listed the guidelines in sections to make it easier for you to read and then furthered the report guidelines for you as well for easier reading.

**Please note each sub-section within a section will contain 1-5 sentences that explain the sub-section.**

- General Company Information which includes name, location (headquarters, other locations of importance), website address
- Summary of the Business which includes a section that will summarize the company, business units and the general nature of the business
- Business Overview should include sections on the history, ownership structure, types of businesses, mission, strategy/objectives, and key executives
- Recent News/Developments such as important company developments within last 6-12 months (e.g., reports from news sources, press releases, financial statements)
- Financial and Market Share Analysis - includes sections on corporate performance, trends, market share for product
- Marketing in general should include sections on products and services that are offered, target markets, positioning, customers/users, pricing model, promotional efforts, sales force, and distribution
- Other Miscellaneous Issues like adding sections on technology capability, partnership arrangements, and intangible issues
- A list of your Competitors where you will list key competitors facing this company

- SWOT - strengths, weaknesses, opportunities and threats

Below, I am going to actually pin point what should be included in the market study like I did above, however in more detail and with explanation on how to write it. I am listing them in steps rather than points to make it easier.

1. The information that is provided in a market study should be based on the research that you have collected AND NOT on one's own perceptions, guesstimates or other unsupported statements. This information should be based on fact alone! The only exception to this may be within the SWOT analysis; however, even most of this should be supported with some evidence.
2. If you are unable to find any specific bit of information it is probably a good idea to make this known so that the person reading the report would know of this potential limitation of the market study and be ready for it. Obviously you need to collect good research so you do not end up having too many of these statements.
3. It is generally a good idea to define the most important terms and concepts when you first introduce them so as not to confuse the reader. This will benefit those reading the report who may not already possess knowledge in this area. Alternatively, you can create a glossary or definition section in the Endnotes area of the report.
4. Wherever it is necessary you should explain how the research was conducted or how data was collected (e.g., explaining how survey was done). This just helps the reader to understand your methodology so that they can decide how trustworthy the information is.
5. Make note of any limitations of secondary research (research you obtained from other sources) that you used. Unless there are very any significant limitations you can generally include this as an endnote.



6. If you are investigating a new/different way of doing something with present customers, then you will need to provide a discussion of the cost/benefit of alternative options. That is, what will customer give up to use something new versus what they will get from using the new product?
7. Remember to reference as much stuff as you have to in order to get the best information. I would suggest using endnotes instead of footnotes of texts because this gives you the most accurate account. Endnotes appear next to the sentence, word, quote, number, etc. but usually not as a superscript and usually in parenthesis like this (1). The full reference would appear at the back of the report in an Endnotes section.

Once you have completed your market analysis and target audience, you will want to present it to the companies that you are looking to affiliate with. That is what the next section deals with. It is going to show you how to create partnerships with the merchants.

## **How to Deal with Online Merchants—Creating Partnerships**

When you decide to become an affiliate marketer, you are basically just asking another web host to add a link to your website to theirs which will bring your website more traffic and hopefully generate more sales for them, which gives you a commission sale. Of course, there are some things that affiliates look for in a website before they will sign you on as an affiliate. Before you even consider signing on as an affiliate, you should make sure that your website has something to offer that theirs doesn't.

To be more specific, even if you are going to a “like” website as an affiliate, you don't want to approach a site that is selling the exact same thing as you because that makes you direct competition with you. For example, if you are selling designer clothing of a particular label, you do not want to try to go to a

site that is selling the exact same items as you, but a like site that may offer the same brand, but not the same items. That way, both sites are selling the same label, but can push each other's sites for the items that they don't carry.

Once you know exactly what type of website you want to run and which web companies are actually offering you the right revenue sharing opportunities for products and services that complement your web site genre, you can't just offer to put up banners and buttons on their behalf. It is best to begin by writing up a review page of the product or service and how it will definitely help boost sales, especially if you are recognized as being knowledgeable in your field.

One of the best ways to show that you know what you are doing is to offer articles and reviews on your website about your items for sale. Keyword articles are best for getting search engine to come calling. You can also put in a brief history of the product's inception etc. Basically just put in as much information as you can about your product or service so that visitors and merchants will know that you are on top of things and know what you are doing. Here are some more things that you should do when dealing with potential affiliates that you are trying to get in with.

## **Talk to People**

Talking to people could not only increase your sales, but also save you some heartache in the long run. It is very easy to talk to an affiliate company, and you can start by contacting the merchant, let them know what you are doing to promote their product and ask their advice as to how you could improve your marketing technique. Think about it, it is always best to approach a potential affiliate with a standing technique in mind as well as an outline of what you plan to do to help them. If you have the means, try it out for a while so that you can approach a merchant with solid facts backing you up.

When you ask the merchant for advice you are setting yourself in great standing with them and showing them that you understand their knowledge. After all, the merchant knows their product best right? They would also have a

very good idea of the strategies that are used by other affiliates to boost sales. Don't bother checking for this information on an affiliate site because you will not be getting to the nitty gritty of it.

By contacting the merchant yourself, you are also showing your enthusiasm for marketing their products and services and that you are working to become known as a "power" or "super" affiliate! Any merchant who understands affiliate marketing knows that over 90% of sales are generated by less than 5% of their affiliates. A good merchant will see your efforts and give you further information and resources and may even boost your commission fees as a result of your efforts and success. All of this means more money for you both!

### **Dealing with merchants directly:**

When you are dealing directly with a merchant, there are some things that you have to realize. You need to know how to deal with them but also what to expect to encounter from the as well. That is what this section is going to help you with. Let's take a look at some of the various things that you can expect to hear and deal with when going through a merchant.

a) If you are going to go to the trouble of emailing a merchant and they don't respond the first time, do not worry about it, be persistent because many merchants receive countless numbers of emails daily and take time to sift through them and weed out the spam. If they still fail to respond to your, think twice about continuing promotion on their behalf because a lack of communication can also be indicative of other problems such as payment or just plain disinterest. You should also bear in mind that some merchants work on the shotgun principle. What this means is that they make big promises, set a high payouts knowing full well that few affiliates will ever reach it. Next thing you know, they get as many affiliates promoting their products and services as possible which will give them the maximum exposure, with the minimum cost and effort on their part. It's not a good business model for them to use in the long term and after a while affiliates drop away, but not before the company has raked in thousands. Many MLM (multi-level marketing) programs also work

on this principle and only the guys at the top generate any serious revenue so you need to expect this and watch out for it.

A good way to protect your payments from merchants is to sign up for affiliate programs that are extremely well established ad networks such as Offers Quest or FastClick if you want to get paid for your work. When you are working with a major ad network means that even if you only make a few dollars from each program, those dollars that are generated will all feed a common account, accumulate rapidly which will allow you to reach the payout threshold in a shorter time period. Most ad networks work with merchants on a "money up front" or monthly "pay as you go" basis because this decreases the risk of those merchants who are suddenly disappearing with your hard earned commissions. For this to work, you need to demonstrate your web marketing prowess

b) Unless you have a web site that already generates high traffic, don't ask the merchant for higher commissions in the first communication. So many affiliates do this and end up being totally ignored because most affiliates probably can't deliver on their promises due to the fact that too many of their claims are unachievable. If you don't have a solid sales record for the product or service you are promoting, you'll need to prove yourself to merchants off the bat and put some thought into your promotion and rack up a few sales before attempting to secure higher payout rates. Be professional in your communications

c) When you are communicating with merchants, you have to make sure that you use a professional manner not the laid back style that you use when talking to our friends. If you have suggestions of how a merchant could improve an offer that would convert into more sales, let them know, but be very polite and constructive in your feedback -not insulting by saying things like: "Your banners suck" because this will alienate them.

d) You have to remember that the Internet as a trading place is still very new in comparison to the business platforms of the last few millennia like regular advertising through television or newspaper ads. Some of the quality companies

that are offering an affiliate program may be just breaking into this side of marketing and will appreciate any feedback you can give them.

e) A smart merchant understands that good affiliates can't be found everywhere as is often assumed and hoped. Merchants need someone that acts business like and treats them with respect, assists with resources and provides prompt payments. Smarter affiliates understand that a merchant wants quality promotion and sales performance for minimum outlay. Successful merchant/affiliate partnerships happen when both parties understand these points and work together because that is when the money starts rolling in.

Here is a sample of the type of contract that you can expect to see from a merchant and/or some of the listings that will be in it.

Sample Affiliation Contract was located at and provided by:

[http://partners.pcsecurityshield.com/agreement.html?CLIENT\\_NAME=nextaisle](http://partners.pcsecurityshield.com/agreement.html?CLIENT_NAME=nextaisle)

#### **PUBLISHER TERMS OF AGREEMENT**

**PCSecurityShield ACTIVELY monitors traffic for Fraud. If we detect Fraud, your account will be made inactive pending further investigation.**

1. All websites, newsletters, companies, or individuals need official approval from PCSecurityShield, Inc. ("PCSecurityShield") <http://www.pcsecurityshield.com> before they can become an Affiliate Partner ("Affiliate"). Only websites and newsletters that have been reviewed and approved are permitted to use the programs. PCSecurityShield reserves the right to withhold or refuse approval on any website, newsletter, company, or individual for any reason, whatsoever.

2. In order to be eligible for Affiliate approval, all websites and newsletters must meet the following criteria:
  1. Be content-based, not simply a list of links or advertisements, nor can the site be centered around making money off of our Advertisers
  2. Be written in English and contain only English language content
  3. Receive a minimum of 1,000 unique page views per month
  4. Have a top-level domain name
  5. Cannot offer incentives to users to click on ads; incentives include but are not limited to awarding them cash, points, prizes, contest entries, etc.
  6. Be fully functional at all levels; no "under construction" sites or sections
  7. Spawning process pop-ups and exit pop-ups are prohibited for click approved affiliates
3. The content of the website and/or newsletter cannot contain any adult content nor link from, or to, any adult materials including but not limited to:
  1. Explicit, vulgar or obscene language
  2. Posting or referencing of sexually explicit images or other offensive content
  3. Promotion of adult services, such as phone sex or escort services
4. The content of the website and/or newsletter cannot infringe on any personal, intellectual property or copyrights including but not limited to:
  1. Racial, ethnic, political, hate-mongering or otherwise objectionable content
  2. Investment, money-making opportunities or advice not permitted under law
  3. Gratuitous violence or profanity
  4. Material that defames, abuses, or threatens physical harm to others or to you
  5. Promotion of illegal substances or activities such as illegal online gambling, how to build a bomb, counterfeiting money,

- etc.
6. Software Pirating (e.g., Warez, Hotline)
  7. Hacking or Phreaking.
  8. Any illegal activity whatsoever
  9. Any questionable or controversial subject matter
  10. Any spoofing, redirecting, or trafficking from adult-related websites in an effort to gain traffic
5. You cannot place our advertisements into your framed environment, unless approved by PCSecurityShield in writing.
  6. Unless expressly approved in writing by PCSecurityShield, Inc., YOU ARE NOT PERMITTED to provide compensation, benefits, or incentives of any kind whatsoever, including, but not limited to, points, cash, contest entries, or rewards, to encourage a user to click on an advertisement or to complete a form.
  7. In order to be approved as a "Click Program" Affiliate, all websites and newsletters must meet the following criteria:
    1. Be approved as a "Leads Program" Affiliate
    2. Be content-based, not simply a list of links or advertisements, nor can the site be centered around making money off of our Advertisers
    3. Cannot offer incentives to users to click on ads; incentives include but are not limited to awarding them cash, points, prizes, contest entries, etc.
    4. Spawning process pop-ups and exit pop-ups are prohibited
  8. You cannot send Unsolicited Commercial Email (i.e., SPAM). You cannot post any specific messages to newsgroups, chat rooms, bulletin boards or any other places unless expressly approved in writing from PCSecurityShield. You can post messages which are generic in nature and do not mention any specific client or offer, which are expressly approved in writing from PCSecurityShield. You must be in compliance with our Policies and Guidelines posted at \_\_\_\_\_.
  9. If you fraudulently add leads or clicks or inflate leads or clicks by fraudulent traffic generation (as determined solely by PCSecurityShield,

such as pre-population of forms or mechanisms not approved by PCSecurityShield), you will forfeit your entire commission for all programs and your account will be terminated. PCSecurityShield reserves sole judgment in determining fraud, and you agree to this clause.

10. It is the OBLIGATION of the Affiliate to prove to PCSecurityShield that they are NOT committing fraud. PCSecurityShield will hold your payment in 'Pending Status' until you have satisfactorily provided evidence that you are not defrauding the system. We flag accounts that:

1. Have click-through rates that are much higher than industry averages and where solid justification is not evident
2. Have ONLY click programs generating clicks with no indication by site traffic that it can sustain the clicks reported
3. Have shown fraudulent leads as determined by our clients
4. Use fake redirects, automated software, and/or fraud to generate clicks or leads from our programs

11. Filling out this form constitutes an agreement between PCSecurityShield and the Affiliate. The commission payment that is generated to the Affiliate varies per registered subscriber to the programs offered and/or per clicks. This commission payment is made approximately 60 days after the end of the month and after receiving payment from the Advertiser. Delinquent Advertiser payments received by PCSecurityShield will be credited to the Affiliate in the month that they are received. PCSecurityShield does not guarantee payment to the Affiliate if the Advertiser does not pay PCSecurityShield. Commission payment totals must exceed \$25.00, otherwise this payment will not be made until the \$20.00 minimum is reached. International Affiliates (outside of the United States & Canada) agree to a minimum \$50.00 to be reached.

12. Affiliate agrees not to carry objectionable materials on their website which would revoke their affiliation as determined by PCSecurityShield. Affiliate will only run approved banners and text in their advertising of our programs and will NOT create their own banners or advertising text, unless expressly approved in writing from PCSecurityShield. Violation of this forfeits your commissions. Affiliate WILL NOT spam or send



- unsolicited email mentioning or promoting the Affiliate programs. Any violation of this will result in the Affiliate being liable for damages of \$1.00 per email sent and other damages as deemed by a court of law.
13. Editing of an Advertiser's program images or copy is strictly prohibited. Affiliate will only use approved banners and text to link to an Advertiser's sign-up pages. Affiliates will not mislead people to make it seem that they are signing up for an offer that is offered by the Affiliate site. Affiliate can ONLY use banners and approved text, any other use of link and sign-up processes will result in the loss of all sign ups/leads accrued for the Affiliate.
  14. PCSecurityShield reserves the right to terminate any Affiliate's contract for any reason whatsoever. Termination notice will be provided via e-mail and will be effective immediately. All legitimate moneys due to Affiliate will be paid during the next billing cycle. If Affiliate defrauds the system, then payment is revoked as determined solely by PCSecurityShield.
  15. You guarantee that all content, products, and services on your website are legal to distribute and that you own or have the legal right to use any and all copyrighted material.
  16. Affiliate irrevocably covenants, promises and agrees to indemnify PCSecurityShield and to hold harmless from and against any and all losses, claims, expenses, suits, damages, costs, demands or liabilities, arising from any and all claims and lawsuits for copyright, slander, libel, and trademark violation as well as ll other claims resulting from member's web pages.
  17. If any Affiliate violates or refuses to take part in their responsibilities, or commits fraudulent activity against us, PCSecurityShield reserves the right to withhold payment and take appropriate legal action to cover its damages.
  18. PCSecurityShield reserves the right to change any conditions of this contract at any time. Change notices are sent to Affiliates by email, and Affiliates are responsible for complying with any changes to the contract within 10 calendar days from the date of change. Failure of the Affiliate

to terminate the agreement within those 10 calendar days will constitute acceptance of the changes to this contract.

19. PCSecurityShield gives no warranty, express or implied, for any and all services and products provided, including, but not limited to, warranty of merchantability and warranty of fitness for a particular purpose. This statement expressly includes any reimbursement for losses of income due to disruption of service by PCSecurityShield or its upstream providers.
20. You agree to settle any dispute under this agreement under the laws of the Commonwealth of Pennsylvania. Any litigation arising under this Agreement will be brought in the federal or state courts of Western Pennsylvania.
21. Any legal action taken by an advertiser, agency, client, person, or entity against PCSecurityShield for actions of you (the affiliate) that violate these terms and conditions, you accept that PCSecurityShield will work with the advertiser, agency, client, person, or entity to divulge your personal information. You also agree that PCSecurityShield is not liable for your actions, and you will bear all costs (legal or otherwise) that PCSecurityShield incurs if PCSecurityShield is sued by advertiser, client, agency, person, or entity.
22. If any provision of this agreement shall be held or made invalid or unenforceable by a court decision, statute, rule or otherwise, the remaining provisions of this agreement shall not be affected thereby.
23. You must be 18 years or older to sign up as a PCSecurityShield affiliate.
24. Your traffic must come from relevant countries to the campaigns. We monitor IP source and will remove credit for non-country relevant traffic. This means english related campaigns must be delivered to english speaking countries. USA based campaigns must be delivered to USA based citizens, and so forth. (i.e Clicks coming from China for USA based campaigns may not result in credit).

Nowadays, you can get millions of different goods and services on the Internet, advertisers look to individuals and companies to help them sell their products by using webmasters and others to spread the word. These advertisements can come in the form of banner advertising on affiliate sites, text links, reviews written by affiliates, direct email, blogs etc.

How it works is that the advertisers pay webmasters for displaying the ads, or for click throughs that are sent to them, (Called pay per click) which is a commission that is paid on any sales that happen as a direct result of a referral from their web site or email message or during each visit. I will explain more on this in a later section.

The fact of the matter is that you will likely not need to be bothered with a merchant at all if it weren't for the money involved. The fact that affiliations can be used as a mass promotional opportunity for both sides that results in more money for both just adds icing to the cake. That is why the next section is about mass promotion through affiliation.

## **Using Affiliation as a Mass Promotion Tool**

There are Hundreds of thousands of affiliate programs out there that you can choose from and all of them are claiming to be the best. Some of them will give you the impression that all you have to do is implement their banners and links and wait for the money to start rolling in. This CAN be the case at times, but this scenario usually only applies to very large sites that have massive web traffic already. For most of us, being a successful affiliate requires a little more work than that!

When you are selling your wares through a website, you will be needing as much help as you can get and that is why affiliation is such a good deal. It gives you and like companies the chance to market your wares in more than one spot. As the marketing affiliate, it is your job to get you and other companies

together to do it. Most affiliates use their own sites and combine marketing strategies with others. Your website is likely not geared toward one thing in particular so affiliate's who come in will gain a lot more from your services.

As the variety of goods and online services offered over the Internet has grown at an incredible rate over the last few years, and in response, so has the competition. Web site visitors need to have a very good reason for clicking on a link or banner. In most affiliate programs, you are offered a wide variety of banners that you can place on your site; all of them will be effective in getting attention from your target audience.

If you can gather a click through rate of at least 2%, then you are doing very well. It has been my experience, that highly colorful and picture filled banners do not perform as successfully as their simpler counterparts. The main reason for this is the time it takes to download it. If a banner is the last thing to load on your page and the banner ad is excessively byte "heavy", by the time it has loaded your visitor may already have scrolled down the page already and miss it entirely.

Heavy banner ads can also slow down the loading of your pages, or even some of the critical elements of your page and you can lose your visitors altogether. This is why A graphically rich banner can also confuse the actual message because the artwork and marketing blurb can be imbalanced. For these reasons, I would recommend that banners you implement be no more that 15kb wherever you possibly can.

Banners that have a lot of animation in them, such as rapid flashing, are also something to consider very carefully before setting them up. While these do achieve high click rates, they are also highly annoying to the average visitor. If you do decide to implement this form of banner advertising, you have to use it very sparingly.

Whenever you begin selecting any form of advertising that requires graphics you should try and keep the theme of your site in mind. In general, while graphical ads are meant to stand out and catch a visitor's eye, it shouldn't be

to the point that everything else on the page is ignored. Whenever you can, you have to make sure that all banner ads or advertising that you use uses a link that opens in a new window. That way, if a visitor does choose to visit one of your advertisers it is easy for them to return to your page and review what they actually came to your site for.

A lot of companies are now offering their affiliates the options of using pop up and pop under ads. However, the fact is they annoy most visitors and are usually closed before they even have a chance to load by automatic program blockers. It is for this reason that you should use **pop-unders** instead and preferably those that only display once per visit. I will talk more about pop-unders in a later section

## **Successful affiliate marketing requires patience**

If you are sure that your web site can get a lot of traffic and generate fantastic sales for a certain company, you have to contact them to negotiate a tailored arrangement. If they aren't too enthusiastic to begin with, be patient because companies are approached every day by affiliates wanting to cut a "better deal".

The reality of it is that many affiliates cannot deliver what they promise, and the companies are extremely aware of this. For you as a potential affiliate marketer, you need to implement their links and banners, go the extra mile with ad articles and other unique strategies, generate some sales and then approach them again better prepared. You'll probably find that they'll have a change of heart. Finding good affiliates is very difficult and if you are performing for these companies they will keep you.

Most forms of advertising take some time to kick into gear. Putting a link up for a couple of days and then pulling it down because it is not generating any interest may not be a reflection on the product, but just in the way that it is being presented to your web site visitors. You know how fickle they can be.

If you have run successful campaigns before, try to remember the elements that made it a success and implement them again. Of course, you need to remember that what works for one product may not necessarily for another, but it's worth a try. Again, if you are having problems with promotion, contact the company. They will more than likely have thousands of affiliates and will know what strategies are working. A good advertiser may even go to the trouble of reviewing your site and provide you with some tips and hints based on their observations.

## **Email advertising as an affiliate marketing tool**

Direct promotion that are using email has boomed over recent years, but has brought with it mountains of spam. If you intend on using email as a method of advertising products and services, you have to be sure that you stand behind the products you're promoting and make yourself available to answer any questions that may be asked. If you hide from people, they will wonder what you are hiding.

An effective promotion technique that I have found is to combine email with the ad article strategy. This generally means creating an ezine or newsletter promotion that visitors can sign up for that goes directly to their email inboxes. You can occasionally put a summary of a product or service, however, you should include just enough information to stir the curiosity of your readers in an ezine. The summary then contains a link to the ad article on our site. The benefit of this is not only that you have a good opportunity to promote the product or service, but while visitors are on your site they may also look at other sections at the same time This way you as the advertiser benefits through having highly targeted potential clients visit their site.

## Getting Started As an Affiliate Marketer

If you are a beginning Internet Marketer and you do not actually have any money to work with the best way to start marketing is by using the payperclick search engines. The truth is, when you are a marketer products are not the things that actually sell, it is the traffic that sells. However true this is you still want to promote the programs that meet certain criteria. If you are wondering what the criteria are they are listed below and are as follows:

1. Look for programs that offer to pay you over \$10.00 per sale. If not that then at least search for programs that pay you \$50.00 per month or more in residual income because just one customer can be worth \$1,200.00 to you in 10 years.
2. Look for products to promote that don't have more than one or two external links to that connect to other programs. If you're going to pay good money to send people to a web site, you should at least make sure that you're sending them to a good money resource and not a resource that has with 50 holes in it.
3. Look for products that have limited ordering options because you don't want to send people to a site if you only get credit when they pay by credit card. The result will be that you will lose people because the site also accepts payment via PayPal and the average person doesn't know how to integrate PayPal with their current affiliate software or some other more complicated payment method like direct checking.
4. Try to find sales sites. You can check out [associateprograms.com](http://associateprograms.com) and find five programs that meet the criteria. It will take some digging, but they are there if you look for them. Let's say you're promoting sneakers, for example. What you are going to want to do now is find as many applicable keywords as you can that are directly relating to sneakers. You can find lists of keyword variations for any products or services by going to [jimtools.com](http://jimtools.com) and clicking the 'keywords' button at the top.

How this works is that you can do keyword searches and find every variation of the word sneakers that you can think of. If you save all your keywords in a text file you can place bids at all the major payperclick search engines. Here is a list of some of them:

<http://www.overture.com> They are very critical and will bring you the most leads.

<http://www.findwhat.com> delivers pretty good traffic

<http://www.bay9.com>

<http://www.ahha.com>

<http://www.kanoodle.com>

<http://www.sprinks.com>

<http://www.searchandconquer.com> This one is Free

<http://www.payperclicksearchengines.com>

There is a trick to making huge profits with payperclick search engines and one of them is to bid on as many keywords as possible. How it works is that you bid on a 100 keywords and it is the exact same thing as getting 100 links back to your web site. When you are submitting your listings, you must always be sure to put the price there as well. The key factor here is that you want everyone who clicks through your site to be prepared to divvy up some cash.

If you don't do this, you'll loose a lot of money from the people who are always seeking freebies every single time. With this in mind, say you submitted 350 keywords that are relating to sneakers to each and every one of the search engines above. If all of them are totaled together they will give you a combined total of 150 clicks per day. This is assuming of course that only one



out of every 300 people make their purchases because this is a particularly popular item.

If you sell one pair of sneakers and make \$10.00 per sale that's one sale every two days. If your average bid is 10 cents per lead, it's costing you \$3.00 in advertising costs just so that you can make \$10.00. So each month you could average \$800.00 from just this one product in net profit per month. That is pretty good, but if you are pushing 5 different products you will have \$4000 in one month's profit.

The next thing that you have to do is try to find five products that are just like the first one. If a company/website doesn't have an affiliate program setup, try calling them and asking if you could strike a special deal with them. The best part of using this marketing technique is that after you set up one income stream using this method, and you've tested it and it's working, you can start on another one right away.

You can promote one or 100 companies if you want to it is really up to you. You can literally set your own desired income this way. Plus, by doing this, you get the chance to build long lasting working relationships with the owners of these programs most of the time. It is like out of nowhere, you suddenly have a network of people you're working with.

If you follow this article closely you'll be drawing more targeted traffic to programs that you promote than most of the high traffic sites that just have a simple link to the product in question. You can do all of this with little to no money at all in the beginning.

Once you start making enough money with the payperclick search engines, you can start investing some of your money in your own idea or business on the Internet that you want to start; which when you think about it just makes sense. You can simply take the easy way out and make more and more money promoting other people's programs. As Internet marketing gets more sophisticated in the next few years, there will be more and more companies that are offering solid moneymaking opportunities to experienced resellers, so

it is best that you do your homework and learn this stuff while you can because eventually everyone will be trying to cash in on this 'then ancient' method.

## **The craft of Listing**

Owning a list is the most profitable online marketing tool out there today. As an affiliate marketer, you are going to have to get used to listing. In fact, there's not a time when you can send out your mailing to the A+ Marketplace where you won't make \$300.00. You can build your list with little to no effort to over 6,800 subscribers within five months and have over 35,000 subscribers by using some highly effective tactics. Let's take a look at some of those tactics now.

### **Popup Emails:**

This method is 10x as easy to get once you visit the Opt In Lightning site or any other site that Opt In Lightning is installed on. When you do this, you'll notice that it captures the visitor's email address without the visitor having to fill out a form when they sign on for it. They just have to click "OK." Instead. This is commonly known as Auto Info Capture, and makes it 10x easier for people to subscribe to your mailing list. The basic principle here is that the easier you make it for people to subscribe the quicker your list grows.

When you use Optin Lightning programs, you can nab any email address from the visitor's client browser. The number of Hotmail and Yahoo addresses is that you can pick up is practically zero. The few Hotmail or Yahoo addresses you do capture are those that they configured in their browser, and will go right into their main inbox anyway instead of them having to retrieve them over the 'net. This is commonly referred to as your "Pull Ratio."

When you use a regular or "traditional" subscribe box, what you are doing is subject your list to what can be called pollution. What I mean by this is that,

nothing is stopping people from populating your list with FFA confirmation email addresses, Auto Responders etc. If you ever decide to sell ads, your advertising clients are going to get very angry as your list grows because they will expect that their own ads that they paid good money for to pull more.

Using the old method over an extended period of time will eventually hurt your business. This is why Internet Marketing experts all agree that Ezines that get larger lose all or most of their pull. Now you know why. Someone using the traditional subscribe method can put all their friends etc. on your list, and force you to deal with spam complaints. This is called "List Bombing" and by using Popup Email Capture only, you will be able to avoid this completely.

If you can avoid these problems from the start, you'll slowly and steadily grow a solid clientele hungry for your products and services.

## **Personalizing email**

You should always personalize each and every email that you send out because this gives people who are on the list a feeling that you're not just another newsletter editor, but their friend and that you truly care about their success. Doing this can increase your sales by at least 200%. You have to think like a marketer as well as a consumer. If you start to think like a salesman, you will lose customers. The competition here is fierce but if you work on it, you will succeed. You want to shoot for the feeling where you actually become one with your list. By personalizing your emails, I mean that you can write as if you were sending a note to your friend. That's when you know for a fact that you will have a following.

## **Send Emails on Friday**

I always send my newsletter on Friday at noon because it reaches the East Coast at 3:00 p.m. This way your readers will have the entire weekend

to read it, when they are relaxed and comfortable. During the week, your consumers have to work, deal with family and home matters etc. They simply do not have the time to really give your emails much thought. When you wait till the weekend to send the mails, you can take the weekend off and come back Monday to find a stack of orders just waiting for you.

### **Offer Incentives**

Offering incentives like free bonuses just for subscribing with no obligation to remain a subscriber can really boost your orders. Doing this builds a level of trust with new people who don't know you. You see when you start by offering freebies, you will attract a whole new crowd of consumers.

### **Follow up your Emails**

By using an AutoResponder you can deliver your follow-ups without effort. Each follow up should be a sales letter to a residual income product you're selling, an MLM program you're promoting or a product you're selling. There should not be any free content and these sales letters don't beat around the bush. I make thousands per month using email follow up alone. You can get an occasional flame and some unsubscribes, but this is exactly what you should want.

You want to be building up your client list and the follow-ups actually WEED OUT people who aren't ready to make some kind of monetary commitment which will make your job a great deal easier.

### **No free content**

Do not offer any free content because this gives the reader nowhere to go. They either get involved with what you're doing or they get off the list. Besides when you are offering free content, all that you are really accomplishing is you owing more money and having less bandwidth to work with.

### **Don't accept any form of paid advertising**

By accepting paid advertising, you only succeed in polluting your list and

This takes attention away from whatever your newsletter's main theme is. You want to keep your readers informed of MLM and Residual Income Programs because this just another way of building and keeping their trust in you.

### **Don't put copyright on it**

Some lists add copyright information and I really don't know why. It is best to simply forward this information to anyone that might be interested. It's a lot easier than using a script and it's been working for me. In any case, most people generally don't care anyway.

### **Purchase Subscribers**

Every email address that you could possibly get is like potential gold to you so if you are going to purchase any email addresses from the many lists that are available for purchase, however, you have to be very specific in who you choose to buy from so watch out. You can purchase 1,000 subscribers for as little as \$197.00 with some companies. It helps to be on the lookout.

### **Talk about yourself a bit**

This may sound a bit strange, but people like to do business with people they know and trust. When you include SOME personal information about yourself, people will get to know you as a person. This helps break the ice and makes it a lot easier to do business with people. I don't know about you, but I always respond better to a business person that is willing to be a bit more friendly and personal with me.

## Make money using Popunder Ads

I told you that I would explain more about this later on, and here we are. While pop-under ads would appear not to pay as much as say emails do, they actually provide better dividends. Most Internet users have become quite accustomed to closing pop ups before they load. Because of this, you will not be able to make money on an ad that doesn't appear. Pop under ads load in the background, so you'll receive higher payouts with minimum interference while giving the advertiser a decent "show" here are a few reasons why this works.

1. **Technology in advertising delivery:** Some banner networks now have the delivery of pop under ads down to a "T". What they do is load quickly which allows your visitor is only shown a popunder ad once per visit and that is why some networks allow you to specify that the particular visitor only sees the pop unders once every few days.
2. **Read the fine print:** Remember that you will probably not be paid for every pop up/pop under ad that is displayed so you have to read the fine print in the terms and conditions area that is always in the network you are applying to and you will find that no matter how many ads that are presented to a particular visitor in a single day, you will only be credited with one notice. A good Internet advertising agency will also target popunder ads to your audience and just like every other banner ad campaign you will also have to be allowed to choose which pop under advertising you wish to display
3. **Putting pop under ads to use:** Pop under code from the networks is easy to use than it ever was before. The code that is supplied by the agency is usually pasted between the <HEAD> </HEAD> tags in the HTML of the web pages where you want the ad to be triggered. Popunder ads can usually be run in tandem with a banner ad campaign, depending on the agency's own set of guidelines.

AGAIN, Be sure to review the "terms and conditions" of ad networks before you sign up.

## The best link cloaking method

If you create a new web page that contains the following HTML code in it and save it this link cloaking method works. This example was provided by MerchantABC

```
<html>
<head>
<meta name="robots" content="noindex,nofollow">
<meta http-equiv='refresh' content='0;
url=http://www.merchantabc.com/app/aftrack.php?afid=12345'>
</head>
</html>
```

Now, rather than using your personal link with your cookie ID as you can see below:

<http://www.merchantabc.com/app/aftrack.php?afid=12345>

you should have a link that looks like the example below:

<http://www.yoursite.com/offer.htm> (link to the page you created)

As soon as someone clicks on the new link, the page would automatically redirect to your affiliate URL. You just have to make sure that you set the link to your cloaked page in a new window so that you don't lose visitors from your site.

## **Unavoidable Search Engine Issues**

The Robots line in the cloaking page is there specifically to prevent Search Engines such as Google from trying to index the page. Google hates meta refresh pages because it thinks that they are a spamming technique. It's safer for them to keep search engine robots out of the page, and since the page will have no content, there's no point in it being indexed anyway.

You must not be tempted to have search engines index the cloaking page in the hope that your affiliate URL page will be listed highly because the penalty that is imposed by some search engines if you are caught is not worth the risk. You could lose everything this way.

You can play it even safer by having all of these special pages in one directory and then introducing a robots exclusion statement for that directory in your robots.txt file. I would highly recommend that you begin by cloaking your affiliate links. You will definitely experience higher conversions and therefore commission revenue when you begin implementing cloaking strategies. There's nothing unethical about it; and like many other site owners, you have to work hard on our site and have poured thousands of hours into it over the years there's nothing wrong with receiving a few bucks for this effort.

## **Getting Started-How to Find Good Affiliation Programs to Promote**

When you are ready to get started with affiliate marketing it can seem overwhelming at first, but this should not be a problem now since I have given you the basics of what you need to know. It is often hard to know where to start and how to begin to market products online. With thousands of affiliate programs, different marketing strategies and countless people trying to pull



you into their program how do you know where to start, or how you could go about it, you might wonder. Well....let me tell you.

With this getting started section, you can be up and running in as little as 6 months and seeing some results. Here is how you can get started in some quick and easy steps.

## **#1-Don't look for Get Rich Quick Method**

If you have been alive for the last few decades, chances are you have come across the "get rich quick" schemes that are plastered everywhere. If you are going to succeed as an internet marketer you will want to get that thinking out of your head first.

Think about it; do you know anyone to ever make 10 grand in there first three months in a business, especially one that anyone can get started with for less than \$50 bucks? Probably not, so do not think that this is how affiliation will work for you. Instead, you need to understand that anyone that makes serious money in this industry has been at it for a while, and they realize that they have to work for a business to make it work for them. By understanding that your going to have to learn the ropes so that you will not be setting yourself up for disappointment weeks later as your wondering why your not seeing any revenue. So let's get started!

## **Basic Skills you will need To Do Well Online**

- \* Ability to Create and Maintain Your Own Site(s)
- \* Hosting Of Your Own Websites
- \* Get Proficient with Email
- \* Grasp Basic SEO Strategies & Online Marketing Ideas
- \* At Least Basic HTML code understanding
- \* Motivation and Patience

Chances are that if you are hoping to be a master affiliate, you already have these skills and you will have an easier time during your first few months. If you don't, I would suggest that you do get these skills before you even try. You should begin by creating what is known in the industry as a "content site" this type of a site is also known as a hobby site. This practice project is meant to get you familiar with the process using the techniques in this manual.

How you do this is that you choose any topic that appeals to you, such as fishing, boating, hot rods etc. it can be anything you enjoy to do you can create a website about. This is meant to be your guinea site that you can learn on. During this time your goal with this site over the next three months is to find your target visitors and learn how to get their attention and keep it:

- Increase your site traffic weekly
- Create a Memorable Site that has no pop up, hard navigation, crazy flashing banners or anything related to making money.
- Understand How People Use Search Engines & Learn Which Terms People Are Finding Your Site For and Increase Those Numbers by Monitoring them Regularly

If you follow those basic skills over the next several months you will learn the most important aspect of online marketing which will drive targeted traffic to ANY site you create. Most people get it wrong with online marketing because they think HUGE NUMBERS of visitors to their sites will generate income. That is just not true. I mean; have you ever searched Google for a particular topic and ended up on some unrelated site? If you did I bet you were off that site faster than you can count to three.

However, that is how many people try to drive traffic to their site and then hope those people will in some way do something, whether it is by subscribing to a newsletter or buy a product or service. Until these people learn that search numbers do not equal dollars they will always be scratching their head.

The "trick" here is to drive as many "targeted" visitors to any site that you ever create. Whether your website is a hobby site about your favorite hobbies and music, or a commercial site that sells high end real estate, targeted visitors will be the visitors that will make you your money in the end, so these are naturally the visitors that you want coming to you.

Now that you understand about targeted visitors and just what type of visitor you want at your site you can spend your first several months of your "online affiliate marketing career" in designing a site that will have them coming back for more and telling their friends about you. It will be much easier to learn about keyword optimization while you are creating a site about outdoor fishing than creating a sales site about "selling Trim Spa" while prescription drugs are incredibly profitable you need to practice and perfect your craft before you jump into a highly competitive arena like prescription drugs, credit card or loans.

## **Things to Watch out For As Your Traffic & Site Grow**

1. Site Traffic & Referral Logs
2. Visitor Feedback

### **The Importance of Traffic & Referral Logs**

You will want to be able to monitor very closely any site that you ever build because you should be able to know how many visitors visit your site daily, where they came from, if they have ever visited before and most importantly what keywords they searched for when finding your site (this only works when they came from a search engine). All of this information has to be logged so that you can know who to approach when you are researching who your target audience is and what they want from you.

## **Getting Visitor Feedback**

You have to keep track of what types of feedback are your visitors giving you, and whether or not people enjoy the site and the content. Do they find the navigation is tricky and hard to understand? Take this information and use it to your advantage. If you can offer a suggestion or rating section in your site that allows visitors to tell you directly what they like and what they don't like. This feedback is going to be invaluable to you when it is time for you to build your marketing website and track your feedback information for gaining partnerships with merchants in the future.

## **Your Money Making Commercial Site**

Once you have spent some time working on your hobby site and you begin to feel that you have learned some of the skills that I talked about above you will be much more prepared to jump into the competitive affiliate marketing field.

Now you are ready to take the knowledge you have learned and apply it to a commercial site that requires you to sell some sort of product or service. Again the most important thing to consider is "how will you drive targeted visitors to your site.

You would be doing yourself a favor if you think before you choose your commercial site topic before you choose your next program to promote or site to create. Take a look at the supply and demand. Try to find a product or service online that has an existing consumer base and little or no competition. The best thing that you can do to get started with choosing the right commercial products to endorse on your website.

You should study the various programs that look appealing to you and then make a list of your top 10 programs. From here you can take your list and run a handful of searches on Google to get an idea just how many other websites are catering to this program. Take a look at the Google results below which helps you get an idea of what you can expect to see when you type in keyword queries:

1. Searched the Google for fishing:  
Results 1 - 10 of about 46,200,000
2. Searched the Google for Trim Spa:  
Results 1 - 10 of about 16,800,000
3. Searched the Google for car parts:  
Results 1 - 10 of about 8,850,000
4. Searched the Google for tank parts:  
Results 1 - 10 of about 1,080,000

From the information that is gathered from the keyword query, you can get an idea of the amount of competition among those websites and pages that are selling any of those things mentioned above. From this it should be easy to see that tractor parts has the least amount of competition and would be easier to get a higher ranking on the popular search engines simply because there are less sites than a Trim Spa or fishing site.

Now that I have pointed that out so subtly, it is also important that you try to understand just how large of a consumer base each industry actually has. I think everyone would agree that car parts outsell tank parts because more people own cars than tanks.

When it comes to your method of tracking the data, you can use a service called wordtracker which will do this automatically. I use wordtracker myself to find niche areas, it won best affiliate tool on abestweb.com in 2002. I use it because it is reliable and takes much of the leg work out for me.

You have to work for any results that you are expecting to get. Don't expect to be able to put four or five hours into a site and have that site generate thousands of dollars worth of commissions for you because that is just not realistic. Like anything worth while it does take work, If you know that going in and are prepared to put in the time that it takes to make a great site chances

are much better that you will see hundreds to thousands of dollars worth in commissions monthly at your leisure.

If you make it this far you will be past the affiliate newbie stage and ready to take on the affiliation world. With the popularity of the market ever rising it can be at the stage of collecting so much money that you can live on this income alone. If you just follow your dreams and be willing to put in the effort to see them become a reality. When your ready to choose you second sales site stop by my top programs, you might find a winner that makes sense to you!

## Protecting your Commissions

As I mentioned in an above section, there are many problems that can occur at the merchant end of commission tracking. I also briefly touched on the issues associated with affiliate links. Many people are a bit nervous about clicking on an affiliate link like this one:

<http://www.johndoe12345.com/affiliateid?345>

I don't really know why people do this but it is just that they do likely not know of the fact that if a site owner has gone to the trouble of providing valuable information on their site for free, that there is nothing wrong with them receiving money for that effort.



**Simple Fact: Best affiliate networks actually do make \$\$**

You have to create revenue with banners, pop unders and in-view advertising networks whether you lie it or not when using affiliate marketing. Advertisers on average pay by impression (up to \$14 CPM) & click (up to 50c CPC) & you're paid 65% of all of that advertising revenue. Sounds great doesn't it? Prompt payments, control over ads, stable revenue stream is highly recommended.

The fact of the matter is that some people will have a tendency to move their mouse over an external link and then view the URL that is in the status bar of their browser. If an affiliate code or URL is in your view; your visitors will simply mark the top level of the domain and manually type that into their browser address bar on their own, or if you've mentioned the company name they may just carry out a search to locate the home page of the company.

## **Protecting your affiliate commissions.**

There are like a million different premium software products on the market that are ranging in price from US\$15 - \$50 for special software that will assist you in protecting your affiliate commissions. Their effectiveness and ease of use ranges just as much, so before you pay for one of these software applications, you should try out a few of these suggestions. I've listed the strategies from least effective to most effective.

**Install a banner server:** Banner servers just don't serve banners; many of the newer ad servers will also display text links as well. The link coding that is often associated with served ads is usually so long, that your visitors wouldn't be able to see the status bar where it was directing them to.

However, when you think about how hard it is and how much time that installing an ad server takes, this is probably the least effective means if you just have a few associations.

**Click tracking software and scripts:** Nowadays, you can get a click-counting software application will not show the target URL as the links point inwards to the software which is usually installed on your own site. After you have clicked on the link, the click tracking application then redirects the visitor to the URL you specify within the script. Click tracking software also provides a great way to monitor how effective your ads are and not just having to rely on the reports provided by merchants which can be false.

These scripts can be easily found on any search engine by using the following search request:

“click counting scripts that are FREE”

These are usually pretty easy to set up. The most effective ones I've used are based on php scripting.

“JavaScript link cloaking”

You have to be able to see it in the first part your affiliate link, the second part shows you what will be displayed in the browser status bar and the last part is the link text. The link is set to open in a new window, so that you will not lose any visitors from your site.

This method isn't foolproof and depending on the affiliate software being used by the merchant, the affiliate link may still show in the address bar once the merchant's page has loaded, however the visitor would have arrived on the merchant site and the cookie from the merchant with your ID in it should have set. Using this kind of link, you can usually see an improvement in the conversion rates.

## **Using Keyword Articles and reviews to boost Revenue**

As I have said before, you will have to generate traffic to your site, and one of the best ways to do this is by offering keyword rich articles and reviews on your website because that is how you will establish a bond of trust with your visitors. When your website has content rich articles and real reviews, your customers will know that you know what you are talking about and they will begin to depend on your website for information and that is when you can approach “like” merchants who are selling similar products, services or ideas as yours. Doing this will also keep your website filled with new content for your regulars.

Your regular site visitors will view you as an authority on a particular subject, so it simply makes sense that you should write a review on a product or service that you are advertising. Many websites like [www.cnet.com](http://www.cnet.com) offer product and



service reviews for the things that they are selling because this makes it easier for surfers to decide between products. I will admit that I rely heavily on this stuff. This also supplies excellent content for search engine spiders to latch onto because the information often changes regularly.

If you are going to use this particular ad article concept to promote products, you need to believe in what you are writing because if you don't believe it how can you expect visitor's to believe it? Research the product and company well and try it out if you can so that you can offer specifics. Contact the company and let them know what you are doing and ask for further resources and assistance if you need it. Once you have created the review, send them the link because you may be surprised at the response you get this way.

## **Choosing the Right Keywords**

As I stated before, keywords are used to help you generate traffic to your website. This is why it is so important that you choose the right keywords for your own website. When you are choosing keywords, you should choose words that are not simply related to your website's content, but that actually describe the content. When you do this, you will avoid getting the wrong kind of traffic and actually get the kind of traffic that may bring you some business. For example, if you are using your website to sell dog food, you will want to get traffic from people who are looking for dog food and not those who are looking for dog collars. If you choose 'dog' as your keyword, you will end up with a great deal of traffic on your website, but you are not guaranteed to get any sales out of it.

Think about it, how many times do you conduct a search on the web, only to find yourself smack dab in the middle of a website that has nothing to do with what you are looking for except that the site uses a common word or word phrase that you used in your search query? It happens to me all of the time and I just end up leaving the site automatically and just a little bit angrier than when I began the query in the first place.

The key point I am making in this section is that you could find that it is easier to get affiliations when you approach sites with a certain quote of regular traffic already established. It will certainly make it easier for you to link up with other websites because it shows progress in your effort. This will be particularly great if you are seeking pay per click.

You might be wondering just how any of this is going to help you with your affiliation quest in real life. Well...incoming links from sites that are related to your topic may give you a fair boost in engines such as Google and Yahoo!. Google has a tendency to group related pages in clusters that are devoted to a specific topic. At the center of these clusters are pages with a lot of inbound links from sites in the same cluster.

If you can get a link from one of these major sites, you are in luck, as the search engine will find your site more relevant for queries related to this specific topic. What is this really called—**Affiliation!** It helps a lot if the text of the inbound link contains the keyword phrase that you are optimizing the page for. Search engines such as Google try to find out what the main topic of your page is. One way of doing this is to analyze the main subject matter of sites linking to yours.

You should also avoid link farms. Links from free-for-all link farms that are set up to increase the participants' link popularity should be avoided at all costs. The reason why is because those clever people out there have found ways to spam the link popularity ranking, by establishing link farms where the members are guaranteed links from the other member sites in return for adding a similar link page to their own site. Basically a link farm is a public affiliation. If you are trying to use this method to get more business, you want to go with a private affiliation because that is not as open to spam artists.

Those guys as Google are very clever too because Google has started punishing sites that have link-farm pages, and other search engines are expected to do the same thing because it is the 'IN' thing to do. If you are a member of one of these schemes, you have to delete the important link page and ask to be removed from the others.

There are also a lot of free-for-all link collections, “directories,” and “search engines” out there, that are set up to harvest the e-mail addresses of webmasters. That is why it is also not recommended that you post your email addresses on your website either. These harvesters search for the ‘@’ symbol that is used in the email address and add them to spam lists.

It is for this reason that you will likely lose points on your website with the search engines so you would be better off just avoiding these automatic search engine links at all costs. Genuine website affiliation requires that you do more than just add a link, so be on the look out!

### **You have to look for related sites**

When you are hoping to get your website’s name out there, you should try to get your site listed at the most important sites in your field of interest. In order to achieve this, you should do these things:

1. To find sites that are related to your own, search through the categories in the Open Directory. Then study some of the most promising to find out which sites are the most popular in this field. You can also check out sites that have links to your major competitors too.
2. Make a content-rich site that is filled with high quality that is bound to interest the editors of the sites you are approaching. This just means putting any and all relevant and up to date information on the subject that you can find.
3. Make a “recommended links” section at your own site with sites that might interest your visitors. Keep in mind that each link should be accompanied by a description. Usually, the most effective link pages are those that include short reviews of the relevant sites. You should optimize these pages by adding specific keyword phrases, and you will get some extra legitimate doorway pages for free.

In the end, all of this website optimization just leads to one place.....affiliation. There's that word again. As you can imagine, we are finally at the stage where we are going to actually talk about website affiliation. I'll bet you weren't expecting it so soon.

## **How to Find Good Affiliation Programs to promote**

Because there are literally tens of thousands of affiliate programs on the Internet these days that are covering just about every product and service you could imagine. Finding the right affiliate programs can be a difficult task, but it does pay off; so it's well worth the effort. If you're new to affiliate programs, here's a good list of things that you can do to find the right programs for you:

First of all, you have to know that to the business owner, affiliate programs are seen as a virtually 'free' marketing tool that allows them to generate extra business without having to invest in any significant up-front costs. Because affiliate programs pay based solely on their performance, they typically have nothing to lose by recruiting as many affiliates as possible.

This is an important thing to keep in mind because most affiliate programs will do their best to present themselves as a great affiliate match for any site because business owners see that they have nothing to lose if you can't generate sales. However if you are the marketing affiliate, you do because that means that it is lost income potential.

You have to learn to define who your audience for example: Do you have general traffic or specific types of visitors? Is your audience mainly comprised of a particular age demographic? Male/Female? If it's possible, first narrow down what kind of potential shoppers you might have visiting your site. This is again called 'finding your target audience'. Remember to write everything down.

Secondly, you have to decide which industries fit in best with your audience. Before you can start looking for affiliate programs, you have to decide what kind of stuff would appeal most to that audience you've just defined. In the above example we're dealing with middle aged women who were looking for entertainment (maybe they were at a chat site, reading stories, playing games, whatever). Then try to decide what your target audience is willing to spending a little money on. Write this down too. Actually, just for the record, **write it all down!**

Now you have to see if there are any good affiliate programs that sell that stuff. I know that this sounds like a given, but you'd be surprised how many affiliates put up affiliate programs because they pay high commissions, only to find out it doesn't matter because no-one's buying anything.

Here is a good formula to remember always:

## **No buyers = no money!**

Think about it this way; if your web site relates to your interests, would you buy it? Now what do you think about applying that theory to the audience you just defined? Who might they buy from? Now you have to try to narrow it down even further by using the programs that have the best reputation, commissions, Marketing materials, and of course trying to tie it all into offers for the actual BUYER.

This part should be easiest if you apply it personally. Use your common sense about the price of the products or services you will be marketing for these programs; they might pay 50% commissions, but do they charge twice what they should to the buyer? If so would you be willing to pay those prices? Of course you are going to want good commissions, but you also need to market something people will actually buy or else you will not get any at all, which usually means fair prices from the sellers! You might earn less per sale, but think about the volume of sales, and the right balance that makes you the most money.

Avoid any affiliate programs that offer crap deals for the buyer. Compare the commission structures, and try to find programs with a good history of conversions and prompt payments. You need to push affiliate programs that have good commissions structures and good conversions (how many visitors does it take to get a sale?) You also want to make sure you get paid!

**DON'T FORGET TO READ THE AFFILIATE TERMS FIRST!** You might be surprised how many affiliate programs have some terms buried in their fine print that don't work in your favor that is why I gave you a sample merchant contract to look through so that you can get an idea of the terms that may be inside of them.

When it comes to how many sponsors do you need to start with you should consider how much money you have first. If you're just starting out, it's best to try out a few sponsors that will gauge which will perform best. How many programs should you start with? Try out however many good, related programs there are that you can give a reasonable 'chance' to promote in a reasonable amount of time. Remember whoever sponsors your website is investing in your abilities too.

If you have lots of traffic on your website, you might be able to rotate dozens of sponsors across your site. If you only have a couple hundred visitors a month, you should limit yourself to only a few, because you don't have the audience to support a larger test of affiliate programs. You need to send a fair bit of traffic to an affiliate program before you can truly gauge it's performance, and you probably don't want to be in the 'testing phase' for months on end so you should limit yourself accordingly.

Finally, you should begin by knowing that sending 5 visitors to an affiliate link without a sale is simply not a fair test. Depending on what you're selling and who you're trying to sell to it can take a lot of traffic to start seeing revenue. If you remove affiliate programs without giving them a fair shake, you could be cheating yourself out of income; that next visitor may have been your first sale. The moral here is again to **BE PATIENT!**

At this point you're ready to start earning some money. If you narrowed your list down too much, don't worry just try to find other related things to sell from different affiliate programs rather than settle with mediocre programs you've scratched off the list. Once you've given the programs enough time to check for results, you're ready to start narrowing down your affiliate programs to the ones that work for you. Let's take a look at least two of the best affiliate programs that I have seen and worked with so far and what they have to offer.

## **ClickBank**

There are many reasons why I like the [ClickBank affiliate program](#) so much. The Clickbank Marketplace is an awesome program that helps you generate revenue that is included in their affiliate zone. This site is a friendly, resourceful one that generates traffic, commission sales and runs by itself.

Clickbank also features a professional design and comes fully developed as a search engine that is fed by the Clickbank's Marketplace of over 50,000 products and businesses. The Clickbank Marketplace offers an automated database update system and Clickbank cookie features giving you commissions on sales from visitor's for up to three months after a visitor has left your site!

The commission percentage structure is based on monthly revenues through sales from your Clickbank ID. You receive a commission rate determined by the partner site from 5-65%. This is one place where you won't have to sit around and wait for your checks because ClickBank pays you through faster venues like PayPal.

ClickBank not only allows you to accept credit cards on your web site without the need for a merchant account, it also provides other ways in which you can generate income as well. I'll highlight five different ways you can start making money with ClickBank by the end of the day.

### **1. Become an affiliate for ClickBank products**

You can easily sign up as an affiliate through their website at: <http://clickbank.com> and then you can take some time to look through the full range of products that are in their marketplace for products that you'd like to promote, it's like shopping. For example, you can start by looking in the appropriate category on products that you have a good handle on. You should find products that match up well with your existing business and that you'll be able to promote to your mailing list.

To promote a product, you simply create a hoplink, which is designed in the following format:

<http://hop.clickbank.net/hop.cgi?nickname/merchant>

All you have to do is replace the word 'nickname' above with your own ClickBank nickname, and 'merchant' with the nickname of the merchant. It's that simple. If you're not sure what the nickname of the merchant is, you can always go to their sales page and get it from their sales link which will probably look like this:

<http://www.clickbank.net/sell.cgi?Merchant/1/ProductName>

Where 'Merchant' is the merchant's nickname. Or you can look for an automatic way to generate hoplinks by trying to find it at the page below:

<http://clickbanktoolkit.com/promoteaproduct.html>

## **2. Sell your own product through ClickBank**

There's no better way of making money online than selling your own product, and with ClickBank you can start doing this very quickly and with little trouble.



You can sell up to 50 different downloadable products through ClickBank with a single account and to become a merchant costs less than \$50, rather than the hundreds of dollars it often takes to [set up your own merchant account](#).

The best part is that you will not be going it alone either. There are literally thousands of web masters that sell their products through ClickBank. Some of these people include, but are not limited to: people like Ben Prater, Joe Vitale, Jeremy Burns and Jim Edwards.

### **3. Sign up your own ClickBank affiliates**

When you sign up with ClickBank as a vendor, you can start recruiting affiliates to sell your product almost immediately. If the other affiliates are receiving commissions from selling your product that means YOU are making money as well. The best thing about this is that you can choose exactly what level of commission you want your affiliates to receive.

### **4. Refer new clients to ClickBank**

You can earn a great deal of money just by promoting ClickBank itself. You can get complete details about this at: <http://clickbank.net/reseller.html> You won't make millions doing this referral, but it's useful as an additional income stream with commissions that can range between \$0.05 and \$10.00. When you are trying to make some money, every little bit helps.

### **5. Promote a ClickBank Storefront**

What makes ClickBank's so great a program is that ClickBank actually has its own MarketPlace that is fairly limited in terms of how functional it is, but various companies offer a 'storefront' for all (or some) of the products listed in ClickBank's MarketPlace, and each one of which will have your ClickBank affiliate nickname attached to it which will give you even more exposure.

The idea is that you can promote your own storefront, and get commissions from people who visit and go on to purchase products that are listed is one that is appealing to all web affiliate marketers.

The most powerful link up that I've seen so far is <http://www.CBGold.com>, but there's a couple others you can view for comparison at [1stPromotion.com](http://1stPromotion.com) and [ClickbankAffiliates.com](http://ClickbankAffiliates.com). I guarantee that it will be worth your time.

## **Paydotcom.com**

[PayDotCom.com](http://PayDotCom.com) is a lot like ClickBank in that is an alternative 'MarketPlace' approach to an Affiliate Network. PayDotCom offers a number of enhancements and unique approaches to affiliate marketing in its own. In particular, vendors can offer an unlimited number of products for sale for a lifetime membership of only \$29.00. Vendors only pay a commission once a product is sold and not before.

PayDotCom also offers:-

- one-tier or two-tier affiliate programs
- monthly billing
- ability to sell digital or physical products
- pays instant commissions
- Tracks hits and stats live

PayDotCom will ensure that you see an immediate increase in the sales of your products! Not only that; but setting yourself up as a vendor is going to be totally hassle free.

With PayDotCom, you will not have to deal with any waiting for any product approval, because you can take advantage of a simple and easy cut and paste HTML purchase buttons, awesome affiliate program set-up with your own customizable affiliate page, and NO mandatory 90 day money back guarantee.

One the best things about using PayDotCom is that you don't have to keep dishing out \$50 bucks every time you want to set-up a new product.

In fact, your first product is actually FREE! You can get your money deposited immediately into your PayPal or StormPay accounts which makes life a great deal easier than waiting constantly for checks in the mail.

YOU NEVER HAVE TO WORRY ABOUT THOSE LOST COMMISSION SALES BECAUSE SOMEONE HIGH-JACKED YOUR XXXX I.D. AND RELACED IT WITH THEIRS EITHER.

PayDotCom gives you every reason to choose them with the amount of services that you get. At PayDotCom, you can rest assured that they are just as interested in watching you make money as you are. You can earn sales commissions up to 85% by linking your customers to any of their products and services that are available in their marketplace. Sign Up is FREE too.

With PayDotCom you can earn a great deal of income by promoting their product links to your customers or by placing links on your website. You can also use the Marketplace to find products and services that will be of interest to people who visit your site.

Under each product or service in the marketplace you'll see a description of the affiliate program so that you can be sure that they meet your own requirements. All you have to is click on the description to promote that product or service.

PayDotCom also provides you with all of the links and the promotion tools from the Vendor's affiliate tools when you select the product. Then you can keep track of all of your stats in a better way when you go through PayDotCom.

As you can see, there are just too many benefits to using both PayDotCom and ClickBank. It all is about which company you would prefer. If you would prefer, you can always just go through both of them. In the end, it is all about the commissions and both websites have a lot to offer in that regards.

## **Making Money with Affiliation with Pay Per Click**

It doesn't really take a whole lot of knowledge to realize that the internet is the new wave in marketing right now. It is even better than traditional methods for marketing because this method can give you returns almost immediately upon your investment if you know what you are doing and how to best capitalize off of it.

As you can probably imagine, the entire purpose of using affiliation as a part of your marketing technique is so that you can make some money. Below, you will learn how you can make money with affiliation without spending more than you can afford to spend. There are more ways to generate traffic to your website and this is just one of them. However, I thought that it deserved more attention on its own as its popularity gets higher. Look Below for more options.

### **Pay Per Click Advertising**

Pay per click advertising is a bonus for affiliate marketers because it basically does exactly what it says. When your visitors click onto your web pages you will get paid just for the visit. It doesn't apply to how much stuff the visitors purchase. Let's take a look at some of the most common questions about it to help you get an exact idea of what this really is.

### **What Is Pay Per Click?**

Pay per click advertising on search engines allows you choose keywords you would like your site to appear for when a search query is performed. You get to decide how much you are willing to pay each time a person clicks on the search results. The more you are willing to pay per click, the higher your site will appear in the results for the keywords you choose. Because of this, your site's appearance listing can rapidly fluctuate. However, this method is great for the marketer that is just starting out.

## **Which Search Engines Offer Pay Per Click Advertising?**

There is literally hundreds of pay per click search engines such as MSN, Yahoo, Google and Overture. Generally, the larger the pay per click search engine is, the more you will have to bid to get to the top for your keywords. This is why it is worth investigating different search engines to find what it would cost to bid on your keywords and how much traffic they draw in.

The largest companies in the pay per click industry are Overture and Google. Google is not a pay per click search engine, but it does provide pay per click advertising in text ad boxes to the right of search results it delivers. It also delivers pay per click ads to other content sites as well. One advantage the lesser known search engines have is that these search engines can provide lower costs per click to rank for a keyword than the larger search engines. In addition to the general pay per click search engines, you may also be able to find thematic search engines that serve your industry or specifically cater to your target audience.

## **Important Thoughts Before Choosing Pay Per Click Search Engine**

One very important thing that you must do when you use pay per click advertising is that you must test, test, and test again before you settle on your bid amount. You shouldn't start off with a major investment before testing the service. Start with the minimum bid amount and see how the search engine performs in terms of the traffic it delivers and how well that traffic converts into paying customers.

A necessary aspect of your testing is having a method in place that allows you to track your return on the money that you have invested. For example, if your goal is to bring in new subscribers to your newsletter, you could direct visitors arriving from your pay per click link to a subscription form that is set up just for them. You can then monitor how many clicks actually result in a new

subscription. As such, you will know how much you are paying for each new subscriber.

Before you begin spending any money with a pay per click search engine, be sure they can answer the following questions first:

- How many searches a month are performed at the search engine approximately?
- What major search partners or affiliates does the search engine already have?
- How many searches are generated each month by the search partners or affiliates?
- Is it possible to avoid having your listing appear in the results of the affiliate sites?
- What fraud prevention and security precautions are in place?
- What is the procedure for filing a "fraudulent clicks" report?
- Will an account be credited for fraudulent clicks discovered?
- Is it possible to refuse to have a listing appearing for searches originating from specific countries?
- Is there a term of service for search partners or affiliates that is easy to see? Look for search engines that have very strict guidelines for dealing with their search affiliates. This is important because you want to be sure the search engine is working hard to prevent fraud among all of its affiliates.

While search engine optimization can be an intensive and time consuming process that requires a complete site overhaul, pay per click advertising is fast, easy and a much more exact science than search engine optimization. Pay per click search engine advertising offers so many benefits that overshadow search engine optimization such as the following benefits:

- You only have to pay for visitors to your website whereas most banner and rich media ad campaigns that are purchased on a CPM (cost per thousand impressions) basis.

- Pay per click programs only charge you when someone actually visits your website.
- You get the chance to reach worldwide consumers during a time when a consumer is using a search engine like Google to look for information so that you don't have to interrupt them while online in order for you to get them to visit your site.
- You get the advantage of Precise Targeting that will help to get Target people who are looking for your products, services, and informational content regardless of age, sex, income, or other classifications.
- You can easily control your expenses when you use pay per click because you know exactly what you are getting for your money. If you receive visitors from the marketing campaign, you'll pay a price that you get to determine for each visitor.
- Rapid testing and feedback from pay per click advertising can be instant if you use one of the pay per click ROI tracking or campaign management tools. You'll know exactly how well your investment is performing in real time. It just doesn't get any easier than this.
- You get the advantage of having Rapid deployment that is complete with ROI tracking is very fast to set up and can be up and running in 15 minutes. There are no banners (and associated costs) to create and haggle over; simply write some text ads and get them up and running.
- The affordability that you get with pay per click is awesome whether your monthly budget is \$20.00 or \$200.00 you can use pay per click advertising to grow your business.
- Not only can you be up and running in 20 minutes, you can reach a global audience quickly and easily, particularly with Google AdWords.

## Pay Per Click Search Engine Basics

When you setup an account with any pay per click search engine advertising program your ranking for each keyword is determined by the amount you are willing to pay per click (your bid). The higher you bid, the higher you will rank.

You do have the option with search engine's like Google to set a different bid price for each keyword. If you are a small business with a minimal budget to invest in pay per click advertising you'll probably want to take a guerrilla approach and bid low on keywords that your competitors have overlooked. If you've got a larger budget than that it can be best for you if you start with higher bids because then you can collect some conversion data and evaluate the direction your campaign should take a little bit faster.

## The best pay per click programs

**Google AdWords** is by far the best choice right now for pay per click programming; in part because it is the most popular search engine in the world. When you take part in the AdWords program you have the option to syndicate your message on all international version of Google, its search partners like AOL, Ask Jeeves, and Earthlink and content sites like HowStuffWorks.com. Next thing you know, you can be up and running with a worldwide advertising test campaign.

When you use Google AdWords you are not buying placement within the actual search results because you can't, but you can purchase text ads in the little colored boxes that are located on the right hand side of the main search results. The ads that generate the most revenue for Google will quickly rise to the top.



Like the pure pay per click search engines like Overture you only pay Google when someone clicks on your listing no matter how many times it is displayed. For now, go check out the tutorial on how to set up a Google AdWords Account.

### **Overture - Massive Reach on MSN, YAHOO!**

Overture started out as GoTo.com which was a pioneer in the pay per click search engine advertising arena and has always based search engine rankings on the amount of money that the advertiser was willing to pay per click. The price per click on Overture starts at \$0.10 and the monthly minimum amount that you can spend is \$20.00.

When you advertise on Overture and set your bids high enough to rank in the top 3 spots your listings will usually be syndicated on YAHOO!, MSN, AltaVista, and FAST. Your rankings in Overture will change constantly because the market for keyword placements is extremely competitive and everyone is trying to hit at the right balance between traffic, and bid price.

thanks to a more extensive editorial review process than Google AdWords, it generally takes up to a week to get active with the standard account, or 3 days if you choose to sign up for the more expensive (\$199.00) Fast Track option.

### **LookSmart -Target MSN**

Just like Overture and Google AdWords, business at LookSmart is moving pretty good too. LookSmart offers pay per click advertising at \$0.15 per click. With the LookSmart Small Business Listings, you can submit one URL to the LookSmart directory for a fee of what is usually around \$49.00 unless you get a promotional discount. If your content is approved, and most listings are, your site will be placed in the LookSmart directory. Within a day or two it will be syndicated across the LookSmart syndication network.

MSN is currently the largest and most important syndication partner of LookSmart and 90% or more of the traffic you will receive from the LookSmart network will come from MSN.

The main difference between pay per click advertising on LookSmart and other programs like Google AdWords is the flat \$0.15 rate per click and the fact that you cannot buy specific placements for specific keywords (Google Adwords use fluctuating rates). If you utilize the LookSmart pay per click program you will be subject to a \$15.00 monthly minimum spend. LookSmart creates special offers that lets small businesses to submit up to 5 pages from a website.

In addition to the major programs that are mentioned above there are shopping search engines like that will also offer pay per click programs for product listings, which is smaller pay per click engines. There are literally hundreds of other pay per click search engines out there.

iGetNet keywords is another program that chances are, you have never heard of. You've probably gotten email Spam from someone trying to sell IGN keywords or a phone call from a sales rep that is trying to sell you this product. While it's not a pay per click program, it is a source of confusion for many new to keyword marketing. I would suggest that you leave these people alone because you will likely get more than you bargained for here or not enough.

## **Generating Traffic to the Website's that you're Promoting**

When it comes to your efforts for generating traffic to your website, you can never do too much to get it. There is more than one way to skin a cat, and there is more than one way to get website traffic. This section is going to show you what they are. So why wait; let's get right to it because this section is a perhaps the most important one.

It likely makes more sense to begin at the top. For starters, you can start to generate traffic with Sub-domains. Sub-domains are websites that are located within a directory of your main site and have their own domain name. This

method is a chosen method of webmasters because it is simple to do. Because sub-domains use the same resources as the main website, they are normally much cheaper than getting another hosting account, however it does require more bandwidth use. Their low cost and flexibility make sub-domains a great way to direct traffic to your site without overstressing your budget.

When you use **Sub-domains** as Portal Sites, you should know that one of the best uses of sub-domains is portal websites. Portal websites are sites that link to your main website and have a similar theme, for example, if your website is about selling cars, your portal website would be about car parts. Basically, they provide another portal, or doorway, for visitors and search engines to get to your main website. So if someone input a query about car parts, the search engines would send them to your website that is about cars. Do you see what I mean?

Since creating content for a website takes time, often webmasters simply modify the existing text of the main site and reuse it on the portal site. It is important that the content is not exactly the same and that the portals do not just redirect the visitor's to the main site. Otherwise, search engines may not index them.

**Portal websites** can be submitted to the search engines just like your main site. What this means is that the more portals you have, the more visitors you will get. If your website is doing alright in the search engines, then imagine having five more websites out there for the spiders to find. Five more listings mean that Web surfers have five times as many ways to find your network of websites. You still with me? Portal websites are just like sub-domains but they do not have their own URLs, so it is actually cheaper than subdomains.

Search engines and links go hand in hand. More and more search engine spiders or robots are taking into consideration the number and ranking of sites that are linked to you. By linking your sub-domains to your main site and to each other, the ranking of all of your sites is going to be greatly improved.

**Banner Exchange Programs** are an extremely popular way to get traffic to your website. Banner exchange programs allow members to share advertising space on each other's websites. Banner exchanges also help you to bring in new clients and customers that you may not have already had. It is like I said in the first few sections; they are a great way to generate traffic to your website, but you may not want to clutter your main site with ads due to loading issues so you have to be careful. Remember the earlier sections that explained the graphical issues that can slow down loading times of your website and force visitors to shut your site down. Portal websites provide a good place to test different programs and direct the resulting traffic to your main site.

You must also try to find **Alternative Markets** if you want to get your website out there. Search engine spiders will pick up on content variations among your websites. Subtle differences could place a site in a category that you had not thought of and open up an entirely new base of visitors and/or customers. This is again along the lines of finding and writing keyword rich articles etc. that will draw in and attract people to your wares that may not have been looking. For example, when your site is about car parts and you place reviews about cars and articles about cars on your website, it varies your site information enough to draw in potential car buying customers as well. If you are affiliated to a car merchant, this could really boost both of your business. It falls into the category of becoming affiliated with "like" sites.

Product and Service Specialization is going to be a great asset to your website's traffic. Your main website may have dozens of different products and services. This is great for your business, but when your website is only general, it can hurt your ranking in the search engines. That is why you must focus on one specialization with your website. Specializing allows you to set yourself up as an authority on the product or service that you are selling. Using sub-domains to create sites that specialize in one product or service increases your keyword density and improves your ranking. Plus, many consumers would prefer to work with a specialized business than a one-stop shop because when you are selling everything, it tells them that you are an authority on nothing! Believe me, this is not going to help you in the long run.

## **Text Link Ads**

One of the most successful forms of advertising today is text link ads. They are a bit friendlier for your bandwidth and they don't take up a lot of space. They can be easily implemented into most page layouts with little effort. Good text link ads offer some information as to why your web site visitor should investigate the offer that is being advertised rather than just saying buy me.

A company that wishes to make an advertisement should also supply you with very short text links which only state the product or company name. The reason for this is so that you can implement the links directly into the content of related keyword articles and reviews.

This form of web site advertising is a bit time-consuming since it is so hands on, so you really have to choose your products carefully. The information that you supply to your web site visitors will help them make their choices so you have to be honest in your sales copy. If you are successful in this promotion strategy, over time your reviews won't be seen as hype and bluster, but as a reliable source of information that visitors depend on.

**Email Hot Lists** are another great way of generating traffic to your website and sell services. What they are is just another form of contact information that you can use to get and keep in touch with new clientele. Using hot lists is not the same thing as a contact list. Email hot lists are things that you pay for from other companies that contain the email addresses of people who are looking to buy or are buying items just like those that you are selling. They are called hot lists because there is no guess work here. Your contact list is from people that meet your targeted audience already. That is why it is so important for you to know who you are trying to sell to.

## **Building an Email hot list**

Are you reluctant to use unsolicited email to contact new prospects? You should be. The last thing you want to do is make all of your potential clients mad launching terrible 'flame campaigns' against you or your company or worse....about your affiliates. My advice is to not get involved with anything that even resembles spam.

However, if you use email lists properly, and in a non-intrusive way, you can make a lot of money and keep perfectly safe in the process. In this section we'll reveal how to use email to your profitable advantage, without getting flamed.

## **The Right Way to Use Email for Marketing**

There is only one 'right' way to use email lists for marketing purposes and that is to use it with a list of prospects who have contacted you first. This is what is called an Opt-In list. What it means is the consumers have opted to include their email address in a mailing list which means that your mails are not considered spam because they were 'opted' for. Here's why...

Your contacts will not complain about receiving valuable information from you. They welcome the opportunity to receive many different types of emails such as:

- 'last minute' reminders
- special offers
- hot information about new products
- news 'from the very hub' of their industry
- product/website updates
- even links to affiliate 'like' sites

Here are some more key tips to keep in mind when trying to build your own email hot list.

### **1. Capture Addresses**

You can only email your customers if you have their addresses, so start collecting them now. Make sure there is a prominent place for an email address on all customer response forms you use both online and offline. It helps when

you use software that is designed to hold multiple email hot lists so that you will only have to input the information once.

## **2. Use ASCII Text Only**

Keep it simple. Include lots of white space in your messages. Use headlines and sub-headlines. Don't overuse words that are in all capital letter. Make it easy for the readers to scan and to read.

## **3. Use Wide Margins**

Limit yourself to 64 characters or less per line because it is simply more attractive to the reader and it helps you to point out anything that you want to draw attention to.

## **4. Deliver Your Most Important Information First**

Key benefits and sales points must be communicated in the first screen people read because many readers do not read an entire email whether they opted in for it or not. If you save the good stuff for the end of the email or try to capture a reader's attention by leading into it, you will do nothing except for lose business. Think about it; would you want to have to hunt around for the best part?

## **5. Make The Subject Line Your Headline Too**

Since this is what people are going to see first? If your headline is strong, crisp, and compelling, they'll open your email. Concentrate on this all-important element. For example, if you are offering a free gift with purchase, your subject line could read "FREE gift for you!" I don't know about you, but this would get my attention if it is from a web source that I signed up for.

## **6. The Shorter the Better**

Unlike other kinds of sales writing where long copy outsells short copy, the standard for email sales letters are different. Think about the way you sort through email, especially when you have a backlog of messages. The time you spend online is generally short. Respond to this new business medium by keeping your emails just as short.

## **7. Test**

Keep a good record of your responses by testing one element of your email at a time. Start with the subject line. Test headlines, body copy, layout, and the PS. at the end. Successful marketing copy is always tested, one element at a time to make sure those things are running smoothly and to get rid of the stuff that is not floating.

Today the largest companies online including Apple, Excite, Intuit, Microsoft, Symantec, Yahoo! and many, many more are using acceptable and responsible commercial email. If they can do it, YOU can do it too.

Start building your opt-in email lists today!. I would suggest that you keep it simple to begin with, and build a growing text file of email addresses. But ultimately you will want to personalize your messages, because it substantially increases your response. Gather as much information as you can when people contact you, such as the readers name and apply it to the email, but at a minimum capture their name and email address. In time, this list will become highly profitable for you. The list is the most important aspect of any successful email marketing campaign.

## **8. Use Autoresponders**

When you are contacting your clients through emails that require a reply from the reader or a sign up or order form etc. you should be sure to include an autoresponder that will let your client know that their email was received. You can find many different types of software that will do this for you. If for no other reason than so that you can free up some of your time.

## **Search Engine Optimization**

Another common practice among webmasters and marketers is to use search engine optimization (SEO) to boost traffic. What this does is put your webpage at the top of search engines when they receive a query.

First page placement in search engine results can be as simple as investing a few dollars into paid search advertising. Within minutes your advertisement



can be listed at the top of the pack among other PPC listings. When it is this easy to push your site to the top you may be wondering why anyone would bother with traditional SEO at all.

Paid advertising may be a quick and easy way to get your site to the top, but for many industries it can also be extremely expensive over time. This is particularly true when you are marketing and are making your money through commissions. After you factor in the click costs, it is still possible to make a decent profit however if the visitors were to find you in the organic listings, the profit would be much higher.

The search engine optimization industry as a whole is still very young which makes it more valuable than traditional submissions techniques and it is also more modern. With this method, you can almost pick and choose your placement in the search engines by how much you are willing to pay for it.

New firms are springing up all over the place, and many design houses seem to think they have the skills and knowledge it takes to provide these services on your behalf. While some are good at what they do, they are no substitute for the real thing. It is important to work with a company that specializes in SEO and is already established and well recognized in their industry. You can easily find reviews online if you search for them.

At first, having a professional optimize your site may seem like it will be a very expensive thing to do, but when you compare it to the continuous expense of (pay per Click) PPC, SEO it is much more affordable in the long run. Generally, SEO campaigns start off with a one time only fee, and may lead to monthly maintenance charges in order for you to keep your site ranking in the top 20.

When you keep your site properly optimized and achieving top rankings on their own, it will almost always outperform in terms of conversions when compared to those competing sites placed with AdWords, Yahoo Search Marketing (formerly Overture), or other PPC services. Typically 80% of searchers will click on the organic listings before they opt for the paid ones that are to the right of the result listings. However, do not rule out pay per click all together because they all have their benefits and pitfalls.

Although it is best to hire a professional SEO, you want to be sure that in order to achieve top rankings for the do-it-yourself webmaster, chances are that if you try to get into the head of a professional SEO through a consulting service it can give you the edge they need to compete while at the same time reducing your own costs.

The fact of the matter is that there is no substitute to a properly optimized website when it comes to performance and overall conversions. Websites that are ranking in the 'natural' listings have a tendency to convert at a higher rate and draw higher numbers of targeted traffic than any other method of gathering traffic. As the years go by, it will only become more and more difficult for one specific website to be found and singled out by search engines, which places more weight on optimization.

You should not use search engine optimization on its own to garner more traffic but it will help you if you combine this technique with the others mentioned in this book. Using them all jointly will drastically change your odds of being the first and foremost marketer on the internet. As a marketer, you want to have as many methods at your fingertips as possible.

## **How to Avoid the Optimization Scam**

While there are many ethical SEO firms serving affiliate marketers today, a few not so legitimate practitioners also exist. They have a tendency to say the following:

*“We can get your site to be number one in the search engines for the top 20 search terms you choose,”*

When you do your homework on these companies, this is what you can expect to find: One; that they had no less than 250 telemarketers soliciting SEO clients on a continual basis-Two; In the words of the old adage, “if it sounds too good to be true, it probably is.” These people promise all kinds of things and when it is mentioned that you can't get a hold of anyone to talk to they all claim that

it is because they company is using an automated service.

The above was only the tip of the iceberg, however. Upon further questioning, I learned that it wasn't really my url that they wanted to promote. Their program, which only benefits them was to set-up urls to be doorway pages to my website. Their urls, not mine, would be optimized to get high in the search engines. They would maintain control of and ownership of the urls, so if I ever went out of business, they could sell all that traffic including the value I had paid so dearly for—to one of my competitors.

This all just really sucks, but there are many of these scams and those like it running, so beware and read the fine print before committing to anything. after researching the issues carefully, I am warning you fellow webmasters to beware of any SEO firm that:

- employs a boiler room full of telemarketers
- automates most or all of their services
- insists on gaining and retaining control of the url to be promoted
- focuses on lengthy and obscure search strings
- touts sites that are garnering a mere 100 hits per day as examples of their success.

Of all the bad practices that I have mentioned above, the one that is the most offensive was the idea that the SEO firm should **own or control** my url. While owning the url would seem like a good idea for the SEO firm (they could always collect their fees by threatening to shut down the site), it isn't very good for the client. If you are going to pay a firm to build your business, chances are, that is what you are doing. To pay a firm to build traffic to a url they own is really like paying them to build their business.

## **Writing an Autoresponder Message that Gets Results!**

The autoresponder is fast becoming the hardest worker of Internet marketing. With the autoresponder, you can deliver your sales message or other

information to all of your clients very quickly. And you can deliver it 24 hours a day to any Internet email user in the world. This must sound awesome right? But you might be wondering how you can create an autoresponder message that gets real results.

Here are some methods of power communication that will give you the success that you crave. I know this because I have used them. It is great for emails, letters, mailbot copy, World Wide Web content, ads and more.

### **1. Focus on the reader, not yourself**

Your message should be about the customer's needs and how your product will fulfill those needs, not about how wonderful you are and how great your product is because in the end it is all just your own opinions and it turns people right off.

Don't focus on yourself and your life too much. Take a look at my first few paragraphs above. How many times did I talk about "you" and "your" as opposed to "I" and "me"?

### **2. Make it personal.**

As with any sales letter, you have to write your autoresponder message as if you were having a one-to-one conversation. Pretend you're sitting down to talk to a friend. Allow your message be friendly, animated and informal. You can even use some slang if it's appropriate.

### **3. Be sure to Emphasize the benefits.**

Rather than thinking of yourself as selling a product or a service, think of yourself as providing real services to your clients. If you want to know what the benefits to these services really are here is what you should be asking yourself.

"What does the customer get out of my product?"

The answer should be something like "more time," "more money," "more fun," "an easier life," "better health," or "greater safety."

Benefits and features are two different things. Feature are: "This computer has a Pentium 4 processor." A benefit is more like this: "Lightning-fast Pentium 4 processor means you get more work done in less time."

#### **4. Include a "call to action." In your response**

You need to know exactly what you want the reader to do after reading your message and then tell them to do it. Ask yourself these questions: What do you want? Do you want a reply by email? A visit to your Web site? An order called in to your toll-free number? Let the user know what responses you want, and let them know in a compelling, urgent, benefits-oriented way. Include complete contact information, and triple-check it for accuracy.

#### **5. Offer useful information.**

One good autoresponder strategy is to offer a free report that offers useful information but including a sales message and an "advertorial" approach. For an example, distribute a report, "10 Tips for Selling on the Internet and the Web." Tell the user how to order your book on the subject etc. you can even include an order form. Readers will not resent your pitch because they got so much value from the report.

#### **6. Use correct spelling, grammar and punctuation.**

You tell the world whether you're a professional or an amateur by the quality of your marketing communications. Take the time to edit your autoresponder message for errors. If you're terrible at grammar etc. get someone who can edit it for you.

#### **7. Create a better layout to make it easier to read.**

Since a mailbot message is delivered in plain ASCII text, your design

capabilities are going to be very limited. Here are a few tricks you can use to make your message a bit more readable:

- for a headline, use ALL-CAPS and insert a blank line before and after it.
- Use short paragraphs, say 5-7 lines at the most (100 words).
- Set out all of your material in bulleted lists its easier to read.
- Use "white space with catchy headlines" to center important material and call attention to it, like the following does:

**Now available:**

Solid strategies for "Affiliate Marketing"!

Send any message to [ebook@marketing.com](mailto:ebook@marketing.com)

**Warning:** Don't get fancy with your script fonts because not all computers are the same.

**8. Don't Break the law.**

False advertising is still illegal, even if you're on the Internet. In many countries, pyramid schemes (MLM) and chain letters are illegal. You should assume that all tax and licensing laws in your town, state, province, country and so forth still apply. If you're not sure about something, check.

**9. Read feedback people send to your autoresponder.**

A good autoresponder system will send you a copy of the request every time someone sends for your report. With most systems, the user doesn't have to type anything in the body of their message when they send in the request however they usually do. By reading the message and replying to the user personally, you may increase your chances of selling to that person because it shows that you are listening.

If you create a strong, well-written, persuasive message, your autoresponder can help you increase your sales and fulfill any and all of the goals of your email marketing effort, which will certainly make it a whole lot more worth while.

## **Secrets to Creating Traffic Boosting Content**

When it comes to promoting web pages for your affiliates, it helps to know how to create quality traffic boosting content for your website. If you are going to be trying to gain clients as an affiliate marketer, knowing how to build quality websites is going to be a very important thing for you to know. This section is going to teach you the top four secrets that you can use to create content that gets results!

### **Secret #1: RSS Feeds**

RSS Feeds are the hot commodity on the web right now. RSS (Really Simple Syndication) actually describes a technology that allows web sites to syndicate, or distribute, their content among other sites. Maybe you're already familiar with news syndication sources like Reuters and the Associated Press? RSS parallels this concept and brings it online for you.

Content syndication is an ideal solution that helps to make up for the cost as well as valuable time that is necessary for the conscious internet marketer. You can load your site with relevant business and marketing articles and enjoy the rewards later.

Syndicated articles have a tendency to attract the search engines to your site in two important ways like I already told you. The first and most obvious reason why syndicated articles are so great is that they have more content and more keywords which will give you better rankings like I said in the "keyword" section. You can also boost the value of your incoming and outgoing links with syndication which is a very important element in the eyes of Google's page

rank algorithm.

If you're totally new to RSS, There are some websites that can help you. They will teach you a bit more on how RSS works and what you need to do to implement it on your site. These websites are:

MNot RSS Tutorial: <http://www.mnot.net/rss/tutorial/>

Site Pro News: <http://www.sitepronews.com/archives/2004/feb/9.html>

Shelley Lowery's Web Source.Net:

<http://www.web-source.net/syndicator.htm>

Wilson Web Syndicated Content: <http://www.wilsonweb.com/syndicate/>

Search Engine Watch News Feed: <http://searchenginewatch.com/sew.xml>

RSS Equalizer: <http://rssequalizer.com>

Express RSS: <http://expressrss.com>

## **Secret #2: Static Article Syndication Sites**

Personally, I think that one of the most fail safe methods for building a name online is to write and publish your own articles. Thousands of writers submit articles each day to article syndication sites and it just sets you up as a leading authority in the field that you are promoting. It is just fun!

You get an awesome trade off in the deal. How it works is like this: web site and e-zine publishers are given permission to re-print these articles as long as they remain unchanged from the original and the writer's by-line is kept intact. It seems to have a lot to do with copyright etc. The publisher wins by getting free content and the writer wins whenever someone new sees their by-line and clicks on their URL.



If you are not sure where to find some good sources for finding these types of re-printed articles, I have listed some for you.

**ArticleCity:** <http://www.articlecity.com/>

**Go Articles:** <http://www.goarticles.com>

**Ezine Articles:** <http://www.ezinearticles.com>

**Marketing Tips Newsletter:** <http://MarketingTips.com>

### **Secret #3: Hire a Ghost Writer**

When you hire a ghostwriter, or freelancer, you can have custom content created for your site that is written in a professional manner that can take all of the work out of it for you. Your writer will pump out articles on any topic you specify and you get to put your name on the finished product without any problems later. It is a great way to get quality stuff that takes you no effort at all.

The best way to hire a writer is to bid for his or her services. This allows you to negotiate the best deal for your budget if expense is an issue. At some of these websites for finding ghostwriters, you can get them to fight it out about who will get to do your work for you. I've seen ghostwriters that can write everything that you need including web content, emails, keyword articles etc. just about everything that will get your website more credit.

Here's where to find and hire ghostwriters:

<http://www.elance.com/>

<http://www.guru.com/category.cfm?tc=23134&kw=web%20content&cid=500>

<http://www.freeagent.com/>

<http://www.freelancewriting.com/>

<http://www.hireghostwriter.com>

#### **Secret #4: Attain Your Own Web Visitors and E-zine Subscribers**

Can you think of a better way to generate good and interesting content and develop a sense of community among your visitors than by having them contribute to and/or participate in your site or ezine? I can't, but I have learned that this is a very good way to keep your visitors interested in what you are doing and have them begging for more. Marketers are doing this all of the time now, but most of them are just not cutting the mustard as far as content.

A good example of using this tactic properly can be found at the site that Willie Crawford, owner of [www.chitterlings.com](http://www.chitterlings.com) created. The site focuses on southern cooking recipes, but this tactic should work for internet marketing based sites as well.

Each week, Willie's ezine subscribers submit dozens of their own home recipes. He takes the best of the best and highlights them in each issue of the newsletter. You could do the same by soliciting your subscribers for articles, tips, product recommendations or even case studies on their own marketing efforts. This is just smart.

To make it work, all you have to do is simply edit the content for style, grammar and length, then toss a few of your own comments to add some flow to the presentation. This takes a minimal amount of effort on your part and you produce a great publication that people want to read because they get to

see themselves in print. This is a great way to keep the old and bring in the new subscribers too!

## **A few more tips**

Do you like to post information on message boards, e-mail discussion lists, classified ads sites, FFA sites or newsgroups? People will usually read the subject line before they read your ad or message, so it's important that these get noticed.

Below are ten very simple, but powerful internet marketing tips to get your ads or messages noticed.

1. Use extra white space creatively in your subject line. You can add extra blank spaces between your words or letters. I'll bet that you remember this being mentioned already! It is no less true now!
2. Make an effort to combine capital letters with lower case letters because this really draws the eyes to what you have written. Try not to stick with just lower or UPPER case letters. Use all capital letters in every other word or use a capital letter between every other lower case letter if you want your words to get attention.
3. Add text symbols in your subject line. You could use them between words and letters just to add a nice eye catching contrast. Start and end your subject with a text symbol. ( \*, &, \$, >, {, ] )
4. Begin your subject line with the word "STOP!" or WARNING!. People have been trained their whole life to stop what they are doing when they see that word and it just a habit to do so.
5. Ask people a question in your subject line such as "Do you want more money?". We all went to school and were repetitively branded to answer questions.

6. Use the word "FREE" in your subject line. Your offer should be attractive to your target audience. It could be free information, software, trials, etc. the fact is that no one can ignore the word free, even if they want to.

7. Begin your subject line with an "online smile that is composed of a colon and bracket--- :) People use smiles offline to gain people's attention and to win their trust, why not use them online too.

8. Don't use unbelievable claims such as 'Lose 30 pounds with magic pill!' in your subject line. People have or know some who has been ripped off and trained themselves to ignore those claims.

9. Don't use all capital letters in your subject line. It is hard to read, looks unprofessional, and on the internet it's considered a worldwide symbol for shouting. 10. Test different subject lines to see which ones draw the most attention and traffic to your web site. Also, read the FAQ before posting a message or ad anywhere.

10. NEVER use the materials that the company gives to you because it is better to use a personal endorsement instead.

11. Purchase the product you plan to promote before you try to promote it because you can't say much about a product that you haven't tried and tested first.

12. In every Ezine or newsletter that you create as a promo, include an AOL link: <a href="http://www.johndoe.com/makessense.htm">AOL clickhere</a> the reason for this is because somewhere around 57% of ALL Internet Marketers are AOL users. Because of this, you will lose 46% of your leads from all your promotions if you don't. Don't you realize that almost every commercially advertised ad seems to show an AOL keyword? Now you know why.

13. On the bottom of every Ezine ad you send out, you must include your name, email address and telephone number. The easier you make it for prospects to reach you, the faster you can start building relationships, which is

the key to success for any business. It is even more important on the Internet because the Internet by nature is so spread out and distant.

**Please note:** some E-zine publishers are against letting you use an AOL link. They say it messes up the format of their Ezine. Just keep looking if you encounter this problem.

14. You should run your own list and test the ad on your list first. This is a MUST if you are a newbie. You don't want to waste your money on Ezine ads except to do a low cost test, and that's only if you don't have your own Ezine. If you don't have an ezine, you can do a test at [www.GuaranteedMoney.tv](http://www.GuaranteedMoney.tv) This site is a great puller and very reasonably priced. Keep trying until you get a good number of hits. Once you get that winning ad by testing it, you're ready to blast it all over the Internet. That's when the money starts pouring in. What do I mean by this? You can visit <http://leadlightningtools.com>. Check out the section on Ezine ads and top sponsor ads.

15. ALWAYS put a P.S. statement with an offer to subscribe to your free Newsletter at the end. You'll get a small percentage of the Ezine publishers' leads for each ad you place. This can add up and give you a very high quality, And targeted list after placing enough Ezine ads.

## **How to Get Major Affiliate Directories**

I'm a big believer that smaller is usually better when it comes to affiliate programs. What I mean is that I believe that the closer you are to the person that's running it, the less hassles you are likely to get from them. I would suggest that if you have little money to start with, you should try to steer clear

of the BIG brand name affiliate programs like Google. Here is a list of some of the places where you can find affiliate directories.

<http://www.AssociatePrograms.com>

At this website, you can find a more deluxe revenue stream . . . The AssociatePrograms.com directory helps you find the best associate programs which are also known as a referral, partner, revenue sharing or affiliate programs which help you to earn money from your website. No "adult", multi-tier or MLM programs or scammer companies make it onto this site so you are safe here.

This is one of my personal favorites. Not only does Alan Gardyne filter out all the bad people, but every single affiliate program is rated by the public. The site is well presented and it's easy to find the information I'm after. The newsletter is awesome too. It is one of the best sources of new programs, affiliate news and selling tips available today. Please remember the name: AssociatePrograms.com

<http://www.2-tier.com>

Since The idea behind an affiliate, or associate program is to recruit other webmasters to help you sell your wares, by paying them for each visitor or sale they bring you. 2-Tier is a directory of two tier affiliate programs. It features a searchable directory of associate, reseller and partner programs. It also works to include recommended sites, news and articles.

<http://www.affiliatesdirectory.com/>

This website can be your source for affiliate programs and associate programs. Over 2700 listings including new programs, recommended programs, top ten, two tier, most popular and top rated programs out there today. This is a great directory for you to go to.

<http://www.affiliateadvisor.com>

Don't believe the hype! AffiliateAdvisor.com claims that they are NOT an affiliate or associate program directory. It's a resource for merchants and affiliates who want to make more money by participating in the explosive growth of affiliate marketing. The focus here is on educating you and consulting to merchants and third party providers, and program recommendations for affiliate sites.

<http://www.refer-it.com>

This web site is the authoritative guide to internet associate, referral, and affiliate programs. Refer-it also features resources, a discussion forum, interviews, downloads, and an article archive. It will really help you no matter what level you are working from.

<http://www.affiliatetips.com>

Here you will find Affiliate marketing tips, resources, industry news and interactive email discussions. This is a true one-stop resource for learning about affiliate programs and finding new ways to profit from your website. Their email discussion list is one of the few that is world wide and that is entirely dedicated to affiliate marketing.

<http://www.revenews.com>

This is a cool website that will give you all of the latest news on revenue sharing, affiliate and associate programs. Revenews.com is dedicated to providing expertise, education and resources to the growing community of "revenue sharing" web site participants. They are very focused on providing you the advice and opinions to participate effectively in these new revenue sharing opportunities. This is like a one stop shop for news.

<http://www.affiliateforce.com>

this is the official site of the internet affiliate marketing summit. Its purpose is to bring together all of the solution providers, merchants & affiliates. The largest congregation of affiliate marketing experts to date.

### For the inexperienced

Personally, I think that Commission Junction is pretty good to start with if you are not sure what you are doing. What I did was phone up or emails each the top solution providers / affiliate directories. I'm pretty much an expert when it comes to html, but not everyone is as good as that. When you try to call and emailing each one of the BIG affiliate companies for tech support and you're not an HTML expert, you might just need a little help with the tracking code. Larger companies assume that you already know all of this if you are an affiliate, but they are also hoping to make money off of those who do not.

I tried signing up for an affiliate program that claims to be the biggest affiliate software company as an experiment. I tried purchasing something using my links and the sale was not tracked. The affiliate software company actually blamed the merchant and vice versa. All I was left with was a tracking number. A month later the merchant said the problem was resolved. forget it! It just isn't worth the effort if you are not really good at HTML code.

One affiliate program refused my membership because my site did not have enough content in it. That just amazes me! I tried to explain that my site is a web store, and most of my valuable content was subscription based and inside of password protected directories. All that I actually managed to get from them were a bunch of stock replies. When I finally did get an answer from a real human being I basically had to hear "so what that is how we work." With the fourth or fifth largest company, I really needed support because I could not get their code to work no matter what I tried to do with it. I managed to get a half interested email from some technician. We emailed back



and forth a few times and then it just kind of petered out. I just got sick of it and quit.

Commission Junction, finally, a big affiliate directory and solution provider that I can work with. With them, I got a very informative answer from a very polite technician. I find that it is a very good option for the newbie because the help is useful and polite.

Basically, Commission Junction creates alliances between affiliate sites that have interesting content and online merchants that sell products or services. We enable affiliate content sites to leverage their content and engage in e-commerce, by placing merchant ads, products, and services at the point-of-interest to their consumers on a pay-for-performance basis.

In other words, Commission Junction asks you to find products that match your content. Create instant shopping on your site. Earn commissions for every impression, click, lead or sale. Manage your entire merchant network through a single interface. Of course, by the time you reach this part of the book, you have already done that, so it will be a snap!

## **Affiliate Tracking**

This information was received by an article written by Todd Farmer & Jeff Doak

Affiliate Managers and many other web marketers have started to use a variety of tracking technologies and strategies, over the last few years, in their quest for accurately keeping track of their referred customers. Tracking customers "from click through to sale" can be accomplished with various tracking methods, such as:

- Simple Direct URL Links
- CGI/URL Tracking
- Cookie Tracking

- Self Replicated Pages
- Sub Domain Tracking
- Database Record Match Tracking

One of the good things about these methods is that each of them has strengths, and each has weaknesses. However, you'll see that Cookie Tracking (which I mentioned in an above section) is the clear winner as the preferred single tracking method when it comes to reliable, flexible, and convenient tracking.

**When you are searching through the different tracking methods, an affiliate manager has to consider these things first:**

- How flexible is the method? For example: Can you track everything that you want to track and will it work with my shopping cart or ordering system?
- How easy is it for the tracking to be started and completed? Ask yourself: 'Do I have to exert much effort re-designing and maintaining my website to work with the tracking method?'
- How much can you count on the tracking method?
- How easily can an affiliate with a lot of experience defeat the tracking method?
- Does this tracking method affect the performance of your website or web server?

### **Direct URL Links**

A Simple, Direct URL Link is the most basic and the most limited form of referral tracking technology. The affiliate ID is only visible to the customer in

the URL when you are using this method because it passes the referring affiliate's ID directly to the URL of a specific page that the affiliate or YOU choose (which must be equipped with an order form).

This specific page is then coded with a script, which reads the referring affiliate's ID in the URL, and passes it into a "hidden field" in the order form on the page or to a visible "reference number", that can be printed or reported by the visitor to the website.

While this simple method is good at keeping track of immediate sales on a single-page sales site, it cannot track the affiliate ID if the customer leaves this page and returns later. In that way it is inconvenient. Since the affiliate ID is visible in the URL, customers can easily defeat the tracking by simply removing the affiliate ID from the URL.

### **CGI/URL Tracking**

CGI/URL Tracking is a relatively effective, but sort of inefficient means of tracking that passes the affiliate ID throughout the merchant's entire website. How it works is that the affiliate ID is visible in the URL just like in the above method and "follows" the visitor until she reaches the ordering system, where the ID is detected from the URL string. This how it follows the customer throughout the site and, in most cases, by processing all internal site links through a Perl script or JavaScript that does the following:

1. reads the current URL
2. grabs hold of the affiliate ID
3. Appends it to the URL of the next page.

This method is a bit of a fragile one because it requires a great deal of careful design of the website and maintenance of every link that is included inside of the merchant's site. Of course, when the site exists under heavy traffic, the script can become a "bottleneck" to the merchant's web site. In addition, if the script ever fails, the merchant's site will fail.

The CGI/URL Tracking method is usually used in conjunction with "cookie tracking". This combination allows for the tracking of customers who have disabled their cookies. CGI/URL Tracking, however, is losing its popularity as a backup mechanism because in most circumstances, Internet users who are security-conscious enough to disable cookies are also savvy enough to navigate around the CGI/URL method as well. Customers today can easily disable the tracking by simply removing the affiliate ID from the URL and re-entering the site.

## **Cookie Tracking**

Cookie Tracking is the most popular and annoying method to track customers "from click through to order", because it is simple to implement & use, it doesn't require any significant web design considerations, nor does it impact the performance of the web site or web server. This method works by simply writing a small text file, which is called a "cookie", to a user's browser when they click on an affiliate link. This cookie holds the referring affiliate's ID, which can be identified at the merchant's order page to credit affiliates for referred sales.

Cookies make tracking affiliate-referred-sales very convenient for the webmaster. The cookie can be read and used on any page or on any form, and can be used in conjunction with almost any ordering system. Not to mention, the cookie that records the affiliate's ID can "live" for as long as the merchant wants it to. This is how the affiliates get credit for customers who clicked on a link weeks, or months, before finally purchasing or making a repeat purchase.

Cookie Tracking is essentially invisible to the user, because cookies are written and read "behind the scenes". Unlike the other methods, the merchant's URL does not need to display the affiliate ID for the tracking to work. The only drawback with cookies is that a small number of web users intentionally "disable" cookies, and therefore, they cannot be tracked.

The number of Cookie Enabled browsers is growing, because a majority of web surfers' favorite sites require cookie use; plus, the option to disable cookies is

not obvious in the two major browsers like internet explorer and Netscape. Those users who take the trouble to disable cookies are, oftentimes, the same users who will probably be wary of other tracking methods and have learned to intentionally bypass those as well.

### **Self Replicated Pages**

Self Replicated Pages (SRP), offer affiliates a web page that is based on a template, or multiple web pages, that is found in their own directory at the merchant's website. SRP's are an effective and reliable form of affiliate tracking, but their use requires careful planning, the creation of template web pages, and ongoing maintenance in order to be effective.

With SRP's, the affiliate receives one or more pages at the merchant's website that is exclusively used for that affiliate's referred web visitors. Since the affiliate's website is designated by a directory name, the affiliate's ID is actually located within the URL. Because of this, customers who do not wish to be tracked can defeat this tracking method by removing the affiliate directory from the URL, and re-entering the site.

In order to be able to offer maximum benefit, SRP's are oftentimes used in conjunction with cookie tracking: the SRP provides the affiliate with a URL to which he can point his customers, and the cookie tracking takes over from that point.

### **Sub Domain Tracking**

Sub Domain Tracking is a great deal like Self Replicated Pages, in that it provides an affiliate with a full URL that can be used by the affiliate to direct customers. Unlike Self Replicated Pages, though, this method gives affiliates an actual sub domain at the merchant's site, not a simple directory path found at the merchant's main domain.

The Sub Domain process is one of the more time consuming and demanding tracking methods. The process requires that the:

- DNS is configured to point this new sub domain to the appropriate web services on the web server
- web services are created for this new sub domain as well as the main pages
- web services point to the appropriate files for surfers to view the sub domain. The web files must either be created (just like SRP's), or the web service must point to a predefined root directory.

When merchants use this tracking method, their customers are able to see some form of affiliate identification, because the affiliate ID is shown in the URL as the sub domain which makes it a lot easier. Although customers can see this identification in the URL, since the sub domain is part of the URL, attempts to defeat the system by removing the sub domain from the URL and entering the site with no sub domain is less likely than with other URL Visible affiliate tracking methods.

The Sub Domain Tracking method is actually very server intensive, since web services must be created for each and every sub domain used, and it may require additional hard drive space to be wasted. The website may need to undergo a major site overhaul and maintenance to handle sub domain tracking. Not to mention, this method requires the intervention of a web server and DNS administrator, or expensive scripting that can automate the process.

When you are considering the use of this method, affiliate managers have to carefully plan the ordering system and its integration with the sub domain option, and cookie tracking should be used as a backup.

### **Database Record Matching**

Database record matching (which is also called "lifetime affiliate tracking") is the least used of the methods because it is difficult to operate and maintain, and must be used in conjunction with at least one of the other tracking

methods; it cannot be used alone. Why am I including this information then; you might ask. Well it is best to know beforehand right?

Database Record Matching rewards affiliates for returning customers, but does nothing for new customers. The initial sale must employ some other form of referral tracking, and then store unique contact information about each customer as well as the referring affiliate's ID. When that customer returns and buys again in the future, the customer database can be searched to find that the customer is "owned" by an affiliate. This affiliate will receive commissions on that customer's repeat purchases for the life of the system so trying to get in now is a waste of time for you.

## **Trading Links**

There are many different reasons and ways that trading links increases traffic to your site so it just made sense to cover it. First of all, each link that is pointing to your site opens a new gateway for people to find you as they surf the web. That is why so many affiliates seek to do it in the first place.

Secondly, trading links gives you better chances of getting listed in paid submission search engines for free. THAT'S RIGHT FOR FREE! When you are ranking your site, the search engines do link analysis as part of their algorithms. Your search engine rankings and link analysis score steadily increases as proportionally as the number of relevant quality links back to your site increases.

### **How Search Engines Evaluate Links:**

In order to be able to figure out how search engine evaluate your links, you have to ask yourself these key questions first:

- How many sites do you have linking to your site right now?
- What is the "Page Rank" of the site that links to yours?
- Are the links reciprocal or one way?

- Does your site [or the site that links to you] have links that are relevant to the content in the site?
- Are these valuable links or is this link a part of a "Link Farm"?

**Just for the record Reciprocal Links** are the easiest to obtain and will aid in gaining better placement on the search engines, but they are not as valuable as **One Way Links** because you have to look for a link on their Home page to their Links page. The most common name to find it under is usually called "Links", but "Resources" is also quite popular.

If you cannot find this link or if they don't have a link that is easily found, you may want to skip them all together. If you can't find their reciprocal links, chances are no one else, including the search engines, will find them either, so you don't have to panic about it.

You will want to be sure that their reciprocal links exist in the same domain as their site. There is no point to having a link to your site on a site other than the one in which you want to exchange links with. Why would you? You have to check and see how they have their reciprocal links configured. To do that, ask yourself these questions: Are there categories? Are the listings in alphabetical order within the categories? Is it just a free-for-all (another term for "link farm") or are the other links somewhat relevant? You want your link to be in a relevant category that can easily be found.

### **Explore their content**

It wouldn't make any sense to share or trade links with another site without knowing first what their site has in it. Is there anything that your average visitor would find objectionable? Is their site in working order? After all, you will be placing a link on your site to this site and it will reflect you too.

### **Place the other website's link on your site first & test the response**



If the site that you are thinking of linking has passed your inspection, as a show of good faith, you can place a link to your potential partner's website on your site first. During your visit, you should have found some sort of information regarding their site's title and description as well as the category or theme that they would prefer. If this is not clear, you should be able to write a little something for them. Remember it should be a theme that matches your own.

### **Properly contact the other website merchant**

While you are visiting the website, you should have discovered how they want to be contacted for a link exchange. If they have a form to fill out, be sure that you use it. Read and follow their directions properly. Typically, they will then ask you for a link to their site first. If you have been following my tips, you have already done that. Do not tell them you have placed a link to their website before you actually do. Many of these people are quick to look and see. If it's not there, your request may be ignored or at least will take a lot longer.

### **E-mailing your request**

When you are looking to request a link trade, you should see if there are specific ways to go about it by email. If they don't have a form, look for a specific e-mail address they want used for such inquiries. No matter who you e-mail, be brief and to the point. If they have already included a subject line in their e-mail link, don't change it. If they haven't, simply have it say, "Link exchange" or "Link request." A subject line that isn't clear is bound to be deleted as spam without being read. You must also make sure that you don't use attachments unless specifically asked to do so. In your e-mail introduce yourself and the website you represent. Include the full URL:

<http://www.anynameyouwant.com>

This will make it easier for the webmaster to copy-and-paste your linking information if it is approved. You must also let the other party know that you have visited their site. A good way to do this is to complement them on something unique to their website that would require a bit of surfing to see.

Simply saying you were impressed with their site is not unique. Telling them that you liked their black and gold eagle logo is unique.

Let them know that you have already placed a link to their site and give them the full URL: <http://www.johndoe.com/links/widget.html>

From here, you must politely request a link from them. Give them a specific and brief title, and not simply a list of keywords. Next, include your website's description and again Be brief. Their current links will give you an idea of what they are willing to accept. Be sure to use a category/theme for your site that you have found specifically on their site's link pages. Finally, thank them and invite them to e-mail you with any changes they wish to have made their link.

### **When you are Receiving link requests**

The first step in receiving requests of your own is the same: Visit the other site and explore it. If it meets your standards, then place the other website's link on your site and reply that you have done it. In your reply, be sure to thank them and also give them the full URL of where their link can be found.

Usually, the one requesting a link has already placed a link to your site. If there is something you want changed, just ask. Most are eager to please as they will want the same treatment in return.

### **Declining a link request**

There will be some days where you will not want to trade links with the other site for things like content or maybe your site is simply full. In this case, you must reply with a brief, but polite reason. Even if you think their website is the worst thing you have ever seen, you can merely say, "Thank you for the offer, but we are currently not accepting any new links."

On the other hand, if there is a specific reason for turning them down such as relevancy, a good reply is, "Thank you for your interest in exchanging links. To be mutually beneficial, our websites need to be relevant to one another." Still others may be completely acceptable, except for a technical reason such as no link to their Links page from their Home page. A polite reply to this type of situation would go something like this, "Thank you for your interest in exchanging links. We require that your Links page be directly accessible from your Home page. If circumstances change or we have overlooked something, please contact us again."

### **Just a Quick Summary:**

- Visit the other site
- Make sure their Links page is accessible from their Home page
- Their Links page should be in the same domain as their site
- Be sure that it is not a "link-farm"
- Be sure that the other site is relevant to yours
- Place a link to the other site first
- Follow their linking instructions
- When e-mailing, be polite, brief and specific
- Make sure your website follows the same standards you expect from others

### **One Way Links**

#### **One Way Link Building Secures Long Term Ranking Results**

One-way link building is a great way to improve your link popularity and ranking in the search engines. One-way links are more difficult to obtain than traditional reciprocal links, but they also pay off more in securing solid long-term search engine ranking results.

#### **Why Are One-Way Links Helpful?**

Link building in general is an important part of making sure your site ranks well in the search engines. Google and many of the other major search engines include link popularity as part of the way they evaluate the web pages that

they include in the search engine databases. Links are generally seen as a positive "vote" towards the quality of the web page.

Each page actually acquires its link popularity based on the number pages that link to it. Google and Yahoo both have toolbars showing the page rank of pages you visit, so you can use these tools to get a good estimate of your pages' link popularity. It is not necessary to get caught up in the which types of links from which types of pages are the most important.

Basically it works like this: By acquiring links pointing back to your website, particularly links from sites covering the same or related topics as your site, it is helpful in the overall scheme of search engine ranking.

The big bonus to one-way links is that you don't have to worry about linking back to a "bad neighborhood". If your site has links that point back to sites that serve as "link farms" or "free-for-all" sites, you may not gain, and could actually lose page rank. These sites are rarely focused, and tend to have links to and from all different sorts of sites.

Since there is no particular topical emphasis here, it is then made obvious to Google and the other search engines that the sole purpose of these sites is to artificially increase the number of links that are pointing to your site. Since there is no value added for the search engine's users, they in turn give no value to these links.

Another advantage to these focused, one-way links is that they will tend to stay in the same spot over time. A website that features a link to your site probably does it because that site's owner thinks that their visitors will benefit from the content your site has to offer. Rather than simply trying to manipulate search results, they want to add to the experience of their visitors; which allows you to benefit from having a long term link in place. Sites featuring reciprocal links may simply drop your link when it no longer suits their linking strategy.

### **Getting Natural Links**

Building good content helps to interest your visitors and keeps them on your website rather than going somewhere else. By becoming an authority on your topic, you will attract more visitors. When another website in essence "votes" for the quality of your website by placing a link pointing back to it, you are obtaining natural linking. The more you can build upon helpful articles, FAQs and white papers, etc., the better reason for visitors to link back to your website because of the quality content.

### **One-Way Linking Sources**

There are quite a few ways that you can use to get links from other sites back to yours. The most important principle to keep in mind is that you will get the most links when you offer something significant to link to. Think of what you can provide that people will want to link to if you want things to run smoothly:

- Natural links given from topic-related websites that like your website
- Providing free content (as mentioned before), such as access to articles, e-books, FAQ's and white papers
- Directory links, listed under the category related to your topic
- Business directory links, listed under the category that is directly related or 'like' to your topic
- Blogs, submitted to a blog directory and archived online
- Create Business associations, listed under the category related to your topic
- Newsletter and ezine text ads promoting your business, archived online at topic-related websites
- Creating Original articles, submitted to and archived online at topic-related websites

- Designing Original press releases, submitted to and archived online at topic-related websites
- Original newsletters, submitted to and archived online at topic-related websites that re regularly updated
- White papers, submitted to and archived online at topic-related websites
- Selling or offering free E-books, submitted to and archived online at topic-related websites
- Free software tools and downloads can be provided with required link back to website

For each of these types of content that you can add, you will want to have an active link that is pointing back to your site. Of course, when you are creating your own original content, you must always archive your own work on your website to build your content and increase your own link popularity by growing the number of pages on your website.

The extra value that you can get out of one-way links is the fact that you are also promoting your website from the listing as well as the active link. Articles, newsletters, white papers, directory and business association links may bring in traffic from visitors who are interested in the what the description is of your website listing.

### **Recognizing Valid Links**

In order for you to gain the most benefit from your links, the link back to your web page should be the one that can be followed and detected by the search engine robots. Plain text links and image links can usually be followed by the search engine robots. However, more exotic types of links, like JavaScript links, cannot typically be followed by the search engine robots.

When you offer up suggested linking code, the easier you keep it the better. Don't be afraid to suggest different linking formats to the owners of sites that link to you. The types of links that serve your purposes best will generally provide their visitors with the best experience as well.

You also have to check to see if the page where the link will be located can be found in the search engine results. You can search yourself by using the entire website or by individual page. Different search engines use different syntax in looking for individual pages and links; you must refer to the advanced search function for each search engine for details.

If the page you are looking for is listed in the search engine results, this means the page has been indexed by the search engine robots. This means the web page is valid for indexing and that your link will be picked up as well. That wasn't too difficult was it?

### **Research and Quality Content = Success**

One-way link building means hard work and long term determination to achieve good link popularity. By improving the quality of your website, you improve the chance to obtain good quality natural links. You need to spend a set amount of time each week to seek out quality one-way links to achieve your goal. In order to do this, you will have to take your time to do it. By using this long-term game plan you will be able to safely build links for optimum link popularity success. Whew!

### **Re-Building your Website for Better Results**

It just seemed silly to tell you all about how to become an affiliate marketer and how to promote yourself and everything else without telling you how to build your actual website. What is the point in getting traffic if you have nowhere to bring it to? Most webmasters and affiliate marketers that are not

having much luck just need to tweak their websites a bit. They fail for the following reasons:

- Looks unprofessional
- Looks great but search engines can't find it
- Doesn't work and the original designer can't be found
- People come to the first page and then leave

If you have a Web site but have not gotten the results that you were hoping for, there are at least six things which you *must* do to make your site succeed and these really work:

- Combine online marketing with cross-promotional advertising so that potential Customers will find your site a bit easier.
- Information and links to other sites must be kept up to date at all times. You can do this with stock tickers and weather reporting software as the content changes daily.
- Professional graphics and text design are essential as long as you keep it simple; the first impression determines how thoroughly visitors will investigate your Web site.
- Your site must load quickly because visitors will not wait.
- All aspects of your site which is including forms on your site must be user-friendly and work perfectly.
- You must be able to analyze your site's log files, which is what tells you how many visitors have accessed your site, where they went in your site, when they visited, etc.

In order for you to keep up with today's consumers and surfer, you must be able to perform. This means that you should:



- Build a Web site that quickly as simply answers the questions most commonly asked (FAQ).
- Develop a marketing strategy which will lure visitors to your site and keep them coming back.
- Make sure that your site is listed highly in search results when people search for your competitors or for related products or services.
- Offer visitors to your site an opportunity to request notification about updates to your site and make suggestions.
- Make it easy for a visitor to buy your products or services by having an electronic shopping cart or whatever is appropriate for your business.

## **Popular Affiliate mistakes & How to fix them**

Affiliates who are struggling to earn \$100 a month often find it hard to believe that other people could possibly earn as much as \$10,000 or even \$100,000 a month in commissions. You should believe it. Big commissions do happen and I know because I have seen and tried it myself.

According to Forrester Research, which predicts that affiliate programs and affiliate networks will represent 20%, or \$53 billion, of e-commerce sales by 2005, in most programs, 5% of the affiliates generate the vast majority of the sales. If you're not in that 5% and want to be, you'll have to change what you're doing. Part of changing what you're doing, is to avoid doing the things that need changing in the first place.

Many new and old affiliates alike do not succeed because they make mistakes that hinder their revenue potential. Even if you are making these common mistakes, you can fix them. That is why this section had to be included. If you are making these mistakes, this section will show you how to fix them. If you

are just starting, this section will show you what to avoid.

## **Here are 12 mistakes you could be making, and how to fix them.**

### **1. Are you telling people how to make money on the Internet when you don't know how to do it yourself?**

It is just possible that you can succeed at this, but it's the most obvious trap into which new affiliates fall....making false promises. Often this starts because; you just want to get sales. You can fix this by joining a few affiliate programs and set up a site offering Internet marketing tips, work-from-home tips, instant-business tips, or be-your-own-boss tips.

The advantages of doing this include having great products to promote, high commissions and lots of help from other Internet marketers. However, you should know that if you do this, you will face two massive challenges.

1. You'll have hundreds of thousands of web pages out there competing with yours.
2. You're competing with the planet's best marketing EXPERTS. Some of the brightest brains in Internet marketing are working full-time to grab the attention of your target audience.

I'm not saying you can't succeed in this field, but if you're new to affiliate programs, this is definitely NOT the best place to begin. If you're struggling, you have to find a less popular forum. You don't have to abandon your existing web site to do this. Just launch a new one based on a new theme. Later, when you've learned more and really have something to offer, it will be time to revamp your marketing tips web site.

If you want an idea for a product to promote, here's one. You could promote this book! Okay, you can just go find your own products to pitch, it was just a thought. Of course, you'll have some competition, but it's not TOO lively. Either

way, you will have to choose a new theme. Try a new niche when you are having a problem with your site.

## **2. Are you promoting the PROGRAM instead of the PRODUCT?**

Too many times, affiliates join a two-tier affiliate program and then create a page that is geared toward telling other people to join it. It is a common mistake that is made all too often. I've done this myself with my own efforts a few times. So many times new affiliates are so busy promoting their affiliate program, they actually forget to promote the products all together. That is just silly since it is the selling of the product that gives you your revenue.

You should feel free to try that technique of promoting your program as well, but not solely and if you do but don't pin all your hopes on it. Unless you're really skilled at signing up key people in key places, or know how to sign up many thousands of affiliates, you're not likely to get rich on second-tier commissions.

When you promote the program over the site, the people that you sign up will tend to copy you and try to sign up more people! That sounds like the worst aspects of multi-level marketing. Who's going to actually SELL something and earn commissions?

Only a tiny percentage of the thousands of dollars I earn each month from my affiliates is from second-tier commissions. I succeed because I promote the PRODUCTS. They're incredibly good value, I believe in them, and I succeed by telling people so because of that fact. It's that simple. If you want to succeed as an affiliate promote the product FIRST and promote the program second by signing on sub-affiliates on your website.

## **3. Are you using banners instead of endorsements?**

It really does take time, effort and money to buy and study the product you're trying to sell. However, personal, enthusiastic endorsements out-sell everything else by miles. If you are always just trying to pimp out banners

instead of offering real testimonials etc. you will not sell as well. Banners do not tell real people what real people want and their experiences with a product. That comes from YOU.

If you put in the effort, you'll get the sales. You can probably quadruple your sales by endorsing the products you sell. You can also combine graphics, text, short descriptions and relevant articles. However, best of all are your own, original personal endorsements. The key to this is to write honest, enthusiastic endorsements.

#### **4. Are you failing to capture email addresses?**

If you don't collect addresses, your marketing effort is just not doing its job. You will have become the Rico Suave of marketing. Who is Rico Suave you may ask? That is my point exactly. He is a one hit wonder and you don't want to be that.

If you can't capture email addresses it usually means that you're making only one attempt per visitor to achieve a sale and then you are giving up. As branding expert Rob Frankel says, people like buying from people they know, like and trust. If you're not giving people a chance to get to know and trust you, don't be surprised if they don't buy.

If you're not collecting email addresses, you're seriously crippling your marketing capabilities. Remember how the big dot-coms poured in piles of money into banner advertising and TV advertising? Now they've finally realized that collecting email addresses is a much better value.

It's getting harder and harder to do now because we're all ransacked with spam and newsletters which don't provide the information we need. So get started now, before the competition becomes even stronger by scooping you on it.

You may not want to take on the commitment of publishing a weekly newsletter. Perhaps you don't believe you have the necessary skills. One option is to simply offer a monthly Update newsletter, telling people what's new on

your site. The other one is to hire a ghost writer to do it for you. This way you get all of the expertise and you get to put your name on it.

Perhaps you don't like the thought of being tied to a weekly or monthly publishing schedule. You don't have to be. You can publish irregularly, only when you feel you have something worth saying or selling to the public. It might even help you to garner more interest that way. Of course, you can also add an opt-in e-mail list.

### **5. Do you have visitors but no sales?**

Some affiliates complain that they receive thousands of visitors but can't turn those visitors into buyers. Chances are, it is because you are just not promoting it properly. That is why you need to know your market and sell to them specifically. If you aren't getting any sales, you are probably not focusing on your targeted market. Once you do that, you should sell better.

### **6. Are you Repeating yourself?**

If you are just regurgitating the same old thing? It's time to try something new. If you keep repeating actions which fail, you'll continue failing. It's that simple. If what you're doing isn't working well, it's time to change it, to move out of your comfort zone and try something new.

Here's something you can do. You can syndicate your columns or tips all over the Net to other web sites. Imagine how that would boost your image, your traffic and your sales. In doing this, each web site that is publishing your column simply puts two lines of JavaScript code on its page at the location where your column is to appear.

All you have to really do is paste your column into a Syndicator form and click a button. That one button click automatically updates all syndicated web site pages. You don't even have to create the script. The key point here is to try new techniques.

## **7. Are you building a business without a foundation?**

Are you promoting questionable products and services in the hope of earning high commissions? Or are you building something of VALUE? Are you creating a business you're proud of? These are important questions that you have to ask.

Even if it's a small website that you are running, you have to build a USEFUL, strong web site, one which provides valuable information and helps people. Not only will this give you a great sense of achievement, it will do wonders for your marketing.

If you build a site or write a newsletter which helps people, your readers will do a lot of your marketing for you. "If you build it, they will come". They really will. I love it when I see my sites mentioned on other web sites, in newsletters, in mailing lists and in books. I love it when web sites link to mine and so will you. Often times, when you do this for another websites, they will do it in return.

Such a website takes time to build but after a while momentum builds. If you're the expert in your particular field, you'll be interviewed for articles in newsletters and books - and those articles will attract more interviews for more articles. All of those links and favorable mentions don't just boost your reputation and sales, they help boost your ranking in search engines such as Google too because the more you are there, the more the spiders will find your content relevant during a search.

## **8. Are you selling ONLY other people's products?**

It is possible to earn a living that way, but such successes are rare. To make the most money that you can, you should create your OWN product. Then you can use affiliate programs for back-end sales. That works well because someone who has just bought a product is often in the mood for buying a second, complementary product.

When you create your own product, you can control your destiny in a way that you can't do when you are only selling for someone else. This way you get to control how it is marketed. You control how much profit you make.

Create your own product.

### **9. Are you just SELLING instead of HELPING?**

This question is asking if your web site or newsletter just selling, or is it helping people learn? The fact of the matter is that if you create a helpful, learning community you'll put people in the mood for buying. That is just the way it is.

### **10. Are you learning from mediocre sources?**

Because the conditions are constantly changing so fast on the Net, you need to learn fast and grab the opportunities which exist now. One way to save much of your precious time is to learn from Internet experts. You won't make so many mistakes that way. Learn from people who are earning a very good living from Internet marketing. Check out as many resources as you can. It is just common sense, someone else may have something to say that I don't already know in this book.....hey, anything's possible.

### **11. Have you forgotten to add a dash of personality?**

I have said this too many times before. Too much of the Internet is cold and anonymous. Your web site visitors appreciate knowing that there's a real person running the site they're visiting. Inject your personality into your site because that shows that the site is not just a salesman talking to them, but a real person just like them.

### **12. Are you failing to PLAN properly?**

First of all, you have to decide what you want to do. Here are three main options that are best for affiliates like us to use. Let me tell you that they all work.

**Option 1:** Do research on what is popular and sell that. Do a survey, find out what people want and sell it to them. Isn't that what I said in the beginning?

**Option 2:** Follow your passion, what I mean by this is choosing a topic in which you are passionately interested and build a site around that theme. That way, you'll enjoy what you're doing and derive a great deal of satisfaction from it. It won't seem like work to you either.

If you are having trouble choosing a topic just do some brainstorming, you will come up with something sooner or later.

**Option 3.** Become passionately interested and involved in something. You have to immerse yourself in all the little details about a topic and suddenly you'll become so absorbed that it's like a hobby, not a business. The point here is to plan and the react to your planning.

## **Newsletters**

When it comes to creating excellent Ezines, the EzineQueen is the best place to get some of the best tips on the market. If you are wondering who the Ezinequeen is, her real name is Alexandria K. Brown. Her website: [www.ezinequeen.com](http://www.ezinequeen.com) is a great resource for learning from the master about creating some excellent ezine content. If you want to get a lot of information from the Queen herself, you can visit her website above or you can check out this link: <http://emailuniverse.com/ezine-tips/?EzineQueen-Offers-Unique-Ezine-Tips&id=1095> for a breakdown of a lot of her advice and information.



## Summary

By now, you have learned everything that you could possibly need in order to become a master web affiliate. I have left no stones unturned. You should be ready to:

- Create a marketing strategy
- Be prepared for what is in the affiliate contract with merchant
- Learned how to approach merchants'
- Learned the ins and outs of search engines
- Learned how to create a website
- Learned how to link, advertise and avoid problems
- Basically you have learned how to compete in a world of marketers just like you and win!

If you don't already realize it, Affiliate Marketing Programs are a community that brings together affiliates and affiliate managers of specialty online retailers. However, great this may sound, it is also extremely competitive. You have to sign up for an affiliate program or you can start your own.

Associate programs give you the chance to allow you to choose what ads appear on your website based on what would be of interest to your users. You are then paid a percentage of everything your users buy from the affiliate program retailers.

You have also learned that you can also get paid on a pay-per-click or cost per acquisition basis. Affiliate programs are flexible, they're adaptable, they're profitable and, best of all, and they're free to join.

When it comes to figuring out which affiliate marketing program to join, I have given you all of the best tips that will work for you. I have looked and tried to look at every program and break it down in terms of payout potential, ease of use, access to the affiliate manager, user satisfaction, and more.

In addition, I have listed each affiliate program by rating, so you can see what others think are the best programs to join. My book has given you everything that you could possibly need in order to get up and running including how to build your website.

I have helped you learn exactly what you need in order to get yourself to become a top affiliate marketer and avoid many of the pitfalls that others suffer through. You are ready. If you still think that you more information and resources to fall back on, I have offered you some resources below. I hope you enjoy and start earning the money that you deserve today!