

Smart Affiliate Course



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Introduction

The Internet is without doubt, truly today's global market place. But of all the hundreds of functions that the Internet is used for, none is more sort-after than that of "Making Money". A typical search on Google with the Key Phrase "Make Money" will return over 546,000,000 results.

Each and every day people from all over the world search the Internet for a sustainable source of income, and some of them find it in **affiliate marketing**.

One common question most people ask themselves is: "Is it possible to make any money at all on the Internet"? The answer is **"YES, you can"**. To make money online, you simply need to master Affiliate Marketing and work on it.

In Smart Affiliate Course, you'll learn how to start making money in affiliate marketing. You'll get a step by step guide that teaches you how to reach success and how to avoid some costly mistakes.

What you'll learn in this guide is what I learned on the last 10 years on this market. I started my Internet business with \$100 at that time, and I've been making money since my first month.

I launched some successful ventures and websites over the last years. I also made some mistakes that cost me both money and time.

Now, you'll learn everything I learned during my journey.

Welcome aboard, and be ready to start making some money with affiliate marketing.

What Is Affiliate Marketing?

Did you know that three-quarters of all online transactions of goods and services are carried out by other people on behalf of other individuals or companies? This kind of arrangement is known as **Affiliate Marketing** – *An Affiliate is simply a person who sales a Good or Service on behalf of another person or company (known as the publisher), and is rewarded by receiving a certain monetary percentage from each sale known as a commission.*

Affiliate Marketing gets publishers and affiliates together generating a win-win situation for both parties: The affiliate gets money by selling a product he didn't make, and the publisher gets more sales and only pays by the sales generated.

Affiliate Marketing Benefits

The Affiliate marketing success is explained by the advantages this market offers:

- ✓ Affiliate marketing is one of the fastest and easiest ways to start a home-based business.
- ✓ There's no limit in how much money you can make in affiliate marketing. If you keep working on it, you'll usually grow your income every single month.
- ✓ It takes little or no cost to start making money in affiliate marketing (you won't have to design, develop, manufacture, or ship out a product).
- ✓ There are so many ways to make money in affiliate marketing that anyone can find his preferred strategy to profit in this market.
- ✓ While most online opportunities have some sort of risk, affiliate marketing is the less risky online opportunity, since it takes a very small investment or no investment at all.
- ✓ **Flexibility** – While some people decide to build a website and pay for advertising, others prefer to use “free traffic strategies” so they

won't even spend money in advertising. Besides this, with thousands of products to promote, you have the total flexibility to promote whatever you want.

- ✓ **Commissions come around the clock** – This is a great affiliate marketing advantage. In this market you make money 24 hours a day. When you wake up and see you made money while you were sleeping, that's one of the best feelings you'll experience.

- ✓ **Anyone, anytime, anywhere** – Since you work online, you can live anywhere and you can work anytime you want. You're your own boss, so you make your own rules.

Step By Step Guide To Make Money In Affiliate Marketing

Now that you know that affiliate marketing is the best way to make money online, it's time to learn how to do it.

The only things you need to start making money in affiliate marketing are a computer and an Internet connection.

With the right knowledge, you'll be able to promote anything and get your paychecks weekly.

➤ Look For A Market Or Topic Of Interest

The first thing you need to know is what you will promote. This, in marketing language, is referred as “**looking for a niche**”. A **niche** is simply a market where there's a good demand for a product or service. If there's a good demand on a market, there's money to be made.

The most important aspect when selecting an area of interest or niche is to choose an area in which you are particularly **knowledgeable** and **comfortable** with. Do not rush into selling products that you believe sell well just yet.

If there's not any single industry or product that you feel comfortable with, you need to test various niches to find out what works best for you.

You have 3 different ways to find a good product or niche to promote:

#1: Google “industry” affiliate

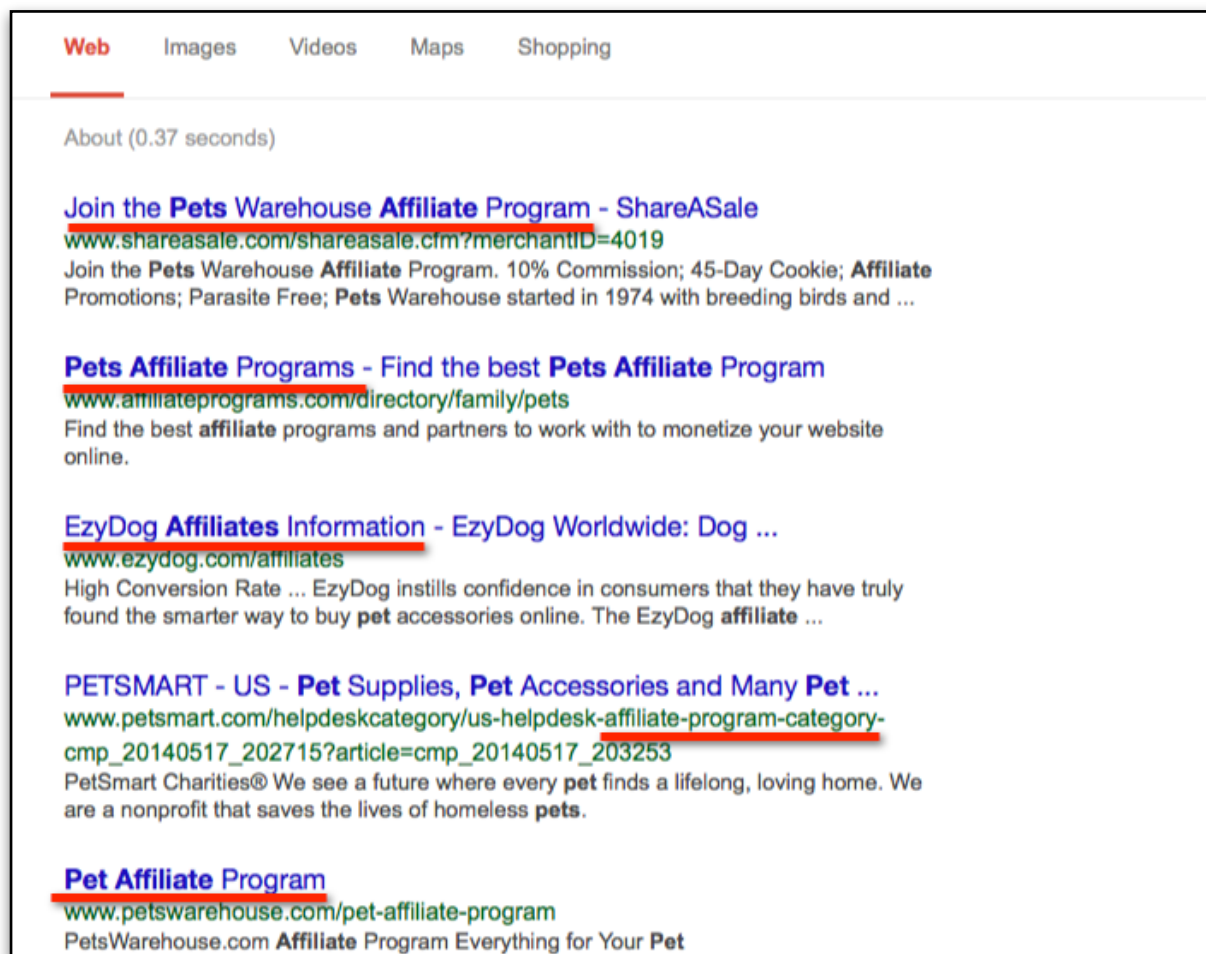
#2: Affiliate networks

#3: Affiliate directories

#1: Google:

If you know which industry you would like to promote, you can use Google to find products to promote or to discover some sub-niches. If you're interested for example in the pets industry, you can Google: “pets affiliate” or “pets affiliate program”.

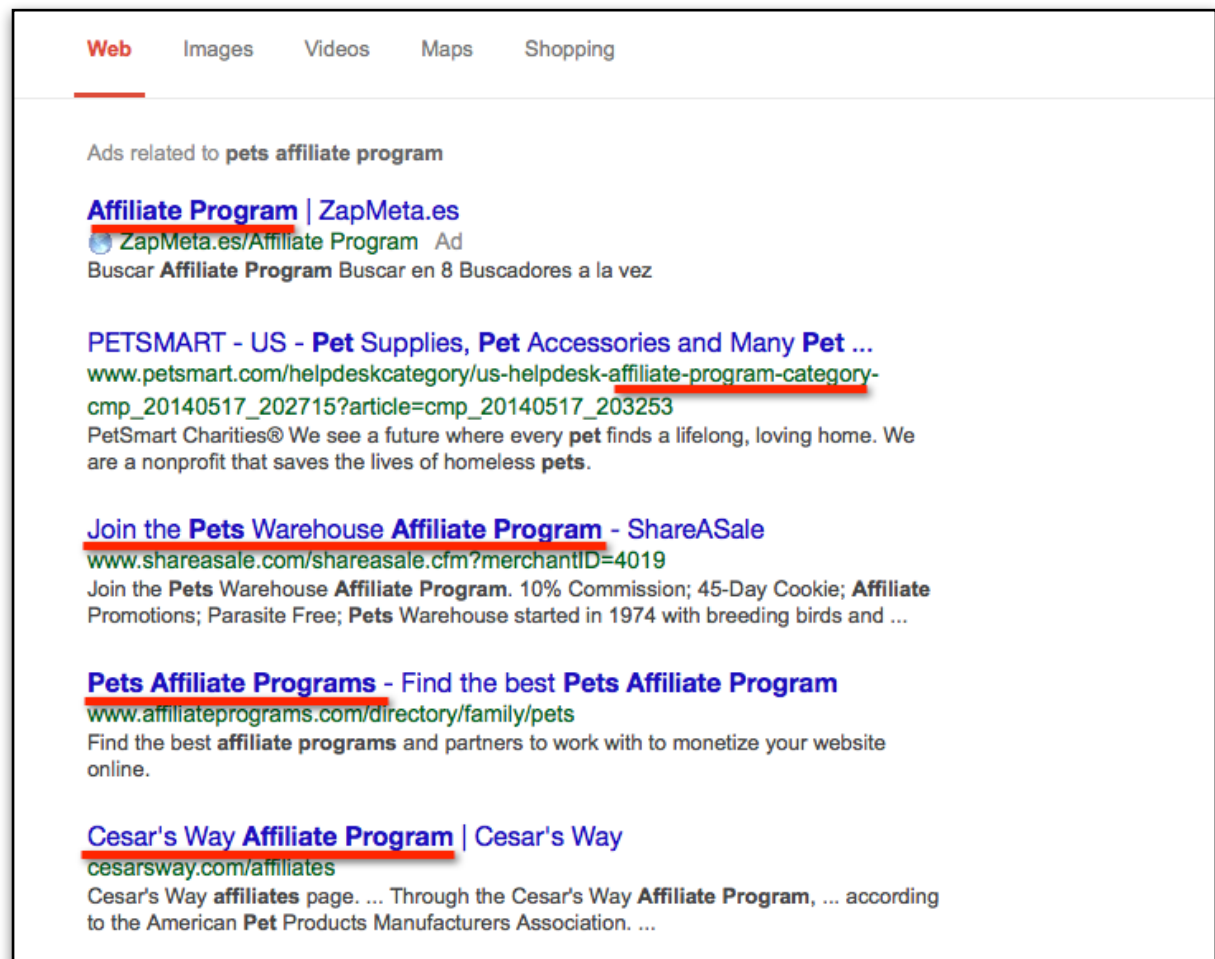
If you visit Google and look for “pets affiliate”, you'll get:



Google finds more than 34 million pages about pets affiliate. As you can see in this screen shot, by searching for this key phrase, Google shows you several affiliate programs in the pets industry. Some of these products are digital products while others are shipped products.

As an affiliate you can promote any type of product since you won't need to ship any product. Usually, digital products are easier to promote, but some affiliate marketers make a good living by promoting shipping products only.

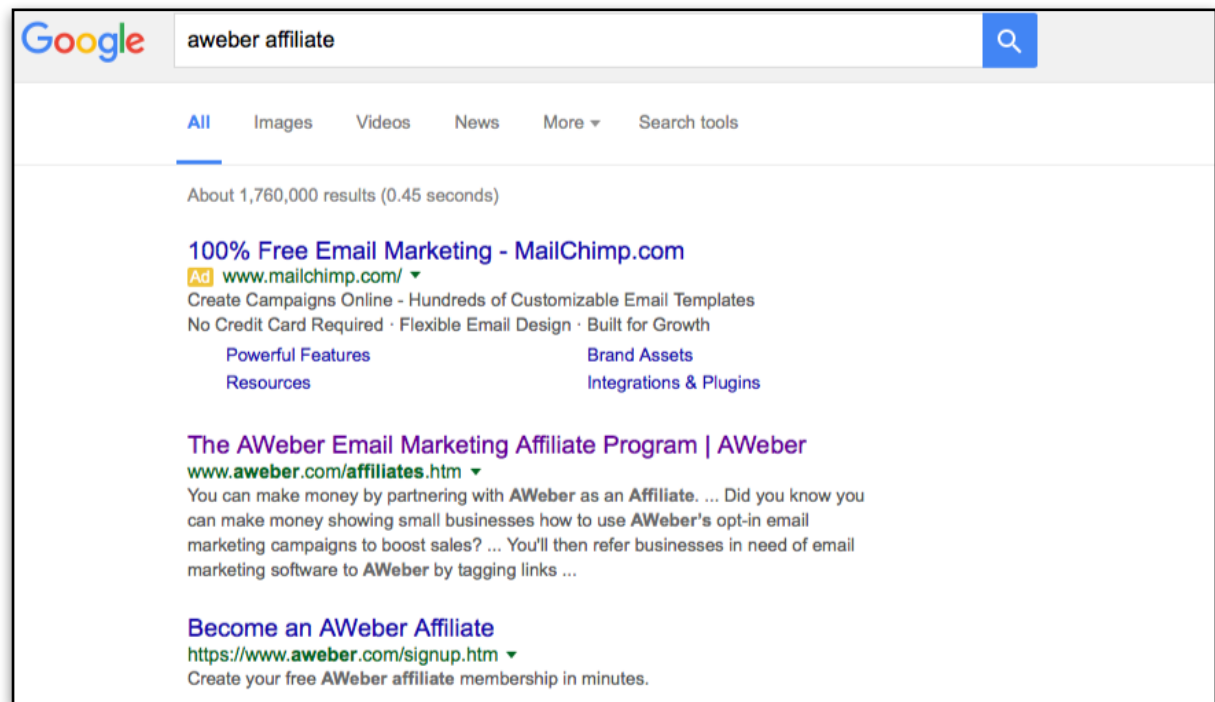
If you search for “pets affiliate program”, you’ll get more than 11 million results:



If you know a product that you really like, and want to find out if you can promote it and get a commission on each sale, Google can also help you out.

Let’s consider for example Aweber. Aweber is a known name in the email marketing industry. If you like their product and consider

promoting it, you can simply Google “AWeber affiliate”, and you’ll get the affiliates page:



#2: Affiliate Networks:

Affiliate networks are a great place to find good products to promote. An **affiliate network** is simply a place where publishers submit their products, and affiliates can easily join any affiliate program and promote them.

One of the biggest advantages in using an affiliate network is that the affiliate tracking is made by a third party (the affiliate network).

So, when you promote a product that's listed in an affiliate network, it's not the publisher that will track and pay you your commissions. It's the affiliate network itself.

Besides this, by using a good affiliate network, you'll be able to access thousands of different products to promote. You'll be able to search products by type or by industry, and instantly see how much each product pays you. Joining an affiliate network is free for affiliates, so it's a good idea to join some affiliate networks.

There are hundreds of affiliate networks. The most important ones are:

- [Clickbank](#)
- [JVZoo](#)
- [ShareaSale](#)

You can use any or all these affiliate networks, and if you need more, you simply need to Google "affiliate network".

Let's check Clickbank and JVZoo in more detail:

- **Clickbank:**

Clickbank is one of the the most popular affiliate networks out there. With a network of over 100,000 Affiliates and an index over 10,000 digital products, you will definitely be amazed by how much money you may make with this network.

With Clickbank You don't have to wait for acceptance from individual merchants for you to start working. Simply browse the marketplace, get and post your link, and start making money. It's that simple.


If you're looking to promote products listed in Clickbank, you simply need to visit Clickbank market place at <https://accounts.clickbank.com/marketplace.htm>.

MARKETPLACE

Choose from thousands of great products to promote

Find Products:

[Advanced Search](#)
[Search Help](#)



Advertisement

Resources

Recently Removed

Categories


- ARTS & ENTERTAINMENT
- BETTING SYSTEMS
- BUSINESS / INVESTING
- COMPUTERS / INTERNET
- COOKING, FOOD & WINE
- E-BUSINESS & E-MARKETING
- EDUCATION
- EMPLOYMENT & JOBS
- FICTION
- GAMES
- GREEN PRODUCTS
- HEALTH & FITNESS
- HOME & GARDEN
- LANGUAGES

How to Find Products to Promote

1. Browse Categories on the left.
2. Use the Find Products box above to search by keyword.

To view the vendor's Pitch Page, click the listing title. **Stats** show you how much you can earn for referred sales. Click **Promote** to create a **HopLink** and start referring sales!


To learn more about how the Marketplace works [click here](#).



New to Affiliate Marketing?

The ClickBank **Knowledge Base** will help you to get started.

- Not sure what an affiliate is or does? Learn the **basics of being a ClickBank affiliate**.
- Follow the easy steps in **this guide** to get started promoting ClickBank products.
- How does an affiliate earn commissions and get paid? **This article** will show you how your earnings are calculated.



Advertisement

Sponsored Links










\$50 BONUS For FIRST Sale
Top new 'Get Ex Back' Offer
www.HowToGetExBack.com
[Avg Comm 75%: Promote Now](#)

\$50 FREE To Affiliates!
Highest gravity survey site.
www.GetCashForSurveys.com
[Avg Comm 75%: Promote Now](#)

Click Here To Get \$50
For all new affiliates!
www.RealWritingJobs.com
[Avg Comm 75%: Promote Now](#)

Huge Opportunity w/Surveys
Seriously amazing... try it!
www.TakeCashForSurveys.com
[Avg Comm 75%: Promote Now](#)

Let's imagine you're looking for pets products. You simply write "pets" in the "Find Products" tab, and you'll get the results:

Six Figure Pet Sitting E-book (view mobile) Top Selling Amazon Pet Sitting E-book Now Available On CB! Proven Methods For Pet Sitting Success By Nationally Recognized Pet Business Coach. Affiliates Earn \$4.99 For Each E-book Sale!	Avg \$/sale \$4.42 PROMOTE
Stats: Initial \$/sale: \$4.42 Avg %/sale: 20.0% Avg Rebill Total: \$0.00 Avg %/rebill: 0.0% Grav: 0.22 Cat: Business / Investing : Small Biz / Entrepreneurship	
  	
How To Create A Successful Pet Business Video Package (view mobile) 20+ Top Pet Business Experts Share Their Secrets For Pet Business Success In This 19 Video Package For Only \$97. Also Comes With Free Gifts From Many Of The Pet Business Experts. Affiliates Earn \$24.25 From Each Sale!	Avg \$/sale N/A* PROMOTE
Stats: Initial \$/sale: \$0.00 Avg %/sale: 25.0% Avg Rebill Total: \$0.00 Avg %/rebill: 0.0% Grav: 0 Cat: Business / Investing : Small Biz / Entrepreneurship	
  	
Pet Sitting And Dog Walking Business Start Up Kit (view mobile) Top Selling Pet Sitting And Dog Walking Complete Start Up Kit Is Now Available On CB. Pet Sitters Can Start Their Business Immediately! Created By A Well Known Pet Business Coach, This Kit Sells Itself. Affiliates Earn \$31.25 On Every Sale!	Avg \$/sale N/A* PROMOTE
Stats: Initial \$/sale: \$0.00 Avg %/sale: 25.0% Avg Rebill Total: \$0.00 Avg %/rebill: 0.0% Grav: 0 Cat: Business / Investing : Careers, Industries & Professions	
  	

The good thing about Clickbank is that it tells you how much you'll make per sale (in \$ and in %), and it also displays a metric called gravity, which basically measures the number of affiliates that are making money with the product.

Special Note!

The higher the gravity, the bigger the sales and the number of affiliates that have been making money with the product. However, don't think you should only promote products with triple digit gravity. Too much gravity means too much competition and that everyone is already selling the product. Some of the most profitable products I promote, have small gravity, since most of them are recent on the market, and others never got too much traction.

Clickbank also allows you to sort your searches by the Average % per sale or the Average \$ per sale, among others.

The screenshot displays the ClickBank Marketplace interface. At the top, the 'Find Products' search bar contains the word 'pets'. Below the search bar, the 'Results' section shows 'Displaying results 1-10 out of 224 (pg. 1 of 23)' and 'Results per page: 10'. A 'Sort results by:' dropdown menu is open, showing options: Keyword Relevance (selected), Popularity, Avg \$/sale, Initial \$/sale, Avg %/sale, Avg Rebill Total, Avg %/rebill, and Gravity. The first product listed is 'Six Figure Pet Sitting E-book (view mobile)', described as a 'Top Selling Amazon Pet Sitting E-book Now Available On CB'. Its stats are: Initial \$/sale: \$4.42, Avg %/sale: 20.0%, Grav: 0.22. The second product is 'How To Create A Successful Pet Business Video Package (view mobile)', described as '20+ Top Pet Business Experts Share Their Secrets For Pet Business Success In This 19 Video Package For Only \$97'. Its stats are: Initial \$/sale: \$0.00, Avg %/sale: 25.0%, Grav: 0.00. On the left side, there is an advertisement for 'TakeSurveys ForCash.com' with a 'HOT NEW OFFER!' banner. Below the ad, there are 'Resources' and 'Filters' sections. The 'Filters' section includes 'Gravity' (0 to 100+) and 'Avg \$/sale' (\$0 to \$150+). On the right side, there are 'Sponsored Links' for 'Hot New Survey Offer!' and 'New Affiliates Get \$100!'.

You can also look for a product directly on the left sidebar, by category and sub-category:

MARKETPLACE

Choose from thousands of great products to promote

Advertisement

Resources

Recently Removed

Categories

ARTS & ENTERTAINMENT

BETTING SYSTEMS

BUSINESS / INVESTING

COMPUTERS / INTERNET

COOKING, FOOD & WINE

E-BUSINESS & E-MARKETING

EDUCATION

Affiliate Marketing

Article Marketing

Auctions

Banners

Blog Marketing

Classified Advertising

Consulting

Copywriting

Domains

E-commerce Operations

E-zine Strategies

Email Marketing

General

Market Research

Marketing

Niche Marketing

Paid Surveys

Pay Per Click Advertising

Promotion

SEM & SEO

Social Media Marketing

Submitters

Video Marketing


Find Products:

How to Find Products to Promote

1. Browse Categories on the left.
2. Use the Find Products box above to search by keyword.

To view the vendor's Pitch Page, click the listing title. **Stats** show you how much you can earn for referred sales. Click **Promote** to create a **HopLink** and start referring sales!


To learn more about how the Marketplace works [click here](#).



New to Affiliate Marketing?

The ClickBank **Knowledge Base** will help you to get started.

- Not sure what an affiliate is or does? Learn the **basics of being a ClickBank affiliate**.
- Follow the easy steps in **this guide** to get started promoting ClickBank products.
- How does an affiliate earn commissions and get paid? **This article** will show you how your earnings are calculated.

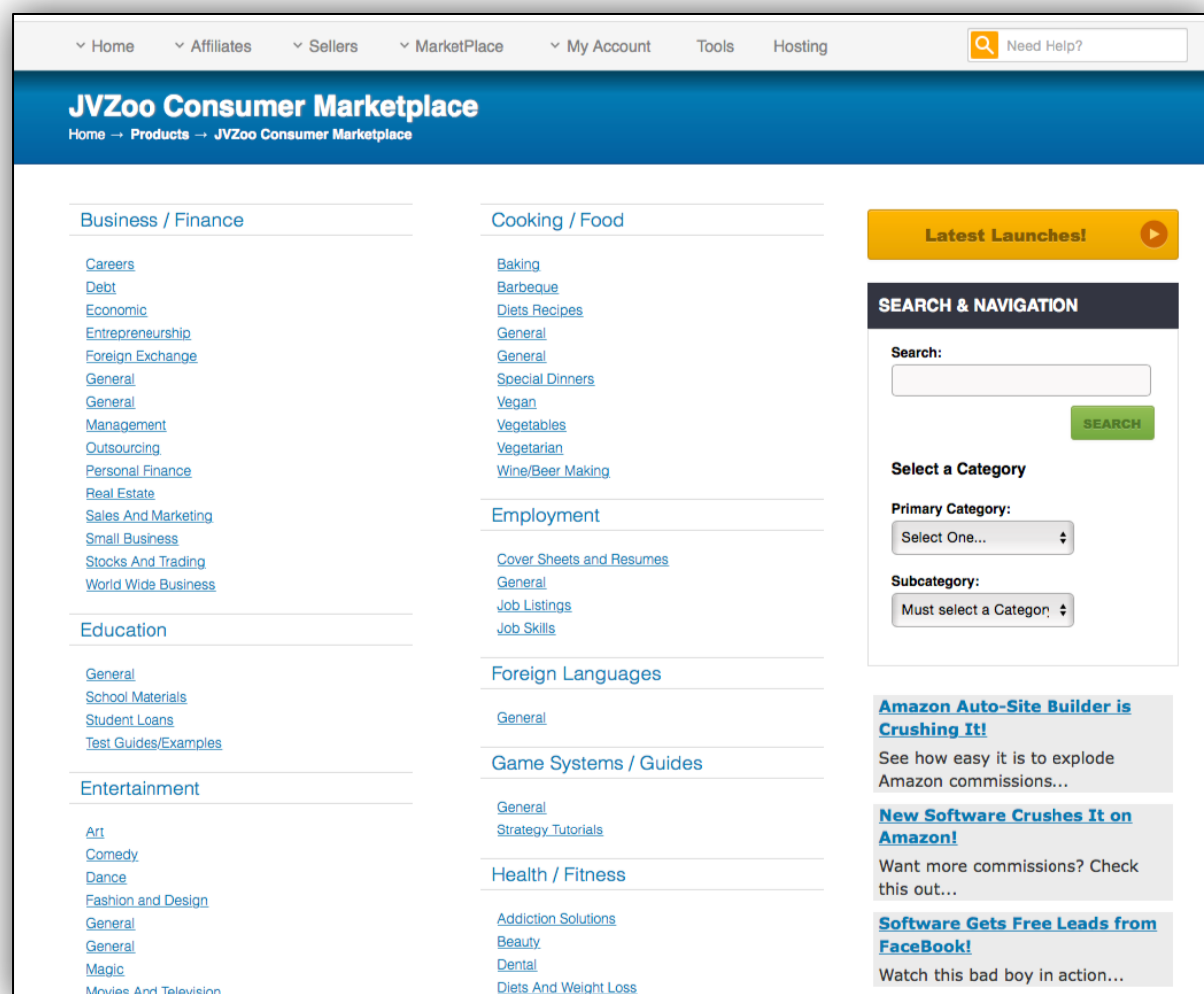


Advertisement

Clickbank is a great affiliate network for digital products. It's one of the biggest affiliate networks so you might consider joining them.

▪ JVZoo:


On JVZoo, you need to register for a free account to see their marketplace. You can search from within each category or you can do a search on the right sidebar: (IMAGE 07)



When you click on a category, you'll see several publishers on this industry: (IMAGE 08)

The screenshot displays the JVZoo Consumer Marketplace interface. At the top, there's a navigation bar with links for Home, Affiliates, Sellers, MarketPlace, My Account, Tools, and Hosting, along with a search bar and a 'Need Help?' link. A prominent banner for 'JVZOO TOP PICK' promotes a WordPress site-building tool. The main content area is titled 'JVZoo Consumer Marketplace' and shows a list of products. The first product is 'Sales Video Assets Pack - OT01', followed by 'The Scraper V 2.0 :: ESSENTIAL TOOL :: Stock / Shipping / Fees / Currency For Dropshippers Amazon, C', 'Visitor Trust : More VIEW + More LIKES = More Visitor Trust', 'Five Figure Secret', 'Erik's Guide To Automating Everything!', 'Real Fast Info Product', and 'Money CRM Unlimited (Lifetime License)'. A sidebar on the right contains a 'Latest Launches!' section, a 'SEARCH & NAVIGATION' section with a search bar and category filters, and several featured product teasers like 'Amazon Auto-Site Builder is Crushing It!' and 'New Software Crushes It on Amazon!'. The footer of the product list indicates 'Showing 1 - 14 of 14 total products.'

But the best place to find good products to promote inside this affiliate network is going to Affiliates -> Find Products:



JVZOO TOP PICK
 Build & Test WordPress Sites Before Publishing!
 This is a MUST HAVE for WordPress Users...

[Home](#)
[Affiliates](#)
[Sellers](#)
[MarketPlace](#)
[My Account](#)
[Tools](#)
[Hosting](#)

Find Digital Products to Promote
[HOW TO VIDEO - FIND THINGS TO PROMOTE!](#)

Home → Affiliates → Find Digital Products to Promote

Category:
 Filter:
 Keyword:

Subcategory:
 Display:

Recent Best Sellers: [Today](#) , [Past 7 Days](#) , [Past 30 Days](#) Quick Links: [Clear Filters](#) , [Order by Launch Date](#)

Showing 1 - 25 of 48246 1 2 3 Next Last

PRODUCTS LISTED ON JVZOO								
Product Title	Promote	Launched	Sold	Conv	EPC	Avg Price	Comm	Refund
ProThemes Add On Membership - VideoMakerFX by: Peter Roszak	REQUEST	05/05/2014	63,500+	25.18%	\$5.07	\$20.12	50%	1.88%
	Sales Funnel		100,500+	14.07%	\$4.37	\$31.07	N/A	2.90%
VideoMakerFX - Video Creation Software by: Peter Roszak	REQUEST	05/05/2014	30,500+	4.33%	\$2.22	\$51.31	60%	4.55%
	Sales Funnel		100,500+	14.07%	\$4.37	\$31.07	N/A	2.90%
Easy Sketch Pro Business by: Paul Lynch	REQUEST	06/01/2014	23,000+	11.49%	\$3.29	\$28.67	50%	3.43%
	Sales Funnel		42,000+	20.71%	\$6.86	\$33.11	N/A	3.47%
HQ Biz In a Box Monthly by: Dr. Amit Pareek	REQUEST	06/20/2013	16,500+	9.29%	\$2.04	\$21.98	30%	2.10%
	Sales Funnel		3,000+	7.58%	\$1.38	\$18.21	N/A	2.52%
Explaindio Video Creator by: Andrew Darius - Explaindio LLC	REQUEST	11/11/2014	16,000+	4.29%	\$1.69	\$39.29	50%	4.75%
	Sales Funnel		29,500+	7.60%	\$2.64	\$34.68	N/A	4.49%
Explaindio Designers Club (Commercial Rights) by: Andrew Darius - Explaindio LLC	REQUEST	11/11/2014	12,500+	43.75%	\$7.62	\$17.43	50%	0.66%
Zapable - Master Membership by: Chris Fox	REQUEST	03/31/2015	10,500+	8.99%	\$3.60	\$40.09	35%	4.29%

You can see when the product was launched, how many sales they had, the conversion rate, EPC, refunds, etc.

Affiliate networks are extremely useful for any affiliate marketer. You need to join some networks, and see which ones offer the best products considering what you want to promote.

Keep testing different products across different networks because that's what allows you to learn and to improve your profits on the long term.

#3: Affiliate Directories:

Another good place to find good affiliate products is to visit Affiliate Directories. These directories list several affiliate programs divided by industry.

Some of the best Affiliate Directories are:

- [Associate Programs](#)
- [Affiliates Directory](#)
- [Affiliate Seeking](#)

➤ Create A List Of Potential Niches And Products

By using affiliate networks, Google searches and affiliate directories, you can now build a list of products and industries you're interested in promote. This list will be extremely important since it will allow you to research the markets you're interested in and check your competition.

Usually, some of the best money making affiliate programs are on the following industries:

- Health
- Money and business
- Marketing
- Love/Dating
- Web business

If your favorite product or industry is in one of these industries, that's good. If your favorite niche is not in this list, it means the market is probably too small. However, it can be profitable. Bigger niches offer higher rewards, but higher competition. Smaller niches offer you fewer opportunities but less competition as well.

With this in mind, the important thing is that you keep working in testing different products and niches. This will show you which works best for you.

How To Promote Any Product And Get Your Commission

It's time to learn how you can get customers who pay for the products you promote.

You basically have 2 ways to make sales:

- ✓ Build a website where your visitors can buy some products you're promoting;
- ✓ Promote directly the publisher (or merchant) website using your tracking code (or link).

If you're just starting in affiliate marketing, you probably don't have much money to spend on a website or in advertising. You're trying to make some money but you don't have much capital (or any capital at all). If this is your case, the best thing for you is to promote your products directly by promoting the publisher's website. To do so, you simply need to join the affiliate program, and get some visitors to the publisher's website. Once they make a purchase, you get your commission.

There are free ways to get some traffic (and profits), so you can start making money without any startup capital in this business.

Sooner or later you'll need to have your own website. Probably you'll have several websites at once promoting different industries and products. It's ok to start promoting directly the publisher's website, but once you have some money it's time to build your own website.

All the great affiliate marketers have dozens or even hundreds of websites. This shows you this is the way to go on the medium term.

I'll soon let you know how you can get traffic to your own website or directly to the publisher's website, but now it's time to know how you can have a website.

You have 2 different ways to have a website:

#1: You can hire someone to built it;

#2: You can build it on your own.

#1: Hire someone to do it:

This is a good opportunity for those who don't know how to build a website. There's a design service I use pretty often and they're great, At [Website Sprout](#) you can [get a premium website for just \\$300](#). And they built their websites to convert. They are experienced marketers and they know what works and what doesn't. Also, they have a different service where they even give you a [quality info product with the design](#).

They basically give you an optimized and fully responsive website and a product for you to sell. It's worth to check it out since it will save you a lot of time...

In case you don't know how to build a website but want something personalized for your needs, [Website Sprout](#) is really the one I recommend.

#2: Make it yourself:

If you're just starting in this business and already know how to build one website from scratch, you're one step ahead several marketers. So, just your ideas in place and get to work...

7 Ways To Get Visitors And Sales

There are several ways to get traffic on your website or in your publisher's website directly. Some of these strategies are free, and others can be used even with small budgets.

1 – Pay per Click (PPC)

Pay Per Click allows you to display ads and pay only when someone clicks in your ad. You can have your ads displayed directly in Google search results (by using Google Adwords) or across multiple websites.

The most commonly used PPC networks are:

- ✓ [Google Adwords](#) – By far the biggest and the one that gets more traffic.
- ✓ [Bing Search Advertising](#)
- ✓ [Facebook Ads](#)

When you start with a PPC campaign, avoid high bids because if your bid is too high, you end up by losing money with this strategy. Try to target keywords that can bring some traffic but where the competition is smaller.

2 – Advertising Opportunities

If you're looking for traffic, you need to look for advertising opportunities.

Let's say you have a website about pets, and you're looking to get more visitors. You can simply Google "Pets advertising", and you'll be able to see some advertising opportunities.

Advertising usually can be made by:

- ✓ Buying links on a website;
- ✓ Buying banner advertising;
- ✓ Buying newsletter or Ezine ads.

Advertising can be a good source of cheap and targeted traffic. You simply need to avoid paying too much especially to advertise in a website that you're not familiar with. Advertising is powerful, but usually is only mastered by experienced marketers.

3 – Guest Posting

Finding good websites on your niche that accept guest posts is a good strategy. Remember these websites already have a lot of targeted traffic. So, a link there to your website may be a great traffic source and you'll start to get known inside your industry.

4 - Press Releases

Press releases are another free way to get some visitors. While it's more difficult to write a press release than writing a guest post, it's possible to get good visitors by writing PR's and submit them to free PR websites.

Some of the best free PR's websites are:

- ✓ <http://www.free-press-release.com/>
- ✓ <http://www.i-newswire.com/>
- ✓ <http://www.prfree.com/>

5 – Video Marketing

Video Marketing is one of the most powerful traffic strategies, and it's free. To do video marketing, **you simply need to make a video advertising a product, and then submit it to YouTube or any other video website.** On the description you'll place a link to your own website or you use your affiliate link and place a link to the publisher's website.

To make the video you need to have a software. The most used software in this industry is **Camtasia Studio**. You can see it at <http://www.techsmith.com/camtasia.asp>. This software is not cheap but it's the most used software on the industry because it's very powerful.

Fortunately, you can get a free trial that allows you to make some videos and some money before you buy it.

When you have the video ready, submit it on the following video websites:

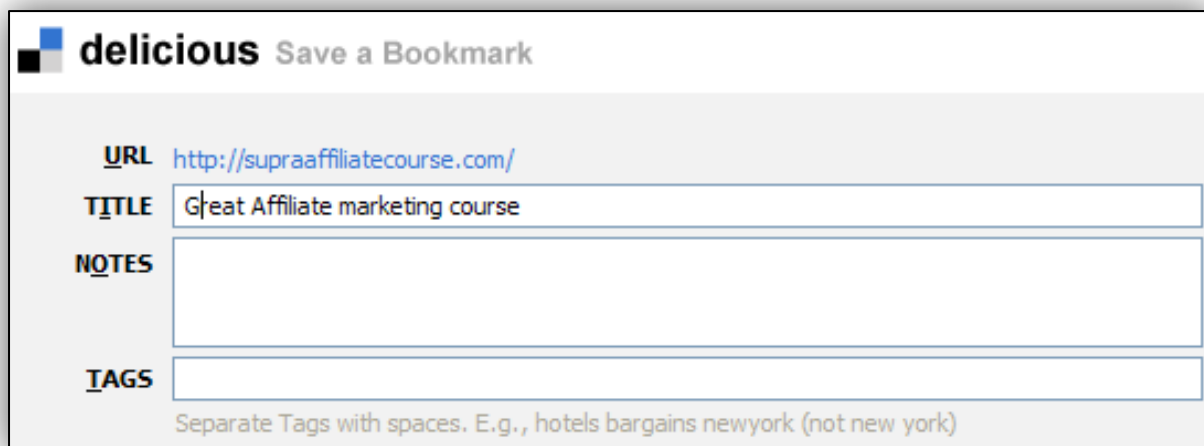
- ✓ [YouTube](#)
- ✓ [MetaCafe](#)
- ✓ [Vimeo](#)

6 – Social Bookmarks

Social Bookmarks are a simple way to get some links and visitors.

It's free, and while these visitors usually don't convert much, it gives you some strength on the search engines, so it's useful if you have your own website.

The kinds of websites that are useful in this strategy are websites like <http://www.delicious.com> that allow you to choose a title, description and keywords:

The image shows a screenshot of the Delicious website's 'Save a Bookmark' form. At the top left is the Delicious logo, consisting of three small squares (blue, grey, and white) followed by the word 'delicious' in a bold, sans-serif font. To the right of the logo is the text 'Save a Bookmark'. Below this header, the form is organized into several sections. The 'URL' section has a pre-filled text 'http://supraaffiliatecourse.com/'. The 'TITLE' section has a text input field containing 'Great Affiliate marketing course'. The 'NOTES' section has a larger, empty text input field. The 'TAGS' section has a text input field. Below the 'TAGS' field, there is a small line of text in a lighter font that reads: 'Separate Tags with spaces. E.g., hotels bargains newyork (not new york)'.

delicious Save a Bookmark

URL <http://supraaffiliatecourse.com/>

TITLE

NOTES

TAGS

Separate Tags with spaces. E.g., hotels bargains newyork (not new york)

You simply need to choose a good title, description and tags (keywords), and your bookmark will be saved.

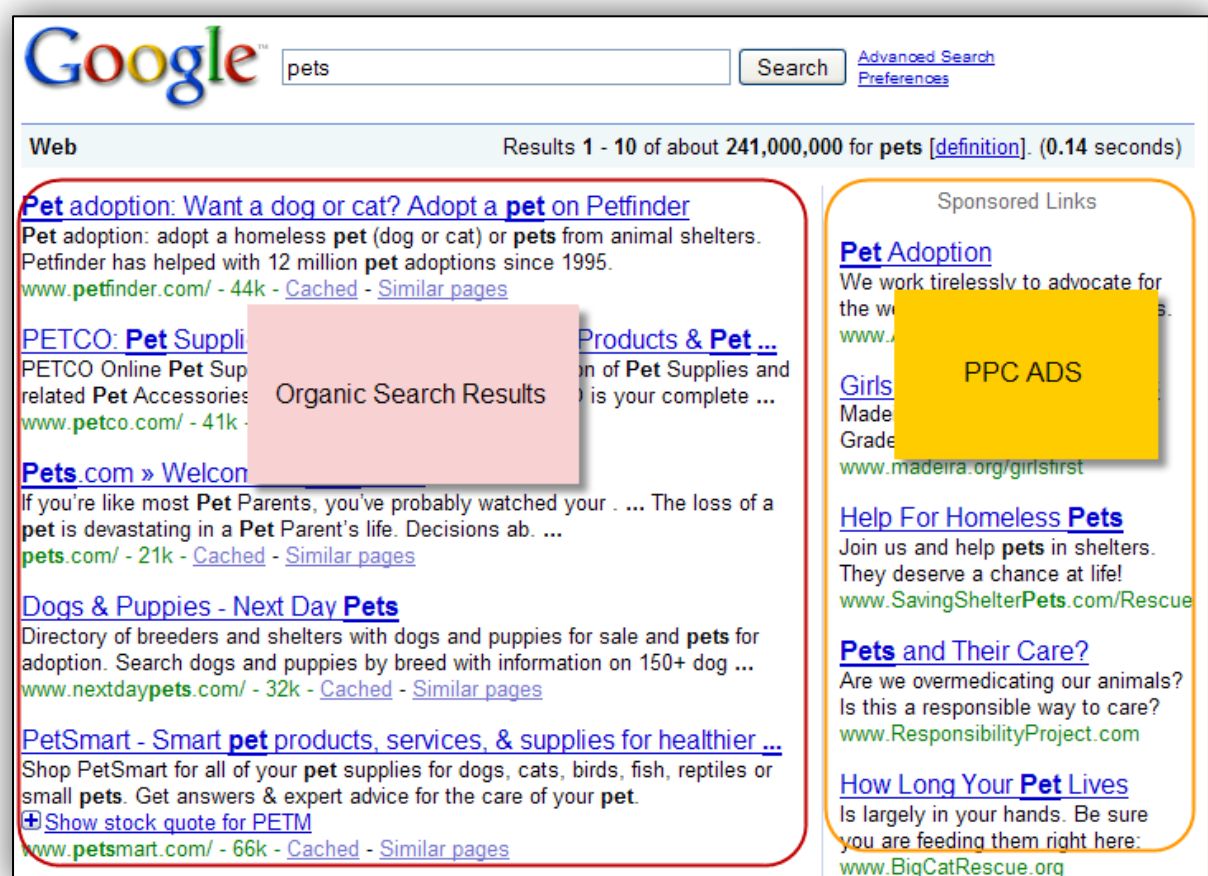
Here's an useful list with plenty of different websites that allow you to make social bookmarks:

- ✓ [Delicious](#)
- ✓ [StumbleUpon](#)
- ✓ [Bibsonomy](#)
- ✓ [Diigo](#)
- ✓ [Pinterest](#)
- ✓ [Xmarks](#)
- ✓ [Google](#)

There are many more social bookmark websites, but these are my favorite ones because they usually send some visitors and some link love (help on the search engines rankings).

7 – SEO

SEO stands for Search Engine Optimization. SEO are the techniques that you employ in order to get good organic search results. Let's take a look at our pets example:



The image is a screenshot of a Google search results page for the query "pets". The search bar at the top shows "pets" and the search button. Below the search bar, the text "Results 1 - 10 of about 241,000,000 for pets [definition]. (0.14 seconds)" is displayed. The results are divided into two main sections: "Organic Search Results" and "Sponsored Links".

Organic Search Results:

- Pet adoption: Want a dog or cat? Adopt a pet on Petfinder**
Pet adoption: adopt a homeless pet (dog or cat) or pets from animal shelters. Petfinder has helped with 12 million pet adoptions since 1995.
www.petfinder.com/ - 44k - [Cached](#) - [Similar pages](#)
- PETCO: Pet Supplies, Pet Services, Pet Products & Pet Insurance**
PETCO Online Pet Supplies and Services. Petco is your complete pet store.
www.petco.com/ - 41k - [Cached](#) - [Similar pages](#)
- Pets.com » Welcome**
If you're like most Pet Parents, you've probably watched your pet's life. The loss of a pet is devastating in a Pet Parent's life. Decisions about your pet's future are yours.
pets.com/ - 21k - [Cached](#) - [Similar pages](#)
- Dogs & Puppies - Next Day Pets**
Directory of breeders and shelters with dogs and puppies for sale and pets for adoption. Search dogs and puppies by breed with information on 150+ dog breeds.
www.nextdaypets.com/ - 32k - [Cached](#) - [Similar pages](#)
- PetSmart - Smart pet products, services, & supplies for healthier pets**
Shop PetSmart for all of your pet supplies for dogs, cats, birds, fish, reptiles or small pets. Get answers & expert advice for the care of your pet.
[Show stock quote for PETM](#)
www.petsmart.com/ - 66k - [Cached](#) - [Similar pages](#)

Sponsored Links:

- Pet Adoption**
We work tirelessly to advocate for the welfare of pets.
www.madeira.org/girlsfirst
- Help For Homeless Pets**
Join us and help pets in shelters. They deserve a chance at life!
www.SavingShelterPets.com/Rescue
- Pets and Their Care?**
Are we overmedicating our animals? Is this a responsible way to care?
www.ResponsibilityProject.com
- How Long Your Pet Lives**
Is largely in your hands. Be sure you are feeding them right here:
www.BigCatRescue.org

A yellow box labeled "PPC ADS" is placed over the sponsored links section.

When a user looks for pets in Google, he sees organic search results, and some PPC ads as well. As you can see, the ads are in the right side of the screen while the organic search results are on a more sizable position. **These Organic Search Results have more click-through rates (means more people click in them) and they are free.** You don't pay when a person clicks in your organic search results.

It's much better to have good organic search results than good PPC campaigns, because you get more traffic and it comes for free.

The problem is that is not easy to get the rankings you want on Google. In fact, if you're trying to get the top rankings for a competitive keyword, you need to have a valuable website with tons of links pointing to it.

SEO is a set of techniques that help you to get a good rank on the search engines.

Since we can't cover everything about SEO in this ebook, the most important thing you must know is that there are 2 types of SEO:

- ✓ In page optimization
- ✓ Off page optimization

In page optimization includes having a good title, having a good domain name and choosing your keywords wisely. If you're targeting for

example the keyword pet food, it will be great if you can have those words on all of these parameters.

The Off page optimization is essentially having links pointed to your website. The more links you get the better. But more important than the quantity, is the quality. If you get links from non-related websites, it won't help you. In fact it can even harm your rankings on the search engines.

Get good links from good quality websites from your industry. Also, use the keyword you're targeting as the anchor text (anchor text means the keyword where people click to reach your website).

As you can see by this briefly introduction to SEO, this is a complicated field, so **if you're just starting it's better to simply keep in mind:**

- ✓ Use the keyword you're tracking on your domain name, page title and metatags;
- ✓ Get the most quality links from good websites in your industry.

Affiliates In Action

Let's take some time to check some affiliates in action. By looking at what they're doing, you can learn how you can do it too.

I'm going to show you several people promoting Aweber service using different strategies. You'll see that while each marketer has his own favorite strategy, there are a lot of different ways to make money in this business.

By looking for "Aweber" in Google, I see several PPC ads:

The screenshot displays Google search results for the keyword "Aweber". On the left, there are three paid search advertisements (PPC Ads) for email marketing services: MailChimp, AWeber, and GetResponse. Red arrows point from a box labeled "PPC Ads" to each of these three ads. On the right, there is a local business listing for "AWeber Communications", which includes a map, photos, a 4.8-star rating from 152 Google reviews, and a list of customer testimonials.

Free Email Marketing - MailChimp.com
Ad www.mailchimp.com/
Join millions of small businesses who already use MailChimp.
Built for Growth · No Credit Card Required · Advanced Analytics
Integrations & Plugins · Powerful Features
Sign Up Free · Resources

AWeber.com - AWeber Email Marketing
Ad www.aweber.com/
Free 30-Day Trial w/ All Features. Get 4300% ROI with Email Marketing!
6,000+ Free Stock Images · Free 30-Day No-Risk Trial · iOS & Android App
BBB Accredited Business – Better Business Bureau
Advanced Pricing Plans · Best Email Deliverability · Autoresponders Made Easy

GetResponse™ Email Mktg - GetResponse.com
Ad www.getresponse.com/Free_Trial
350K+ Users Trust Us For a Reason. Free 30 Day Trial - Try It Today!
Smart Autoresponders · 24/7 Live Support · A/B Testing · Landing Page Creator
"Best Low Cost Email Marketing Software" – Business News Daily
500+ Newsletter Templates · Features · Powerful Autoresponders · Free Account

AWeber: Email Marketing
www.aweber.com/
Looking for affordable and easy to use email marketing and autoresponder tools? Click here to start your free email marketing trial with AWeber.

Results from aweber.com

AWeber Communications ★
4.8 ★★★★★ 152 Google reviews
Corporate Office
Address: 1100 Manor Dr, Chalfont, PA 18914, United States
Phone: +1 215-825-2196
Suggest an edit

Reviews
Write a review Add a photo
"Excellent, **Easy to use**, customer support is solid (online chat is convenient)."
"I highly recommend Aweber to anyone for their e-mail marketing campaign."
"The **drag and drop** feature makes this very fast and easy."

This shows you not only that Aweber is a big company as that this business is highly profitable for affiliates. That's why lots of folks are paying PPC campaigns to promote Aweber directly and their competitors. When you see many affiliates using PPC campaigns, this means they are making good money with this affiliate campaign.

➤ **Several Ways To Promote A Product:**

- ✓ **One way to promote a product is to build a 1 page website, or to dedicate 1 page of your website to review it.** You can view a good example of this kind of webpage by visiting: <http://www.entrepreneurs-journey.com/405/aweber-email-autoresponder-review/>

AWeber Review - Email Autoresponder

[April 11, 2006](#) | [56 Comments](#) | [Print This Article](#)

Written by [Yaro](#)

A lot of people come to my blogs looking for advice and help to start their own Internet business. In order to help you make more informed decisions I'm producing a series of reviews of the software, web services, e-books and other online resources I use to manage my business and educate myself.

You can find a listing of all the reviews and links to the products and resources I use in the [Resources Section](#) of this website.

AWeber Email Autoresponder

Name: AWeber

URL: www.aweber.com



Purpose: Email autoresponding, list management

I'm starting my review series with probably the most important component, the glue that keeps my business together - my email autoresponder and list builder.

As you can see there's a huge review about Aweber in this page. And if you move your mouse over the Aweber link, you'll see an affiliate code. This number at the end of the URL is the affiliate code from this blogger, and basically means that every time someone buys a subscription at Aweber from his website, he'll get a commission.

- ✓ **Another way to promote products is by comparing several products at once.** This way, no matter what your visitor purchases, you'll get a commission since you're affiliated with all the products you're comparing.

A good example of this strategy can be seen in the next screen shot:

Rank	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10
	iContact	Benchmark	Constant Contact	Bronto	Campaigner	Vertical Response	MailChimp	Stream Send	JanqoMail	Boomerang
										
Reviewer Comments	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW
Lowest Monthly Price for 1,000 Contacts	BUY \$19.00	BUY \$12.95	BUY \$30.00	BUY \$82.92*	BUY \$10.00	BUY \$15.00	BUY \$30.00	BUY \$10.95	BUY \$30.00	BUY \$14.95
Overall Rating										
Ratings										
Feature Set										
Ease of Use										
Email Campaign Creation										
Campaign Reporting										
Help/Support										
View Specifications	Go!	Go!	Go!	Go!	Go!	Go!	Go!	Go!	Go!	Go!
View Screenshots										

As you can see, this marketer is comparing several products at once, and no matter what his customer chooses, he'll get a commission.

There are many free and paid traffic strategies. Some work better for some industries, while others work better for others. What I like to do (and do quite often) is that when I'm launching a new website, I want to get it right. So, I get a [marketing plan](#) specific for the website. On this

report I get to know what my competitors are doing, what works best in the industry, what I can do to beat my competition, and any social media, content marketing and PPC campaigns that work best. With this [marketing plan](#) on my hands, I'm able to start doing the right things right away instead of just testing waters here and there.

14 Affiliate Marketing Tips

➤ **Affiliate Marketing Tip 1:**

Search engine traffic is the most targeted traffic and it's completely free. You need to build your website with the goal of ranking well in the search engines. **Unique content with good information** will get you there. Spend some time visiting forums to find out what are the common problems or challenges your audience is facing so that you may offer some solutions.

Include product reviews on your website because many people are searching for that. Writing reviews is one of the best ways to generate sales and make your profit.

Try to speak to your visitors and readers from the point of understanding their difficulties and problems and how the products you promote can offer a solution.

Make your headlines attractive and catchy. The headlines are the most important part of your sales page, so spend some extra time writing a good one.

Beside this, make sure you **explain the product benefits clearly.**

➤ **Affiliate Marketing Tip 2**

Each visitor to your site is valuable. However, **at least 95% of your visitors, don't buy the product you're promoting.** Due to this, you should look to keep in touch with these visitors, and the best way to do it is to have an **opt-in box** on your website for them to subscribe to a weekly or monthly newsletter you have.

You can offer a free report or ebook to increase your newsletter subscriptions.

With your newsletter, you'll be able to promote products directly by email. This is another profit generator and it's made with visitors who didn't buy anything on your website.

Once you have a 500-1000 newsletter, you can start making \$100-\$200 weekly by email marketing alone. And when you finally have 10000 subscribers on your newsletter, you'll make a great living just by sending 1 email a week.

➤ **Affiliate Marketing Tip 3**

What you really need on your website is targeted traffic. Don't spend money or time in non-targeted traffic like pop up advertising or anything similar.

Traffic from forums, Ezines and Search Engines are great places for you to get some traffic or advertising opportunities.

➤ **Affiliate Marketing Tip 4**

Think about affiliate ads as additional resources that complement your content. Give value to your content by making it useful and informative.

Don't simply place an affiliate link or a banner on your website. Take some time to write a detailed review, and use affiliate ads to point them in the right direction if they decide to act on your information.

➤ **Affiliate Marketing Tip 5**

Take the time to do some research about a product before you promote it. Make sure the product is useful because if the product doesn't work, people won't buy anything you recommend never again.

If you have the opportunity to test a product before you promote it that's great. When you become a large affiliate, publishers send you their products for free.

If you can't test a product on your own, make sure to do a solid research about it so that you avoid promoting useless products.

➤ **Affiliate Marketing Tip 6**

Track your stats really closely. This is what allows you to see how many people you sent to a website and how many sales you got.

As a rule, I don't promote anything that has less than 1% conversion rate. If I send 200 persons or more to a website and I have no sale I simply stop promoting the product or service.

There are so many products out there that it doesn't make sense to lose time with bad conversion rates.

➤ **Affiliate Marketing Tip 7**

Go after the big commissions. I usually don't promote anything that pays me less than 50% in commissions. If you only get 10 or 20% it will be difficult to make a lot of money especially if you spend money in PPC or advertising. So, try to promote products that pay you 50% or more.

➤ **Affiliate Marketing Tip 8**

Try different products and different industries. Even if you're only promoting 1 niche, it's good to promote at least 3 different products so that you can compare the revenues each one generates.

And once one program doesn't seem to work for you, stop promoting it, and replace it with another one.

➤ **Affiliate Marketing Tip 9**

While affiliate networks are extremely useful, don't ignore the "in house" affiliate programs. Some of these programs work as well as the ones listed in affiliate networks, and pay you on time. Again, the key is to search, test and diversify.

➤ **Affiliate Marketing Tip 10**

You need to be patient. Affiliate revenue grows and builds up with time. **The more experience and resources you get, the more you make.** If you stick with your plan and work in this market, it's only a matter of time until you reach your goals.

➤ **Affiliate Marketing Tip 11**

Remember: The higher the price of a product, the lower the conversion rate is. Also, if the product is too cheap, your commission in \$ won't be that much. Try to promote products in the \$40-\$150 range.

➤ **Affiliate Marketing Tip 12**

Seek programs that have growth potential with an expanding product offering. This will improve your revenue expansion. Your customers will keep coming back to see what's new and exciting. Look for merchants that are dynamic and constantly expanding their product offerings.

➤ **Affiliate Marketing Tip 13**

Make sure the program has a good tracking system. Nowadays, it is reasonable to expect that your sales statistics will be readily available to you. **Always confirm the tracking method of any program.** If possible, look for programs that offer real time tracking 24 hours, 7 days a week.

➤ **Affiliate Marketing Tip 14**

Look for programs that offer marketing support. Amazingly, many affiliate programs have little or no marketing support. This is counterintuitive considering it is in the merchant's interest to help the affiliate succeed. Fortunately, some programs do offer marketing support. Look for programs that give you the most tools to succeed.

Protecting your Commissions

There are some commissions tracking problems that can occur at the merchant's end. Besides this, some people avoid to click in affiliate links like this:

`www.samplewebsite.com/affiliateid?22145892`

or even worse, they change the affiliate id at the end of the URL, stealing you your commission.

Some people (much more than you can imagine) will have the tendency to move their mouse over an external link and then view the URL that is in the status bar of their browser.

When they notice that's an affiliate link they simply visit the website directly without using your link.

Because all of this, it's crucial that you protect your links so that you can protect your commissions.

The easiest solution to this problem is to use an **affiliate cloaker software**. There are several "affiliate cloaker" software on the market ranging from \$7 up to \$99 right now.

Some of the options on the market are:

- ✓ <http://www.amazingcloaker.com/>
- ✓ <http://www.cbae.net/>

Common Affiliate Mistakes & How To Fix Them

Affiliates who are struggling to make any money 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. Some people make thousands of dollars a day.

In case you're struggling, here's a list with the most common mistakes and how to avoid them:

➤ **Aren't You Using A Newsletter Box Or Popup?**

As I told you earlier, more than 95% of your visitors won't buy from you in their first visit to your website. In case you have a newsletter box or a popup where they can fill their name and email, you can then later send them periodic emails to try to "get" them, showing your product's benefits, how it would improve their life, and so on. You can even offer a discount on your product from time to time just for the ones that subscribed.

If your problem is that you just don't know what to write, you don't need to have a weekly or a monthly newsletter. You just send them emails whenever you feel it's worth it. Just don't let too much time pass or else

once they receive an email from you, they won't even know who you are.

By having an email list, you can then also promote other products and get your affiliate commission.

➤ **Do You Have Visitors But No Sales?**

The first question you should be asking yourself is if you're receiving targeted traffic. Where are your visitors coming from? What keywords do they look for in order to find you?

Having a good On page optimization is essential. You should have your most targeted keyword in your title, description and keywords.

After checking this out, visit your sales page. But visit it as if you were a complete outsider, someone who never heard about the product(s) you're selling. Do you understand what it is? Do you have a well-documented benefits list? Do you explain exactly the benefits people will have when they buy your product?

This may be hard at first but it's a crucial step if you want to succeed in affiliate marketing. Remember that's the way you make money...

➤ **Are You Just Selling, Not Helping?**

In order to convince someone to buy your product, you need to help the person. This way, the odds of making a sell are in your favor. You can say, for example, how and why your product helped you and others, or something like that. Just use your imagination.

People will feel grateful and will end up by buying your product. If not, you have a higher chance of them to join your newsletter or even come back later to your website to make the purchase.

You just need to promote your product not as a salesman but as a friend, someone who knows what they've been through, someone who understands them...

If you write in a friendly tone, people will read more and don't close the browser window as fast as they would...

➤ **Are You Selling Only Other People's Products?**

As I said in a previous chapter, if you're just starting in affiliate marketing, this isn't your problem. Although, if you're already in this field for some time now, it's time to create your own website. This is the way to go if you want to increase your earnings.

When you create your own product with you own design, you're in control. You decide the price, the commission you pay to your affiliates,

which affiliate network you use, and so on. Sure, this requires more work, more time and more money, but you're already making money. So, just invest a part of what you earn... It's a good deal, I assure you.

Conclusion

I hope that by now you're already having some ideas about your next steps. If not, don't worry... Take your time to decide what are the best products to be promoted and whether or not you want to have your own website.

Everything in life takes time and effort. It's not difficult to be an affiliate marketer but you need to commit to your tasks.

It was pleasure writing this course and I sincerely hope you learned useful things in order to be a successful Affiliate Marketer.

Best of Luck!