

How to make money with online affiliate marketing

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Affiliate marketing is a great way to generate an income online. It requires no specific skills or knowledge. All the information you need to make money as an affiliate marketer can be found online. This document is meant as an introduction to get you on your way to success.

I know, it is a lengthy document, but I suggest you read it – it might change your life, the same way that becoming an affiliate changed mine!

It is interesting that only few people seem to know about affiliate marketing, while everybody seems to know what an influencer does ...

I wonder why that is, and I hope this document helps you understand the many opportunities affiliate marketing can offer you to make money online.

What is affiliate marketing?

Affiliate marketing is an online marketing model used by many companies (vendors) to promote their products or services, by offering partnerships to with third-party sales partners. If you see a vendor mentioning their “partner program”, they offer people the opportunity to become their sales and marketing partners (also called affiliates) on a commission basis.

By signing up for the vendor’s affiliate program, you become that vendor’s affiliate. Signing up for such a program is almost always free of charge – it is a partnership based solely on success.



Affiliates typically promote the vendor’s products through their website, blog, or social media platforms. Among other things, they create content such as reviews, tutorials, and product comparisons, and provide links to the vendor’s website where the product is sold.

Of course, affiliate marketing is a way to “monetize” any website. Any website with lots of visitors can use affiliate marketing to generate revenue.

Example:

Your website includes a link (see image below) to the company whose product is being promoted.

Up until recently, we lotto fans were limited to playing the lottery from our own country or region. We would hear about these big exciting jackpots elsewhere, with tens or even hundreds of millions of dollars or Euros or the equivalent being at stake, and wished that we lived in places where you could buy tickets to these big lottery bonanzas.



I know that you have wished that you could get in on this great action as many times as I have. We see those people cashing in on these mega prizes and wish it were us. We haven’t even been able to play through, let alone win.

Well, that is all about to change. Now, by way of our new lotto ticket service, it makes absolutely no difference if you live in a country where a lottery is being held or not. Finally, the people who run these lotteries are waking up to the reality that there are a lot of potential customers in other countries who are chomping at the bit for more exciting action.

Now order tickets online

This isn’t the old days, and as we know, the internet has opened up the whole world where everything and anything is now available online. So why not have access to every big lottery out there? It’s an idea whose time has definitely come, and the wait for this is now over.

<https://realwinlotto.com/?ref=38524-R028medium365>

When a customer clicks the affiliate link and makes a purchase, the affiliate earns a commission on that sale. Note the format of the link the customer clicked. It contains a code that tells the sales website which specific affiliate referred that customer.

If the affiliate program pays commissions on future purchases from that customer, as well as on the initial sale, that customer is now marked as referred by you. That means you will earn commissions on all his sales for a period defined by the affiliate program.

What are the advantages of being an online affiliate marketer?

Affiliate marketing is a great business to be in – actually, in my opinion, it is the best business for anyone who wants to get started with an online business of their own, without having a product of their own. Here are some of the main upsides of being an affiliate:

1. You can start with almost zero investment (as little as €20.00 will get you started with a domain and web hosting plan).
2. Your own success depends only on how much work you put in, and on thoughtful planning.
3. You are your own boss.
4. You can decide when you do your work (as long as you do the job eventually).
5. You can do your work from anywhere – all you need is a laptop and an internet connection (this aspect is my personal favorite. I travel a lot, and there is no better place of work than a beautiful beach!).
6. Most affiliate marketers are one-person operations (although you can always outsource some tasks to freelancers if you want).
7. You can start small and invest only a part of your time, and turn full-time affiliate later.
8. All the information you need to get started and to get better at affiliating is available online, and most of that information is available free of charge.
9. There is no limit to the potential income you can generate. Some affiliates make millions of dollars per year!
10. Once you have referred a large number of customers to the vendor, your business can generate a “passive income”.

Who can become an affiliate marketer?

Basically, everybody can become an affiliate and be successful in this business.

Most affiliates start out with affiliating as a “side hustle”, and for many of them it stays a side hustle that generates an extra income. But a large part of those who start affiliating, at some later point, will become full-time affiliates.

Here is the most important advice: Do not give up too soon!

Not everybody will be successful right away in this business. It cannot be stressed enough that being successful at affiliating requires the will to continuously learn new skills, the ability to adapt, the energy to put in the necessary work, and a certain amount of patience to wait for your work to bear fruit.

Do not expect to be rich next week. It may take some time before you see money coming in. But once you have the necessary skills, you will be in a great position to create a long-term income. With the right kind of skills, you will be able to help sell anything that can be purchased online. You may even decide to have your own product at some point in the future and use your marketing skills to sell that product of yours, instead of somebody else's!

Being an influencer vs. being an affiliate

Nowadays, everybody wants to become an influencer and get paid big money, just for promoting products or services. But one of the main downsides is the fact that an influencer only gets paid once. The payment depends on the number of followers the influencer has.

As an influencer, you depend on getting new clients (vendors) to promote on a regular basis. Those clients will only pay you if you can give them good exposure. For that, you will need time to build your online presence, and generate lots of followers. That can take a long time, and that means no income for quite a while in the beginning.

It also often happens that the influencer's audience gets smaller over time, and so does his ability to generate an income.

Being an affiliate offers the possibility to create a permanent income. At some point, it may even become what is called a "passive income", meaning the amount of money you make does no longer depend on how much work you put into your business.

The reason for this is that once your website has a certain amount of traffic, it will keep referring new customers to the affiliate programs you are promoting, whether you post fresh content or not. It also means that you make enough money on customers you have already referred (although, since some customers will eventually stop buying from the vendor, you should make sure that you continue bringing in a minimum of new referrals to offset the "churn". This is why you should not totally neglect your website – if you do, your daily visitor numbers will go down after a while.

Let's take a look at a typical affiliate scenario:

You have a website that gets 100 visitors per day. A certain percentage of the visitors then go and buy the products you promote, and they go on buying other products from the same vendor over some time. Because you first referred those customers to the program, you get paid commissions on all of those sales.

And more importantly, because your website keeps sending new customers to the sales website, the number of active customers sent by you keeps going up. Some of "your" customers may stop buying there at some point, but as long as you send more new ones compared to the number of lost customers, your income will go up, month over month.

And as long as your website keeps getting the same number of visitors, this trend will likely continue. Plus, if you manage to increase the number of visitors to your website, the number of new customers referred by you will go up as well. And that means an even stronger increase of your commissions!

It is easy to see how the affiliate model is clearly more sustainable, compared to the influencer model. The affiliate model is based on an actual long-term business partnership. The more money your customers spend at the vendor, the more money you will make.

It is not uncommon for an affiliate to get lucky with one of the customers he sent to a sales partner spending \$5,000 on a website in one session, meaning if your commission were 10% on the sales, you would be making \$500 in commissions from just one customer!

But imagine this scenario: You have referred a customer to a vendor, and that customer keeps spending money on the vendor's product for years. Imagine the total sales and the commissions for you!

Of course, the ideal scenario would be a product that people continue buying during their entire life ... (you can probably already imagine where I am heading with this).

Things you need to get started

- The willingness to learn new skills, and to keep learning
- The willingness to invest time you need to get set up
- The willingness to put in the necessary work (writing content, getting links)
- The patience to keep going until you see first results

Things you do NOT need to get started

- A specific set of skills or work experience (no coding/programming skills required)
- An office
- A big budget to invest
- A product of your own

What is an affiliate program?

In order to help sell their own products, companies selling products or services often set up an affiliate program. Affiliates can then sign up and independently promote that vendor's product.

How do you find an affiliate program that you should promote?

If you find a website that sells products that you want to promote, check the footer area of the site. Often, you will find a link to an affiliate program there. Or you can use Google to find websites selling to your audience and have an affiliate program.

If the site sells a physical product, make sure that your visitors can order it to be delivered to their home address. For example, if your website mostly has visitors from a specific country, it does not make sense to promote a vendor that does not ship to this country.

If the product is a digital one, then that is not an issue. But you should try to be sure that your visitors will find a payment method for their purchases that is convenient for them. And that means that the vendor should at least offer an option for credit card payment, or better still, local payment methods that your customers like to use.

Either way, the type of products you want to promote should match the interest of your visitors. Of course, some products are of interest for almost any of your visitors, no matter what your website is all about. More about this later.

Commission type - Revenue Share vs. Cost Per Action

This is an extremely important matter. CPA (Cost Per Action) means that you get a one-time fixed amount for each new customer you refer to the affiliate program. Most of the time, the CPA gets released after a new customer has made one or multiple purchases, or

generated a certain minimum amount of revenue. Once this CPA has been paid to you, you will not receive any more commissions for that referral.

Revenue Share, on the other hand, means that you earn commissions on all subsequent revenues generated by this customer over a longer period of time (defined by the affiliate program). With some affiliate programs, you have to make this decision at the beginning when creating the affiliate account and you cannot revise it later.

Some affiliate programs also offer so-called Hybrid Deals, which means for your referrals you get one (lower) fixed payment, plus a lower percentage of the subsequent revenues generated by your referral.

Some affiliate programs only have one deal on offer, some have two or three deals that you can choose from. Before you chose one of the available solutions, think about whether your customers are likely to buy that product only once, or whether they may be recurring customers. Then make your choice accordingly.

In general, revenue share is preferable. But watch out: some affiliate programs only pay you commissions on the first sale, and if the customer returns and buys more articles, you will not get commissions on those additional sales!

How do I start promoting?

Once you have signed up by registering an account with the affiliate program, you usually have to wait 24-48 hours until your account has been approved.

After the approval you can log in to your account. You will find an area where you can copy a link with a tracker code to use on your website. The tracker code makes sure that when one of your visitors clicks on it, the affiliate program knows that that person was referred by you. That customer is now marked as “your” customer in the vendor’s affiliate platform.

You can create multiple different links, in order to use them for different purposes. That way, you can tell which one of your marketing activities has generated how many customers or revenues.

Most of the time, you can also download “creatives”, i.e. banners, images etc. – you can use those to better promote the product on your website.

Be careful about using too many banners – your visitors may ignore them (“banner blindness” is a real thing). Often enough, a strong “call to action” line of text combined with a link works better than any banner.

How do I know how much money I have made?

After logging in to your affiliate account, you can see your commission reports, as well as how many visitors you sent, how many of them signed up etc. The info you can see varies depending on the software platform the affiliate program uses.

How do I get paid?

Usually, you get paid once per month, for example on the 15th you get paid for the revenues of the past month. Affiliate programs have multiple ways to pay their customers – like bank transfer, Paypal, crypto currency, or local payment methods.

When you already have a website and/or a social media presence

You already have a website? Great! Your website has a lot of traffic? Even better!

If you have an existing social media presence, then you can use that too.

If you already have a big audience (a website with a lot of traffic, or you have lots of followers on social media) then you can start promoting right away.

For an existing website, you should select an affiliate program for a product that is a good fit for your audience. For example, if you have a website about fashion, find an online vendor for clothing and/or accessories.

Some products appeal to any audience, which makes them ideal for promotion on existing high-traffic websites.

Of course, you can promote multiple products from different categories on the same website. Actually, it's a good strategy to work with more than one affiliate program. It is very important not to depend on one vendor for 100% of your income!

Everybody loves buying lottery tickets – this is a multi-billion-dollar market

The RedFoxLotto affiliate program is an ideal way to start your affiliate business. The product is available online, almost everybody knows what the lottery is and how it works, and the best of all is that players tend to keep buying tickets for a very long time!

When you do not have a website or a strong social media presence yet

In that case you will have to start from scratch, by building a new website, or expanding the reach of your social media presence.

Select a topic and an audience

If you want to build a new website, you have two choices:

You can try to build a website that covers multiple topics. That allows you to add content on a lot of topics, meaning you can attract visitors interested in a wide range of information. The downside is that it is a lot of work to add the necessary content for such a website, and to get the necessary number of visitors.

You can build a website with detailed information on a specific topic (a “niche” site). This is a lot easier, but you should strive to cover every aspect of that topic. Your content should really offer great value to your visitors!

For example, you could choose a topic that you already know a lot about and/or one that you are passionate about. Share your detailed knowledge with your future visitors, and make your website the premier source of information on that specific topic.

If you are not the top expert on any topic, choose a topic you like, do your research and become that expert, then build and expand your website.

Select the right products to promote

One thing is very important: if your website is very topic-specific, you should ask yourself this: What products would my visitors potentially buy? The products that you promote should go along well the topic of your website.

That means that you should consider starting a website on a topic about which you can provide great info, and with a specific product or range of products you can promote on that website.

Example: You are an expert gamer – so go ahead and start a website focussed on your favorite game, and monetize your website by promoting similar games.

Create your first website - choosing and registering a domain name

To start your first website, you need two things: a registered domain, and hosting. This is usually done by signing up with a webspace provider where you can do both: register a domain and get the webspace to host it on. A package for both will cost you from just €20.00 per year. Make sure you do not forget to pay your yearly fee for the renewal of your domain and hosting package!

If you want to build a new website, you need to think about what your topic will be, and then choose a domain name that is available and suits your topic. Or you can use a catchy and “brandable” name with no reference to your topic.

How to build the website itself

If you know how to write code, you could build a website by writing your own code. But even the best coder will agree that, in order to manage a larger website with a lot of content, this is not a good option. Instead, you should use a Content Management System, such as WordPress (that is the CMS that I would recommend).

Once you have registered your domain, your hosting provider will usually have a very convenient one-click tool to set up your first site, using a free Content Management System such as WordPress.

A content management system or CMS is a great solution, especially for users who have little or no knowledge of HTML. Most CMS are freeware, i.e. free of charge. A CMS, once installed, allows you to manage your website online in the so-called administration backend.

This backend of the website can be accessed via a URL, your username and a password (both will be set during the one-click setup of the CMS).

Learning to manage your website’s most basic functions only takes two or three hours. There are lots of tutorials for that out there, including videos.

Once you have started working with a CMS, you will quickly become more proficient in managing your website, and it actually is fun to learn how to add more and more stuff to your site.

You can use a CMS to flexibly to work on your website from at home or from an internet café, or from anywhere on the road – well, actually from anywhere in the world!

A CMS allows you to conveniently manage your content, to add new pages or posts, as well as to change the layout.

For the look and design you can use so-called themes, which are ready-made designs you can choose from. Many of them are free of charge, and can be installed with just a few mouse clicks.

Tip: Make sure your theme is “responsive”, meaning it has different layouts for different devices such as computers, tablets and mobile phones!

One of the most powerful characteristics of a CMS, with WordPress being by far the most popular one, is the availability of plugins. A plugin is a tool that adds functions and problem solutions that make it easier for you manage your website and/or add more powerful functions. There are thousands of plugins available, often for free, and the installation is easily done from the administration backend.

With some plugins you can easily build websites for all kinds of specific purposes, such as an online shop, a directory, discussion forums and many more.

Two plugins that are great and add more practicality to WordPress are:

- Yoast to manage the Search Engine Optimization (SEO) aspects of your pages,
- WPML (for multi-lingual websites)

More “traffic” means more money in the bank – how to drive traffic to your website

Once you have set up your website, you have to find ways to let people know about it. That can be quite challenging in the beginning.

In the affiliate business, this is called “driving traffic” (i.e. visitors) to your website.

Here are some things you can do:

- You can use social media or just word of mouth to tell people about your website.
- You can join suitable online communities to spread the word about your website.
- You can produce videos about your website and post them on YouTube, Instagram etc.
- You can even spend money on online advertising on platforms such as Facebook or Twitter

But the most powerful and most sustainable tool at your disposal is Search Engine Optimization, or SEO, as described in the next chapter!

Your most important tool: Learn Search Engine Optimization (SEO)!

SEO is basically the art of creating and optimizing your website and your content in a way that the pages on your website will rank in the top results when people search for specific keywords or keyword combinations consisting of multiple words (key phrases).

For example, if you had a website that ranks in the #1 spot of a Google search for the search term “loans”, or even for a longer term like “low-interest loans”, I can guarantee that you would be making an enormous amount of money by promoting financial products on a commission basis.

But obviously, you will face fierce competition from other webmasters for such lucrative keywords. That means, you have to learn about the key factors that Google uses to determine how to rank a website or a single page of a website in their search results.

This is a complex topic, and you will have to spend some time to master it. And even then, Google changes the rules all the time, so you need to stay on top of the topic of SEO and be on the lookout for new developments all the time.

In this document, we give you some basic pointers about the most important factors for SEO.

If you want to get more details, [click here to see Google’s SEO guidelines for webmasters](#) – they are a great place to start.

On-page SEO

This is the first aspect of SEO, and as the title suggests, it is about how the setup and content of your website influences your rankings in the Search Engine Result Pages or SERPs.

A great introduction on On-Page SEO can be found here: <https://backlinko.com/google-ranking-factors> - scroll down to the chapter “Page-level Factors”.

Here is a short summary of some of the most important details deciding on the rankings of your website and its pages:

1. **Meta page title** – this is THE most important factor. It is the text you will see in the tab at the top of your browser. It should contain the keyword you are trying to rank for.
2. **Meta description** – this one should also contain your keywords. The meta description will appear on the page with Google’s search results, and it has a strong influence on whether people will click on the link to your website after searching.
3. **Keyword density** – how often do the keywords appear in the text of the page?
4. **Length of text** – longer articles have a better chance of ranking (for a larger range of keywords).
5. **H1 headers and H2 sub-headers** – give your article a good structure and make sure some of the headers contain your keywords.
6. **Good grammar and spelling** – good readability is important!
7. **Mobile usability** – make sure your website looks good both on a computer and a mobile phone (so-called “responsive” themes for your CMS usually take care of that issue).
8. **User signals** - Google monitors how much time visitors spend on your website, whether they click to view other pages on your website, whether they come back often etc. Good user signals are taken as a sign that your website has good content, and that will improve your rankings. That means that you should try to keep users on your website.

Come up with an SEO plan and build your website according to that plan

Before you even start writing content, make a list of keywords that you want to rank for (see the following chapter for tips on how to come up with keywords).

Then, decide on which main keyword combination you want to optimize your homepage for. Your homepage has a better chance of ranking for keywords of higher value, compared to your “inner pages. That is because you will normally get more websites linking to your homepage than to your inner pages.

Next you should build a page structure for the other pages on your website. Start with the remaining keywords, and plan to dedicate a separate page for each of the keyword combinations you want to rank for. Then, start adding those pages and make sure your website grows over time.

Content is king – what to write about

Great content drives a website’s success. Give your visitors the information they are looking for, present it in a compelling way and make it easy to read, and your website will be a success.

Make sure you write fresh content on a regular basis, and update existing content from time to time when necessary. Google likes websites that get updated and fresh content regularly!

But all that said, it is important to work in a keyword – orientated manner. That means you should constantly ask yourself “what type of search terms do people use in a Google search?”. Then write an article that relates to that search term.

Find keywords for new content

This is an essential factor for the success of your website. Finding the right keywords is not easy. At the beginning, just use your own imagination to come up with ideas.

But you should also use keyword research tools. Google Keyword planner – [click here](#) - is one of them, and it is free.

When you do keyword research, just enter one main keyword in the search area and the tool will give you a list of related keywords that you can consider for your website.

Set up an Excel file with the keyword suggestions, and do not forget to add two decisive metrics, which are:

- Search volume for that keyword combination
- Difficulty or Competitiveness for that keyword

Select your keywords wisely!

Of course, your first instinct will tell you to go after keywords with high search volume. Obviously, ranking for those would bring a lot of visitors. But there is a huge problem in doing so: for obvious reasons, lots of webmasters will try to rank for those search terms.

Given the fact that your website is relatively new, and probably still has less links that point from other websites towards your website compared to your competition, your website will initially have very little chance to rank for those competitive, high-volume keywords.

That is why you are better off trying to target such keywords that are less difficult to rank for, but have a smaller search volume. Once your website has a better “reputation” with Google (i.e. more backlinks), you may have a better shot at ranking for the “bigger” keywords.

At the end of the day, it is a simple math problem. Let me give you some simple examples:

Your target keyword combination A, which has a search volume of 10000 searches per month, but is very difficult to rank for. Your website ranks on page 3 of the Google search results. Only very few searches actually check anything beyond page one, so you can consider yourself lucky to generate 2 visitors per month from that ranking position.

You target keyword combination B, which has a search volume of 100 searches per month, and medium difficulty to rank for. Your website ends up being on the first page of the Google search results, in 8th position. Studies are showing that 4% will click the link in 8th position. So that will give you 4 visitors per month.

You target keyword combination C, which has a search volume of 20 searches per month, and a low difficulty to rank for. Your website ends up being in the top three of the first page of the Google search results. Those links will get clicked 70% of the time. So that will give you 14 visitors per month.

All that means that it makes more sense to focus on “low-hanging fruit”, by targeting easier keywords. You will often hear the term “long-tail keywords”, which means the same thing.

In consequence, you are better off to begin by creating a lot of content for a lot of those easier keyword combinations. All those articles targeting easier keywords and search terms will add up to more traffic for your website.

[Set up a Google Analytics account](#)

You should definitely exploit all the information and insight that Google Analytics offers. While it may be a little confusing, especially if you are new to it, it is still a worthwhile tool.

[Using paid SEO tools to find new keywords, and more](#)

There are lots of very powerful SEO tools out there. The downside is that most of them are not free. But they are a very good investment, because they offer a number of services such as:

- Finding and analysing a larger number of keywords
- Offering more precise data on search volume and competitiveness
- Researching keywords your competitors use
- Monitoring your rankings for a list of your keywords
- Auditing your website in order to find issues that can have a negative effect on your rankings

SERanking.com is one of those tools, and it is priced reasonably. You can try it for free:

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<a href="https://seranking.com/easy-to-use.html?ga=802642&source=banner"></a>
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Write compelling content and keep visitors on your website

Now that you have come up with a list of keywords and keyword combinations to help drive traffic to your website, start writing content and publish it on your website.

Let's assume you have decided to write an article for your website, targeting a specific keyword combination.

Here are some tips on how to do this, in order to have a chance to get good Google rankings:

- The first thing you should do is to give it a headline describing the topic of the article.
- Then, before you start writing the actual text, create at least 3-4 sub-headlines or sub-topics. Giving the article a clear structure before starting to write is a great way to come up with ideas on what to write. At the same time, it makes sure that you cover the main topic in its entirety, and that you cover all different angles of the main topic.
- Watch out for keyword density, but do not overdo it. Try to keep it natural. Instead of writing an article purely for Google's sake, write for your visitors!
- Do your research. The more useful information your page contains, the more likely visitors will be to stay on your website, click through and read other articles as well. This will help establishing your website as an authority source for information, and Google will love you for that.
- **NEVER** copy any text from third-party websites. Google hates "duplicate content" and your entire website may get penalized for plagiarism, thus destroying you traffic!
- Create bullet lists like this one – they are great for readability, and Google loves them as much as your visitors do.
- Add images and visual aids that explain what you are talking about (add a alternative image text explaining what the image is about – having a keyword in there cannot hurt either).
- Add links from the current page to other pages on your website – internal links will keep your visitors engaged, thus producing valuable user signals which Google picks up.
- Add in some articles that are not optimized for any keywords at all, like news articles.

PRO TIP: Run a Google search on your main keywords. Then check the pages in the top 3 ranking positions (ignore all paid ads!), see how many words the article has, how often the keywords are used in their body text, look at the way they write their meta page title and meta description etc. This will give you a good idea for the "metrics" of your own article. Emulating those metrics will give you a better chance to rank for the keywords you are targeting!

Off-Page SEO

This is the other important part of Search Engine Optimization.

Google evaluates your website in order to determine how your pages should rank in the search results for the keywords you target. One of the main factors is whether other websites link to your website. Every link pointing to your website is considered as a "vote of

confidence” in favour of your website, and the value of that vote depends on the quality of the website that links to you.

Without any pages linking back to your website, it will be difficult to achieve good search result rankings for profitable keywords.

But how do you get such links?

- The best way is to create quality content (articles) on your website – the kind other webmasters might link to because the content of your page can be of interest for their own visitors. This type of link is what we call “organic” links, they are the best you can get!
- Another way is to approach webmasters and suggest a link exchange (you link to them, and they link to you). This type of link is less effective though, because Google puts less value in such a link.
- One more very effective method is to contact webmasters who have websites with similar topics to write a great article for their website, under the condition that they will include, in your article, a link pointing back to your website. Content writing is a tedious task, and webmasters will often be willing to give you a backlink in return for your work.
- At some point, you may have to buy links from other webmasters. Although Google’s guidelines consider this an unacceptable link building strategy, it is still a commonly used strategy that works. But if you do it, you must not get cheap links just because they are cheap. One quality link from a strong website with great content is worth more than 50 cheap links bought in bulk from a so-called SEO service!

[Some more tips on link building:](#)

- Do not buy backlinks from link farms.
- Do not buy links from sites that use "black hat" techniques such as white writing on a white background, keyword stuffing etc. on their pages.
- Do not buy links from sites with weak content.
- Do not buy links in bulk. Continuous link building over time is better than a dozen links in one go. Too many new links to your site popping up within a short time frame can easily raise a red flag for the Google algorithm.
- Mix your links between links to the main page of your site, and your inner pages.

[Other off-page SEO factors](#)

There are a number of other factors that have an influence on your website’s reputation. Here is a list of the most important ones:

Domain age – Google tends to trust older domains more than recently registered ones.

Page load speed – some webspace providers are better than others when it comes to server speed.

SSL secure protocol – make sure your website is https:// instead of http://. Nowadays, most hosting providers offer a free SSL protocol as part of their basic hosting package.

Monitor your traffic and its sources

You can use Google Analytics to do that, but there are other tools that make this task a lot easier. One of the best is Clicky – [follow this link to get set up free of charge for a single website.](#)

Reasons why you should consider joining affiliate communities and forums

Especially as a beginner in this business, a good affiliate community can be of great help, and a great source of information for you. You will find out that most affiliates will just love to share their experience with you (well, they may decide to keep some of their most coveted trade secrets for themselves).

Take a look at existing forum threads, create new ones to start discussing topics you are interested in, ask questions, and you will be able to get help from experienced operators.