

Affiliate Marketing

How to Begin as an Affiliate

A step-by-step guide on how to break into affiliate marketing

By Jessica Luthi Hertl

www.TheNoiseFarmInc.com USA & in Association with www.AffiliateProgramAdvice.com UK

This affiliate "newbie" guide is ideal for anyone with little or no knowledge about affiliate marketing, from an affiliate's perspective. Written in laymen's terms, this guide is easy to understand and follow.

About The Author

Jessica Luthi Hertl entered the world of offline loyalty marketing in 1997 while working for "The Listeners Club" at Classic FM Radio, and the out-sourced Mercedes Life & Style loyalty rewards program. It was here that Jessica first realized that new customer acquisitions could be obtained by using a new medium called *The Internet*. It was also at this time that Jessica discovered that loyalty marketing was already occurring online in the US, but there it was known as Affiliate Marketing. In December 1999, Jessica joined UKAffiliates.com during the birth of Affiliate Marketing in the UK. In Sep 2000, she joined Affiliatewindow.com, and then in March 2002 became ASOS.com affiliate manager. Jessica had become an independent affiliate marketing consultant and is now head of a growing and thriving business called www.affiliateprogramadvice.com

Jessica has written and co-produced a number of white papers about affiliate marketing and was instrumental in bringing AffiliateSummit.com, one of the largest US affiliate marketing conferences, to the UK. Jessica is presently on the advisory board for affilicon.com and Bullet Business (European online bingo summit). She conceived and coordinated the UK Affiliate Census 2004/2005 for E-Consultancy.com, and the UK Affiliate Census 2007/2008 with AffiliateWindow.com and E-Consultancy.com, as well as the USA Affiliate Census 2007/2008 with MediaTrust.com and E-consultancy.com.

Jessica was voted number 20 of the ["Top 100 Most Inspirational, Interesting and Influential People in the Online Fashion Industry 2009"](http://Top 100 Most Inspirational, Interesting and Influential People in the Online Fashion Industry 2009) by Leon Bailey.

In 2010 The Noise Farm Inc was born in order to bridge the gap for online retailers wanting to get a foothold into different countries and markets using the affiliate marketing route to promote their products to a new audience. In addition, The Noise Farm Inc added order fulfillment, call centre, media and other promotional services to their expanding portfolio.

Introduction

I never understood and still don't understand why so many people never looked at this industry to supplement their income. Affiliate marketing is ideal for people on low incomes, the disabled, parents who want to stay at home and look after their children or simply to supplement their income. Affiliate marketing facilitates the opportunity to work from home and enjoy what you will be doing.

I know that it will always be easy when you know how, but even I had to start somewhere and I am still learning after all these years. This article is intended for anyone coming into the industry that has little or no understanding about affiliate marketing. This is specifically aimed at anyone wanting to become an affiliate/publisher.

What is affiliate marketing? Some call this performance based marketing, some call it referral marketing, some call it revenue sharing, some call this loyalty marketing and I have heard it being called partner programs, associate programs, all these terms are correct. Affiliate marketing is predominantly on-line advertising whereby the affiliate is paid a small commission for referring their own website traffic to an online store. Affiliates get rewarded based on an action performed by his/her referred visitor, the affiliate remuneration (referred visitor action) can be based on [cost per click](#), [pay per sale](#), [CPA](#), [CPA](#) (2) can also mean pay per lead (example, insurance quotes).

"A system of advertising in which site A agrees to feature buttons from site B, and site A gets a commission on any sales, clicks or leads generated for site B. Affiliate Marketing is on line advertising where the advertiser (Merchant) pays for advertising purely on results. All affiliate campaigns are based on a revenue share or hybrid commission/leads deal."

Source: Jessica Luthi-Hertl, E-Consultancy.com (Affiliate Marketing–A Buyers Guide April 2004)

Do people really make money from Affiliate Marketing?

"High-level findings from USA Affiliate Census... At the hobbyist end of the spectrum, nearly a quarter of affiliates (23%) generate less than \$50 per month in sales for their merchants, and a further 7% generate between \$50 and \$100. At the other end of the scale, 17% of affiliates generate more than \$50,000 a month in revenue for their merchants" 2009. In 2011 in the US AffiliateBenchMarks.com report "The majority of respondents got less than \$10k per year with the top 2.7% earning over \$400K per year"

Source: <http://econsultancy.com/reports/us-affiliate-census>

Reported in the United Kingdom Affiliate Census, "the UK affiliate market was worth £3.82B in 2008, a 22% increase from £3.13B in 2007. An estimated £227M was paid last year in commissions and fees to affiliates and networks."

Source: <http://econsultancy.com/reports/uk-affiliate-census>

Please keep these figures in perspective; whilst there is big money to be made in this industry, the figures should not mislead you into thinking that you can give up your day job in a week. The report is to show you how much money some affiliates earn. I can tell you the majority of affiliates work very hard to achieve a sustainable income.

One problem with this industry that I have found is that it can be vague when it comes to information on how to do affiliate marketing from an affiliate's perspective. The problem of ambiguity seems to stem from the fact it is an individually defined kind of sector, meaning it's based upon the affiliate being seen and operating as an individual. Each affiliate will have their own level of understanding about the technology, marketing, how the internet works to name but a few. However, there are some

basic rules to follow. Tip: walk before you can run, start off small, and get it all working before reaching for the moon.

When do you start making money?

Realistically, by month three you could be looking at double figures and depending on the subject/topic you chose, you may even reach three figures, (this is also subject to many variables) I can tell you if you have reached double figures by month three, you have something viable to build upon, don't give up. What this will show you is that you are on your way and what you are doing is working, just some further fine-tuning may be required. There is no magic wand, there is no such thing as a sure thing, and it all takes time and effort.

Should you embark on the affiliate marketing journey, be prepared to work hard. You have to put in the hours, be consistent, and be willing to learn as you go. It's not always going to be easy, as once you get going, there will always be hurdles along the way that you need to be prepared for and overcome. Example:

Organic search engine updates such as http://en.wikipedia.org/wiki/Search_engine_optimization

One day you could be high ranking for a certain key word or search phrase, maybe you ranked number three the next day, then you could have dropped to thirty three—or worse, no presence at all—for that key word or search phrase because the search engine updated their own data. You may not have set up your affiliate tracking links correctly; the Merchant/Advertiser may have knocked their affiliate network tracking code out. There are many obstacles indeed, but the rewards for working hard and being consistent will pay off by follow these basic rules (tip: learn patience!)

Basic rules can vary according to type of affiliate you are, here I'm using the example of a content affiliate, a little slower to generate income but comes with a greater chance of longevity, which means steady income, but has variables attached too

[Click here to learn more about search engine optimization](#)

Getting started

If I was coming into the industry as a newbie today, here is how I would do it and I wouldn't need to have technical skills or even a website. This is how to become an affiliate using simple blogging <http://en.wikipedia.org/wiki/Blog>

An affiliate is, to reiterate, someone or company like you may become. They/You will get visitors looking for your blog and coming to your blog because you are writing about a subject that is interesting or has some relevance to what your potential visitor is searching for. Once you get visitors to your own blog then you, the affiliate, should promote relevant/complimentary service and or product a product and or service that you will endorse and promote. For example, if you were to write a blog article about skinny jeans, then it would be ideal to promote an advertiser who sells skinny jeans. If you were writing about football, then a complimentary advertiser/merchant could be sporting events ticket agents who have their own affiliate program. An affiliate/publisher is usually someone/company that does not have a shopping basket on their website, is not e-commerce enabled, does not sell directly to their own visitors, rather they refer their own visitors to another website that sells a service and/or product. So if you went to all the trouble and effort to get a visitor why would you want to send them off to a merchant/advertisers website to buy anything? If your visitor clicks on one of your advertiser/merchant affiliate text link or affiliate banner link then goes to

the advertiser's site and makes a purchase, you the affiliate gets a percentage of your referred visitors purchase. (Note: text links work better than banners}

Table of Abbreviations

Below is a table of the most common abbreviations used in affiliate marketing, what they stand for, and how they are calculated. Affiliates should learn how to do the maths (* = multiplied by...) Also see "Conversions, page 12."

Abbreviation	Meaning	Calculations
CTR	Click Through Ratio	$(\text{Number click throughs} / \text{Number impressions}) * 100$
CR	Conversion Ratio	$(\text{Number sales (or leads)} / \text{Number click throughs}) * 100$
EPC	Earnings Per Click	$(\text{Total commission amount} / \text{Number click throughs})$
EPM	Earnings Per 1000 Impressions	$(\text{Total commission amount} / \text{Number impressions}) * 1000$

An Example of How an Affiliate Program Works

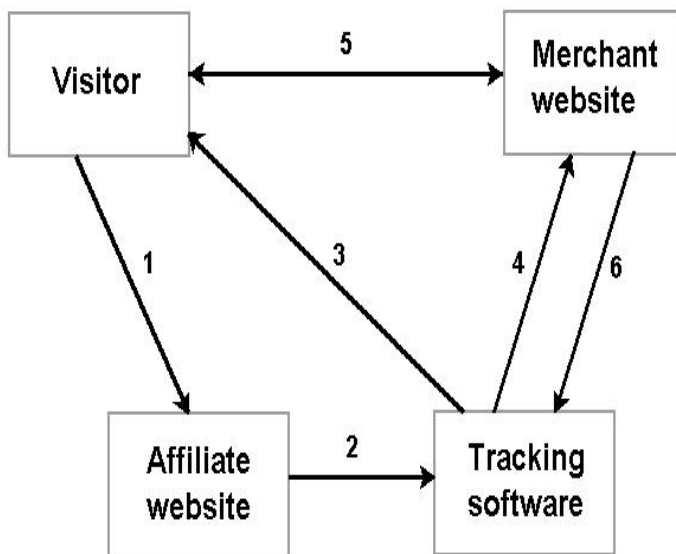
Yukka.co.uk has an [affiliate program](#) that offers 8% on all referred sales (referred sales means a referred visitors purchases). Cookie is 90 days.

[Click here for more information on what a cookie is and why is it so important](#)

Scenario 1 — Your visitor clicked on your Yukka.co.uk affiliate link and made a purchase of £100.00 You the affiliate get 10% of £100 = £10.00 in commission. If your visitor comes back to yukka.co.uk within 60 days and makes another purchase of let's say £65.00, you get another 10% of £65.00 = £6.50.

Scenario 2 — Your visitor goes to yukka.co.uk but decides not to buy anything there and then, the fact that your visitor clicked a yukka.co.uk affiliate link means your visitor is now cookied meaning, if they come back within 60 days and buys something from yukka.co.uk then you the affiliate still get 10% of their purchase.

So how do you, the affiliate networks and Advertisers/Merchants know how many visitors you sent, your conversions, and ultimately your referred sales? We use what is called affiliate program tracking, which is usually provided to the merchant by the affiliate network



The visitor visits the affiliate (your) website or blog or both

1. The visitor clicks on a link to a merchant. The link points to the affiliate tracking software which will do some accounting (registration of the click through)

2. The affiliate tracking software writes a cookie to the visitor's computer for tracking purposes.

3. The affiliate tracking software automatically redirects the visitor to the merchant's website. Steps 2, 3, and 4 only take a fraction of a second and therefore the visitor does not notice that he/she is not directed straight to the merchant website.

4. The visitor browses through the merchant's website and adds products to the shopping basket. Once done he/she proceeds to the checkout and pays for the products.

After the credit card is processed and payment has been taken, the merchant's shopping cart software displays a 'Confirmation and thank you' page to confirm the sale to the customer and to thank him/her for shopping. A short line of HTML code is placed on this page. This line of HTML code contains a unique identifier (like an order number) and an order amount. The line of code passes this information to the affiliate tracking software. The software checks for the cookie (written in step 3) and if the cookie is on the visitor's computer, the sale will be logged to the affiliate account.

How to Begin

Find a subject that interests you, no point in choosing something you are going to get bored with easily, this is why some affiliates go by the way side. I wonder how many websites/blogs have been started but never finished. Be inspired, get creative, and get those thinking caps on. The great thing about affiliate marketing is you can write about anything and you will nearly always find an Advertiser/Merchant with an affiliate program that is selling a relevant product or service. Tip: go for the long tail! What do I mean by the long tail? Let's use the subject of Fashion as an example. Let's say I wanted to write about fashion; fashion is the generic key word, to find long tail search terms look below.

Fashion

Mens Fashion	Womens Skirt	Childrens Tops
Mens Ties	Womens Mini Skirt (long tail)	Childrens Jumper (long tail)
Mens Stripe tie (long tail)	Womens Pink Mini Skirts (long tail)	Childrens red jumper (long tail)
Mens Stripe Bow tie (long tail)	Childrens fashion	
Womens Fashion		

Every generic word has a long tail, **Cheese** > Blue Cheese > Blue Stilton Cheese > English Blue Stilton Cheese > English Blue Stilton Cheese delivered > English Blue Stilton Soft Cheese delivery.

Each phrase is a search term that someone is typing this into a search engine, someone is looking for these search terms--I know I just looked :)

Try these generic words, how many long tails can you make?

Food	Gambling
Music	Insurance
Gifts	Toys

You could [register the domain names](#) for long tail search terms, these should rank you at No.1 The search engine result for the domain name, is also a real search query by people. Example: womenspinkskirt.com was available as of today 18th December 09. How many people are searching for it? According to Google Results, **1 - 10** of about **12,100,000** pages are listed with this search term. If I were starting as an affiliate, I would register the domain name womenspinkskirt.com and write a blog all about what? (*I'm just checking if you are still awake*) Women's pink skirts of course!

For those who are not technical and don't know how to make a website, don't worry, if you can write then you can get by with a blog. In my personal experience, I have found blogs to yield better conversions than a standard website simply because a lot of end users are researching products before they buy them.

Here is a list of blogging tools you can use. My advice for newbies would be to use www.blogger.com. It is one of the easiest to use in my personal opinion and you can get started immediately; all you need to be able to do is research and write your own [unique content](#).

Another popular blogging tool is www.wordpress.com

If I had to write articles about women's pink skirts what sort of articles would I write? Types of Pink skirts: miniskirts, long skirts, tutus, fabric, which celebrities wear them, formal, casual, trendy,

pleated, shades of pink, which stores sell women's pink skirts. Tip: when listing the stores, do your research and search for on line stores that

- a) Have an affiliate program
- b) Sell women's pink skirts

Example: www.goddiva.co.uk/Home/Goddiva-Skirts/Tutu-Skirt

Goddiva.co.uk has an affiliate program www.goddiva.co.uk/Affiliates

Remember, choose a subject that interests you, could be a hobby or something you have always wanted to research. The great thing about the INTERNET is that anything you may be interested in, you will always find content to help you do your research.

Where do you find affiliate programs?

So you have the content or idea for your first blog article, how do you go about finding a suitable affiliate program to join? There are a number of ways and the most popular is via an affiliate network.

Popular UK Affiliate Networks

www.paidonresults.com
www.Affiliatewindow.com
www.webgains.com
www.affiliatefuture.com
www.linkshare.com
www.brandconversions.com
www.DGM.com
www.cj.com
www.buy.at
www.tradedoubler.com
www.clixgalore.co.uk
www.profitistic.com
www.afilinet.com

Popular European Affiliate Networks

www.tradetracker.com
www.tradedoubler.com
www.zanox.com

www.webgains.com
www.cibleclick.com
www.onlinemediagroup.com
www.cj.com

Popular Canadian Affiliate Networks

www.sharerresults.com
www.linkshare.com
www.cj.com
www.adcanadian.com
www.canadiansponsors.com
www.shareasale.com

Popular US Affiliate Networks

www.mediatrust.com
www.linkshare.com
www.pepperjam.com
www.cj.com
www.shareasale.com
<http://www.amwso.com/usnetworks.php>

(Thanks to [Chris Sanderson](#) for letting me link to his comprehensive US affiliate network list)

Affiliate Networks vs. Merchant/Advertiser In-House Affiliate Program

Affiliate Networks house many affiliate programs so there are more choices and a greater chance to find a suitable and or relevant affiliate program to match your content (topic). Affiliate Networks pay you in a monthly lump sum; in other words. if you join 20 affiliate programs and generate income from one or all, instead of being paid commission on one affiliate program at a time, the commission is aggregated from all your performing affiliate programs. It should be noted that most reputable affiliate networks have adopted the stance that if the merchant absconds or goes bust without paying their affiliates then the network absorbs the cost, in other words the affiliate still gets paid so make sure you check the affiliate networks for their own terms and conditions. Affiliates usually get paid at a specified time interval of accumulated commissions however if an affiliate fails to meet the minimum payment payout level, the amount of commission accrued by the affiliate is rolled over to the next month. There are often extreme differences between affiliate network's payment thresholds, and terms and conditions. There are some affiliate networks, for example www.affiliatewindow.com and www.paidonresults.com, which pay affiliates every two weeks.

Many on-line merchants have chosen to go via third party affiliate tracking solution provider (Affiliate Network) simply because they may not have the human resources to be able to manage their own affiliate program. Most often it is the case that merchants also lack the knowledge, skills and experience to manage their affiliate program effectively. Many on-line merchants opting for working with a third party affiliate network will have either their own in-house affiliate manager or may use an agency like www.affiliateprogramadvice.com to manage their affiliate program, opting for the fast track approach as experience in this businesses is key. Sometimes it's not what you know but who.

Joining an affiliate program via an affiliate network is the most popular option not just because of more choice but because there is better legal protection in the rare case whereby an on-line merchant absconds, goes bust, leaving the affiliate being owed commission; also most affiliate networks are very quick at settling disputes.

One should not ignore on-line merchants who have their own in-house affiliate program, most have a basic to very good affiliate tracking; most have a proactive affiliate manager. The role of an affiliate manager is to provide the tools, advice, tips, promotional material, in other words they supply the affiliate with knowledge about the products and or service of the on-line merchant's business.

Affiliate programs with a dedicated affiliate manager work best without a doubt and I don't think anyone in our industry would dispute this. Some affiliate managers are better than others and it won't take you long before you start to realise who the super stars are.

To join an affiliate program via an affiliate network is usually a three step process.

1. You have to register your details and in most cases your bank account details (yes your commissions get paid directly into your bank, just one of several options)
2. Most affiliate network will want to validate you (check you out) first before allowing you to join any of their merchants programs. We call this sign-up validation. This is so the affiliate network can better protect themselves from rogue affiliates.
3. Once you get approval into the affiliate network (which may take up to 24 hours) you are then free to join a merchant's affiliate program. You may have to wait a further 24 hrs if the merchant wants to vet their affiliates, this may be you. These are nothing more than precautionary steps.

Affiliate Networks have taken the precautionary steps to ensure that rogue affiliates are far and few between, one of the best affiliate networks have taken an extra step by charging a nominal fee (which

you get back) in order to join their network. There are arguments for and against this; my stance is in favor, as this acts as a deterrent against the rogue affiliates.

Once you have joined the merchants affiliate program you will, in most cases, be able to use their creative content, example banners, buttons, dynamic links and other content that you are legally allowed to use on your blog/website. In the strongest possible terms, most affiliate programs have terms and conditions attached, please read them, don't assume anything including using images from the merchants site. Most merchants are ok with affiliates using their images and descriptions but some are not. Follow the rules. If in doubt ask someone as trademarks and copyright can lead to litigation.

Let us not lose sight of why we are joining affiliate programs, to recap:

If you are writing a blog about animals, then you are looking for an affiliate program (on-line merchant) that specializes in animal themed, related products and or services.

Sample Blog Article

Yukka.co.uk is hip hop, urban fashion. Yukka sell fashion brands and a lot of the brands they stock come from designers with a background in RnB music example: The brand Stars and Straps (FSAS) is a brand by Mark Travis of Blink 182. (Tip knowing who you are targeting helps a lot) Yukka's primary target audience is male between 18 and 25. Yukka.co.uk is UK centric (expanding to some parts of Europe soon).

Hip hop is not just a style of music; it's become a culture that has spread worldwide. With [hip hop, music and fashion go hand in hand](#). As the culture of hip hop grew so a particular style of clothing emerged to go with it, the style was just a natural progression of the music. Today, everyone is familiar with hip hop culture, but where did it come from?

Hip hop, or rap music, is part of a cultural movement that began in the US in the mid-1970s. Hip hop culture includes not just the music which consists of rapping (MCing) and DJing (production and scratching). But also break dancing, graffiti art (or tagging), a distinctive language of its own (slang), and a certain look or style.

Hip hop began to emerge in the early 1970s in New York with the rise of the DJ and MC (emcee). New York DJs began experimenting with lengthening the percussion breaks in funk and disco music. When the MCs (emcees), whose role had been to introduce the DJ and the music, started speaking between the tracks, rap was born. It wasn't long before big name DJs were pulling in big crowds and by the late 70s hip hop was starting to become really popular. It quickly spread from America to the rest of the world and by the 1980s had become so popular it was a major part of pop culture. During the 80s as hip hop became increasingly popular, it began to evolve into different forms with new styles such as gangsta rap emerging and new techniques like scratching developed.

As hip hop culture has become increasingly popular and mainstream, hip hop fashion has correspondingly changed and adapted. In the 1980s the big hip hop stars wore lots of big gold chains, rings and jewellery. Hip hop fashion was all about large glasses (Cazals), sneakers with oversized shoelaces (phat), Kangol hats, gold necklaces and jewellery. Think Run-D.M.C.! Popular hip hop haircuts were the Jheri curl in the 1980s (the film Coming to America in 1988 picked fun at this hair style) and the hi-top fade in the late 80s (popularised by Will Smith in The Fresh Prince of Bel Air). But by the 1990s the look was starting to change with the music. Baseball caps and bright or neon coloured clothes were in, as were baggy pants.

In the mid 90s, the influence of gangsta rap which had become one of the most popular styles of hip hop music could be seen in hip hop fashion. The dress styles of street thugs and prison inmates were

emulated with baggy clothes and baggy pants worn without a belt (influenced by prison where belts are confiscated from new inmates), black ink tattoos and [hoodies](#). Gold teeth became popular in the late 80s and early 90s. With the popular 1983 remake of Scarface the gangster influence could clearly be seen with [fedora hats](#) and alligator skin shoes becoming popular. A look adopted by rap stars such as Jay-Z. By the end of the 1990s the look was changing again and hip hop stars like Sean 'Puffy' Combs began wearing sharp suits and platinum instead of gold jewellery. The late 90s also saw the rise of the "bling-bling" lifestyle. This was a style which focused on the trappings of wealth; jewellery, fast cars, and high fashion clothing. In the late 1990s, hip hop had started to go mainstream and today many hip hop artists design and market their own clothing lines and Sean 'Puffy' Combs was one of the first to realise the potential of developing his own hip hop clothing line.

[Women's hip hop fashion](#) was changing too, where they had previously emulated male hip hop fashion, now they followed stars like Lil Kim and Foxy Brown who popularised full on glamour and high fashion styles. Of course not all female hip hop artists followed this style, some such as Lauryn Hill favoured a more conservative look but it was still a distinctively feminine style. Clothing lines offering this glamorous, high fashion, feminine look sprung up. Hip hop stars such as Nelly, with his [Apple Bottoms clothing](#) line, have seen the potential in this market and his popular best selling Apple Bottoms jeans are popular with many celebrities, proving just how mainstream this fashion look has gone. JLO by Jennifer Lopez also offers a high fashion, glamorous range that's affordable and within the reach of any ordinary women wanting to follow this look. Both JLO and Apple Bottoms also offer jewellery which has remained one of the most distinctive symbols of hip hop fashion.

Hip hop clothing is now high fashion! There are lots of famous hip hop clothing labels, think Jay-Z's Roc-a-wear or Kimora Lee Simmons Baby Phat. It's clear hip hop style has metamorphosed from a distinctive street style to a glamorous high fashion style favoured by the stars. Dedicated hip hop retailers such as Dr. Jay's have emerged to offer purely hip hop fashion. Interestingly, Dr. Jay's emerged around the same time and from the same neighbourhood as hip hop music! It has developed with hip hop over the last 25 years and with its online shop its influence has now gone global.

Hip hop fashion has changed enormously over the years. Today hip hop fashion is a major part of popular fashion across the world. Hip hop music and fashion have become inextricably linked, one goes with the other. It's how you identify yourself with the culture and it's instantly noticeable. The fashion just like the music is constantly changing and adapting and that's why the hip hop culture has endured. Hip hop is popular today because it still offers a unique way of expressing yourself, you can rap about anything as long as it's original and the look instantly identifies you with the culture. Hip hop music still remains one of the most popular and fast growing forms of music worldwide. Its influence is huge and with the rise of online media, it will continue to grow. So you can expect hip hop fashion to continue to influence the way we dress and look and the rise of hip hop clothing lines shows just how mainstream it's become. Hip hop is not just high fashion, it's also popular fashion!

Above is a blog article, using the www.Yukka.co.uk affiliate program by way of an example. Have a look at how we bring all the elements together: first we did the research, then thought about what people might be searching for. We found people were looking for the history, fashion, music and performers of hip hop. All we did was write about what people are looking for and added our affiliate link behind certain key words that will link to the merchants who sell relevant products.

How to set up your own affiliate link.

Behind the text link in the blog we put our affiliate tracking ID which is 3175.

<http://www.paidonresults.net/c/3175/1/254/0> if you click this link, see what happens. You should go directly to Yukka.co.uk home page, note the link above does not display www.yukka.co.uk

The above link can be broken down like this:

- Paidonresults.net is the affiliate network
- 3175 (our affiliate ID)
- 254 is Yukka.co.uk (merchant) ID.

If you clicked the above text link, you should have been cookie'd. If you buy something now, we get 8% of your basket :0)

Creating a deep link to category or product, lets use the category Apple Bottoms, here is what the clean link on the merchant's site looks like. <http://www.yukka.co.uk/Apple-Bottom-Jeans-mid-66.html>

[Apple Bottoms clothing](#)

If you click on the above text link you should end up at the same Apple Bottoms Jeans page only this time it also had our affiliate tracking ID, here is how we did it.

<http://www.paidonresults.net/c/3175/1/254/0/Apple-Bottom-Jeans-mid-66.html>

All we did was take everything after the .co.uk of the Yukka.co.uk url and we then pasted the forward slash Apple-Bottom-Jeans-mid-66.html after the /0

<http://www.paidonresults.net/c/3175/1/254/0>

<http://www.paidonresults.net/c/3175/1/254/0/Apple-Bottom-Jeans-mid-66.html>

PaidonResults.com determines how an affiliate tracking code should be set up for linking to their merchants. Once you get the hang of affiliate linking to on-line merchant home pages, category pages and product pages then all the other merchants in PaidOnResults.com Affiliate Network will be in the same format for affiliate linking, this is the rule but there maybe some exceptions. Every Affiliate Network will have their own way for affiliates to set up links to their merchants. Each network will have instructions for affiliates on how to set up their affiliate tracking links. Tip: always check your affiliate tracking links. You can do this by clicking on your own affiliate links, if the click registers in the Affiliate Network/Merchant's program that you have joined then your link works. Remember Affiliate Networks is software driven so please allow some time between clicking your links and it showing up in the Affiliate Network.

Yukka.co.uk engaged AffiliateProgramAdvice.com to manage their affiliate program. We manage their affiliate program via www.paidonresults.com affiliate network and www.affiliatefuture.co.uk

[To join the affiliate program click here](#)

The affiliate manager is John Gilbert-Jupp johnataffiliateprogramadvice.com

Conversions

What are Conversions and why are they important? We briefly touched upon why we should look at statistics (no, don't worry you don't need a degree in maths to follow this next bit). Every affiliate network is able to show you your impressions, clicks, click throughs, sales and or leads and commission paid or owed. Most affiliate networks are able to show you historical statistics too. Over time your historical statistics will become very important as you will be able to see what is working so you can target your products to the type of visitor that is coming across your website/blog.

Once you get going, you can check the progress you are making by looking at your statistics: how many impressions you got, clicks, sales, leads and commissions. The most important metric you should be looking at is your conversions. A conversion is the total number of visitors who came to the website then followed through by making a purchase. The calculation is number of sales divided by number of visitors multiplied by one hundred.

Example:

50 sales
divided by 5000 unique clicks (unique click = one new visitor)
multiplied by one hundred
= 1% conversion rate.

Is this good? Well, it depends on the sector you choose, and it will depend on the merchant's site and if their conversions are good, average or poor. The relationship between the Affiliate and the merchant site is symbiotic in that good affiliate blogs/websites drive customers to the merchant site but a good merchant site is required to facilitate conversions.

Getting visitors to your site

By updating your blog as often as possible with relevant, unique content, you will automatically have search engine spiders crawling your blog / website. But if you want to speed things up a little you could do the following.

Reciprocal linking – You swap links with a non competing website and or blog. Example : my website AffiliateProgramAdvice.com, I would not want to ask my competitor for a link pointing to my site nor I to theirs, but I would gladly swap links with anyone who has content that I feel my audience would benefit from and hopefully the recipient will link to me as we both add value to our blog / website.

Paid Advertising – Ever seen those adverts come up on top or at the side of Google or Bing? These are called sponsored listings. Affiliates and Merchants have paid to place their adverts there. Usually your advert can appear within a day and will be given priority over natural search engine results. The Cost is based on visitors searching for a key word which matches yours and in turn triggers your advert to appear. When the end user clicks on your link it costs you the advertiser money; we call this pay per click. The cost of a click is determined by industry and key word popularity. In some cases you maybe in direct competition with others who wants to use the same key word thus forcing the price of the key word up. There are so many variables attached to paid search and I'd like to say that it's an even playing field but it's not. I would not get involved in Pay per click until you understand conversions and the industry sector you are in. Here is a little widget you can play with to see approximately how much a cost per click key word would cost you. Example: [Yahoo Advertising](#) (if you want a jaw dropping moment and just for fun see how much the key word for casino would cost today it was \$1.40c for one click but minimum spend was \$50.00), don't let this cost deter you not all cost per click terms like this are that expensive, normally we are talking from 0.10p or cents per click up. [Google adwords](#) has its own tool and analytics. I prefer [Bing](#) user interface ideal for the impatient among us. You can use tools to help you like [Key Word Spy](#) they offer a free trial. The tool allows you to see what your competitor's key words are. It's a fun tool but the free trial does expire and there is

a monthly cost attached to using this starting from \$89.95, I would only use this in month three when you have managed to get your head around everything.

One of the least used methods of getting traffic to your own blog or site from an affiliate's perspective is placing those small cheap offline ads in local news papers or putting up a flyer on local community boards. I seldom see Affiliates taking advantage of this.

Another way of getting new visitors is by using social networking tools like your own facebook.com group/ twitter.com / myspace.com. Finding like minded people attracts more like minded people.

And don't forget to tell your family and friends.

Finally

Once you get your first blog article done, be patient. Don't expect to get visitors in day one; if you consistently add new articles often (twice a week would be good) then the more articles you write the more chances you will have of someone looking for something you have written about. I can tell you that I still remember the day when I earned my first small commission from Amazon associates, it may only have been a meager \$0.89 but it showed me that affiliate marketing works and I was \$0.89 richer and most of all I had enjoyed writing the book review. Your first commission you will never forget that buzz!

The simple formula

Interesting content + Complimentary products and/or services
= targeted visitors = conversions = Smiley Face!

Terminology

Affiliate – A publisher in an affiliate marketing relationship. Affiliates refer their own website/blog visitors to another website/blog in return for revenue or relevant reciprocal linking, as point of reference or further reading.

Advertiser – See merchant; an e-commerce enabled online shop. Example:

www.amazon.com

www.boohoo.com

Affiliate Link – A hyperlink with the affiliate identification code to the merchant's website and or product.

Affiliate Manager – Someone that looks after the merchant's affiliate program. Usually has technical, analytical & communication skills and has an in-depth knowledge of the affiliate marketing industry. Sometimes referred to as relationship manager.

Affiliate Forum – An on line community where visitors may read and post topics related to affiliate marketing. Very useful for anyone just starting out. Example:

www.abestweb.com (US)

www.wickedfire.com

www.a4uforum.com (UK)

Affiliate Fraud – Bogus activity generated by an affiliate in an attempt to generate illegitimate, unearned revenue. Example, cookie stuffing, spyware, spamming. Don't try it, you will be caught!

Affiliate Marketing – Revenue sharing between on line advertisers/merchants and on line publishers/salespeople, whereby commissions is based on performance measures, typically in the form of sales, clicks, registrations, or a hybrid model. A symbiotic relationship between the Merchant, Affiliate, and Affiliate Network.

Affiliate Network – A value-added intermediary providing services, including aggregation of affiliates, merchants, and agencies. Can also be called an ASP (Affiliate Solutions Provider)

Affiliate Software – Affiliate link tracking Software that records impressions, clicks, sales, commission.

Banner – Graphic advertisement.

Blog – Self-published articles on the web. Example:

www.affiliateprogramadvice.com

Cookie – Information stored on a user's computer placed by a Web site so preferences are remembered on future requests.

Dynamic Linking – Usually a piece of java script that affiliates can place on their website and where by the merchant has control over what is displayed on the affiliates website.

Hybrid – Combination of revenue share and CPC (Cost per click), CPM (Cost per thousand impressions) or Tenancy (flat monthly rate).

Linking – Term used for the hyperlink from the affiliate's website to the merchant's website or vice-versa.

In-House Affiliate Program – Advertiser has their own in-house affiliate program and may not be part of an Affiliate Network.

Links – Can mean the above and can be placed behind banners, text links.

Merchant – Advertiser and Merchant are one of the same. A few years ago (2004) Cj.com an Affiliate Network decided to call affiliates-publishers and merchant -advertisers

Network- A database of affiliates, can also mean to socialise with like-minded people in the affiliate industry in a business capacity.

Payment Threshold – The minimum accumulated commission an affiliate must earn to trigger payment from an affiliate program or ASP (affiliate solutions provider).

Publisher – Same as affiliate.

Return days – The number of days an affiliate can earn commission on a conversion (sale or lead) by a referred visitor. Also, See cookies.

Social networking – Grouping of people with common interests. Example:

Facebook.com

myspace.com

twitter.com

digg.com

Text-Link – Text with a hyper link behind it. Example:

[Click here for more marketing terminology](#)

Further reading and resources

Affiliate Program directories

www.affiliateprograms.com/
www.associateprograms.com/directory/
www.ukaffiliateprogrammes.co.uk/

Affiliate Marketing Forums

www.affiliates4u.com/forums (UK)
www.abestweb.com (US)
www.wickedfire.com (UK, US, EU)

Blogging

www.wordpress.org/
www.blogger.com/start
www.thoughts.com/free-blog

Social networking

www.twitter.com
www.myspace.com
www.facebook.com
www.linkedin.com (professional networking)

Pictures for your blog

To save an image, right click on the image with your mouse then click on "save as" give it a name and store on your desktop or somewhere on your computer where you can find it again. Most online merchants will allow you to use their images, but you will also want to use your own.

www.freeimages.co.uk/
www.istockphoto.com
www.freedigitalphotos.net

Hit Counters and analytics for blog or website.

Most blogs come with basic analytics, which will tell you how many visitors you have had.

www.website-hit-counters.com/
www.google.com/analytics/index.html (quite advanced)
www.techsoup.org/learningcenter/internet/page6760.cfm

Research

www.bing.com
www.google.com
www.wikipedia.org

www.keywordspy.com

www.spyfu.com

www.e-consultancy.com

www.startasanaffiliate.net/

Your local library even ☺

Affiliate Events -

www.afflicon.com (Global)

www.affiliatesummit.com (US)

www.A4uExpo.com (UK & Europe)

Tools

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

More about TheNoiseFarmInc.com

TheNoiseFarmInc.com is a service provider and consultancy in all areas of ecommerce with an emphasis on affiliate marketing. We trouble shoot existing affiliate programs and provide affordable affiliate program management based on low monthly management cost and revenue share. We are deemed as the experts from our industry peers and endorsements can be found on our website. For more information please email contactus at TheNoiseFarmInc.com or use the submission form on our site www.TheNoise