

The Successful Affiliate Strategy

6 Easy Steps to Becoming a Super Affiliate

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Introduction

Affiliate marketing is a very simple model. Someone creates a product and sets up a website to sell it. You, as an affiliate, promote that website and send traffic to it, and if the visitors you send buy the product, you get paid a commission.

The beauty of it is you do not have to have a product of your own, you do not have to deal with product delivery, handle customer enquiries, complaints or refunds. In fact you do not even have to have a website (although you should have, but I'll come on to that later).

No other business model has such low barriers to entry. Start up costs are virtually zero, and you can start making money in a very short time. Not only is it a simple model, but it is also a very attractive business model.

But, and there is always a but... this is part of the problem. Because it is so easy to get started, most people give it a go but do not treat it seriously, do not treat it **as a real business**.

95% of affiliate marketers will fail, only 5% will succeed. And this is the number one reason for the 95/5 rule – the 95% do not treat affiliate marketing as a business. They see it as something that's worth a shot, but have no strategy, no plan, no commitment. And not **really** any belief that it will work.

Then when the sales don't start rolling in overnight as they expected they would, they give up, move onto something else.

If you can get over this hurdle, you will have a very good chance of succeeding. Affiliate marketing **is** a real business. Treat it that way, follow a clear plan of action, believe in yourself and what you are doing, and you can be one of the 5% who make a good living from affiliate marketing – or even one of the 1% of super affiliates who consistently make seven figures.

This is not a get rich quick scheme. There is work involved, particularly at the start. As you start making money, you can cut your workload by reinvesting some of your earnings into outsourcing or time saving software. But if you are not prepared to put in some effort at the start, and consistently take the steps needed to build up your business, then frankly, you will not succeed.

But if you are prepared to do this, you have all the information you need right here.

In this report, I am going to set out in a clear plan the easiest way to set up your affiliate business, and the exact steps you need to take to start earning commissions quickly and consistently. There are lots of different ways to be an affiliate, and they all do work for some people. The method set out in this report has been chosen because it is simple, easy to implement, and potentially very profitable.

Once you have mastered it, then you can spread your wings and start to learn about other methods if you want, but for now stick with one method and most of all, ***follow it through to the end.***

Choosing An Affiliate Program: Why Clickbank?

If you want to be an affiliate you do not have to use Clickbank. There are literally hundreds of different affiliate programs to choose from, and many merchants run their own affiliate program. But for me, Clickbank is simply the best place to start as a beginner affiliate, and even as an experienced affiliate, still makes up a large part of my business.

Clickbank is the largest repository of digital information products on the net. It has over 50,000 digital products available to promote, and makes a sale somewhere in the world every 3 seconds.

Since being established in 1998, Clickbank have paid out an incredible \$1.7billion to vendors and affiliates. Affiliates are paid every 2 weeks, and in all that time, with all that money, they have never missed a single payment. This level of reliability and trust is rare in the online world, and is so important as an affiliate. With Clickbank, if you make the sales, you know you will get paid.

Basically anyone can set up a new account, regardless of location, and it is free to join, and every product that is registered with the site is available for any affiliate to promote.

You choose a product to promote, send traffic to the sales page through a specially created link which places a cookie on the visitors PC. If they buy, your Clickbank account gets credited with the sale. Even if they do not buy right away, you can still get credited for any subsequent sale for up to 60 days (this is how long the cookie lasts for).

Because all their products are digital (information products, like ebooks, or software) and are provided via digital download, the cost of production is much lower than for physical products. This means that you will typically earn a much larger percentage commission than you would with physical products. For example, as an Amazon affiliate you generally earn between 4% and 7% of the sale value, with Clickbank that figure is between 50% and 75% - quite a difference.

So if you promote a Clickbank product that retails for \$49.95, and has a 75% commission, you will get \$33.90 (75% of \$49.95 less Clickbank fees). At best a \$49.95 physical product sold on Amazon will make you \$3.50.

Of course, the percentage commission is only one factor. Conversion rate (the percentage of visitors to the site who actually make a purchase) is another major consideration. Again sticking with the Amazon example, the conversion rate for Amazon products is usually much higher (typically around 10-15%) than with Clickbank products (typically 2-3%). But even taking this into account, digital products are still potentially much more profitable.

It's important to note that these 'typical' figures are only a very rough average. If you send the right visitors to your site, you can massively increase your conversion rate of any product, digital or physical. But I'll come back to this later.

Step 1: Finding Profitable Niches

The basic rule here is do not try to reinvent the wheel. Promote products in already established markets – do NOT choose a product and try to create a market for it. One time in a million this will work, and you'll retire rich. But one time in a million you could win the lottery...

Quite simply, find out what works... and copy it.

Coming Up With Niche Ideas

Sometimes it can be difficult to get inspiration. The first place to look is your own hobbies and interests. Think about what interests you, and jot down ideas for possible promotions. Just because you are interested in something does not mean it will be a good niche – there are certain criteria that must be met when choosing a niche, and we'll cover them below.

But if you can find a profitable niche within an area you are passionate about, it does make it much easier to keep your motivation going. There will be times when it seems as if you are beating your head of a brick wall, and not getting the results you want. You **MUST** persevere and work through these, and a personal interest makes this a lot easier.

Other Places to Look for Niche Ideas

Clickbank - The [Clickbank Marketplace](#) itself is a great place to look for niche ideas. Browse through the categories and sub categories. Areas where there are multiple products for sale are usually a good indication of a profitable market.

The screenshot shows the ClickBank Marketplace homepage. At the top, there is a navigation bar with links for Home, Sign Up, Marketplace, Order Help, Blog, and Log In. Below this is a search bar and a language dropdown set to English. The main heading is "Marketplace" with a subtext "Choose from thousands of great products to promote". A search box labeled "Find Products:" is present, along with links for "Advanced Search" and "Search Help".

Below the search bar, there is a banner for "Introducing SocialPromote™" with a link to "More Details".

The main content area is divided into several sections:

- Make More Money. Promote These Products!**: A sidebar with a "Click Here" button.
- Categories**: A list of categories including Arts & Entertainment, Betting Systems, Business / Investing, Computers / Internet, Cooking, Food & Wine, E-business & E-marketing, Education, Employment & Jobs, Fiction, and Games.
- How to Find Products to Promote**: A section with two numbered steps: 1. Browse Categories on the left. 2. Use the Find Products box above to search by keyword. It includes an illustration of a man at a laptop and text explaining how to view a vendor's Pitch Page and create a HopLink.
- New to Affiliate Marketing?**: A section with an illustration of a man's face and text explaining that the ClickBank Help Center will help get started. It includes a bulleted list: "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.", and "How does an affiliate earn commissions and get paid? This article will".
- Sponsored Links**: A list of promotional offers:
 - Attention Affiliates! Need cash?** Make \$ with this automated software. [www.CommissionUnderground.com](#) Avg Comm 75%: Promote Now
 - \$50 BONUS + \$3.13EPC** #1 Work From Home. [www.RealIncome365.com](#) Avg Comm 75%: Promote Now
 - \$466,197 in 4 weeks? Wow!** Huge Market. 75% + Bonuses! [www.1-Click-Fix.com](#) Avg Comm 75%: Promote Now
 - Get Paid Good by Google!** Join Today to Receive Checks! [www.The7dayTest.com](#) Avg Comm 75%: Promote Now
 - Still On Top For 2 Years!** Still amazing CR, happy AFF. [www.thelottoblackbook.com](#) Avg Comm 75%: Promote Now
 - See My \$4,370/DAY Secret?** Big FREE Secrets Revealed [www.SecretOffer.org/FREE](#) Avg Comm 65%: Promote Now

Ebay – <http://pulse.ebay.com> is “a daily snapshot of current trends, hot picks, and cool stuff on eBay” and shows what products are trending, and the most popular searches. Each category can be drilled right down, and this can be a great way of finding niches with a lot of demand that you would never have thought of. It is more geared towards physical products, but still can be a good place to get ideas.

The screenshot shows the eBay Pulse website interface. At the top, there is a search bar and navigation links for "My eBay", "Sell", "Community", and "Customer Support". Below the search bar, there are tabs for "CATEGORIES", "ELECTRONICS", "FASHION", "MOTORS", "TICKETS", "DEALS", and "CLASSIFIEDS". The main content area is titled "eBay pulse" and includes a "Category" dropdown menu set to "All Categories" and an "Update" button. The date "Tuesday, November 8, 2011" is displayed in the top right corner. The main content is divided into several sections:

- POPULAR SEARCHES** (by number of searches):
 1. nintendo ds
 2. coupons
 3. bmw
 4. ipod
 5. blackberry torch
 6. shoes
 7. blackberry
 8. kindle
 9. iphone
 10. macbook
- LARGEST STORES** (by number of active listings):
 1. Buy's Internet Superstore (buy (2075135))
 2. grandeagleretail (grandeagleretail (71418))
 3. MovieMars Books (moviemars-books (121463))
 4. Powells Bookstore (powells_bookstore (92716))
 5. PlcCenter Surplus Industrial (gwenrich (36760))
- DID YOU KNOW?**
 - Buy & sell items to support charity!
 - Research or write about products to share with others.
 - Discover items with free shipping -- Get an even better deal.
 - Buy & sell all types of vehicles & parts on eBay Motors.
 - Snowboards
 - Cocktail Dresses
 - MP3 Players
 - Video Game Systems
- MOST WATCHED ITEMS** (by number of users watching):

Amazon – this is another great place to look for ideas, and more than that to clearly show you if your niche will be profitable, using a very specific strategy.

To show you how to do this, I'll use the golf niche as an example. Now golf is huge, so we really need to drill down a bit deeper, so I'll look at improving your golf swing.

Go to [Amazon](http://Amazon.com) and look for products in that niche. Because we are concentrating on information products, then I generally look for books in that niche on Amazon. So, searching in Amazon.com for 'improve golf swing' in the Books category, this is what comes up.

The screenshot shows the Amazon.com search results for the query "improve golf swing". The results are sorted by "Avg. Customer Review". Two products are visible:

- Ben Hogan's Five Lessons: The Modern Fundamentals of Golf** by Ben Hogan (Jan 1, 1990). This product has 268 customer reviews, which is circled in red. It is available in Hardcover (\$16.44) and Paperback (\$7.92) formats.
- FibroWHYalgia: Why Rebuilding the Ten Root Causes of Chronic Illness Restores Chronic Wellness** by Susan E. Ingebretson (Feb 2, 2010). This product has 31 customer reviews, also circled in red. It is available in Paperback format for \$17.79.

The left sidebar shows various department filters, and the top navigation bar includes the Amazon logo, search bar, and account options.

I have sorted this search by 'Avg. Customer Review'. Now I don't really care whether the reviews are positive or negative, because I am not planning to promote Amazon products. All I am looking for is the number of reviews.

Unlike ebay, most people who buy on Amazon do not leave reviews, so if you get a lot of reviews it means that a lot of people are buying the products in this niche, and are engaged enough to go to the bother of giving feedback. It is a great sign of a hungry market.

As a general guide, if there are at least 20 reviews for a product, it means there is a lot of demand for products in that niche, so it is potentially profitable. In the example of golf swing, the top 2 products have 268 and 31 reviews – obviously a very big market.

For more ideas on how to find profitable niches, check out [Niche Eureka](#).

Step 2: Finding Good Products

So now we have seen that there is good demand for this niche, the next stage is to go to [Clickbank](#) and see if there are any suitable products that we can promote. To make it worth my while, I generally only promote products with a commission payout of over \$20. There can be exceptions, for example if I already work in a niche, and am looking for a secondary product to promote, I would accept a lower commission. But \$20 is a good guide.

The screenshot below shows what I find when I do a search in Clickbank for products related to 'golf swing'.

The screenshot shows the Clickbank Marketplace interface. At the top, there's a navigation bar with links for Home, Sign Up, Marketplace, Order Help, Blog, and Log In. A search bar is present with the text 'golf swing' entered. Below the navigation bar, there's a 'Marketplace' section with a sub-header 'Choose from thousands of great products to promote'. A search bar with 'golf swing' is also visible here. To the left, there's a 'Categories' sidebar with various options like Arts & Entertainment, Betting Systems, Business / Investing, etc. The main content area displays search results for 'golf swing'. The first result is 'The Key To A Repeating Golf Swing 6 Part Package' with an average sale price of \$16.60. The second result is 'The Golf Swing Test' with an average sale price of \$31.61. The third result is 'The One Track Golf Swing' with an average sale price of \$2.64. On the right side, there are 'Sponsored Links' for various products like 'Have A List? Mail This!', 'STOP - Get Paid Fast! - LOOK', 'Most Profitable Niche?', 'Registry Site Google Slapped?', 'Super Affiliate Contest!', and 'See My \$4,370/DAY Secret?'. Each result includes a brief description, average sale price, commission percentage, and a 'Promote' button.

As you can see, there are possible products to promote here. The commission for the first one is a bit low, but the second looks promising, with a payout of over \$30.

At this stage you need to do a bit more research about the product itself, checking

out the sales page, and doing your own due diligence. One good technique is to email the vendor with a pre-sales enquiry, and see how good the support is. If they give good support it is a good sign that it is a reputable product. If not, move on to another vendor.

The last thing you want is to promote a bad product. For one thing, every Clickbank product automatically has an 8 week refund period. Low quality products will have high refund rates, so you will lose commission.

But more importantly, this business model involves building the trust and respect of your potential customers (as you will see as you read on). Recommending a bad product will ruin this forever. Always remember, you are building ***a real business***.

So assuming that you have now found your niche and are happy with the available Clickbank products, we move onto the next stage: keyword research.

Step 3: Doing Keyword Research

When someone is searching for information on the internet, they go to a search engine and type in whatever they are looking for. The words that the searcher types in are known as keywords. The search engine then checks its database and displays a listing of websites. These are ranked according to relevancy, so the website it thinks most closely matches the words searched for is at the top of the list.

Why are keywords important?

Keyword research is when you determine the most commonly searched keywords by people looking for information or products in your niche. Once you know what keywords are, the objective is then to set up the content on (and backlinks to) your website in such a way that your site is the one at the top of the search engines when these keywords are searched for.

Choosing the right keywords is crucial to your success, for reasons that will become apparent.

To find out what keywords people are searching for, the best place to start is Google's Keyword Tool

<https://adwords.google.com/select/KeywordToolExternal>

Type in words or a phrase relevant to your niche, and this will show the number of times this was searched for over the last month, and also other related keywords and their search volume. Sticking with the golf example, below are the results for 'improve golf swing'.

Tools

- Keyword Tool
- Traffic Estimator
- Placement Tool
- Contextual Targeting Tool

Find keywords
Based on one or more of the following:

Word or phrase: improve golf swing
Website: www.google.co.uk/page.html
Category: Apparel

Only show ideas closely related to my search terms

Advanced Options and Filters Locations: United Kingdom Languages: English Devices: Desktops and laptops

Match types

- Broad
- [Exact]
- "Phrase"

Search Terms (1)

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC
[improve golf swing]	High	2,400	170	£0.47

Keyword ideas (800)

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC
[improve golf swing]	High	2,400	170	£0.47
[golf swing tips]	Medium	12,100	2,900	£0.54
[golf swing]	Medium	40,500	6,600	£0.60
[golf swing video]	Medium	5,400	880	£0.63
[perfect golf swing]	Medium	6,600	1,300	£0.53
[improving golf swing]	Medium	480		

One very important point to note. The default Match Type is Broad - always change this from *Broad* to *[Exact]*. Exact match means that the searcher types in only your chosen phrase in that exact order, with no other additional words, whereas broad match can include any extra words, plurals and even synonyms. For this reason, broad match shows a vastly exaggerated number of searches. Exact match offers the most accurate data of how many searches the targeted keyword actually has.

The most important column for our purposes is the global search volume. High Cost Per Click (CPC) and high competition are both signs of a profitable niche, but even if these are low, the keyword can still be profitable, so concentrate on search volume.

So, back to our example. As a guide, anything over 500 exact global searches per month is worth considering (although for 'buying' keywords, much less would be ok – I'll return to this below). 'Improve golf swing' has a global search volume of 2,400 per month, so this keyword certainly meets our criteria.

Scrolling on down the Google keyword tool also gives alternative related keywords.

These can be good keywords in themselves, but you can also uncover further ideas by drilling down further. Type the alternative keywords into the keyword tool again to generate a new list.

For example, my initial search showed 1300 exact match searches for 'golf swing drills'. By putting this into the keywords tool, I get other ideas – for example 'golf swing plane drills' with 390 searches is a little low, but might be worth investigating further.

The screenshot displays the Google Keyword Planner interface. On the left, there are navigation options for 'Tools' (Keyword Tool, Traffic Estimator, Placement Tool, Contextual Targeting Tool) and 'Match types' (Broad, [Exact], "Phrase"). The main area is titled 'Find keywords' and shows a search for 'golf swing drills' on the website 'www.google.co.uk/page.html' in the 'Apparel' category. The search results are displayed in a table with columns for Keyword, Competition, Global Monthly Searches, Local Monthly Searches, and Approximate CPC. The 'golf swing drills' keyword is highlighted with a star and has 1,600 global searches and 170 local searches. Below this, a section titled 'Keyword ideas (800)' lists several related keywords, including 'golf swing plane drills' with 390 global searches, 'slow motion golf swing' with 1,300 global searches, and 'rotary golf swing drills' with 91 global searches. A 'Starred (0)' button is visible at the bottom right of the results table.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC
[golf swing drills]	Low	1,600	170	£0.42
[golf swing plane drills]	Low	390	73	£0.70
[slow motion golf swing]	Low	1,300	260	£0.64
[golf swing slow motion]	Low	1,600	170	£0.45
[rotary golf swing drills]	Low	91	12	£0.13
[golf swing]	Medium	40,500		

Play around with the keyword tool and you'll uncover some gems in almost any niche.

Types of Keywords

Keywords themselves need to be ranked, based on the intention of the searcher. This is crucially important to conversion rates, and I'll explain why by looking at our golf example.

Buying Keywords

A buying keyword is simply a query that someone types in to a search engine that means that they are actively looking to buy a product. So for example, if someone types in 'buy golf swing guide' they are obviously much closer to making a purchase than someone just typing in 'golf swing'. 'Golf swing' does get a lot of searches, but it is much too broad, and the people typing it in will generally just be looking for free information. This can be good if you are creating an AdSense site, but not for an affiliate site where you need to make sales.

It is a common mistake made by internet marketers to go for the one big keyword, rather than for lots of smaller volume long tail keywords. For one thing, it is too difficult to rank for in the search engines, but more importantly most of the traffic will not be buying traffic. Draw up a list of long tail keywords, particularly ones where the intention of the searcher is to make a purchase, and concentrate on these.

The most obvious buying keyword includes your niche and the word 'buy', but there are many other slightly more subtle but equally powerful examples. For starters, searches which include the following words :

- for sale
- coupons
- discount
- best price for
- where can I get
- order
- reviews

Use your imagination and put yourself in the shoes of the searcher, and you will come up with many more types of buying keyword.

Earlier I said that I look for at least 500 searches per month. For good buying keywords, this can be much lower, because a much higher percentage of these visitors will actually buy through your link. So for example for keyword terms including the word 'buy', even as few as 100 searches per month could be enough to justify trying to rank for that particular search term.

There is an element of judgement and trial and error in this, but as you do more

keyword research you'll instinctively be able to spot good keywords.

Once you have your list of keywords, it is time to move on to the next stage, and make sure that it will be relatively easy to rank your website for these terms in the search engines.

Step 4: Analysing The Competition

To check how competitive a keyword is, I use the free version of **Traffic Travis** – if you haven't got this you can [download it here](#).

Traffic Travis has good instruction videos included which you should watch if you haven't used it before, but this is how you use it to analyse competition. In the SEO Analysis tool, type in your first keyword phrase, and click 'Analyse'.

It will show the top 20 sites currently showing in Google for your keyword. Each site is analysed for various SEO factors which directly affect its ranking position:

PR – page rank

This is Google's judgement of the importance of a web page. Higher page rank indicates that a site will be more difficult to outrank. Personally, I do not place much weight on PR - it is relatively easy to outrank a high PR site if the other factors are favourable.

Age – age of the domain

Older domains carry more authority, so preferably we are looking for relatively low numbers here.

BL – backlinks to this page

BLS - backlinks to the whole site

TBL – backlinks from .edu and .gov domains

These are key indicators. No one knows exactly what way Google's ranking algorithm works, but what is sure is that more backlinks will always help your site to rank. Links from .edu and .gov domains are identified separately because they are generally thought to carry more weight. If your competitors have a lot of backlinks, this will make them more difficult to overtake, so the lower these numbers the better.

DMOZ – is the domain listed in the DMOZ directory?

YAH - is the domain listed in the Yahoo Directory?

Both of these directories carry a lot of link weight, so ideally you hope your competitors' sites are not listed.

Title – is the keyword included in the title tag of the site?

Desc – is the keyword included in the description of the site?

H1 Tag - is the keyword included in the header tag of the site?

These 3 factors are all ‘on page’ – if you include the exact keyword you are trying to rank for in the title, description and header of your web page, Google will deem it to be more relevant and so rank it higher. If your competitors have not done this, it gives you an edge.

Generally, what you are looking for here is as many red Xs as possible, and as few green ticks as possible.

Below is the analysis for ‘improve golf swing’.

SEO Analysis

Phrase to Analyze: improve golf swing | Search Location: United States | Analyze Top: 20 results

Difficulty Rating: Relatively Easy (4 stars) | Search Engine Competition: 4,200,000

Rank	Website	PR	Age	BL	BLS	TBL	DMOZ	YAHD	Title	Desc	H1 Tag	GCA	CEXT
1	http://www.youtube.com/watch%3Fv%3Da...	0	6	14227	17201369...	2	✓	✓	✗	✗	✗	1	0
2	http://www.youtube.com/watch%3Fv%3DY3...	0	6	195	17201369...	0	✓	✓	✗	✗	✗	5	0
3	http://www.golflessonsonline.org/	0	2	28509	125940	24	✗	✗	✗	✗	✗	5	0
4	http://www.performbettergolf.com/	0	6	497475	860782	11	✗	✓	✗	✗	✗	5	0
5	http://www.learnaboutgolf.com/beginner/swi...	0	0	2058	85365	0	✗	✓	✗	✗	✗	3	0
6	http://www.golfswingguru.com/	0	7	84523	284012	1	✗	✗	✗	✗	✗	4	0
7	http://perfectgolfswingreview.net/	0	4	1076	6330	0	✗	✗	✗	✗	✗	4	0
8	http://www.golfswingeureka.com/	0	5	5276	28452	0	✗	✗	✗	✗	✗	5	0
9	http://www.youtube.com/watch%3Fv%3D-A...	0	6	155	17201369...	0	✓	✓	✗	✗	✗	8	0
10	http://www.golfink.com/golf-tips/tips/tetrault...	0	13	36	4793453	0	✓	✓	✗	✗	✗	1	0
11	http://www.vharness.com/	0	2	10857	10946	0	✗	✗	✗	✗	✗	5	0
12	http://www.swingimprovement.com/	0	10	3194	3618	1	✓	✗	✗	✗	✗	7	0
13	http://www.swingmangolf.com/	0	3	1767	33798	0	✗	✗	✗	✗	✗	4	0
14	http://www.the-golf-nut.com/golfers-tips.html	0	6	961	39259	0	✓	✗	✗	✗	✗	4	0
15	http://www.thegolfprofessor.com/	0	11	4099	5010	1	✓	✗	✗	✗	✗	3	0
16	http://golfswingjourney.com/	0	0	6361	6437	0	✗	✗	✓	✗	✓	1	0
17	http://golf.about.com/od/fitnesshealth/a/lung...	0	12	1877	3674777	0	✓	✓	✗	✗	✗	1	0
18	http://www.youtube.com/watch%3Fv%3DH4...	0	6	0	17201369...	0	✓	✓	✓	✗	✓	25	0
19	http://www.youtube.com/watch%3Fv%3DG3...	0	6	20	17201369...	0	✓	✓	✗	✗	✗	2	0
20	http://www.squidoo.com/ways-to-improve-go...	0	8	199	506289121	0	✓	✓	✗	✗	✗	8	0

This shows the top 20 sites currently showing in Google for ‘improve golf swing’. As well as all the individual sites analysis, the tool also gives an overall rating of how easy or difficult it would be to highly rank your site in Google for the particular keyword. In our example, according to Traffic Travis ‘improve golf swing’ would be relatively easy to rank for.

There are a lot of red Xs, showing a weakness in the competition, and a lot of the

individual pages have a relatively low number of backlinks, so this definitely does look doable.

This is not a foolproof tool, but it does give a good general guide. Also, as with keyword research, practice makes perfect. The more you use it the easier you will find it to quickly analyse the results for yourself.

Work your way through all your chosen keywords, and discard any that would be too difficult to rank. You should now have a list of long tail buying keywords that would be relatively easy to rank for. The next stage is to set up your website.

Step 5: Setting Up Your Website

There is a right way and a wrong way to be an affiliate, whether with Clickbank or any other affiliate program. The wrong way is to send your traffic straight to the vendor's sales page, the right way is to send it to your own website first.

It is possible to be an affiliate without having a website. You can just drive traffic to the Clickbank sales page (through your affiliate link). If you look on the major article directories EzineArticles, you will find a lot of the links are just redirects to a Clickbank sales page. If that sales letter does its job, it will generate some sales and you will earn some commission.

But when you promote Clickbank products this way, you are **not** building your business for the long term. You need to build up an asset that continues to generate income for years to come. In other words, you need to set up your own website and drive traffic to it.

Setting up a website might seem daunting, but it really is not as difficult as it seems, even if you are not technically minded. You can either use Wordpress - which has the real advantage of being easily customised, with thousands of different themes and plugins available – or a simple WYSIWYG web builder such as Kompozer. Both are free. You will need to buy a domain name and hosting, but these only cost a few dollars.

Remember that the traffic you get has to be converted to sales, so you need to know how to set up your website properly to achieve this.

The simple fact is that the majority of visitors to your site, even with targeted traffic, will not buy first time. And if they don't, then generally you've lost them and they will not come back. If you can capture a visitor's email address, (and so add them to your 'list') then you can stay in contact with them, and help close the sale on whatever it is that you are promoting. Not only that, but if you build a relationship with your subscribers, you can sell to them not just once, but time and again.

So either create a squeeze page and send traffic directly to this, or else have a prominent opt in form on all the pages on your site – or both. Whatever way you do it, always collect subscribers at every opportunity.

Email Marketing Key Points

Give away a free report, or a mini course, or something else related to your niche to encourage people to sign up. Make sure it is something of genuine value.

Sign up for a reliable autoresponder, like [Aweber](#) or [Get Response](#). Using one of these services means you can automate your follow up emails, so every person who subscribes to your list is automatically sent email #1, and then the following emails in whatever order you decide to schedule them.

Make sure your sequence of emails is well written and again provide good quality content. Include some emails which directly promote products, but only products which would actually be useful to your subscribers.

The common expression is 'the money is in the list', but a more accurate phrase would be "the money is in the relationship with the list". When people are good enough to give you're their email, do not abuse their trust by constantly selling to them. Treat your subscribers with respect, give more than you take, and make them **want** to stay on your list - you will be well rewarded, and build a viable long term business.

Step 6: Getting Traffic

With this strategy we are only going after keywords which are relatively easy to rank for. This makes getting traffic much easier.

On Page Optimization

Each page of your site should be optimized for one of your chosen keywords. This means you would place the keyword in the title, description and header tag (as shown in Traffic Travis), and the content itself would also include the keyword near the beginning of the page, near the end and once or twice in the middle.

You can either write the content yourself, or outsource it if you are not comfortable writing articles. Just make sure that it is good quality content, not some spun article that makes no sense.

Off Page Optimization

These 'on page' factors will be a big help, but unless you hit very lucky, you will also need to do some off page SEO work. Basically, this means building backlinks to your site.

There are some good sources of free backlinks which are worth doing to get started. When I set up a new site (or a new page on an existing site) I always ping the url, with a free service like [Pinger](#). This helps it get indexed by Google.

BOOKMARK 377

Username: Password: [Forgot Password?](#)

pingler.com “ it still works for my website.. thanks to pingler.com ”
harmizan azman

Home Prices Latest Pings Suggest Ping Service Directory Pingler Feed Tools Register Blog Help Desk

live help **Welcome to Pingler!**

basic **premium account** allows you to store 25 Links (URLs) in your account. These links will be automatically pinged every three days. A premium account not only saves you the hassle of having to ping each of your links manually, it also ensures that pinging is performed frequently and in a timely manner. You can also benefit from the many tools and plugins we offer.

Sign up today to our basic package price of \$2.99 / month and enjoy the best pinging site on the net. We offer different packages to suit your needs and right up to 10000 URLs!

Pingler Plugins:

Ping your URL for FREE:

Title: (Keyword)

URL: (ex: http://pingler.com)

Category:

Ping Services:

- api.my.yahoo.co.jp/RPC2
- audiopc.weblogs.com/RPC2
- blog.goo.ne.jp/XMLRPC
- blogpeople.net/ping
- blogpeople.net/servlet
- /weblogUpdates
- blogsearch.google.ae/ping/RPC2

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8,208 people like Pingler.

Dan Ali Zeph Rajesh Shobayo

I also use [Social Monkee](#) - sign up for a free account, and every day you can get 25 social bookmarking links. These sort of links are highly regarded by Google.



The image shows the landing page for Social Monkee, a service for building backlinks. The page has a green and yellow color scheme with a monkey logo and a palm tree background. Key features include:

- Members Login:** A button in the top right corner.
- Headline:** "Social Monkee Your Instant Link Building Solution!"
- Text:** "Easily build 25 UNIQUE backlinks to your pages every day! Sign up now and start generating quality inbound links to your site today!"
- Form:** A registration form with fields for "First Name", "Email Address", and "Password", and a "Submit Form" button.
- Call to Action:** "Sign Up Now!" with a green arrow icon.
- Benefits:** Three callout boxes listing benefits: "Create 25 inbound links every single day - FREE", "Dramatically increase your number of backlinks", and "Increased online exposure and traffic for your site".
- Footer:** "We hate spam as much as you do. We will NOT share or sell your email address. You can opt out at any time." and "Testimonials - Terms & Conditions - Privacy Policy - Need Support?"

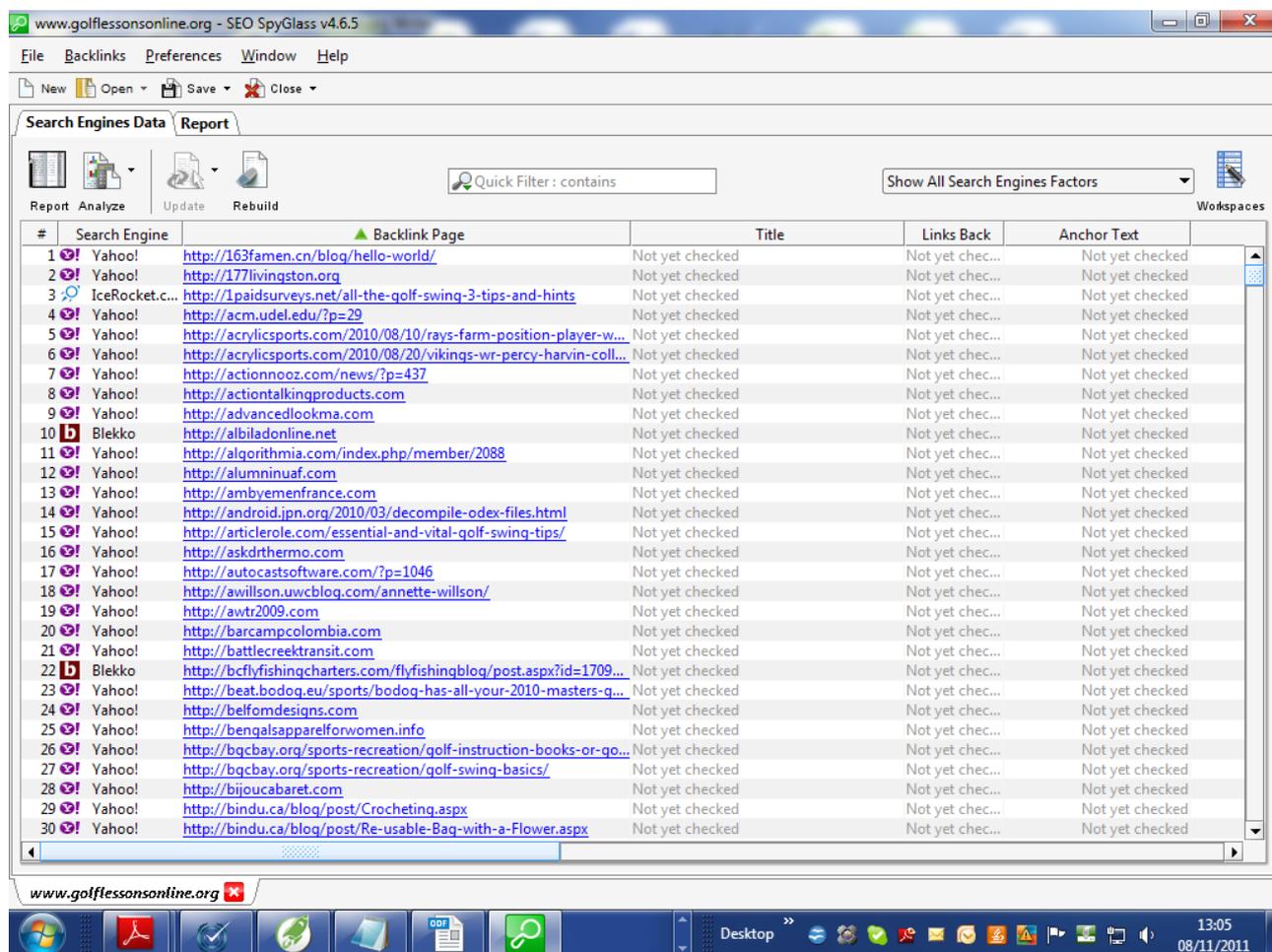
There are many other ways to get links, and although they are a little more time consuming, it is essential to get as many links as possible to your site. Common methods include submitting articles to article directories, commenting on blogs or contributing to forums related to your niche.

Remember all of these links should use the keyword as the anchor text – so for example if you are linking back to your golf site to the page optimized for improve golf swing, the link text would be 'improve golf swing'. This helps let the search engines know what your site is about, and so raises its relevancy to that specific keyword.

A good way to help move up the ranks quickly is by looking at the links that the top 3 ranking sites for your keywords have. You can use the free version of [SEO Spyglass](#) to find where the links to the site come from. You can often get links from the same places, for example by submitting your site to the same directories, or publishing an article on the same sites. It's a very effective way to play "catch-up".

For example, below is the SEO Spyglass report for the links to [golflessonsonline.org](#),

the 3rd ranked site in Google for 'improve golf swing', as identified by Traffic Travis.



You can also create a report with SEO Spyglass showing only the links from blogs and forums, so you can then easily post links on all these sites yourself.

How many links you will need depends on the level of your competition, but if you have carried out your initial research well, you should need relatively few. In a short time, you will see traffic coming to your site and start earning your first Clickbank commissions.

For a more detailed analysis of on page and off page optimization, check out [SEO Dynamite](#).

Conclusion

This is a tried and tested affiliate marketing model. If you follow these steps, you can start to generate income in a very short time, and if you want to build an affiliate business that will give you a job replacing income, you simply keep doing it. Find more profitable niches – there are literally thousands of them – and keep setting up more websites. The sky really is the limit.

My advice is to reinvest as much as possible when you first start making money. Don't just take all the money out of the business – use it to outsource the jobs you do not like doing, or that take up too much of your time. Niche research, finding products, setting up websites, creating content, writing an email series, building links – it all takes time, so the more of it you can outsource, the quicker you can grow your business.

Play to your strengths – concentrate on the parts that you are good at and enjoy, and outsource the others as soon as you can afford it. Sites like [elance](#) or [odesk](#), or the [Warrior Forum](#) are good places to outsource. Make sure you only employ people with very good feedback – it is the best way to be sure you don't end up with poor quality work.

There are also tools you can buy to help automate the jobs you do, and many of these can be worth investing in. But again a word of caution. Do not be tempted by every shiny object that comes along – and in internet marketing, there are a LOT of shiny objects.

Try to follow this golden rule: only buy something if it directly contributes to your business and what you are trying to achieve, and gets you closer to your goal. Ignore anything that takes you off your path, no matter how tempting.

You'd be amazed at how many people are tempted by persuasive sales letters to buy IM products that then sit on their hard drive, never to be used.

Most important of all, take action. Don't just think about it, actually do it. Follow ALL the steps as outlined in this report, do not be distracted and give up half way through, and believe in yourself – you'll be amazed at what you can achieve.

Next Step...

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