



10 TIPS FOR BECOMING AN AFFILIATE

Hostinger Elite Affiliate Club

Everyone wants to become successful and earn money, so being an affiliate is the key to earn extra cash simply by advertising a product that you enjoy using. Hostinger offers you a way to earn up to 100% from your sales in commissions.

Doesn't matter if you're new to the topic, we're here to help you become successful in no time. That's why we made a list of our best tips that we've gathered throughout the years.

1. Think like a visitor

Our first and essential tip for you to succeed is to think from the perspective of your website's visitors. Anyone who comes to your website will have a better possibility to convert if you provide them with reasons why they should go ahead and buy Hostinger services. Giving reasons puts the potential buyer into a pre-sale mood, as it builds his interest and attracts him towards Hostinger products. What is the easiest way to do that? Well, this brings us to our second step: writing a review.

2. Write a genuine review

Posting adverts not only on your sidebar, but besides a review gives a better chance of users to convert. In order to write a good review that attracts people to the product, you don't need to be a professional writer. It's true! All you need to do is share your real experience, tell your visitors what you really like about the product, what makes it different among others, for example: you had some good experience with customer support or liked the easy-to-use interface? That's your correct approach to writing a successful review. Your review doesn't have to be long, as long as it tells your visitors why they should choose Hostinger.

3. Use your blog

If you don't yet have a blog, let's start from creating one, you can easily create a WordPress blog on shared web hosting (we also have a great base of tutorials if you need any help in the creation process and you'll have better knowledge of the product that you're advertising) or you can create your blog on a platform like blogger.com, absolutely free of charge.

Now, that you're all good to go - time to make your review. If you're good at writing, we recommend you making a long blog post or several that are related to web hosting. All your posts don't have to be about Hostinger, you have even better chance of succeeding if you write about things related to Hostinger, such topics include everything related to web

hosting, creation of blogs or online stores, even tech tutorials on creating and developing websites.

4. Create great content

When working on your blog posts, concentrating on creating great and engaging content is the way to go. By writing your own genuine review and your web hosting related posts you should also bring focus to your keywords. SEO now is really important and having a well written article with targeted keywords will give a better possibility for new visitors to find your article via the search engines. Select several popular keywords related to web hosting and Hostinger and create content that nobody can beat.

5. Join forums and edit signature

By joining popular forums and making your contributions there to the community, you get a great chance of more people to see your affiliate link, as all you need to do is go to your account and simply edit the 'signature'. You can turn the signature to your own affiliate link or even better - a link to your review or blog post about Hostinger. This way, by people being constantly exposed to your link and seeing your valuable suggestions on the forum, you'll not only can get more traffic to your website, but also more conversions that will generate you greater commissions.

6. Create a newsletter

Creating a newsletter is always a good idea if you already have a subscribers list. There are two main options that are the best for you to use:

1. Write a newsletter to your readers telling about our services and what you like about them and don't forget to include your affiliate link in the email.
2. Write a newsletter where you include a story about our website and add your affiliate link or a link to a review on your blog, or, if you can, include both!

*NOTE: we do not tolerate any spamming activities.

7. Video Reviews

If you have YouTube, Vimeo or any other video channel, you can create a video about Hostinger web hosting services and your personal experience while using them. It's similar to writing a review only it's in another format. You don't need a professional video camera

to do that, you can make a video even by using your phone, as long as it's engaging for your viewers. Non-professional videos are even more engaging for your viewers as they appear as more genuine ones.

8. Make your website mobile friendly

As smartphones are becoming almost like a substitute of a computer, people frequently visit your website from their mobiles. That's why it's important to have not only engaging content but also a mobile friendly version of your website. Not having this can cause you losing potential long-time clients as well as losing potential referred users that could earn you more commissions.

9. Get ahead of the trends

Affiliate marketers have the luxury to stay ahead of the trends and benefit from writing related content. Google Trends is an excellent tool for you to find any seasonal trending topics. Based on them, you'll create content that is not out-dated, related to web hosting topic and will help you get more visitors. Google Trends has a great category functionality that will serve the purpose of finding trendy topics related to a specific industry.

10. Don't be afraid to experiment

Last, but one of the most important tips for you - don't be afraid to experiment. Each site is unique and has his own unique visitors. Try out different combos with different banner sizes and quantities and find the combination that works best for your website. Don't be afraid to get creative: try different post topics, different layouts - the sky's the limit!