Affiliate Marketing Guide

https://github.com/craigrachow/affiliate-marketing-guide

Table of Contents

[Overview 2](#_Toc166492043)

[Finding a Niche 2](#_Toc166492044)

[Keyword Research 2](#_Toc166492045)

[Market Research 2](#_Toc166492046)

[Select Affiliate Programs 3](#_Toc166492047)

[Build Your Website 3](#_Toc166492048)

[Content Creation 3](#_Toc166492049)

[Creating Images 4](#_Toc166492050)

[Search Engine Optimization (SEO) 4](#_Toc166492051)

[Monetising the Website 5](#_Toc166492052)

[Promote Your Website 5](#_Toc166492053)

[Track and Analyze Performance 5](#_Toc166492054)

[Continuous Improvements 6](#_Toc166492055)

[Build Relationships with Partners 6](#_Toc166492056)

[Further Resources 6](#_Toc166492057)

Needs to transfer this doco to this git <https://github.com/craigrachow/affiliate-marketing-guide>

# Overview

At a high level, the process of affiliate marketing or bloggings is. **keyword research > find niche > make a site/blog > get traffic > implement monetization > continue growing traffic via keyword research and creating more content**.

# Finding a Niche

Select a niche that you are passionate about and that has a market demand. Research popular niches and consider your own interests and expertise.

Idea brainstorming

|  |  |
| --- | --- |
|  |  |
|  |  |

Try to find 5 ideas and these niche ideas will form your 5 seed keywords or seed phrases we can research more below.

**Key Outcome = Have at least 5 seed niche ideas / keywords / phrases that we will do keyword research on.**

# Keyword Research

To give your website the best chance of obtaining traffic, it is essential to conduct thorough, high-quality keyword research. This step is very important.

Ideally to deem a niche or your seed keyword/phrase feasible, we want to have 10+ keywords or phrases meeting the following criteria. Low domain rating (<30), low difficulty, low backlinks, high click through rate.

To find keyword or phrases that people search for, think of the following pre-fixes. Eg best/top/comparison/list/reviews... eg, best [products for [use] [year], [product] vs [product]

Free Keyword Research Tools

|  |  |
| --- | --- |
| answerthepublic.com | Find keyword ideas that match what users could be searching |
| hrefs | The best tool but costs $160 a month |
| Keysearch \* | Good free alternative to hrefs. 5 free searches a month. |
| trends.google.com | Finds trending keywords |
| explodingtopics.com | Finds trending keywords |
| meetglimpse.com \* | Finds trending keywords |
| neilpatel.com/ubersuggest \* | All in one SEO tool. Has everything. |
| mangools.com/kwfinder \* | Finds long tailed keywords with easy to see criteria |

\*Free but signup needed.

ChatGPT can also be used to help find keywords and phrases. Ask the tool something along the lines of “Give me 10 keyword ideas with high search volume and low competition related to <insert niche here>”

**Key Outcome = Have a feasible niche picked out with at least 10 keywords / phrases associated with the niche. These 10 keywords / phrases need to have the qualities and criteria as described in this section.**

# Market Research

The fundamental goal of this section is to analyse if your Niche idea can generate traffic and convert readers to sales or affiliate links.

Try to identify and understand the niches target audience, their needs, preferences, and pain points. All must be addressed if you want to generate traffic and convert sales or ads.

Looking at which keywords already send traffic to competitors is usually the best way to evaluate your market research.

Simply googling your prospective keywords and looking at the top websites is a good approach here. Can you make a website with content that is better? Also note down any good ideas they use to convert traffic to sales or affiliates.

**Key Outcome = Have ideas on how your niche and website will make money.**

# Select Affiliate Programs

Find affiliate programs related to your niche. Look for programs that offer products or services that align with your audience’s interests. Focus on products that would fit well in the proposed website and blog content.

Popular affiliate networks include.

|  |  |
| --- | --- |
| affiliate-program.amazon.com | Also available for other countries outside US. |
| ClickBank |  |
| Impact.com | affiliate marketing network – good Australian merchants |
| shareasale.com | affiliate marketing network servicing the affiliate, and the merchant. |
| partnerstack.com |  |
| Commission Junction |  |
| Wenyoda affiliates |  |
| mediavine.com |  |
| Trip advisor | Can be accessed through Commission Junction |
|  |  |

Many companies have their own affiliate programs as well. I.e., my webhosting and domain sites do Ventraip & Dynadot. Other popular merchants are Fiver, globalflexoffice, abobe, etsy, expedia, target.com, Grüns, etc

**Key Outcome = Select a few affiliate programs in which you can advertise product for your website.**

# Build Your Website

Choose a domain name that reflects your niche and brand. Select a reliable web hosting provider and install a content management system (CMS) such as WordPress. Choose a suitable theme or hire a web designer to create a custom design for your website.

Recommended WordPress Themes – Kadence, astra,

Recommended WordPress Plugins – Google Sitekit, Share-it links

Create the following pages – Homepage, About, Blogroll or Archives or other to let people find your content. Optional pages are Shop or Products.

Setup google analytics and google search console.

**Key Outcome = Have a website or blog up and running.**

# Content Creation

Develop high-quality content that provides value to your audience. This could include product reviews, tutorials, how-to guides, comparison articles, and informative blog posts. Incorporate relevant keywords to improve your website's search engine visibility.

It is most important to create good content as this is what drives the search engines, holds the readers interests and converts sales. Ideally we want one of the following 4 things to happen from each user on our site – Get reader to subscribe to email list, generates a sale, generates an affiliate click through, generates a lot of traffic.

| **Key Elements of Great Content** |  |
| --- | --- |
| Matches searchers intent | Make sure your page contains content that the users expect. We want them to stay on the site and click more links |
| Unique content | Make sure content is not a duplication of another page, blog post. Even if it’s your own! |
| Real insight and experience | Readers want trusted knowledge and real-life examples |
| Good understanding and well researched | Do as much research as possible, learn the topic |
| **Include Keywords** | **Naturally include keywords from keyword research in the headings, subheadings and text.** |
| Provide answers | Provide answers to what people are searching for. E.g. check out google what people are searching for. |
| Well formatted with supporting visuals | We want readers to stay on the site. Make the content easy for humans to read and include images, video and references |

## Posts/Page Content Ideas

The following are examples for posts and page content ideas.

How to [achieve a desired outcome], [number] proven [actions/ways] to [achieve desired results], [number or how to] simple/easy ways to [achieve a desired outcome], [challenge] [number] reasons you're [not achieving a desired outcome].

ChatGPT can help out with the above ideas. I.e. ask for 10 ideas how to solve a problem.

TEMPLATES (put in box) Review Template - 3:47:50 of the video

## Posts/Page Format

Use the following as a guide to create pages and posts.

Heading (h1) > intro > subheading (h2) > text > subheading (h3) > topics and text.

Focus on how to solve problems, call to action, faq.

Ensure you have a featured image and put meaningful tags/categories/seo headings.

## Creating Images

The following resources are helpful for all things images on your site.

Remember to keep file size small for a faster/better ranking and page experience. Also give descriptive filenames, alt text and meaningful captions.

Stock Image Galleries -- pixabay, pexels, unsplash, freepik

Image Generators – dalle-2, facebook ai, craiyon.com,

Image Editors – pinegrow, photopea.com, canva

**Key Outcome = Fill your website with at least 10 meaningful pages or posts.**

# Search Engine Optimization (SEO)

Implement search engine optimization (SEO) strategies to improve your website's visibility in search engine results. This includes optimizing your content, meta tags, headings, images, and internal linking structure.

**YoastSEO**

Install and active Yoast plugin.  
Follow the Yoast settings to optimise your post/pages off-page SEO. eg. Title, Meta Description, Ensure all items are green.

**Site Kit Google**

Install Google Site Kit plugin. Configure Adsense and Analytics integrations. Its fairly simple, just follow the prompts.

**Sitemap Submission**

Submit sitemap to google search console (link)

# Monetising the Website

This should only be attempted once your website is generating traffic.

Create relevant affiliate network account and setup ad’s and links for your website to start earning.

Ideas include – Links to products relevant to your post/page content. A ‘what I use section’ on your about page or similar, put all affiliate links to items and services you use. I.e. web hosting, domain links, etc etc

# Promote Your Website

Use various marketing channels to promote your affiliate website and attract more visitors. This may include social media marketing, email marketing, influencer partnerships, guest blogging, and paid advertising.

Build an Email List: Set up an email marketing campaign to capture leads and build a subscriber list. Offer incentives such as free ebooks, discounts, or exclusive content to encourage visitors to subscribe to your mailing list.

**Backlinks**

Guest Post on site such as the follwoing – Quora - Pinterest - Reddit

Link Building - Contact other sites and social media to swap backlinks - create a template for this eg

Hi [name], i love your website especially {xxx]. Im Craig from [myy website]. I was wondering if you accept guest posts, i would love to swap posts to get backlinks. I have a few ideas [xxx]

# Track and Analyse Performance

Use analytics tools such as Google Analytics to track your website traffic, user behaviour, and conversion rates. Monitor the performance of your affiliate links and adjust your strategies

accordingly to optimize your earnings.

https://www.spyfu.com/

https://www.wordstream.com/

# Continuous Improvements

Continuously update and optimize your website and content based on performance metrics and feedback from your audience. Stay informed about industry trends and new affiliate opportunities to keep your website competitive.

Keywords, page management tools, linking, posting, engagement etc etc.

ChatGPT - Ask it to beat a current snippet, give it your page data and the snippet of the page winning in googles data.

**Key Outcomes =** Get more links and increase traffic.

Conduct keyword research.

Created transactional posts and pages to create affiliate revenue.

create info posts to support transactional posts and pages.

Created content weekly.

# Build Relationships with Partners

Cultivate relationships with affiliate partners and merchants to negotiate better commissions, access exclusive deals, and stay updated on new product launches or promotions.

# Further Resources

YouTube - How to Build a $1000+/Month Affiliate Marketing Website (Make Passive Income Online) - <https://youtu.be/PvHi3Dk91Jw?si=5P94-ne7exk9t4YJ>

GitGub - <https://github.com/yourincomehome/> Passive Income && Online Earning Pages have resources.

SANDPIT

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| ---ineress 7and skills--- riahlon cooking running visi darwin cach una websie miliar websies compuer ips, updaes backups , securi  ---problems--- how o seup good office wha o ake o miliar  ---researching now--- which ef o bu 9shares0  ----websie idea 1---- wha is abou?  wha producs serverices do he need o become successful?-  lis on 35min  --88process 88--  do google research on each sie idea. wha he are promoing and pages and headdings ec  save 5 compediors  -- One Page Template –  content assembly line - - (make a template for this)  lightspeed chache plugin and wpforms lite and elementor and ocean extra - tpg grid  theme oceanwp  homepage ideas/tips - about page tips -  elementor - set global settings  coolers pallet website  permalink post name -  Review and get ideas from these – <https://github.com/yourincomehome/awesome-online-earning> && <https://github.com/yourincomehome/awesome-passive-income>  Guest Post sites <https://medium.com/@ezinearticles/top-10-high-quality-article-submission-websites-expand-your-reach-and-boost-your-contents-fc7701a9d415> |