ClickBank^{TM} Super Users Guide

For Vendors and Affiliates

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The following techniques work well at this time of writing, however you should always test and confirm their effectiveness as time goes by to make sure these techniques continue to work as internet technology continually changes.

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ClickBank – The Good, The Bad, The ugly

<u>ClickBank – The Good</u>

I love ClickBank.

Both as a vendor and as an affiliate.

As a vendor, it's been a great way to attract affiliates and instantly have an affiliate system that tracks sales, provides sales statistics, and what I love best, CB sends out the checks every two weeks so I don't have to do it.

As an affiliate, I like to be able to find all kinds of downloadable digital products in a wide variety of market niches to offer my newsletter readers and visitors to my websites and blogsites too.

If you don't already have a ClickBank account, you can get a free affiliate account by clicking here – ClickBank

And after you have your free affiliate account, you can always upgrade to a vendor account when you want to offer your own products.

<u>ClickBank – The Bad</u>

One of the problems we all face using ClickBank is how some people will work very hard to discover what a product's vendor name is so they can construct their own affiliate link, click on their own link and then purchase the product at a discount, thus cheating the vendor from full profit or an affiliate from making their deserved referral commission.

<u>ClickBank – The Ugly</u>

Here's how we're going to spend the rest of this report together.

I'm going to show you how to take the "ugly" out of ClickBank affiliate links and vendor order links so your links don't have that "ugly" affiliate look to them and so your vendor order links don't show your vendor nickname during the ordering process.

Both of these "ugly" situations are costing you money, whether you're an affiliate or a vendor.

Let's get going on the next page…

ClickBank Affiliate Setup Guide

The First Thing We'll Do Is Hide Your Affiliate Links So People Don't See The Classic ClickBank Affiliate Link That Is So Easy To Ripoff

**ClickBank affiliates can use this Basic Redirect Script
to hide the affiliate look of CB affiliate links:**

(for a fancier software tool that does this basic redirect plus a very special and proprietary "stealth" redirect, click here

Open a text editor, and copy and paste this code into it:

```
<html>
<head>
<meta http-equiv="REFRESH" content="0;url=http://affiliate.vendor.hop.clickbank.net">
<title>Title Of Your Site Goes Here</title>
</head>
<body>
</body>
</html>
```

Then edit the third line with your affiliate nickname (affiliate) and the vendor nickname (vendor) accordingly. Also add the title of the product site in the fourth line (you can see the title of the product page by visiting the affiliate link and looking at the blue bar at the very top of the browser window)

Now save this file using an abbreviation or keyword phrase that you will remember. Such as for a product called "How To Teach Your Dog Tricks", you could save the file as – tydt.htm – or – teach-your-dog-tricks.htm

Depending on whether you want to give people a hint of where they are going by clicking on the link, you choose one name or the other – ie. – tydt.htm is less obvious and not a hint.

Now upload your newly created redirect file to your website using FTP. You can either upload it to your "public_html" folder, or you may want to follow my suggestion to help keep all of these affiliate redirect files in one place on your server by creating a special folder just for these affiliate redirect files such as -- /a/ -- or /recommends/ -- or whatever you want to call it.

Important: now test your file to make sure it goes to the correct sales page and check to make sure your affiliate cookies are being set.

Open up your internet browser and type in your URL for the newly uploaded redirect file, such as:

http://www.yourdomain.com/redirectfile.htm   or…

http://www.yourdomain.com/a/redirectfile.htm

This will take you to the sales page for the product.

Now lets make sure the cookies were set properly in the redirect process.

On the sales page, click on the order link that gets you to ClickBank.

On the first page enter your country and postal code

Then on the second page scroll all the way down to the bottom of the page and look at the line that says…

affiliate = affiliatenickname

You should see your affiliate nickname in that line

Congratulations, you're done – except for one thing

Let's go back to the sales page and look at that order link very closely.

Don't click it, just place your mouse over it.

Now what you're looking for is the vendor name in that link…. If you can see it, then you've got a problem that only the vendor can help you with.

The problem is people can look at that pay link address and see what the vendor name is and create their own affiliate link and visit the page through their own affiliate link and buy the product at a discount – and you don't get a penny of commission… (ouch!)

So what can you do?

Send the vendor an email and request that they get a copy of this ebook that you are reading now. You can provide them a branded copy, or you can send them to this address:

http://www.cbaccountmanager.com/cbguide

By following the Vendor Guidelines in the next section, your vendor partners will give you a better chance of making that sale for yourself rather someone "stealing your commissions" at the last second after you referred them to the vendor.

ClickBank Vendors Setup Guide

Like I said earlier, I love ClickBank.

It's great to be able to access so many affiliates in one place, and to have CB handle the paychecks every two weeks and all the accounting and tracking too.

But ClickBank has left a few holes in how they link everything together that puts you and your affiliates at a disadvantage. For you, if people spot your vendor name so easily that they can create their own affiliate link on the fly, you lose full sales profit. And if your affiliates are not getting proper credit for sales, then they will stop promoting your products and you will feel the effect of that too.

There's three problem areas in the sales and ordering process using ClickBank's linking system.

Problem One:

When your affiliates use their affiliate link for your product, when the visitor gets to your sales page they can tell it's a ClickBank product because it looks like this:

> http://www.yourdomain.com/?hop=affiliatenickname

This is the first tipoff that your product is sold through ClickBank and could be easy to buy at a discount, bypassing the affiliate commission that your affiliate should be getting for promoting your product.

Problem Two:

When someone places their mouse over your order link or order graphic they can find out your vendor name and then create their own affiliate link and buy your product at a discount. This affects your affiliates, but it also affects you in case the visitor was not referred by an affiliate (if this is the case you just lost profits on that sale).

Here are the two different versions of the ClickBank order link:

The old one: http://www.clickbank.net/sell.cgi?vendor/1/The_Product_Name

        vendor = your vendor name
        1 = the product number in your CB account
        The_Product_Name = The title of your product (use_underscores_between_words)

The new one: http://item.vendor.pay.clickbank.net

> item = the product number in your CB Account
> vendor = your vendor name

There are two more problems with <u>both</u> the old and new ClickBank pay links are when the buyer puts their mouse over the link they can see your vendor name and then create their own affiliate link to make their purchase.

The problem with the new pay link is when the buyer clicks the link and goes to the first ClickBank page they can see the vendor name in the URL address window…

And…

Problem Three:

After inputting their country and postal code and going to the second page, they can see the vendor name just above the "Click Once To Pay" button.

Fortunately, these problems are easy to fix so as to not make your vendor name so easy to spot.

How To Fix These CB Vendor Problems
To Protect You and Your Affiliates

<u>First</u> – you should use a redirect file in your ClickBank account settings for your sales page address

Setup your Clickbank account like this:

Create a folder on your site and call it – cb

In that "cb" folder place an index.html file that contains this code:

```
<html>
<head>
<meta http-equiv="REFRESH" content="0;url=http://www.yoursite.com">
<title>Title Of Your Site Goes Here</title>
</head>
<body>
</body>
</html>
```

Edit this code on line 3 with your sales page URL address instead of yoursite.com

Edit this code on line 4 with your sales page Title

Save the file as index.html in the /cb/ folder you have created

This file will be used to redirect your CB account traffic to your main salespage

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In your Clickbank vendor account go to the VIEW OR MODIFY YOUR ACCOUNTS SETTINGS section

Then click on CLICK HERE TO MODIFY YOUR ACCOUNT

Look for the box that is tagged: Hoplink target URL (where you sell your products)

Place the URL address of your "cb" redirect file in that box, such as:

        http://www.yourdomain.com/cb/index.html

Now when affiliates use your product affiliate link, such as:

        http://affiliate.vendor.hop.clickbank.net

The visitor will go through the ClickBank cookie setting system, then be forwarded to the "cb" folder on your site, then that index.html file will redirect them to your main sales page and the URL window will look like this:

http://www.yourdomain.com   rather than:
http://www.yourdomain.com/?hop=affiliatename

Second – Now let's take care of the order link system

You should make your order link that people click to order a special file and name it something like:

        order-productname.htm

This prevents people from putting their mouse on your order link to see your vendor name.

And in this file, place this special code – it hides your vendor name from being seen in the first page of ClickBank URL address window, and hides your vendor name on page two of the ClickBank order system (see next page):

```
<html>

<head>
<title>ClickBank Secure Order Form (step 1 of 2) </title>
</head>

<frameset rows='100%, *' frameborder=no framespacing=0 border=0>

<frame src="http://www.clickbank.net/sell.cgi?vendor/1/The_Product_Name" name=mainwindow
frameborder=no framespacing=0 marginheight=0 marginwidth=0></frame>
</frameset>

<noframes>
<h2>Your browser does not support frames.  We recommend upgrading your browser.</h2><br><br>
<center>Click <a href=" http://www.clickbank.net/sell.cgi?vendorname/1/The_Product_Name ">here</a> to
enter the site.</center>
</noframes>

</html>
```

Using this information on the two lines where there is the URL address (notice that we use to old CB order link for this, it works better to hide the vendor name on page 2 of CB system):

> vendor = your vendor
> 1 = the product number in your CB account
> The_Product_Name = The title of your product (use_underscores_between_words)

NOTE: make sure there is only one space between the works mainwindow and frameborder in the first URL section, and the two lines that make up the <frame> section should really be all on one line in your special file.

After creating your order-product.htm special file, upload it to your server and then on your sales page use this for your order link, for example:

> http://www.yourdomain.com/order-productname.htm

By using the above system of a special URL link, a special file containing the frame structure, and using the old ClickBank order link allows you to hide your vendor name more efficiently, therefore protecting your affiliates and yourself from prying eyes who want to spot your vendor name so they can create their own affiliate link to purchase at a discount.

IMPORTANT: as always, you should thoroughly test your order link system to make sure that all is working properly before using with buyers.

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http://www.cbaccountmanager.com/cbguide/brand.htm