The **Affiliate Marketing** Pocket <u>**GUIDE**</u>

http://TheAffiliateMarketingPocketGUIDE.com

1st Edition

by Andre Chaperon
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The biggest mistake people make in life is not making a living at doing what they <u>most enjoy</u>.
- Malcolm S. Forbes (1919-1990)

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IMPORTANT! READ THIS NOW…

I F you have obtained this report from any place other than the official website, then I would ask you visit the website and enter your name and email address. If you do, you'll receive **FREE** updates to this report.

http://TheAffiliateMarketingPocketGuide.com/ **<- Go Here Now! It'll only take 15 seconds of your time, and in return I'll send you free updates.**

I also notify the list when I find out about **juicy** affiliate marketing ideas, programs, discounts, new networks that **are worth YOUR time**, etc etc ☺

> **So Why Listen To This Andre Chaperon Nobody Anyway?** **You Aren't A "Guru" Are You, Andre?**

Simply put, **because I'm already making money from affiliate marketing.** No, I'm not a "guru", **but that is to your advantage** because I'll only show you ideas **that will work even if you aren't a "guru" Internet Marketing Rocket Scientist!**

You don't need a massive list -- **in fact you don't even need a list** to profit from affiliate marketing as described within this report.

To Your Success!

— André

P.S. I've teamed up with the wonderfully successful **Lynn Terry** (also **NOT** a guru BTW), the owner of SelfStartersWeeklyTips.com **and the mistress of passive income**, to create a membership website where WE take you by the hand and **help you to generate an income from an online business**.

http://TurningIdeasIntoDollars.com **<- But ONLY if you're serious about making money, and sick to death of all the HYPE, FLUFF, and *CRAP* that's so common on the internet today.**

Affiliate Marketing: An Introduction

A ffiliate Marketing (AM) is quite simply the **biggest thing since sliced bread**. Some may even argue that it's even **bigger** than sliced bread ☺

Affiliate Marketing is a **BILLION** dollar global business that is not limited by geographic boundaries. You need only be armed with an **internet connection** and <mark>knowledge</mark>.

Although I can't offer you the internet connection (I'm sure you have one if you're reading this report), I can offer you the tools in the form of knowledge, which is contained within this short report.

Over the next few weeks and months this guide will transform into a comprehensive and valuable tool – but for now, I plan to give you a broad overview of affiliate marketing in the form of this report.

> <mark>Be sure to read every word of this report. It's all important!</mark> **I'll also be giving you a special invite that you won't find anywhere else and that will put you ahead of the competition.**

❝ In a nutshell, affiliate marketing is revenue sharing between online merchants (the product or service owner) and online affiliates (salespeople), whereby compensation for sales/leads is paid in the form of commissions. ❞

But it's really MORE than that! This is my definition of successful affiliate marketing…

> "To Identify, and then understand, what people have already decided that they want in their minds, then place that product or service in front of them when they look for it."

OK, let's get started with the good stuff…

Affiliate marketing is probably the quickest and easiest way of generating an income online. Depending on how you promote the affiliate product, you can start converting leads into sales (and generating an income) within an hour or so.

You <mark>don't need your own product</mark> and you don't even need a website!

<mark>TIP: Although having a website and **optimizing** it for organic search engine listing, will probably put you ahead of 90% of affiliate marketers. We'll discuss SEO later in this report.</mark>

I'll be covering two forms of promoting (generating ==targeted== traffic) affiliate products or services within this report.

==The first==, quickest, and most common, is **paying** for traffic. This will be generated from **PPC** (pay-per-click) advertising using Google AdWords.

==The second== form of traffic generation will come from **organic (free) search engine listings**. This will be achieved by implementing **search engine optimization** (SEO) –- which is all too often ignored as a form of obtaining large amounts of **highly targeted traffic**.

Before You Start: Locating Products To Promote

I F you know where to look, you can literally promote any product or service in the world, via some sort of profit sharing affiliate program. Books, nuts and bolts, knives and forks, cars, houses, pharmaceuticals, information, islands (yes you read that correctly), obscure sex toys, you name it. If a product exists then chances are you can sell it via an affiliate program.

Affiliate programs can be found in one of two ways. Firstly, the affiliate program can be managed by an affiliate network or affiliate program suppler (APS), secondly, the merchant can run their own "in house" or "private" affiliate program.

Here are a few ==affiliate networks== that I use and can highly recommend.

ClickBank

ClickBank offer nearly 12,000 digital products within their network. In my opinion, and from my experience, ClickBank contains the easiest products to sell. What's more, the profit generated from selling intangible digital products is high, **very high!** ☺

I believe that ClickBank's highest earning affiliate earns around **$50,000/month** in sales.

ClickBank pay commissions twice a month by check, and I've never had a problem with late checks.

Signup to ClickBank for FREE here >>>

TIP: I use a **FREE** program called Affiliates Alert (see image below) to search the ClickBank Marketplace. ClickBank doesn't have a build-in search engine, so manually searching through almost 12,000 products can become a

nightmare. Affiliates Alert makes this job an absolute pleasure. The image below shows you a search I performed for **"dog training"** within the **"Home & Family / Pets"** category -- and it only **took me a second**. Now I simply start at the top and work my way down clicking the link that says **website** (which launches the merchant website in another window).

I wouldn't be able to live without Affiliates Alert. I use it every single day.

Click here to download Affiliates Alert for free >>>

Affiliate Fuel

Affiliate Fuel is a very small affiliate network due to their rather stringent entry requirements. If you can join Affiliate Fuel, **join them!**

They have a great selection of **high converting** products and services which include both PPS (pay-per-sale) and PPL (pay-per-lead) products. I personally have not come across another affiliate network that has such high converting pay-per-lead (PPL) programs.

PPL programs are superb because you get paid for generating leads (**NOT** sales). For instance, you can get paid $55.00 just for getting someone to signup to a free form, or $25.50 if someone applies for a free credit card online, or even $1.00 if someone **just** submits their email address to win a free Xbox.

Can you find 1000 people that would like to win an Xbox just for submitting their email address for free? If so, that's a $1000 in your pocket ;-)

Other than selling digital products via ClickBank, <mark>**Affiliate Fuel is my <u>best affiliate network</u>**</mark>.

Payment: Once a month, and checks are always on time.

Signup to Affiliate Fuel for FREE here >>>

CJ (Commission Junction)

CJ is the daddy of affiliate networks. I think it would be fair to say, it's the biggest affiliate network in the world. Through CJ, you can promote products and services such as Napster, Toshiba, The New York Times, Marriot, Yahoo, Dell, Expedia, eBay, Weight Watches, Fossil, Netscape and thousands more...

Payment: CJ pay me directly into my bank account so there is no need to wait for checks.

Signup to CJ for FREE here >>>

LinkShare

Although LinkShare is not as big as CJ, it does sport an impressive array of well know companies. Wal Mart, American Express, AVON, Buy.com, Macy's, Chase, McAfee, Disney Store, Time Life, Hallmark, Wine.com, and many more...

Click here to learn more about LinkShare >>>

Share-a-Sale

Another great network with a lot of companies and products to choose from. Shareasale provides both PPS (pay-per-sale) and PPL (pay-per-lead) products that are spread across a large category range.

Click here to learn more about Share-A-Sale >>>

MaxBounty

I haven't used this affiliate network all that much, but they do have a lot of free type PPL (pay-per-lead) programs, such as:

Free Grant Money - $12.00/lead
Free Gum Samples – $0.40/lead
Free Halloween Stickers - $0.70/lead
Win a Free BMW 530i - $1.25/lead
Free Degree Matching Service - $3.50/lead

Click here to learn more about MaxBounty >>>

TIP: Don't get bogged down with joining every affiliate network under the sun as there are literally thousands of them. It'll do you **no good** simply joining them all and then doing nothing. The **KEY** is to **TAKE ACTION!**

Here are a few **"private" or "in house" affiliate programs**. There are pro's and con's with both, but my most profitable campaign is from a private affiliate program.

NOTE: I'm simply using the two private affiliate programs below **as an illustration of what is available outside of the big affiliate networks**, and how profitable they can be. I found my most profitable private affiliate program by looking at what my competitors were promoting within my niche.

VMC Satellite

According to the VMC Satellite website, their top affiliate earned $169,300 in one month. Their number 2 affiliate earned $46,000 and their number three affiliate earned $29,000 in one month.

Not bad, eh! ☺

VMC Satellite pays affiliates $50 whenever they give away a FREE Satellite Dish System Installation. High volume affiliates get paid $100+ per customer.

Click here to learn more about becoming a VMC Satellite affiliate >>>

[iFriends](#)

Affiliates are paid $80 per FREE signup (weekly payouts)! They also claim to be the internet's largest, most successful, most innovative, and most profitable internet service.

They even deposit a free $50 "welcome bonus" credit to your account just for signing up.

These folks are either completely **NUTS** or they're making a **LOT** of money. I believe their top affiliate earns between $40,000 and $80,000 per month.

[Click here to learn more about becoming a iFriends affiliate >>>](#)

I've now given you **more than enough** places to locate **hundreds of thousands** of products. That brings up another point -- **what is the best product to promote?**

HINT: Don't pick a product first and then try locating a consumer group! That is going about the procedure backwards. You want to rather find a **HOT**, ready-to-buy consumer group, and **ONLY THEN** provide them with the product that they are looking for.

Find Out What Someone Already Wants And Is Already Looking For, Then Give It To Them!

Read that headline again. The **KEY** is to give someone what they **ALREADY** want, and what there are **ALREADY** looking for.

For the most part, people search for products and services via search engines like [Google](#) and [Yahoo](#). When they perform a search they **ALREADY** have an idea of what they are looking for. If your ad or website can provide a solution, or answer, or give them what they are looking for – **they will purchase!**

Obviously not everyone will purchase, that is just the way it is (human nature), but you can improve the odds **HUGELY** by just following that formula, or that way of thinking.

So how do you find out what people are already looking for, and already want?

It's all around you – you need only open your eyes and look. **Although knowing where to look does help** ☺

Magazines are a superb tool in helping you determine/identify where a hot consumer group may exist -- **and what they may be looking for**.

1.) Cosmopolitan
2.) GQ
3.) Vogue
4.) National Enquirer **<- very good example**
5.) Men's Health

These are just a few of my favorites of the hundreds of publications that you can use for your research.

The National Enquirer is a very good general starting point. It's a publication that has a massive readership. Advertises pay copywriters $100,000+ to produce some of the ads in the National Enquirer, so you can be damn sure that the research has already been carried out, and a **HOT** consumer group **ALREADY** exists.

HINT: You're looking for the **adverts** within these publications (normally found at the back of the magazines), not the meaningless articles (in the case of the National Enquirer) ☺

Taking your research online...

Overture Search Term Suggestion Tool is probably the most well know research tool amongst internet marketers today -- **but that doesn't mean it's the best.** In fact is far from the best by a long shot, but it does have its place.

Search Term Suggestion Tool

Not sure what search terms to bid on?
Enter a term related to your site and we will show you:

- Related searches that include your term
- How many times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)

[ ] ▶

Note: All suggested search terms are subject to our standard editorial review process.

Wordtracker is the tool of choice amongst SEO experts. The reason is because it is the **BEST** tool for the job available on the internet, **plain and simple**, period!

Click here to add all keywords to your basket			
Keyword ❓explain	Count	Predict	Dig
how to	3184	3125	✐
how to tie a tie	1814	1780	✐
how to write a resume	1203	1181	✐
how to kiss	1094	1074	✐
how to draw	1032	1013	✐
how to filet salmon	837	821	✐
how to knit	834	819	✐
how to form a concrete slab	669	657	✐
how to play poker	642	630	✐
how to sell your home fast	578	567	✐

TIP: Wordtracker is a paid service that **I would recommend every serious affiliate marketer to use on a regular basis.** I pay for day access (see below) a few times per month. Wordtracker do offer a limited TRIAL. The trial is no good if you're looking to generated hundreds and or thousands of keywords, but it's great for assisting in keyword competition analysis (discussed later).

Wordtracker Pricing Model

1 Day:	$7.58
1 Week:	$25.25
1 Month:	$50.50
3 Month:	$124.45
1 Year:	$252.51

Click here to use the free Wordtracker trial >>> (as seen in the image above)

Obviously knowing how to use these research tools does help. Here are some search queries that you can get Wordtracker to help you with:

- **how to** (see image above)
- **buy a**
- **buy online**
- **guide**
- **help**

You get the idea, right? ;-)

Before I start on the traffic generation techniques I want to give you some advice that I've discovered the hard way. **Listen carefully**.

Focus! **Don't dilute your efforts by spreading yourself too thin!** Not too long ago I went on a mad mission to create as many niche websites as I could possibly churn out. I created about 5 niche websites within a month. The problem was that they were just that. They were 5 websites and **NOT** 5 businesses! They just sat there (and still do) doing not much else other than looking nice. I just didn't have the time to turn each website into a business.

Businesses make money, websites don't!

I decided to convert one of the websites into a business -- which required me giving it my **TIME** and **FOCUS**. Sure enough, the theory worked. My website transformed itself into a business that started generating an income.

This business focuses on what the consumer is **already searching for**, and **already wants**. **REMEMBER!** One of the landing pages on this website is so focused that is converts nearly every visitor into a customer! And that isn't bad considering that I get compensated $50 per sale.

In my opinion this also holds true for Google AdWords. **I would advise against setting up many campaigns very quickly (different niche topics).** My advice would be to focus 100% on a certain niche (at a time). That way you'll have a far better chance of generating a profitable keyword list (more on that shortly).

Pay-Per-Click (PPC) Traffic Generation via Google AdWords

Foreword by <mark>*Alice Seba*</mark>*, Successful Affiliate Marketer*

" Affiliate marketing through pay-per-click search engines is truly one of those great "anyone can do it" opportunities. It doesn't require any extensive training and can be done with minimal investment. You don't even need a website to get started.

Pay-per-clicks are also an ideal testing to ground to see which types of product sell and which companies convert more visitors to sales. It can even be your opportunity to see what kinds of products you should develop yourself. "

Internet Based Moms -- Free Internet Marketing Advice, Promotional Opportunities and Message Boards for Work at Home Moms.
http://www.InternetBasedMoms.com/

Foreword by <mark>*Lynn Terry*</mark>*, Successful Affiliate Marketer*

" Affiliate Marketing is a great way to set up multiple streams of passive income. This is something that you can do on the side, or full-time, depending on your particular situation. There are so many options, and there is so much potential, that I cannot imagine anyone NOT fitting it into their business model in some fashion! "

Self-Starters Weekly Tips -- Learn the Difference Between Websites that Cost you Money & Websites that MAKE you Money!
http://www.SelfStartersWeeklyTips.com/

Google AdWords is something that has been covered to death over the past year. In this report I'm not going to attempt to regurgitate what has already been said and covered, **but I will provide some tips and methodologies that I use all the time.**

If you don't already have an AdWords account then click here to learn more and to sign up >>>

Below you'll find a kind of *Swipe File* of various Google AdWords ads that I believe to be examples of good compelling copywriting. **Study each ad carefully to identify <u>WHY</u> it is effective, and make a note of my commentary for each ad.**

Swipe File: A swipe file is basically an "**<u>IDEA</u>** file" of sample ads, mailings, and sales letters. In this case it's an idea file of AdWords ads. **All the pro's use swipe files to gleam ideas from.**

TIP: Almost always, having the **searched on keywords** in the 25 character headline will dramatically increase your CTR (click-through-rate). You also want to try including a **<u>BENEFIT</u>** on line 1, and a **<u>FEATURE</u>** on line 2 for maximum effectiveness. If space permits, include a **<u>CALL TO ACTION</u>**!

Need **Dog Training** Help?
End Annoying Behavior Today!
Used by Thousands. Aff
www.SitStayFetch.net

> *Notice the searched on keywords are in the headline. Google will automatically **bold** all searched keywords included in the ad. He/she has also included a benefit within line 1, and a feature of sorts in line 2. Capitalizing the leading letter of each word can also help grab attention and help with readability.*

How To Train Your **Dog**
Find Out How To Quickly & Easily
Train Your **Dog** In One Evening! Aff
www.DogTrainingDiscovery.com

> *Using human emotion trigger words is a great way to attract eyes, and increase CTR. **Quickly** & **Easily** are two very effective triggers.*

Dog Training Secrets
Learn how to get your **dog** to obey
your every command. Start Today!
www.DogTrainingZone.com

> *I've included this creative as it ends with a **<u>call to action</u>**. **Start Today!** <- This can be very effective!*

Dog Training: Which Book?
Find out which of the leading **dog**
training ebooks is the right choice
www.ObedientCanine.com

> *I can tell straight away that this is a **very savvy affiliate marketer**. **Look <u>carefully</u>!** Have you noticed it yet? "Dog Training" (the keyword phrase) is relatively competitive. The first few pages of results are filled with affiliates trying to promote the same*

*products. This guy has registered his own domain name (**which stands out because it's different to from rest**). He uses the keywords in the headline, which then become bolded. **He also uses a question (?), which is a very effective technique** -- Which Book? That is **genius** in the fact that searches will be scanning the 8 sponsored ads. Who would not want to read a review of which book is recommended? Go take a look at the landing page: http://www.ObedientCanine.com. Look at the page carefully because it's one of the best examples I've ever seen. Listen to the audio message. **Benefits benefits benefits!** Look at the bottom of the page -- an opt-in form. Look at what subscribers receive! Genius, pure genius!*

*This is an example of a very focused marketer building a **BUSINESS** from this niche. **He has gone far beyond what the other affiliates are willing to do**.*

Send **Flowers** for $29.99
#1 Ranked **Flower** Site – Forrester &
Money.com. Save to 55% off retail!
www.proflowers.com

*Notice the dollar amount in the headline. This pre-qualifies prospects. In the case of this ad, it also serves as a notification of how **cheap** you can get flowers for. $29.99 is damn cheap! Also notice the 55% off retail. **Everyone loves a bargain**, and this ad oozes great bargain!*

Get Paid to **Lose Weight**
Sue lost 65 lbs. Donna lost 37 lbs.
For fast **weight loss**, visit now!
Diet.webmd.com

*This is another example of a brilliant ad. The headline uses bolded keywords and **also something else**. Do you notice it? "Get Paid"! Get paid for what? I certainly don't know, but if I wanted to loose weight, I'm sure that I'd would be **intrigued and curious** as to how I can get paid for loosing weight. This a powerful and will most certainly increase the CTR.*

Personal recommendations and testimonials are one of the most effective ways of converting sales without actually selling. This ad creates identity with the use of names -- and hence the perception of real people also loosing weight. Selling without selling ;-)

*The use of **trigger words** is also evident -- fast weight loss. The ad also **ends with a call to action** -- visit now!*

TIP: Be careful when choosing keywords that have <u>double meanings</u>. That will only serve to lower your CTR. If you target terms that are ambiguous be sure to use <u>**NEGATIVE**</u> keywords to filter/block out ambiguous keywords that are irrelevant (and not targeted) to your keyword list.

TIP: When testing a campaign, **make sure you turn off <u>search network</u> and <u>content network</u>** (see below -- they are turned <u>**ON**</u> by default). If you leave them on then there is a big chance that your campaign/AdGroup will **not go live immediately.** Search network and content network **need to be manually viewed by human reviewers**. I've had campaigns receiving zero impressions for an entire week due to the fact it was flagged for review. You can always turn search network and content network on once you know that the campaign in a go'er.

TIP: The **Display URL** has been proven to be the **second most prominent part of an ad**. If many affiliates are promoting the same product they'll all be using the same "Display URL." If the product has proven profitable for you, then register a domain name with a catchy related URL, and use that (you'll need to setup a redirection on the domain to redirect to the merchants webpage). **You'll find that your ad will <u>stand out</u> and your CTR will increase**.

TIP: Use keywords in your Display URL (see below) to stand out. **This is a technique that not many marketers are using yet.** You should find that your CTR will increase.

Need **Dog Training** Help?
End Annoying Behavior Today!
Used by Thousands. Aff
www.SitStayFetch.net

Need **Dog Training** Help?
End Annoying Behavior Today!
Used by Thousands. Aff
SitStayFetch.net/GuaranteedTraining

Which of the two ads above do you think will get the click? Nuff said! ☺

If you're like me, finding good (and cheap) keywords can pose a problem at times. **Greg Heslin**, author of Google AdWords 123, **completely solves this problem,** but more about Greg in a bit…

1.) If you decide to use the **Overture Search Term Suggestion Tool** to generate a keyword list, I'd suggest taking the results with a pinch of salt -- especially the search numbers. The Overture tool is flawed in many ways.

   For the most part, I only use the Overture tool to give me keyword **ideas**.

2.) Use **Wordtracker** to generate a massive (and accurate) keyword list. If you pay for a day's use it'll only cost $7.58. That is honestly a bargain -- especially if you use it to create a number of keyword lists (see TIP below).

3.) **Think outside the box!** Don't only do keyword discovery on keywords that **you** may think are related. It's **NOT** about you! It's about the **consumer** -- **your target audience!**

   Keeping with the theme of **Dog Training**, 95% of markets will simply slap "dog training" into Overture and or Wordtracker. You can probably generate a few hundred, even a few thousand, keyword terms from just that, and other variations like "dog behavior", "dog housebreaking", "dog obedience", etc, right?

   That is not thinking outside of the box!

   If a dog owner were looking for: dog muzzles, muzzle for dogs, quick muzzle, mikki muzzle, then do you think that they "may" be your target audience? Do you think the reason that they are looking for a muzzle is because the dog "may" bite, and therefore "may" require training of some sort? What about: choker chains?

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Let your mind wonder. Try and THINK like your target audience (the consumer) may think. Let's take this a step further now...

What about: dog shows, dog show, and dog show leads? Do you think that dog owners that frequent dog shows "may" require dog training?

Overture Searches for the month of September 2004 (in brackets)

dog training	= **164** (126,009)
dog obedience	= **120** (10,971)
dog obedience training	= **113** (18,499)
dog behavior	= **58** (10,286)
dog shows	= **20** (12,322)

The numbers in ==bold== represent the amount of competing ads on Google AdWords. Which keyword phrase do you think is the **cheapest** -- with the **least competition?** ☺

==TIP: When you pay for a day's Wordtracker access, split the costs with friends that would also benefit from some keyword discovery.==

==Highly Recommended Reading== If You're Serious About Making Money With Google AdWords

Don't be scared to invest in products, because knowledge really is UNDERLINE POWER! I've already spend many thousands of dollars this year alone on various products. I can tell you with certainty, and from experience, that **if you apply what you learn from the product your purchased**, you WILL recoup your investment many many times over ☺
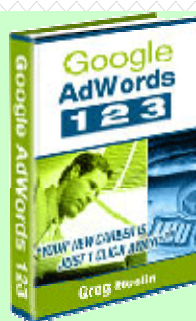
Google AdWords 123 by Greg Heslin is my ==Pick Of The Year== when it comes to learning **how to profit from promoting affiliate programs with Google AdWords.** ★★★★★

This ebook shows you exactly how Greg Heslin rakes in up to ==$1700 a day== using Google AdWords and products found in the ClickBank Marketplace.

What's more (and this is a BIGGIE) Greg also reveals the products and product niches that he profits from each and every day. **<- I tell ya, this is ==BIG!==**

Click here to learn more about Google AdWords 123 >>>

Traffic Generation from <u>Organic</u> Search Engine Listings Using <u>Search Engine Optimization</u> (SEO)

Foreword by <mark>Sharon and Roy Montero</mark>, SEO experts

❝ Search Engine Optimization (SEO) is really not as difficult as some people would make it out to be. Oh sure, if you approach SEO from a technical aspect then the learning curve could be quite steep, but the great thing about SEO is that you don't need to learn and know everything about it from a technical aspect because all you really need to know is how to write and what to write and where to write it.

Therefore, we named our business and SEO school ... SEO The Write Way.

Andre Chaperon, our former student and graduate of our 6 week online SEO class and a current member of our SEO mastermind group, will tell you just how easy SEO really is to understand. Plus he's learned most of the technical aspects in just a few short months of mentoring with us and he'll be quick to tell you that the most difficult aspect about SEO is selecting the right keywords.

Optimizing your pages for the proper keywords is something that most people have a hard time with and consequently end up wasting their money and/or time when the wrong keyword phrases are selected. Inevitably these folks are the very ones that can be heard saying, "SEO doesn't really work, it's all just a scam," but we are here to say that such a belief is far from being true.

SEO does work and it is not a scam and there are many folks who are earning a better than average income because they have learned what SEO is all about, but more importantly, they have learned what SEO is not all about. ❞

Sharon and Roy Montero - FREE Consultation 760-378-2539 (Pacific Time) Want To Learn All About Search Engine Optimization? We Teach A 6 Week Online SEO Class - Learn SEO The Write Way - There Is So Much More To SEO Than Just Meta Tags ::: http://www.iwon.net/seo/class-description/

Do you need help selecting your best keywords to attract visitors? Click Here To Join Our Private Keyword Club -- By Invitation Only

Those that implement search engine optimization are already ==way ahead== of the competition.

Many marketers don't implement any form of SEO because of two main reasons:

1.) It's **perceived** as a difficult subject to master.
2.) It takes **far too long** to see any meaningful results.

While SEO may be a difficult subject to master, **mastering it is by no means necessary**. By simply applying ==basic==, proven, SEO techniques, you straight away put yourself ahead of much of your competition. **That's a fact!**

Though it may be the case that it can take a few months for meaningful results to appear, **that is not always the case**. What's more, while you're waiting for your pages to rank competitively within the organic search engine listings, you can drive traffic to your pages via Google AdWords.

Before I start to go into affiliate marketing SEO techniques, **we first need to cover some SEO ==fundamentals==.**

"On The Page" Ranking Criteria

"==On The Page==" ranking criteria basically refers to the optimization on the page. This includes **certain ==influential== places (keyword placement) to place your keywords** (the keyword phrases that you want to rank for). This is commonly known as "==Keyword Places==."
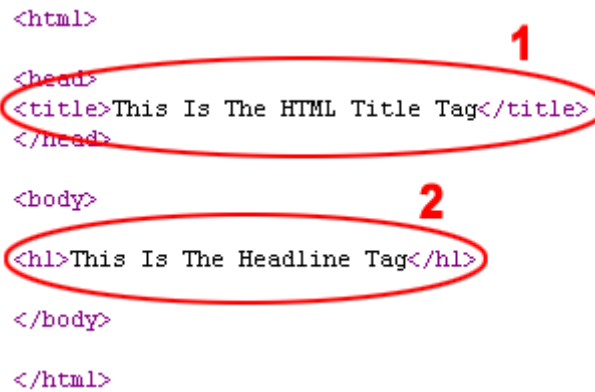
"==Keyword Places==" include things such as the ==**HTML Title Tag**==, ==**Heading Tag**==, **Meta Description Tag**, **Strong/Bold Tag**, **Italic/Emphasis Tag**, **Underline Tag**, etc.

Google places importance (weighs or ranking points) on keywords found in the aforementioned **keyword places**.

If you place your keyword phrases in no other place, ==these two are the most important== (Google weigh them with more ranking points than the other keyword places):

1.) **HTML Title Tag** (the TITLE is what Internet Explorer displays on the top left-hand side of the browser window).

2.) **Headline Tag** (**H1** tag)

```
<html>

<head>
<title>This Is The HTML Title Tag</title>                    1
</head>

<body>
                                                             2
<h1>This Is The Headline Tag</h1>

</body>

</html>
```

Also note that "On The Page" ranking criteria has a ==threshold==, that is to say that there is a "limited score" that will be given to your page for its "On The Page" factors. **Once that score has been achieved there is no higher score that your page will be able to attain.**

Also note that if you place your primary keywords in the aforementioned places, you "can" **outrank well over ==95%== of your competition** for the "On The Page" ranking criteria...

<div align="center">==**"Off The Page" Ranking Criteria**==</div>

"==**Off The Page**==" ranking criteria involves analyzing a page's **Backward Links** AKA **Inbound Links** (links pointing to your pages).

Before I continue I'll enlighten you to a few SEO terms that you may have already heard or will hear about soon.

- ==**Link Popularity**==: Is the number of links pointing to your page.

- ==**Anchor Text:**== Is the **clickable text** of a link.

- ==**Link Text:**== The same as Anchor Text (see above).

- ==**Backward Link**==: The links pointing to your page.

- ==**Inbound Link:**== See "Backward Link" above.

- ==**Link Reputation:**== Is the **Anchor Text** of a Backward Link (a link pointing to your page).

  Aside from the ranking factors on your page and PageRank, the one factor that Google deems important is your page's Link Reputation. **Therefore, the relevancy of your page is largely determined by this particular aspect.** For example, if you have a webpage about Dog Training and you have an inbound link (or many) containing the TEXT "Dog Training Made Easy" then Google will assume that your page is in fact about Dog Training and will rank your page

accordingly. ==The more Link Reputation points to accrue over time, the higher your page will rank==. *<- It's as simple as that!*

==**TIP:** You always want to make sure that you **include the search terms that you want to rank for**, within the inbound links pointing to your page(s).==

==**IMPORTANT:** Please note that unlike "On The Page" ranking criteria, **"Off The Page" ranking criteria does not have a threshold**, that is to say that there isn't a "limited score" that will be given to your page for its "Off The Page" factors. **Since the scoring for "Off The Page" factors is unlimited, the more you optimize for these factors the more ranking points your page will eventually be given and the higher the rankings it will eventually achieve.** The page with the highest score (the total ranking points) for a particular search term will rank #1. The page with the second highest score for that same search term will rank #2, and so on.==

The Google algorithm can be broken down into **3 distinct formulas**. They are as follows:

1.) **"On The Page"** ranking criteria (discussed above).
2.) **"Off The Page"** ranking criteria (discussed above, and ==which is the most important ranking factor of the three==).
3.) **PageRank**

PageRank! *<- I bet you've heard that word before* ☺

PageRank seems to be the <u>**BIG**</u> buzz word that everyone is talking about, thinking about, dreaming about, and worst of all, **obsessing about**.

You may not know anything about search engine optimization, but chances are that you're a PageRank watcher… **WHY?!**

Here is a secret about PageRank that I want you to know. ==Don't tell anyone else this secret, OK?== Because if you do tell someone, and they are a PageRank watcher, they'll probably think **you've lost your marbles**, and that **you know nothing** about anything <wink>.

You see, Google planted this PageRank "importance" seed in the minds of the misinformed and those that <u>choose</u> to stay uneducated in that respect. If nothing else, PageRank has been Google's best propaganda tool, and most successful marketing campaign they've ever launched <wink>.

I'm here to suggest that you ==PAY <u>NO ATTENTION</u> TO PageRank!== Unless of course you **want to become** a PageRank watcher.

PageRank <u>**WILL**</u> happen over time with or without you watching it each and every day.

PageRank has nothing to do with relevance! PageRank is simply a gauge as to how important Google thinks your page is in the *absence of a query****. Nothing more and nothing less**. If you have a page with a PageRank 4, it

can <mark>quite easily</mark> outrank another page with a PageRank 6 for the same search term. <u>DO NOT</u> be a PageRank watcher, OK?!

* *PageRank is the connectivity-based page quality measure suggested by Brin and Page. It is a static measure; it is designed to rank pages in the absence of any queries. For more detailed information >>>*

<u>**OK, let's put the pieces together now**</u> so that you can see how easy it is to promote an affiliate product **when implementing basic SEO techniques**.

Let's stick with the *Dog Training* example. Below is the list of the top selling 4 products in the Home & Family > Pets category on ClickBank.

Here is what I would do if I were to promote a *Dog Training* product. I would probably choose (judging from the results below) to promote **Sit Stay Fetch**. Simply put, it's the #1 selling *dog training* product on ClickBank.

Deductive reasoning would lead me to believe that it's a **surefire seller!** <mark>**The market has <u>already</u> decided that for me.**</mark> ☺

ClickBank Marketplace
Home   Shop   Se
Over 10,000 produ

Page: 1 2 3 4 5 6 Next
Index > Home & Family > Pets

1) *Sit Stay Fetch - High Conversion Rate!* [earn 75%]
Earn $27.75 per sale selling SitStayFetch: STOP Your Dog's Behavior Problems! See our affiliates area for tips.

2) *Secrets Of A Professional Dog Trainer!* [earn 60%]
You Make $30 per sale All of the secrets, tips, and techniques you need to know to succeed with your dog.

3) *Tropical Fish Secrets* [earn 50%]
Definitive Guide to Everything You Need to Know About Tropical Fish. Plus 2 GREAT BONUS BOOKS!

4) *Dog Training Zone* [earn 50%]
All You Ever Need To Know To House, Potty And Obedience Train Your Dog Or Puppy.

Unlike PPC (pay-per-click) where you can have thousands of keywords that would trigger the delivery of your ad, SEO, for the most part, doesn't work that way.

<mark>**TIP: Search engines rank pages and <u>NOT</u> websites.** SEO is therefore about page optimization and <u>NOT</u> website optimization. Although I will be quick to state that you can optimize a website by simply optimizing each and every page that makes up your website. It may seem the same, but there is a difference.</mark>

Read the first line of the aforementioned tip again.

I would suggest that you only optimize each page for two or three keyword phrases. One ==primary keyword phrase== and one (or two) **secondary keyword phrase**(s).

Following that rule, it should become clear that you can/should only optimize each page for <u>no more</u> that two or three search term keyword phrases.

==**TIP: Keyword research and analysis is the <u>single most important</u> part of SEO.** If you optimize for a search term that doesn't convert (**is <u>not</u> a money word**), then you're wasting your time. If you optimize for a search term that does convert but the competition to rank competitively for that search term is too difficult to attain, you **are again wasting your time. Your goal is to find a balance between a search term that converts, receives an acceptable amount of traffic, and has little (or acceptable) competition.**==

==At the end of the report you'll find a special <u>free</u> invitation to an exclusive Keyword Club.==

So how do you find out which search term(s) is/are your money words?

PPC! <u>Google AdWords</u> **to be more accurate**.

Run an AdWords campaign and try and determine which keywords result in a sale. Obviously you wouldn't want to target hundreds of keywords at once. You would want to test each search term one at a time until you find "money words" that you're happy with.

For the sake of illustration, let's say we tested the search term **[dog obedience training]** on Google AdWords and found that it 1) converted to sales, and 2) the competition on Google (see below) was acceptable.

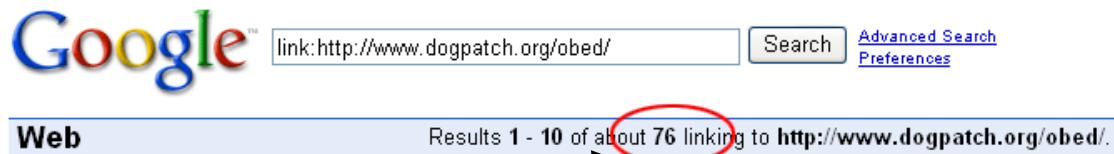http://www.google.com/search?q=dog+obedience+training
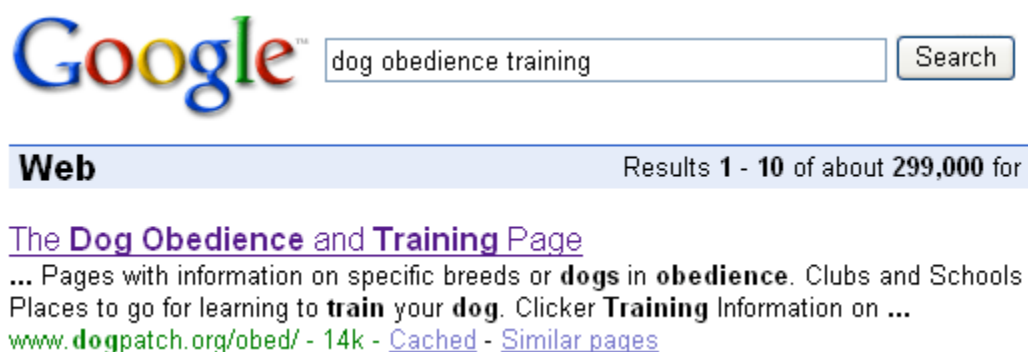
For the search term *dog obedience training*, the page above is ranked #1 on Google. If you can create a page that produces a higher score (the total ranking points) for this search term, **you will rank #1**.

http://www.google.com/search?q=link:http://www.canismajor.com/dog/yobed.html

76 is the number of Backward Links (Link Popularity) reported by Google using the **LINK:** operator (a tool provided by Google).

Google DOES NOT report all the Backward Links that it knows about. This is to prevent people from reverse engineering the Google algorithm. Use this number only as a basic/rough guide as the number to beat.

So in "theory" if you can create more than 76 Backward Links then you will rank #1 for the search term "*dog obedience training*."

Remember that "**Link Reputation**" is **more important** than "**Link Popularity**" (the number of backward links). It's therefore quite possible that a page with 20 inbound links containing the anchor text of "*dog obedience training*" **may** be able to outrank the aforementioned competing page that has 76 inbound links.

TIP: Inbound Links (Backward Links) **from other domains** on different hosts that are on-topic **are given more ranking weight** than links from within your own domain.

TIP: If you have many pages already within your own website, **and you link from them to the page that you are optimizing for**, it does count towards your Link Popularity/Link Reputation.

http://www.wordtracker.com/trial/popularitysearchframes.php3?frame=on&userkeyword=dog+obedience+training

NOTE: According to Wordtracker, the search term *dog obedience training* should receive an **estimated 129 searches per day**. Running an AdWords campaign will accurately verify/disprove this initial finding.

Your next step would be to build a page and **place your chosen keyword term in the keyword places** that Google places ranking weight on.

If your page contained the following, there would be a good chance of you ranking well for "On The Page" ranking criteria.

<mark>HTML Title Tag</mark> -> **Set-by-Step Dog Obedience Training Guide**

<mark>H1 Heading Tag</mark> -> **Set-by-Step Dog Obedience Training Guide Makes Your Dog Obey Your Every Word In Just One Week Flat!**

You would want to scatter your search terms "*dog obedience training*" throughout your page copy. Do not sacrifice readability (make your copy wording sound forced like a robot) just to try and optimize your page for the search engine spiders. Simply use the terms <u>naturally</u> throughout your copy, **wherever it make sense to use it**.

http://www.ObedientCanine.com/ is a good example of how a one page website can **look like**. Dean Brown has three options for the visitor. When starting out, I would recommend giving the visitor **only <u>one</u> option** in the form of a short review (or pre-sell).

<u>Linking</u> So The Spiders Can Find You

Dean Brown's (ObedientCanine.com) review page looks to be designed primarily as a landing page for PPC traffic. It's an effective method of pre-qualifying prospects as well as generating opt-in leads.

<mark>However</mark>…

Dean **does not** have the search engines in mind. This is where those that are willing to invest a bit of time in learning the fundamentals of search engine optimization, **can clean up** ;-)

<mark>Option 1</mark>

If you already have a website, a quick and easy method of generating targeted organic search engine traffic is to create one optimized page in the form of a "review."

The key would then be to link to that page from one, <mark>or many</mark>, of your **already indexed pages on your website**.

Probably the easiest way to do this is via your Site Map. Simply link to your newly created "review" page from the Site Map, **but make sure** you include your keyword phrase in the anchor text.

With this option, and depending how established your website is, you can see results from as early as a few days.

This option requires a lot more work, and can take a number of months to rank competitively. Don't let this put you off –- **as it can become very profitable.**

With this method you would need to create an entire website around a niche "topic." In the case of our example, you could create a website all about "Dog Training."

Don't worry if you think creating an entire website is too complicated, because I'm here to tell you that it's not.

I personally build my websites from scratch, but then that's what I enjoy, and I know it's not for everyone ;-)

That is why Ken Evoy created **Site Built It!** or **SBI!** For short…

Site Built It! is the only **all-in-one** **site-building**, **site-hosting**, and **site-marketing** product that makes it easy for you to build a professional, popular, and profitable business.

What more, SBI! helps you brainstorm potentially profitable keyword phrases for each of your pages, and then search engine optimizes them –- as described above, but just automatically.

[---------- True Story ----------]

Allan Gardyne, a very successful affiliate marketer, hired a gentleman named Rupert Farrow to build an affiliate website, using Site Build It!

Rupert was a __novice__ at best, and knew zero when it came to affiliate marketing.

Working part-time, Rupert used Site Build It! to create an affiliate web site that achieved $49,000 in sales in just over a year.

Spending nothing on advertising, Rupert's second site has now achieved more than $308,000 in sales for one merchant -- which he earns a commission on.

Click here to view the entire case study, including how the keyword research was done -- the entire "shooting match" >>> (scroll about half-way down the page to the title "Case Study: Affiliates."

[---------- True Story ----------]

This entire SEO section has hopefully given you a broad understanding of how easy it can be to generate organic search engine traffic to promote affiliate products by simply applying tried and tested SEO techniques.

For search terms that are **NOT** competitive, it's "possible" to outrank a lot, if not all, of your competition by optimizing for "On The Page" factors only.

For search terms that **ARE** competitive, "On The Page" optimization will not play much of a factor, if at all.

"Off The Page" optimization is the ==**most important**== aspect for ranking very well, and eventually #1, for competitive search terms, ==**period!**==

One of the easiest ways of acquiring inbound links is to create a website that provides the visitor with ==**value**== -- **and gives them what they are looking for**. If you can do that, you'll find it relatively easy to locate reciprocal link partners -- as other website owners will be happy to exchange links with you.

My wonderful friends, Sharon and Roy Montero, have just started a keyword club for those **serious about learning how to find** "profitable" keyword terms (your money words).

I've already mentioned it, but it's worth saying again. **"Keyword analysis and selection is the ==single most important part of SEO==. Choose the wrong terms and you're dead, but choose the best terms and you can make a ==LOT== of money."** ☺

This Keyword Club is *free at the moment*, but it's by invitation only. If this service interests you, click the link below and fill out the forum.

Do you need help selecting your best keywords to attract visitors?
Click Here To Join Our Private Keyword Club -- By Invitation Only

<mark>Highly Recommended</mark> If You're Serious About Making Money From SEO, And Ranking Well!

This year alone I've already purchased 10 (and counting) products on various aspects of SEO (and that doesn't include tools either). My latest purchase was Stomping The Search Engines by Brad Fallon.

Brad Fallon is an SEO expert. In just six months his website, MyWeddingFavors.com, was producing over $150,000 a month in sales.

He's been featured in **The Wall Street Journal** and on **Entrepreneur Radio**.

Stomping The Search Engines is a product Brad Fallon and Andy Jenkins created to reveal a step-by-step system on how you too can replicate similar results.

*NOTE: I'll be writing a **detailed review** of "Stomping" in the next few weeks. So stayed tuned for that☺*

Click here to learn more about Stomping The Search Engines >>>

I hope you've found this report beneficial ☺

I wish you all the very best success in building an affiliate marketing business. Just remember, affiliate marketing can be a very profitable **business**, so treat it as a business.

Winning at affiliate marketing is not about a magic formula, it's about gaining knowledge and then *TAKING ACTION!*

To Your Success!

– André

P.S. Stay focused, be persistent, put in the effort, and you'll be successful!