



# Affiliate Marketing 101

Your guide to how to be a successful affiliate marketer!

made with  
*Beacon*

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# 11 Strategies Affiliate Marketers Can Use to Earn Revenue in the Summer Season

Every season brings an opportunity for affiliate marketers to capitalize on products and services that are in-demand during that time of year. In order to make sure your content and pages matriculate into the search results in time, you should start your affiliate marketing activities 2-3 months prior to that season's arrival, however over time you can have several pages ranking in the free traffic that you update and expand on an annual basis so they get more traffic. Summer-time presents an opportunity to market in niches like: travel, luggage, swim suits, sunglasses, clothing, and other related niches people are looking for at that time. I will discuss some strategies for driving traffic to your sites or blogs in "Summery" niches to take advantage of this time of year.

Everyone loves the Summer. People like to do things like: travel, participate in outdoor activities, go on vacations, take road trips, go to the beach, and other things you can do when it's hot out and the weather is good. Therefore, affiliate niches that pertain to the Summer will be really hot a month or two prior to the season hitting in May, June, and July. Here is a list of niches that you can find affiliate advertisers in you can affiliate with:

- Luggage sales boom in the couple of months prior to summer.
- Sunglasses are really in-demand for the summer.
- Weight Loss and dieting to look good for the outdoors.
- Travel advertisers can convert well during this time.
- Bikini and active-wear boom in the summer time.

Ok, so you have some ideas for products and services to promote, now

what are the best ways to promote in these niches to create traffic and commissions? Here are some suggested Internet Marketing methods to generate traffic in these niches:

- Page Building – build new pages on your site that you can brand as summer-related deals and coupons for merchants you are affiliating with. Give some helpful tips on how to maximize savings on travel and shopping, and other types of helpful tips for your visitors. You can build dedicated pages for Advertisers you are promoting and feature their coupons and promotions on the page to encourage conversions and coupon usage.
- Blogging – blogging is a great way to crank out content focusing on the summer, travel, and having fun out of doors. Blogging is great because you can post as much as you want and then share your posts socially on Facebook, Twitter, and to your subscriber base. Making helpful lists of ideas to have fun or save money can be really attractive to visitors looking to maximize their fun and budget. Use your frame of reference and experience to put together helpful tips. Read other people’s tips and suggestions and then formulate and publish your own versions.
- Paid Advertising – running pay per click search campaigns to targeted search phrases can be effective if you can match up a search phrase to a page on your site that features deals. For instance, someone searching for “hotel deals” can be dropped to a page on your site featuring some of the best travel deals from your affiliate advertisers. Another example is “luggage deals,” sending the traffic to a nice page on your site featuring deals and coupons from luggage advertisers. Facebook advertising can be used similarly to target people that are likely to travel and look for deals. Sometimes you can get really low cost per click traffic from Bing Ads and Facebook targeting people looking for travel deals.
- Newsletter – if you have a subscriber database, you can put together a really nice newsletter with helpful articles and offers from affiliate advertisers, then blast it to your subscribers with a good subject line like, “Excellent Deals on travel, luggage, and more!”
- Fan Page – you can definitely post the urls to articles into your fan page on Facebook and also boost the post to your fans and their friends so the posts get a lot of engagement.
- Niche site building – you can build a website or blog solely dedicated to summer deals and travel tips and suggestions. Over time, if you

build it larger and larger with original content, you can expect to achieve good rankings in the organic search results. Once you have the site it never goes anywhere, so make sure to build it out large with content pages over time.

These are a few ideas of how to target your affiliate promotions around certain niches. With the summer-time on its way, now is a great time to start partnering with advertisers that convert well in various niches related to this season.

# 15 Ways to Maximize Your New Years Affiliate Marketing Strategies

The “New Year” brings a whole flood of potential circumstances and issues into people’s lives that can be targeted with content on websites, blogs, and social media. People will be actively searching for topics related to their new years resolutions, so make sure to heavily focus on niches like self-improvement to fully capitalize the surge in search volume. Also, Valentine’s Day is right around the corner, so make sure to start posting content and creating pages about Valentine’s Day topics and products to stay ahead of the curve. So, I wanted to discuss some ways web marketers can take advantage of the New Year to earn more commissions and generate more website traffic. Here is a list of ways affiliate marketers can market online better and be more effective at generating revenue during the Q1 time-frame:

**1. Focus on New Years Resolution Products and Services** – during the new year time-frame (January 1- April), people are extremely focused on topics like:

- **Losing weight** – dieting, eating healthy, healthy lifestyle
- **Quitting smoking** – e-cigarettes, therapy, books
- **Finding love** – dating, finding a soul mate
- **Getting in shape** – fitness, working out, running, lifting weights
- **Finding a new job** – switching careers, adding skills, improving your LinkedIn Profile
- **Saving money** – switching services, managing money, getting a raise
- **Starting on taxes** – finding a tax service, finding a CPA
- **Getting organized** – home, life, finances
- **Reducing debt** – paying down debt, refinancing credit cards
- **Traveling** – planning a trip, planning a vacation

- **Getting Married** – finding wedding services of all types, buying attire
- **Budgeting** – saving money, managing money
- **Switching/adding** – insurances, policies, membership plans
- **Moving** – new house, moving services, car moving
- **Kids** – new babysitter, nanny, tutoring, education, devices

...and many other related types of life objectives. So make sure to heavily promote “New Years Resolution” oriented products and services on your sites and blogs because they tend to have a large amount of search traffic and convert really well during the Q1 (January through April really) time period. People will be flocking to Google, Bing, and Yahoo to search for various types of content and media like: information, strategies, videos, and products related to achieving their new years resolutions. So you want to create content on your websites talking about these types of subjects, so your pages can rank in the search results and you can possibly get those visitors to your site. Likewise, you should be posting on your Facebook Page and tweeting helpful information and articles designed to help people, and also save them money with promotions and coupons from great companies you are affiliated with through the affiliate networks. And what a great time to email your subscribers with helpful articles about new year’s resolutions and how to attain them! Make sure to craft your blog posts, page titles, and content really specifically so you can get search rankings under various keyword phrases related to new years resolutions and the issues associated with them. Set up [Google Alerts](#) for certain keyword phrases you are interested in following online, which is a great way to keep yourself up to date on all the latest news and Internet published content about any subject, so make sure to take advantage of that Google tool..it’s great!

**2. Focus on Building Your Email/Subscriber List** – Make sure you are prominently displaying your newsletter sign-up, Twitter account, and Facebook Fan Page widget on your sites and blogs in order to increase the overall rate at which you gain new subscribers, fans, and followers. This is always a good idea because you can re-market to your fans, followers, and subscribers throughout the year. Also, running a sweepstakes or contest on your website is another great way to opt-in your site visitors and subscribers and capture their contact information so they can become part of the growing audience you are marketing to and engaging with. If you have a decent amount of site traffic take a look at [aweber.com](#), which collects name and email via a pop-up widget on your



site. It's a great way to maximize your site traffic and grow your email list. Aweber.com also features Facebook integration which makes for sure fast opt-ins from your site traffic. Email is still the best way to generate web sales, so make sure you are always focused on building your emails lists by offering some value in exchange for their subscriber-ship.

**3. Syndicate Your Content Better** – Once you have written and posted a new review or blog post, make sure you are “syndicating” your content by sharing it on Facebook, Twitter, LinkedIn, Digg, Stumbleupon, and your other favorite social networking sites. Make sure to use #Hashtags liberally and appropriately. You should have a process you go through of sharing your new content on your social networks after posting it, which helps each piece of content or page get more exposure and traffic back to your site. By sharing each page or blog post you are spreading it around for others to share or like, which allows their friends to be exposed to your content. I use [Hootsuite](#) to post my new pages/posts to all of my social networks at once, it's a great tool. Also, consider launching online press releases which will build inbound links to your site and can also get your site additional organic search engine rankings depending on your press release release title and release content. This is a very cost-effective way to spread the word about your site or company. Over time, as you do more releases you will see your traffic increasing from your releases. It's another way to broaden your content beyond your own website and your social networks.

**4. Increase Your Social Networking Presence** – Always make sure to add new Facebook friends, Twitter followers, LinkedIn connections, Instagram followers, Pinterest friends, and connect with people on forums and other types of sites that allow you to build friends. Make sure to use these sites' mass friend invite features to really ramp up your connections. Spending time building your connections is always time well spent and will pay dividends in the future. Building more friends and followers is a great idea because you can interact with them later and share your content and pages with them via your status updates. You can never have too many friends, followers, and subscribers to your content. But I don't recommend buying likes or followers, it will do nothing for you except create headaches down the road. You should be focused on building all of these areas so you have more people overall to market your content to.

**5. Message Your Fans and Subscribers More Effectively** – Now that you

have fans and subscribers to your newsletter, what are you messaging them? Make sure you are sending quality, purposeful messages and emails that will be well-received and deliver value. This is a process that should improve over time until you are sending really professional, effective messages to your subscriber bases. Send timely types of promotions and balance your promotions with good content and articles so it will be better received and not perceived as just marketing to them. Try to enrich people's lives with your website's wonderful published content and also articles from respected 3rd-party sources. Don't forget to be super-friendly to your fans and followers and seek to engage them in discussions. Also, polling and surveying your fans is a great way to spur interaction on your Facebook wall and get the sharing ramped up. Try [Facebook Boosted Posts](#), which allow more fans to see and interact with your content...they work great!

**6. Build Your “Social Networking Karma”** – Social networking is the most power tool there is in online marketing to get your content out there, and will continue to be for the foreseeable future, so it's imperative to take advantage of the medium to the fullest. Make sure you are pro-actively interacting with your friends and followers by sharing, commenting, retweeting, and liking their posts (where appropriate). By doing this you will build up a lot of good “social karma”, which increases the likelihood your own connections will share, comment, like, and retweet your content, which helps it go viral and get more traffic. I usually spend a good part of my day going through Facebook, Twitter, and LinkedIn looking for status updates I can interact with. I always notice an uptick in activity on my own content when I do this regularly. This is something you have to work at, to become more effective at interacting with other people. The more you interact with others the more they will interact with your posting which makes it go viral and increases website traffic. Over time, you will build up a tremendous amount of social karma and have an army of people sharing your content with their audiences.

**7. Ask for Higher Commissions and Paid Placements** – Make sure to ask your affiliate merchants and affiliate managers for higher commission amounts in the new year, especially if you have produced for the company in the past or have the capacity to produce in the new year. Most advertisers hold back what they can ultimately payout, so there is room to go up with commission amounts. If they balk at your request, tell them you will go to their competitor and I bet they change their tune

quickly. Tell them you can produce more sales if you were at a higher commission rate. Some companies may reward content-based publishers more than other types of affiliates, so if you have an impressive blog or content site you should be able to get a higher commission rate than what is published on the affiliate network. Sometimes you can even get an advertiser to sponsor a contest or sweepstakes you are running, which can be a great way to whip up excitement on your site and social networks. If you have a large enough audience you can create a “rate card” of all of your paid placements, and see which companies you are affiliates with might be interested in getting in front of your audience for a fee. Some options for paid placements include: solo email advertisement, email newsletter placement, homepage placement, top of side column placement, Facebook Boosted post, Twitter sponsored tweet, Instagram post. Over time, if you build up your audience sizes in their mediums, you can get paid advertisers to buy the placement, with a commissions as well on the back-end sales that are generated.

**8. Make Sure to Promote Deals from Your Advertisers**– People LOVE deals and discounts! In fact, these days they likely won’t buy without one. So make sure you are promoting current deals and coupon codes from your advertisers because people like getting and using deals, not to mention promoting coupons and deals increases the “conversion rate-to-sale” on your click-throughs to companies you are affiliated with. If people come to your site and don’t find promotions or coupons they may go elsewhere looking and some other referrer may get the sale. Promotions and discounts tend to increase the likelihood a visitor will make a purchase, so make sure to offer people coupons and discounts when you promote and share posts about companies. You can mention it’s a special discount and even get a “vanity” coupon code which will match the name of your site. This can increase branding and make people remember your site in the future if they think they can get special discounts through your site.

**9. Learn from other Affiliate Marketers** – Making friends and learning from other affiliate marketers is a great way to further your own knowledge. Don’t be afraid to share what you know with others so you can get ahead together. Don’t get sucked into “make money online” courses and systems, as they usually are worthless and just want your money. There is plenty of free information out there on the Internet to guide your online marketing efforts. Making friends with other bloggers

or webmasters can lead to opportunities like guest posts and blog roll links that can help your SEO rankings a little bit. Do your research and see what other websites in your niche look like and what they are doing, and do similar things.

**10. Ask for Products to Review (Samples)** - Reviewing products and services is a great way to provide valuable content for your readers and subscribers. Providing an actual product review can be very effective at selling the benefits of the company or products you are promoting on your site. Also, you can ask for sponsored prizes to give away in your sweepstakes and contests. Check out [Woobox.com](http://Woobox.com) or [Rafflecopter](http://Rafflecopter), for inexpensive ways to run sweepstakes and contests. That way you can really ramp up the excitement level on your sites or fan pages. If you can't get a prize donated, you can try a \$25 gift card to kick off the sweepstakes!

**11. Produce More Content** - Content is everything, so make sure to write until your little fingers fall off, or outsource your content writing to get more content written and published faster. Websites tend to rank better in the free traffic results when posting frequent and original content, so don't be afraid to post several times a day to your site. And make sure you are socially sharing all of your new posts. The more pages of original content you have on your site the more free traffic you can bring in from Google, Yahoo, and MSN/Bing. So make sure to post like crazy so you can build your free traffic up over time. Look at your site like a house you build bigger and bigger, until it's a mansion that gets a ton of traffic! Make sure to post about new year resolution oriented topics, issues, and problems during this time of year. Then you can go back next year and refresh those posts for the following year so they stay relevant.

**12. Stay Focused** - having too many sites or blogs can really put a damper on your efforts to grow on the web. Pick some main sites and really grow them with content.

**13. Become a Merchant** - becoming a merchant yourself will allow you to sell products online and make a large margin per sale. Check out [Shopify.com](http://Shopify.com) which allows you to start your own ecommerce storefront. They even have companies you can partner with that will create and fulfill your product sales on things like Tshirts, posters, mugs, and more. Check out [Merchify](http://Merchify) to create your own product storefront.

**14. Use Paid Search Advertising** - paid search engine advertising is still the #1 source of targeted traffic to a website, so make sure to use it effectively. I've found that BingAds.com is the most cost-effective source of paid search advertising. The same keyword phrases are far less than they are on Google AdWords. For example, you could create a page of merchants with deals on pet food, then advertise that page of your site for phrases related to "pet food coupons." The chances are the visitor will buy from one of the merchants listed on your page, and you can even offer great coupons to them when they view the page. You can do this in many verticals and niches without having to use brand and trademark protected terms.

**15. Advertise for Facebook Fans** - advertising for page likes on Facebook is a really great way to build up your Facebook following for your website's page. Often times, you can get your fans for .25-50 cents per fan which is a really good rate. Once you have a monthly budget for fan ads, you can look to run Facebook Boosted posts to directly expose content and deals to them, and measure the results. For instance, if you spend \$20 on a boosted post on Facebook, which will reach 3,000 fans and their friends, you can look to see how many sales the promotion produced and see how much ROI is there. This formula can be duplicated in many instances. Make sure to use the [bit.ly](https://bit.ly) link shortening service to modify your affiliate link so Facebook will display it properly in the post.

These are some ways to improve your affiliate marketing efforts in the new year. Let me know if you have any questions at all about these strategies, I would love to review them with you on the phone or email. Now get to it and build out the web with a bunch of great content and share it!

# 10 Proven Ways to Make Money as an Internet Marketer

## 1. Affiliate Marketer - promoting banners, links, emails.

- **WordPress Blogging** - Niche themes are great for quick site launches, management, and quick web publishing. Tip: publish from your phone. "Your phone is a cash register"
- **WP Site Plugins** - Functions, widgets, and other nifty tools that add functionality to your site. Great for really leveraging your site to the fullest.
- **Top Affiliate Networks** - Brands make money, ask for higher payouts.
- **Review Sites** - Product reviews, merchant reviews, promotions/discounts.
- **Email List Building** - List of tools; very important to generating revenue.
- **Social Networking Mastery** - become a prolific social networker. Social Karma.
- **Sweepstakes** - Goes Viral like nothing else, get bigger over time, use tools like Raffelcopter, Woobox.

## 2. Business Referrer - be a conduit for business referrals.

- **Build Your LinkedIn Network** - work it. i.e. post updates, share valuable content, invite contacts, join groups and get active.
- **Find Partner/Referral Programs** - then you can make posts, send emails, share socially.
- **Make Content Posts** - website, blog, LinkedIn - create content about the company's news, features, benefits. Then share the posts all around. Share more than once.
- **Send Intro Emails** - Connect People - great way to build referrals without appearing to do so.

- **Track Everything** - online tracking where possible, track in a spreadsheet, check in to see the results.
- **Be that person people look to for ideas** - when people trust your content, they will be more likely to put credence in your suggestions.
- **Be Prolific** - do it daily, weekly, monthly. Stay on it. You have to put forth a lot of effort to see a good result.

### 3. Online Merchant - sell online and build your customer list.

- **Shopify** - Cloud-based Storefront - we are in the midst of a revolution in e-commerce
- **Email List Building** - Pop-ups, Marketing Automation
- **Find Vendors** - Drop shipping, additional products, apps (clothing)
- **Website Apps!** - Huge and getting bigger, see: Shopify app directory.
- **Mobile Website** - Google Likes It, needs to be usable and convert traffic into actions.
- **Mobile Apps** - Where YOU Need to Be Focusing.
- **Find Affiliates and Referral Partners** - they are everywhere, use tools, reach out.

### 4. Lead Generation - a HUGE opportunity to make big money.

- **Lead Gen Platform** - great for processing leads and selling leads. Booberdoo, Leadspedia, CAKE.
- **Find Lead/Call Buyers** - by industry, good fee per lead. Once you have them in an area you're good. Then drive the traffic and make the spread.
- **Lead Generation Pages/Sites** - net, mobile lead pages.
- **Retarget** - all the non-converting traffic.
- **Thank You Page** - Ad placements for others. Get reciprocal placements (they're gold).
- **Monetize** - Your List, database, custom audiences, traffic.
- **Sell Your Leads** - as Shared or Exclusive

### 5. Affiliate Manager - massively needed by Ecommerce companies.

- **Company with a Program** - in house program, aff networks, partnerships
- **Affiliate Network** - many roles available
- **Affiliate SaaS Solution** - cutting edge tools

- **Affiliate Recruiter** - blogger recruiter/relations

## **6. Social Media Manager - fastest growing position in digital marketing.**

- **Learn Social Network Management** - how to manage company pages, interact, keep the conversation going.
- **Learn How to Advertise on Social Networks** - FB, Twitter, Pinterest, LinkedIn
- **Learn How to Run Social Sweepstakes** - sweepstakes are the life blood of an effective social media strategy.
- **Learn How to Measure Social ROI Metrics** - advertise for fans, then run Boosted Posts with an exclusive coupon code to measure social ROI.
- **Be Awesome and Proactive** - boring social media managers are the worst!
- **Run Communities and Groups** - Facebook groups and LinkedIn groups are great ways to increase interaction, engagement, and sharing.
- **Learn Monetization Strategies** - monetize all of your audiences. Convert Facebook fans into email subscribers and vice versa.

## **7. Media Buyer - the mover and shaker.**

- **Buying Search Traffic on a CPA/CLA Basis** - arbitraging paid traffic and making the spread on the CPA payout.
- **Buying Facebook and Twitter ads** - great for targeting the right demographics and interests.
- **Buying Display ads** - Programmatic, lookalike, custom audiences
- **Cultivating Affiliate Relationships** - working with affiliates that buy media on behalf of a company.
- **Buy Email List Traffic - B to C, B to B** - the right lists and produce great results.

## **8. Search Engine Expert - still desperately needed by companies of all sizes.**

- **Work as an "SEO"** - re-optimizing pages, publishing new pages/posts.
- **Write Articles and Content** - companies need content always, forever.
- **Managing Paid Search Campaigns** - Google Adwords, BingAds
- **Generating Traffic via Content** - articles, online press releases, guest blog posts
- **Produce "Inbound" Marketing** - whitepapers, ebooks, webinars



- **Managing Shopping Engines (CSEs)** - Google shopping, Amazon product ads, Bing Shopping.

## **9. Digital Agency - providing ad platform management and online strategies.**

- **Provide an Array of Services** - search, social, affiliate, website, conversions.
- **Focus on 1 Service** - and do it well
- **Find Clients that Needs Services** - advertise, referrals, prospect
- **Build Your Personal Brand** - sell you and your story, case studies, testimonials, About Us.
- **Use Marketing Automation** - Drip email campaigns to leads and prospects.
- **Showcase Your Work** - on site, LinkedIn, Slideshare. Share it socially.
- **Local vs. National** - targeting, advertising strategically in locations. Facebook very effective for local awareness.
- **Consultant** - providing digital/social strategies, telling staff what to do, collaborating with in house staff.

## **10. Courses/E-learning - a proven online money maker.**

- **Online Courses are Extremely Popular** - any subject, skill, area of interest.
- **Create Your Course** - screen capture with narration.
- **Create Courses for Experts You Know** - partner on course creation.
- **Use Course Platforms** - plug it right into WP
- **Build Up Monthly Subscribers** - residual revenue, build loyalty and retention.
- **Create Your Community of Learners** - support through email, Facebook group, phone.
- **Monetize Your Audience** - send them affiliate offers! :) upsell "coaching" program.

# 11 Effective SEO Strategies for Higher Rankings and More Organic Traffic

Search Engine Optimization or “SEO” has been around since the search engines like Google and Yahoo came into existence in the late 1990's. While a lot has changed over the years, a lot has remained the same regarding technique and strategy. Back in the day, it was all about having good, complete “meta-tags” on every page of your website which told the search engines what the page was about so they could catalog and rank them accurately. Having good meta-tags is still a good thing to have going on, but additional factors play into your website’s overall rankings for various keywords in this day and age of social media and smartphones usage.

SEO is NEVER a done or complete process and should be strategized on every month to improve rankings, exposure, and traffic. The search engines are still the #1 way to drive targeted traffic to your website or blog, i.e. people pro-actively searching for information or products you have available. But what are the most important aspects of SEO to focus on so you can maximize your time and effectiveness with the goal being to ranking higher in the free, or “organic”, search results better and better over time? I don’t consider myself an SEO expert per se, just someone who has done SEO on a variety of sites over the last 15 or so years and have read a lot about it. Here are some of the concepts and strategies I think are most important to gain higher search results and more free traffic.

**1. On-Site SEO Optimization** - Making sure your website is properly “optimized” for the search engines is a very important task and something that should be looked at periodically. The first step is to make sure EVERY page of your website or blog has a unique page title. Also, you can look to increase the length of your page titles to include popular keyword

phrases that may bring in more rankings for that page. Include the most popular keywords you are trying to rank for in your homepage's title, but don't overdo the number of words you are going after, keep it laser focused. Once you have good titles on every page of your site, you can look at improving your on-page content on every page.

**2. On-page Content** – Most people don't realize that content on each page can rank in the free traffic for various keyword searches, so make sure every page has good, unique content that talks about what ever the page is about. This is something that can be improved upon and tweaked over time to make sure you are maximizing the rankings for every page of your site. Also, make sure you have either a site map on your site that links to all your main pages so they can be indexed easier by the search engines, otherwise make sure you are linking to all the pages on your site from other pages so they will be found and cataloged. Generally, the pages linked directly from your homepage will rank higher and carry more weight, so make sure all your main content pages are linked from your homepage. Generally speaking, the more content on each page of your site, the greater the likelihood that you can pull searchers to that page from Google, Yahoo, and Bing/MSN. Utilize [Google Webmaster Tools](#) with your website, so you can address and fix any Google crawling issues with your site, and also submit your sitemap within the Google Webmaster Tools interface.

**3. New Content Posting** – People ask me all the time how to get more free traffic to their sites. I usually answer "post more content!" Posting fresh content to your site, on a frequent basis, is one of the best ways to maximize your free traffic because the more pages of content you have on your site the more possible search rankings you can achieve with each page. If you have 1000 pages of original content on your site and each page gets 1 visitor a day, you will be getting a 1000 visitors a day to your site. I like to use that metric when talking to people about their SEO strategy. It doesn't always hold true, but it's a good way to grasp the concept. Posting content very frequently is a great way to encourage the search engines to come back to your site more frequently looking for your new content, because Google always wants to have the freshest content in their search results so they have relevant search results when people search...makes sense right?? So make sure to post new content or pages to your site as frequently as possible, I usually recommend 5-10 new posts a day ideally, but sites that I follow that post 30-40 posts a day,

rank amazingly and get a ton of traffic. I have done experiments where I had 40-50 posts posted to my sites and their rankings and traffic shot through the roof, so I know this SEO strategy works well.

**4. Content Syndication** – Once you have posted a new page or post to your site what should you do with it? In order to maximize each and every new piece of content you add to your site you can go through a series of steps that will effectively “syndicate” your content out on the Internet in various places. Syndicating your content is a must for a few reasons. Not only could that post rank in the search results on a site you syndicate it to, but when you syndicate you are building inbound links to your site from higher rankings sites that have a lot of credibility with Google. Some of the best ways to syndicate are: posting to Facebook, posting to your Facebook Fan Page, Tweeting the post and title, sharing in relevant LinkedIn Groups, and submitting to social bookmarking sites like Networked Blogs, Digg, Delicious, and Reddit. I personally go through a series of steps after every new content post I do and over time have noticed more traffic from those sources in my website analytics.

**5. Inbound Link Building** – there is a lot of misinformation out there about link building, how to do it, and whether it works or not. There is no doubt it works, you just have to do it in the right way. One of the best ways of building inbound links is to get other websites or blogs to link to your site. “Blog roll” links can be a great source of inbound links, but don’t pay for them or you could get in trouble with Google. Trade for them and you should be fine. Millions of bloggers trade blogroll links and its a very common practice. Another great way to build inbound links is through online press release distribution. I recommend [eReleases.com](http://eReleases.com) because they are affordable and have great distribution. In your press release you can include a hyperlink to your site, which is standard practice. Once the release goes out you benefit from all the sites that publish the release linking to your site, which can boost your SEO rankings. Over time, if you do them fairly regularly, you can gain a significant boost to your overall SEO rankings and get more of your inner pages ranking higher in the search results, known as “deep indexing” if you have a lot of pages on your site. Social bookmarking to Digg and sites like that can also help build your inbound links and rankings over time. Posting good blog comments and forum signature links can also add additional inbound links to your site, boosting rankings and traffic, but you have to do them in abundance to get a great effect. If you can get a really popular or well-

ranking website to link to your site it can have a huge impact on your organic rankings.

**6. Saturation Strategies** - "saturating the search engines" refers to gaining multiple rankings for a particular search phrase or topic. Back in the early days of SEO this was fairly easy to achieve. However over the years, Google, Yahoo, and MSN/Bing have gotten smarter about who owns what sites and has made it difficult to achieve saturation. However, saturation can still be achieved by posting completely different content and titles, relating to the same core search phrases, on multiple sites with good rankings. One way to do this is to post as a "guest blog" on blogs that are related to what you do. Another way is to join sites with good rankings that allow you to have a blog, like LinkedIn. Also, posting unique articles with unique titles to "article directories" like [ezinearticles.com](http://ezinearticles.com) can be effective. Another way is to post on forums that rank well. These are all in addition to posting on your own site or blog. Finding and utilizing various well ranking "platforms" to post your content to is the best way to achieve saturation of the search engines.

**7. Blogging** - I recommend that everyone have a blog on their site for several reasons. Blogs are really just websites that use the same layout for every page. They allow you to post faster and more frequently. Blogs also allow you to categorize and "tag" your posts which increases your indexed page count in the search engines. Blogs also have RSS feeds which can be submitted to RSS directories which is another great way to build your rankings and gain RSS subscribers, who will receive your content once your new content is posted to their readers. I recommend using a WordPress blog because they tend to rank really well and have tons of free "plug-ins" that add functionality to your blog and allow you to make your site "stickier" which means you are better capitalizing on the traffic you are getting.

**8. Mobile Optimized Layout** - Google has recently said that having a "mobile-optimized" website or blog is a rankings factor so you have to make sure your website is mobile friendly or your rankings could take a hit. Most ecommerce platforms have mobile-optimized themes you can install and customize on your website. Wordpress has mobile-optimized layouts you can install on your site or blog to make it mobile-optimized. Use tools from [Addthis.com](http://Addthis.com) to install mobile sharing tools on your website or blog so your visitors can easily share your site through mobile

sharing tools.

**9. Geo-targeted Content** - A lot of businesses that sell nationally, have people searching for products and services in their local area. This is an opportunity to create a page on your website for that location, i.e. "Finding a Florist in Miami, FL." This would pertain to a flower website that sells to people in that area. As you can imagine, a page of content could be created for 1000's of locations, so someone has their work cut out for them, or you pay someone to write the content. Over time, these geo-targeted pages can bring you a lot of free traffic and sales with little to no acquisition cost.

**10. Retargeting** - Many companies and websites are using visitor "retargeting" but some aren't using the retargeting code on their blog or articles section. If the majority of the content in your blog section is targeted to your products or services, you should absolutely be dropping the retargeting code on those pages, so those visitors can be advertised to when they leave the site.

**11. Video SEO** - Did you know that a few seconds after you post a video to Youtube it's showing up in Google's search results? Well ya, it does. So that means you need to get on that ASAP. Having a video creation strategy is every bit as important, if not more important, than your website SEO. Let's call it equal, but different, because you can get a good ranking on a video regardless of how well your website ranks. Each video gets a title and description which can contain urls also so you can link to your site. Smart marketers and companies have a very pro-active video SEO strategy. Whether it's geo-targeted or topic-oriented, you need to be cranking out videos as quickly as possible. Videos can even be advertised on Youtube to a targeted demographic, so don't neglect your video advertising strategy either!

**Conclusion:** Achieving great search engine optimization is a process that unfolds over time by doing the right things with your website. It's never done and always needs to be re-assessed as far as the effectiveness and strategy goes. Every month you should say to yourself, "What are we doing this month to improve our SEO strategies?" You should have a good SEO strategy in place and someone in charge of it. Don't hire an SEO firm to come in and do it for you when they will just take your money and do very little (usually). Use that money to outsource your content writing to good writers that need the work and launching press

releases.

# 10 Affiliate Marketer Preparation Tips for Capitalizing on Black Friday and Cyber Monday

I wanted to put an article together about the upcoming holiday shopping season which will be the biggest ever according to all indications. “Black Friday,” which is the day after Thanksgiving, and the following “Cyber Monday” are when online retailers are rolling out their most aggressive deals of the holiday shopping season. Not to mention this time kicks off the holiday shopping season for consumers, so demand for deals at popular retailers will be strong with online shoppers. Every year, millions of Americans flock all over the Internet and social networks looking for deals and promotions to maximize their gift shopping budget. But how can affiliate marketers and publishers really capitalize on Black Friday/Cyber Monday? Here are some suggestions to maximize your affiliate marketing activities leading up to the Black Friday / Cyber Monday time-frame:

**1. Posting About Black Friday/Cyber Monday Deals** – this may sound obvious but the more pages of unique content you create on your site or blog about various company’s Black Friday and Cyber Monday deals (that you are affiliated with), the more search engine rankings, free traffic, and social click-throughs you can get to those pages, and therefore more possible referral commissions. Make sure to maximize your page titles and post titles to be relevant to what people are searching for, i.e. “Black Friday – Cyber Monday Deals on Electronics from iHome – Save up to 30%” or “The 10 Best Black Friday Gift Ideas for 12 Year Olds.” These would be examples of website page or post titles. Your “on-page content” is also really important to getting the organic search rankings for the exact search phrase or related searches going on in the niche, so include good,



original, thorough content on all your pages about Black Friday and Cyber Monday deal info to maximize the number of search results each page of your site can get from Google, Yahoo, and Bing. The more pages of content you post to your site or blog, the more potential search rankings you can gain, and therefore traffic you can get to your site. I would suggest posting as the affiliate deals are sent to you, including an original write-up describing the merchant, the deal, photo, and how great of a deal it is. Then, once you have created the page/post on your site, you can share it on your Facebook profile, Facebook fan page, Twitter, LinkedIn, and any other social network you participate with. I encourage you to use images in all of your posts so you can pin the images to Pinterest after you post, which can create click-through traffic to your site from Pinterest.

**2. Socially Sharing With Your Friends/Followers/Community** – once you create your post or page, you should spread it around through your own social networks (i.e. Facebook, Twitter, Fan Page, Pinterest) and also post the urls to “bookmarking” sites like Digg, Delicious, Reddit, LinkedIn Groups, and StumbleUpon. This can help syndicate your posts onto more sites, and if the articles get popular on those social sites they can bring in good traffic. Also, submitting your content to well-ranking 3rd party sites like these can get you extra organic search listings for the article’s title and content. Definitely encourage your social friends to Like, Comment, Share, and Retweet your posts on Facebook and Twitter by asking for it and also do the same to their status updates. By interacting socially with friends on Facebook and Twitter they will do the same for you and it will help your content go viral to their friends, thereby increasing traffic to your affiliate offers and promotions. Try to avoid posting the exact same content in multiple places because it won’t really work for you to get rankings, rather post different variations of the same title and content in multiple places and then link back to the page on your site (such as on article directories). Make sure to have the social sharing buttons on every page of your site, see [ShareThis.com](http://ShareThis.com) to install the social sharing buttons to your site. Also the Facebook fan page widget is a must in your website/blog layout. Get really familiar with page sharing onto social networks and make it a part of your posting routine.

**3. Messaging Your Database** – If you are accumulating a database of email addresses through your website, you should most definitely be sending email newsletter blasts to promote Black Friday – Cyber Monday

deals from your favorite affiliate Advertisers on a weekly if not daily basis. There are many email sending tools that are easy to use and very cheap including: iContact, Constant Contact, and MailChimp (which is free for up to 2000 contacts via Google). Make sure you are posting Fan Page and personal Facebook status updates daily and sharing your new site posts through your fan page to encourage fans to check it out and click-through. Really try to interact with your Facebook Fans and actively try to build more fans at every turn. If you are writing post after post, promoting a bunch of Advertiser's deals you don't have to be worried about bothering anyone because you are exposing them to new offers every time. Try not to post the same thing repetitively unless it's a tremendous deal or one that has gotten great responses and uptake. Otherwise, keep posting more and more Advertiser's deals to your base and you will gain more dropped cookies and traffic from it. Keep it varied and frequent. Don't worry about posting too much because you never know which deal will resonate with your fan base. I recommend several posts per day through your fan page and other social networks.

**4. Facebook Promoted/Boosted Posts** - Make sure to check out Facebook Promoted Posts, which ensures that a large percentage of your Facebook fans see your fan page postings. This has a flat-fee cost based on the amount of exposure you want for the post, but is very effective from my experience. Not to mention you can choose to expose your wall post to the friends of your fans which can be really powerful and allows your post to go viral beyond your fans. You can even ask some of your affiliate merchants to pay for the cost of the promoted posts, or even mark up the cost of the promoted posts to generate profit. Of course, the more engaged fans you have the better it will work, so you have to experiment with it and see what works best. But don't be afraid of boosted posts, they are amazing! This is a very good way to boost your fan count and therefore have more people to expose your holiday deals to. You can really target to your ideal demographic which is nice. You can NEVER have too many targeted fans on Facebook to market to.

**5. Online Press Releases** - Online press releases are a great tool to increase your website's exposure as well as building inbound links to your website. I recommend either PRWeb or eReleases.com. You can send a press release such as: Black Friday Deals are Launching on Evan's Shopping Mall or Holiday Deals Have Launched at Mom's Saving Mall (or whatever your website is called). Make sure to embed a couple of

hyperlinks to your website in your press release to maximize inbound links to your site. Online press releases have cost, so make sure to have a really great titles and great content to make sure it gets good search rankings based on your content. Typically online press releases get distributed to 100's of well-ranking websites, so over time this strategy can gain increased saturation in the search engines and bring traffic and exposure to your website. I recommend doing online press releases on a monthly basis, if not weekly. They work great!

**6. Word of Mouth** – telling people to check out your website or blog for some great deals shouldn't be under-estimated. Having a website url that can be emailed, told by phone, posted socially, or otherwise communicated to your friends and family is great because why wouldn't someone shopping online to buy through your site when they can get great deals from all the top merchants online? So make sure to tell people to check out your site or blog for some great shopping deals whenever you can. Make sure to list deals and coupon from all the advertisers you are affiliated with so your friends and family will actually get a great deal and get excited about it, which will cause them to return later for more deals. You can even ask your affiliate advertisers to provide you with a dedicated coupon code (vanity coupons) to match your site url, which adds a little site branding to the experience and can increase the conversion rate of the sale. Social networking has stepped in to facilitate word of mouth, so make sure to be a very active social networker, which can help expose more people to the offers you are promoting. Check out [MartBuddy](#) if you would like to launch a free cash back shopping mall portal to link your visitor and fans to.

**7. Running Sweepstakes and Contests** - Running sweepstakes, contests, and giveaways through WooBox, Wishpond, or Raffelcopter, is a great way to maximize your reach, build fans, and gather data for your newsletter list. The nice thing about Woobox is that it gives you the ability to capture more email opt-ins and Facebook fans from your site visitors, fans, and email subscribers. You can even convince some of your affiliate advertisers to sponsor your sweepstakes and donate the prize so it costs you very little to run the promotion. Then you can promote the sweepstakes on your site, newsletter, fan page, tweets, and other ways you can get the word out about your holiday sweepstakes. This is a really powerful way to maximize your exposure, grow your Facebook Fans, and build your email subscriber list. And, it's extremely affordable to run a

basic sweepstakes on your site. Let me know if you have any questions about how to do this effectively. I have plenty of great examples to show you.

**8. Pay-per-click Advertising** - paid search engine advertising isn't for everyone, and definitely has cost associated with it, so you have to tread lightly and really pick and choose what keyword phrases you want to advertise for in Google Adwords and Bing Ads (Yahoo and MSN/Bing). Google Adwords is definitely more expensive per click due to how many companies are advertising under various keyword phrases. Look to set up keyword campaigns for the affiliate advertisers that allow keyword bidding, utilizing the deals they have provided for you in your ad copy and pages you are sending the traffic to. Making general keyword phrases “convert” can be difficult for affiliates due to their low margins relative to the advertisers themselves, but there are sweet spots that can be exploited, i.e. inexpensive keyword phrases with high conversions. This is definitely an advanced technique and should be run very conservatively, spend-wise, until you know what keyword phrases are performing. In general, Bing Ads will be a more affordable way to go with your pay-per-click advertising campaigns, due to less competition, however there is less search volume than on Google. But it can definitely be a great way to compliment your site traffic with targeted search traffic that should perform well with good ad copy and landing pages. Not to mention lead to more Facebook fans and Twitter followers.

**9. Getting Higher Commission Rates** - once thing is for sure, most companies don't pay their affiliate marketers what they possibly could for a sale, especially for a new customer sale. Look to ask your advertisers for higher payouts during the holiday season, they can only refuse, however most won't offer it to their affiliate base so you have to be proactive and ask. Having a long cookie duration is also highly desirable to affiliate marketers, so make sure to promote companies that offer longer cookie lengths than their competitors, this gives you more of a chance of converting a click into a sale. Some advertisers may offer a performance incentive structure, meaning you will earn more commissions the more sales you produce. This can be effective, however doesn't help smaller affiliates earn more. So I would suggest asking your affiliate advertisers for higher commission rates across the board, if they say no you can tell them you will promote their competitor and they will likely give in to your request.

**10. Beyond Black Friday/ Cyber Monday** – Black Friday / Cyber Monday is just the start of great deals from online merchants lasting all through December, so make sure to ask your affiliate advertisers for deals on a frequent basis. Posting holiday deals to your sites and blogs on a frequent basis can really build your site's page count and can get you more organic traffic, so make sure to post as frequently as possible, the more frequently the better, and then share. Not to mention you can gain more fans and followers from the new pages of content when you position the Facebook Fan widget prominently in your site's layout.

I hope you like these tips on how to maximize your Black Friday/Cyber Monday and Holiday Season affiliate promotions. If you would like to discuss any of these strategies please let us know. Thanks and have a great Black Friday/Cyber Monday and Holiday Season!

# Blueprint for Building Niche Websites and Generating Traffic, Followers, Fans, and Revenue

So you want to launch a new website or blog with the purpose of generating revenue through the Internet? What a great idea! Building websites or blogs about certain topics, subjects, or "niches" is a great way to proceed towards this goal for a number of reasons. For one, people love websites and blogs that focus on certain subjects they have interest in. So, make sure to build your niche website or blog with a laser-focus to ensure you will get traffic, repeat visitors, and build a following over time. As you build out your site, your traffic and followings will increase. you can then monetize your site by posting advertisements and follow widgets in the layout, such as:

- Affiliate banners ads
- Google Adsense ads
- Email list sign-up
- Twitter followers
- Facebook fans/likes
- Youtube subscribers
- LinkedIn connections

All of this can be accomplished with very little cost at all. Niche website/blog building is an integral to publishing content on the web, generating traffic, and therefore monetizing. Content is king and the more fresh content you are able to produce and allow the search engines to index, catalog, and then rank, the more possible traffic you can generate to your sites. Here are some niche website, SEO, social

networking, and linking concepts to get you moving in the right direction:

**Site Building Tools** - I highly recommend WordPress to build sites with. There are many sites builders you can use to get a presence up on the web. Make sure to set it up properly with good page titles and categories. If using WordPress, utilize tagging as well which multiplies the actual amount of spider-able pages on your site. [Blogger.com](https://www.blogger.com) is also a good free platform to use to create a site, add affiliate banners, and start posting fresh content. Many people spend too much of their time working on their site's layout and not enough time producing content and sharing.

**Site Organizational Strategy** - When you go to launch niche websites, to promote affiliate merchants, make sure to stay organized in a spreadsheet with info like: merchant promoted, platform used to build it, login info (passwords), and posting frequency. This will help you stay organized and will allow you follow a pre-established plan of action. Strategize on posting frequency and article topics to maximize your efforts. Use Google keyword planner to find popular and less popular keyword phrases in your niche to post articles around.

**Daily Content Posting** - Posting content daily (i.e. articles, blog posts, essays, merchant reviews, or product reviews) is a great way to ensure that the search engines will be coming back to your site frequently to check for new content to catalog. Over time, the more frequently you post, the more pages you will have in the search engine's repository or "cache." The more pages you have in the search engine's index of pages, the more possible times your site's pages can come up in the search results for various search terms contained on your pages, i.e. "Purchasing flowers in Las Vegas". Daily content posting is the best way to increase the number of pages on your site and therefore increase the amount of possible traffic you can generate with that particular site. Posting original content is always the best course of action because the search engines love original content. Try to stay timely with your posts by setting up Google Alerts on your core keyword phrases so you are notified as soon as something new about that subject happens, then you can go make a post on your site about it which can increase your chances to get traffic to that page.

**Use the Best Plug-ins to Enhance Your SEO** - One of the advantages to using WordPress to build your sites or blogs are all the amazing plug-ins

you can add to your site to increase functionality and “stickiness”. Here are some links to the top plug-ins available:

<http://yoast.com/top-wordpress-plugins/>

<http://wphacks.com/wordpress-plugins/>

<http://mashable.com/2009/03/20/wordpress-seo-plugins/>

**Social Networking** – Create a Twitter account and Facebook Fan Page for each site you wish to build up. Example, you are running a site advertising flower affiliate merchants, so you would create an identity “FlowerGuru” for instance on Twitter and a FlowerGuru Fan Page on FB. Also an account on Instagram and Pinterest posting pictures of flowers. This will allow you to advertise these social profiles on your sites and generate followers and fans. Then, these followers and friends can be engaged and communicated with to generate traffic back to your sites. Social networking is very powerful and shouldn't be used too obnoxiously. Always remain professional and post content you think your followers and fans would benefit from, i.e. helpful tips, informative articles from trusted sources, interactive polls, and great affiliate deals. Try to avoid being annoying because or you will lose followers. You should also have a main personal identity that you can maintain in order to network professionally on Facebook and LinkedIn.

**Coupon Promoting** – Coupon sites are all the rage because people are increasingly looking for coupons to save money with their online purchases. Many affiliate merchants provide coupon codes to affiliates directly to help them promote something exciting. Some merchants provide coupon feeds that you can grab and publish on your site on a page or per merchant. Posting unique merchant descriptions and merchant reviews will allow your site to rank well for their merchant searches because it has unique content and isn't just posting coupon codes. Unique content is absolutely essentially to good rankings, especially for a coupon site when there is so much competition.

**Communities and Forums** – Launching your own social community is great way to build something real and substantial that will grow over time. Social communities are great for repeat traffic and building a large member base. Like sites, the larger it builds the more traffic it can generate. [Ning.com](http://Ning.com) is a tremendous tool for niche community building,



but has a small monthly fee. Vbulletin is great for online forums. Forums and social networks are just more ways to publisher content online, create ad space, and generate traffic. The nice thing is they are built up with user-generated content, which can add a significant amount of content depending on how active your community is. Over time, it can really grow into something formidable. LinkedIn Groups are great to launch and manage for professional discussion forums. Facebook fan pages and Facebook Groups are great for cultivating people into fans and active group members on Facebook.

**Link Building Strategies** – Acquiring inbound inks to your sites is essential to building better search engine rankings over time. There are many different ways you can get links to your site, such as:

- **Blog Roll Links** – When a fellow blogger links to your blog with a site wide link, you can reciprocate with a link. Goes on every page so it can be powerful.
- **Blog Commenting** – Posting comments on blogs related to yours. Make good comments or they won't be approved.
- **Forum Posting with Signature Link** – Join multiple forums, set-up signature links, start posting good comments and interacting.
- **Online Press Releases** – great for building links from quality news sites. I recommend [eReleases.com](http://eReleases.com) for maximum distribution and effectiveness.

**Site Stickiness** – "Site stickiness" is a profound concept to grasp and implement. Making your site more sticky will allow you to capture more from your site's traffic. Some essential sticky features are: newsletter signup, bookmark this site, social network sharing buttons like follow on Twitter and FaceBook Like. See [Sharethis.com](http://Sharethis.com) and [Addthis.com](http://Addthis.com). Basically anything that will help you capture more of your visitor's information. Another great way to engage visitors is to run sweepstakes or contests through tools like Woobox and Wishpond. This is a very effective way of engaging your visitors and capturing them into your web so you can re-market to them later on.

**Article Ideas** – Coming up with article and blog post ideas can be challenging at times. Look at other related sites and see what they are posting in their blogs and article sections. Here are some examples of article titles:

- “Top 10 ways to Find a Date Online”
- “Best Ways to Lose Weight in the New Year”
- “What are the Top Phone Service Providers for Home Phone Service”
- “How to start a garden in your backyard”

Also, "how to's", breaking news, and new product launches are good topics to write about.

**Brand Your Affiliate Sites** - Creating a brand with your affiliate site or blog is a good idea because people will remember your sites and revisit them frequently. Give people a reason to bookmark your site or join your newsletter. Treat them well and grow them huge over time! Personal branding is all the rage, so make sure to create your memorable brand and then represent it to the fullest online. Anything can work with the right amount of push and effort behind it. I hope you enjoyed some of my niche website building tips. These tips can be used by anyone looking to generate traffic and affiliate commissions.

# 11 Affiliate Marketing Tips to Maximize the Holiday Shopping Season

I wanted to put together some useful tips and strategies for generating more traffic and affiliate commissions during the busy holiday shopping season so you can maximize your affiliate marketing earnings. More people are shopping online this year than ever before, so it's must to take advantage of that with your affiliate marketing. Here are some online marketing tips you can use to maximize your online marketing efforts this holiday shopping season:

**1. Post About Hot Gift Items** - posting about the hottest holiday gift items is a great way to build your site or blog with content people are actually searching for during the holidays, ex. "10 hottest gift ideas for 2016?" or "What are the top gadget gifts for 2016?" Do your research and depending on your niche there will be a set of hot products that are in-demand this holiday season. Then, create pages on your site or blog with good content write-ups about these hot products and use "lists" as well because they tend to be read and shared, such as: Top 11 Tech Gadget Gifts for 2016, 6 Must-have Corporate Gifts Ideas to Impress Your Clients, 8 Innovative Gifts for Your Children. Titles like that can really pull in the traffic and are more likely to be commented on, liked and shared. Remember, the more content you post the more search rankings you can garner with each page of your site, so post a lot of pages and fill them with great, keyword-rich content and titles to maximize your SEO benefits. Gear your December promotions towards holiday savings, coupons, and great shopping deals, which a lot of people will be searching those keywords for various merchants, so make sure to weave that content into your postings and pages. Great deals for the holidays that can be promoted all month long every day. Finally, you have your after-Christmas sales that can promoted from every merchant you affiliate with starting the day

# 14 Effective Ways to Earn Money Online Through Blogging, Affiliate Marketing, and Social Networking

Affiliate marketing is a great way for anyone with a website, blog, Facebook page, or Twitter account to earn extra money through the Internet. It's really easy to get started and start growing your affiliate marketing empire. I wanted to take a few minutes to discuss some ways any ambitious affiliate marketer can maximize their efforts and start generating revenue with their time spent working online.

The first step most affiliate marketers take is to launch a website or blog. I recommend a 100% free [Blogger.com](https://www.blogger.com) website. All you need is a gmail account and you can launch your first blog on Blogger.com about whatever you want. Pick a "niche" or topic that you know something about, or are passionate about. For instance, if you are an avid gardener, launch a gardening blog. If you are really into politics, launch a political blog. Once your blog site is live, you can apply to some "affiliate networks," such as CJ.com, Linkshare.com, or Shareasale.com, where you can access companies you want to partner with as their "publisher" or affiliate. Then, you just need to add those company's banner ads or links to your website and you are in the game! So, here are some tips and strategies to start building up your affiliate marketing presence and earning money on the Internet doing many of the same things you are already doing like posting content and interacting on your social networks.

**1. Be timely** – during various times of year, i.e. New Year, Spring, Summer, Fall, and the Holidays, people are shopping online or looking for services

that match those times of year, therefore the traffic volumes surge for products relevant to those times of year. For instance, in the beginning of the year people are looking to do New Years resolution oriented things like: lose weight, stop smoking, find love, get insurance, and get healthier, so you should be ramped-up with your promotions and content with companies that are in those niches. Similarly, in the summer, people are looking to slim down, vacation, and buy products like swimwear, sunglasses, and travel packages, so you be affiliating with companies that sell these types of products or services. You have to start your promotions some time prior to the season hitting so you are early with content as opposed to putting it up last second, that way you can plant the seed in your visitors' heads about what they might be wanting coming up in the calendar year. Since content is the key to getting free traffic, make sure you are posting fresh content daily on your website or as frequently as you can. Stay away from re-publishing content already on the Internet, because the search engines don't respect that and you won't get much traffic. Once you join some affiliate programs, they will start sending you deals and promotions that you can turn around and make a post about on your blog, which you can then share the url to that page on your Facebook, Twitter, LinkedIn, Pinterest, and anywhere else you spend time socially. This generates repeat traffic back to your site and potential clicks to those merchants.

**2. Building Your Subscriber List** – make sure you are prominently positioning “sticky” items in your blog/website layout such as: a newsletter sign-up box, Twitter account follow, and Facebook Fan Page widget in order to increase the overall rate at which you gain new subscribers/followers from your traffic. This is always a good idea because you can re-market to those people, which become your Facebook fans, Twitter followers, and email subscribers during the year. Some sites use pop-ups or pop-unders to ask the user to join their list like [aweber.com](http://aweber.com), this can be very effective if you present a good value for their sign-up, like offering some helpful tips or an e-book. Incorporating the Facebook Fan Page social widget into your blog or article pages is a must so you can build your fans from your visitor traffic. Most blog platforms have plug-ins to allow you to easily add these widgets to the website's layout.

**3. Sharing Your Content** – Once you have posted a new company write-up, product review, deal, or promotion on your blog, make sure you are sharing your content on your social networks, i.e. Facebook profile,

Facebook Fan Page, and Twitter account. You should be including the affiliate banner ads and text links within or under the blog post every time. By sharing each page or blog post you are spreading it around for others to share it, like it, or comment on it, which allows other people to be exposed to your content. Once you post a new page of content or article, you should run it through a process where you are sharing it around the Internet in various venues. [Hootsuite.com](https://hootsuite.com) is a great way to post your pages to several social networks at once. By doing this you can maximize the views and traffic of each page of content on your site. Once you have hundreds, if not thousands, of pages of original content on your site and have shared them you will definitely be seeing higher traffic levels and affiliate commissions. Make sure to use Google Analytics on your blog so you can see where all of your traffic is coming from and it will motivate you to produce content more frequently.

**4. Amp Up Your Social Networking** – Always make sure to be adding new Facebook friends, Twitter followers, LinkedIn connections, Pinterest friends, Foursquare friends, and connect with people on forums and other types of sites that allow you to build friends. Building more friends and followers is always a great idea because you can interact with them later and share your content and pages with them. Building up your social networks should be something you work on daily with some kind of process, like every morning you add friends and interact with your friends status updates, although you can do it randomly and get a good effect. Then, when you proactively interact with your connections' content postings, they will be more likely to reciprocate by interacting with your content postings which brings more traffic and exposure through the social sharing effect. I call this building your "social karma."

**5. Engage Your Audience through Email** – Now that you are building your email subscribers to your newsletter, what are you sending them? Make sure you are sending quality, purposeful messages that will be well-received. This is a process that should be improved over time until you are sending really professional, effective messages to your subscriber base. Send timely types of promotions and balance your promotions with good content and articles so it will be better received. Have a really nice HTML newsletter designed that you can send to your lists of subscribers that is professional looking and has a purpose. There's nothing worse than receiving an ugly newsletter, it just won't get any action. Also, make sure you are creative and compelling with your subject lines and always be

testing new subject lines to try to increase open rates. Always personalize your subject lines and email greeting when possible. Use an email sending program like iContact or ConstantContact, so you can gauge the success of your email campaigns. Also, make sure to have the unsubscribe link at the bottom of your emails and follow email sending best practices so it will be well received every time. Make sure the “forward to a friend” is included in all your newsletter campaigns. Email is still the #1 thing people do online, so you can look place affiliate offers and banners in your newsletters to generate clicks and commissions from your email sending.

**6. Build Your Social Karma** – social networking is a dominant medium and will continue to grow for the foreseeable future. Make sure you are pro-actively interacting with your friends and followers on your social networks by liking, sharing, commenting, and retweeting their status updates (where appropriate). By doing this you will build up a lot of good “social karma”, which increases the likelihood they will share, comment, like, and retweet your content, which helps it go viral and get more traffic and exposure. People in general aren’t very proactive with their online social networking, so you have to be the one that makes the effort by scanning through your friends’ postings and seeing what you can interact with every day. The more you interact first, the more they will return the favor and your content will get more action, which brings in more traffic and eventual commissions from affiliations.

**7. Get Higher Payouts** – make sure to ask your affiliate advertisers and merchants for higher commission amounts on a regular basis, especially if you have produced for the company in the past. Most advertisers hold back what they can payout, so there is room to go up with your commission amounts. If they balk at your request tell them you will go to their competitor and I bet they change their tune quickly. Over time, as you generate quality customers for your advertisers, they will be more inclined to increase your commission rate because they can gauge the lifetime value of the customers you are generating for them.

**8. Make Sure to Promote Deals** – make sure you are promoting the latest deals and coupon codes from your advertisers because consumers like getting and using deals, and they increase the conversion rate on the click-through. If people come to your site and find no promotions or deals they may go elsewhere looking and someone else will get the sale. You

can also obtain “vanity coupon codes” from your advertisers that match your site title, which are nice because it brings a certain amount of branding to the user experience and they may remember they got the coupon through your website in the future and return. Try to have a site where you can easily edit the pages you are creating, something like Blogger or WordPress, so you can easily update the page with the most current coupon promotion for each merchant you profile. Promoting coupons tends to increase the conversion rate of the visitor making a purchase, so make sure to promote them on your site whenever possible and share the pages as soon as you are done posting. Most advertisers will offer coupon codes on a fairly frequent basis, so keep on the look out for them. As soon as they send you the affiliate newsletter, go create a fresh content post on your blog about the deal and how great it is, then share it. Keep up the effort and process in this regard.

**9. Learn From Others** - making friends and learning from other affiliate marketers is a great way to further your own knowledge. Don't be afraid to share what you know with others so you can get ahead together. Attend affiliate conferences like [Affiliate Summit](#) so you can meet others in the industry and gain bits of knowledge and strategy you can apply to your own efforts, not to mention you can share your successful strategies with your new friends!

**10. Ask for Products to Review/Samples** - reviewing products and services on your blog is a great way to provide valuable content for your readers and subscribers, not to mention getting free stuff. Providing an actual product review can be very effective in selling the benefits of the company you are promoting. Once you have a decent amount of traffic and/or subscribers to your site or blog you can ask advertisers for samples you can use, review, and post about. Not all companies will do this with you but it can't hurt to ask. Then you can make a nice review on your site and link to their site through your affiliate tracking link/banner so you get credit if someone buys. Don't make misleading reviews or untrue reviews, rather if you can't review the actual product, write about the company itself and what a wonderful line of products they offer!

**11. Produce More Content, More Frequently** - content is everything to getting free traffic from the search engines like Google, Yahoo, and Bing, so make sure to write until your little fingers get sore...and then keep writing! Work on your typing speed, since the faster you type the more



content you can produce. Affiliate marketing is definitely mainly about content, unless you have a bunch of money to dump into paid search traffic, which I don't recommend initially. Also, websites tend to rank better in the organic or free traffic results when you post frequently to your site or blog, so don't be afraid to post several times a day to your site or blog. And make sure you are sharing all of your new posts socially! Try to become a faster and more accurate typer over time, so you can produce more content quicker. The more content you produce the more traffic you will get proportionately, so always live by that rule. You can also outsource some of your article production on a per article basis, this can be effective if you find the right writers. These days there are tons of people on Facebook that would respond to write some articles for you for \$5-10 per article. Only original content though, accept nothing less than great, original content!

**12. Google Alerts** - Setting up [Google alerts](#) is a great way to stay on top of any keyword or industry. Once you sign up for the alerts you will be emailed as soon as new content hits the Internet about your chosen keywords. This is a great way to feed yourself ideas to post about and keeps you on the cutting edge of your niche or industry.

**13. Turn Your Phone into a Cash Register** - adding the Blogger or WordPress apps to your mobile phone will allow you to post pictures and short bursts of content right to your blog from your phone! You can also use the Hootsuite app to then share your new content pages on all your social networks right from your phone. Imagine posting to your blog as you go around doing your daily routine or on your next vacation, now that's using technology productively!

**14. Use "tags"** - tags are wonderful words or phrases that you can associate with your blog posts. They are great because they help multiply your overall number of indexed pages with the search engines, which can lead to more traffic and rankings.

I hope you enjoyed reading about affiliate marketing and how to start earning money through a blog, social networking, and email sending. Make sure you have a good strategy and cover all the bases, it's not enough to do a little bit and not bring a full effort to your website. Make sure you are on a site platform that will allow you to publish content/pages quickly and easily, so you aren't caught up on your site design, which is wasting time. Make sure to tie Facebook and other social

networking plugins and buttons into all your content so you can really facilitate sharing of your own content. Build sites/blogs about things you know about and are passionate about and the writing will go easier, although learning something new to build a site about is great too! Most of all have fun with it, be clever in your writing, and make friends with everyone! Hope you liked the article, and feel free to share it on your social networks. Have a great day!



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