

Affiliate Program



**ULTIMATE
AFFILIATE PACKAGE**

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Welcome!



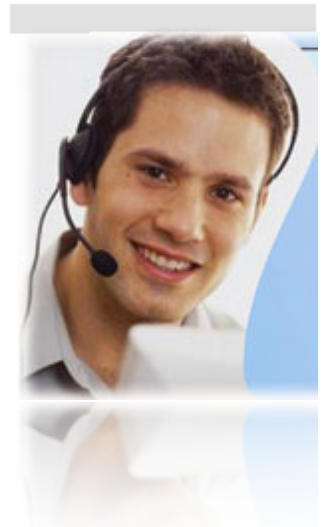
Congratulations, you have been invited to participate in a **RARE** money making opportunity. Earn **CASH** simply by generating traffic! We have implemented a program that will automatically do this for you. It may be hard to believe, but you can **EARN INCOME** from your content driven website.

The following document is designed to provide a comprehensive overview of the program and everything included in this package! Earning residual income has never been this *easy*.

The program is free to join, it's easy to sign up and requires no technical knowledge! Everything you'll need in order to earn **FAT \$STACK\$** from home is included here.

Affiliate Marketing is a great way to earn income regardless of your experience. You may just be getting your feet wet in e-business, but in just no time you can evolve into a high earning affiliate marketing champion, bathing in high-flowing income streams. You've got absolutely nothing to lose – you can do this!

Start receiving commissions instantly!



Let's Begin.



How it Works

Affiliates

An affiliate is a third party representing a parent company. The affiliate acts as an intermediary between the parent company and the end user. The affiliate generates traffic for the parent website and the parent company offers commission in exchange for traffic.

Affiliates use banners, images, text ads, emails, micro-sites and interstitial web spaces to refer traffic to the parent site. Content and media assets are optimized for maximum retrieval and search engine rankings.

PPC

PPC, or pay-per-click, is an advertising model that simply means payment is calculated based on how many clicks you refer. You can generate traffic through **CTA** or **Call-To-Action** cues in your website. Clicks are tracked through a custom url associated with your account.



What's Included

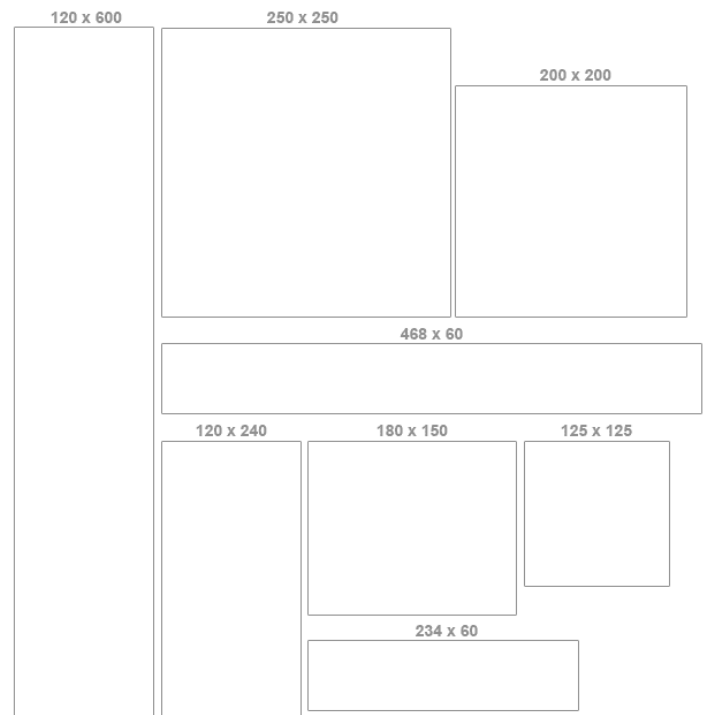
Marketing Tools

- 8 various sized banners
- 1 niche micro-site template

The niche micro site is a configurable website template that is ready to host out of the box, not unlike a microwavable TV dinner. All you need is a web host.*

If you already have your own website you can incorporate the banner ads included with this package into your own design.

According to market research blank display ads generate substantially more clicks and impressions than any other design scheme, so it is recommended that only *advanced marketers* make banner customizations!



* Choosing and configuring a hosting and domain name service is beyond the scope of this manual.

Web Interface

Using the Affiliates Area you can:

- ☒ Monitor your earnings.
- ☒ Review real-time tracking and reporting.
- ☒ Review past and pending payouts.
- ☒ Review pay rates and cycles.
- ☒ [Help desk support](#) if you need assistance.
- ☒ Review terms & conditions.
- ☒ Request a password reminder.
- ☒ Request payment.



Our payouts occur at the end of each fiscal quarter (beginning October 1st), at a variable rate. Payments are processed through [Paypal](#)™, you will need to have an active account associated with your email address in order to receive payment.



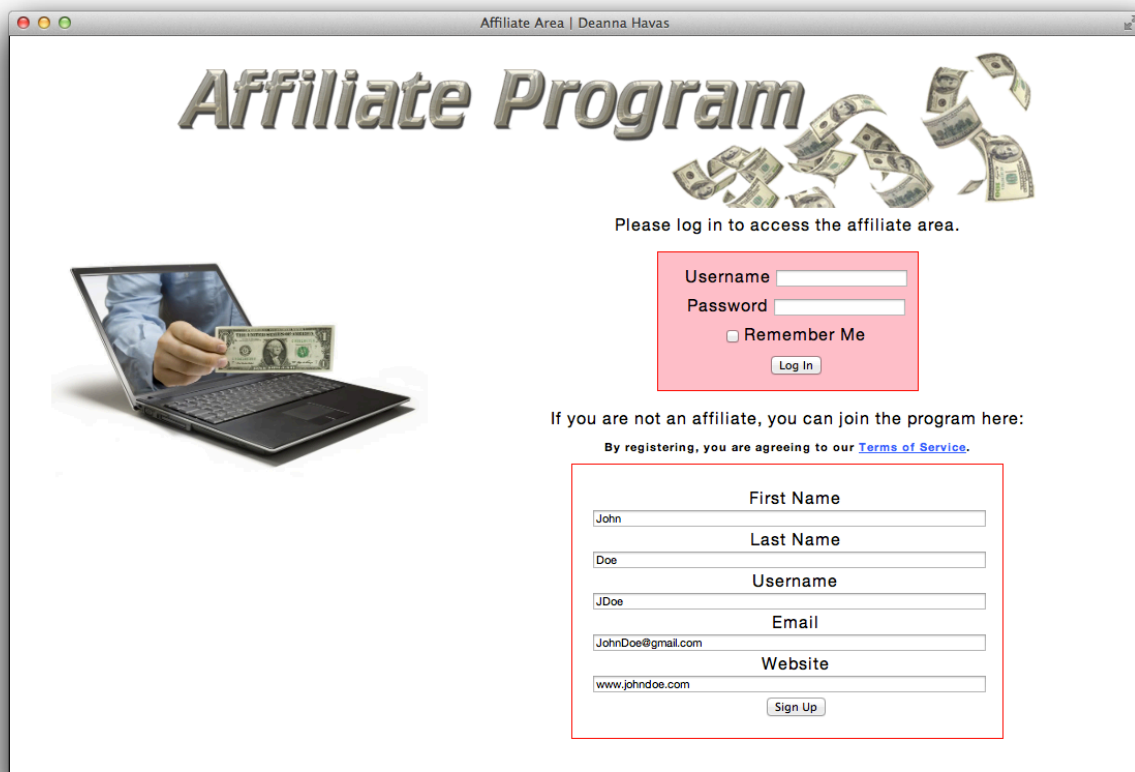
Signing Up

By clicking the registration submit button you agree to adhere to the terms of service, which can be found [online](#).

You can register at the following URL:

<http://www.deannahavas.com/affiliate-area/>

You will be asked to provide your name and email address. Optionally, you can enter your website's url in the appropriate field. If you don't know your url yet you can leave that field blank. You will also be asked to create a unique user name and password.



Affiliate Area | Deanna Havas

Affiliate Program

Please log in to access the affiliate area.

Username

Password

☐ Remember Me

If you are not an affiliate, you can join the program here:

By registering, you are agreeing to our [Terms of Service](#).

First Name

Last Name

Username

Email

Website

Upon submitting the registration form you will receive a confirmation email, activating your account and welcoming you to the program.

Tracking Referrals

Upon joining the program an affiliate link will be generated for you. It should look something like:

```
<a href="http://www.deannahavas.com/affiliates/1">Affiliate link</a>
```

This is very important! Your unique affiliate URL is how your referrals are tracked and credited to you. Every time someone is referred through your link you earn.



Any text link, banner or CTA you use should contain your unique affiliate link.

For example, to embed a banner into your website using your affiliate link you might use the following code snippet:

```
<a href="http://www.deannahavas.com/affiliates/1">  
  </a>
```

When a visitor clicks on your referral link our website stores a small piece of data called a **cookie** in their browser. The cookie makes the referral “active” for a day, crediting your account.

You can log in to the affiliates area to review your hits and earnings.

Maximizing Conversion Rates

An affiliate marketer's primary goal is to maintain a high **Conversion Rate**. This is, essentially, the proportion of visitors to your site that actively respond to your **CTA**. You can yield a higher conversion rate by developing a **marketing strategy**. This means not only generating traffic through rich content, but taking advantage of pro tips and tactics to maximize returns.

$$\text{Conversion rate} = \frac{\text{Number of Goal Achievements}}{\text{Visits}}$$

Developing a Strategy

In developing your marketing strategy you should consider the following

- How you **REACH** your visitor.
- What you **SAY** to your visitor.
- How you **REFER** your visitor to your parent site.

TIP: "Brainstorm a high-potential idea. Discover the best site concepts for you."



If you are incorporating ads into an active site you may want to consider the best way to integrate banner and/or text ads into your existing content. If you are using the included template site it is important to first choose a profitable niche.

Total Niche Domination



Choosing a Profitable Niche

Deciding on a niche is the first step to customizing your micro-site and developing your content. You can determine a profitable niche by doing a **competitive analysis**.

1. The first step is to make a list of tentative concepts, products and their target audiences for your website. You can use brainstorming techniques such as free-association to generate an extensive list. If you're feeling stuck consider these starting points:

Advertising
Aerospace
Agriculture/farming
Antiques and collectibles
Apparel/clothing/fashion
Architecture/buildings
Arts & Crafts
Auctions
Automotive
Aviation
Beverages
Books
Chemicals
Children/parenting

Cleaning
Communications
Computers
Construction
Consulting
Conventions/Trade Shows
Design
Disabilities
Education
Electronics
Employment
Energy
Engineering
Entertainment
Environment

Ergonomics
Financial services
Food
Gambling
Games
Government
Health
Hobbies
Home/garden/flowers/plants
Hospitality
Information
Jewelry
Law
Manufacturing
Minerals

Music
New age
Office supplies
Publishing
Real Estate
Religion/Spirituality
Research and Development

Retail management
Science
Security
Sex
Software
Sports
Telecommunications
Toys

Trade
Transportation
Travel
Video
Weather

2. The next step is to assess the competition for keywords on your list using The Google™ [Keyword Tool](#) .

Think of keywords as guides to developing content for your website. Content is an excellent tool when it comes to internet marketing, not only does it provide a context for your ads, but it is essential to drawing visitors to your site and maintaining high google rankings.

The following example examines ‘art,’ a low competition keyword.

Download ▾	View as text ▾	Sorted by Relevance ▾	Columns ▾
☐ ✓ Save all Search terms (1) 1 - 1 of 1 < >			
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
☐ art ▾	Low	151,000,000	45,500,000
☐ ✓ Save all Keyword ideas (100) 1 - 50 of 100 < >			
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
☐ art posters ▾	High	90,500	40,500
☐ art prints ▾	High	301,000	165,000
☐ art supplies ▾	Medium	673,000	368,000
☐ framed art ▾	High	90,500	74,000
☐ cool art ▾	Low	135,000	60,500
☐ metal art ▾	High	246,000	135,000
☐ denver art museum ▾	Low	40,500	40,500
☐ poster art prints ▾	High	9,900	5,400
☐ black art ▾	Low	368,000	201,000
☐ cheap art ▾	High	60,500	40,500
☐ art appraisers ▾	High	18,100	14,800
☐ cheap wall art ▾	High	12,100	8,100
☐ framed art prints ▾	High	14,800	8,100
☐ christian art ▾	Medium	135,000	74,000
☐ art institute chicago ▾	Low	165,000	135,000
☐ art sites ▾	Medium	246,000	49,500
☐ southwestern art ▾	Medium	12,100	9,900
☐ philadelphia art museum ▾	Low	74,000	74,000
☐ giclee art prints ▾	High	2,900	1,600
☐ framed art cheap ▾	High	1,900	1,600
☐ cheap framed art ▾	High	1,900	1,600
☐ large wall art ▾	High	14,800	12,100
☐ contemporary canvas art ▾	High	1,600	880
☐ oversized canvas art ▾	High	1,000	880

In this figure we see suggestions relating to our subject, ‘art’. ‘Cool Art’ is an example of a specific niche that works because it relates to our subject and has a low competition for traffic.

Creating Your Website

Once you have determined your niche you are ready to begin developing your website and generating content! The Niche Micro Site included with this package is intended to serve as a template for a promotional micro-site and can be completely customized. All you need to do is swap out the embedded referral links with your own, add content and publish it to the web.

It is important to note that your affiliate website can be as visually or conceptually removed from its parent site as need be; it should function to serve your chosen niche and it's target audience.



It is recommended you use a text editor for coding when you are making changes to your site's code to avoid errors.

[TextWrangler](#) (Mac), [Notepad++](#) (Windows) and [gedit](#)(Linux) are all examples of text editors you can download for free.

As you create your content, keep in mind that- **Google Rankings Matter!** You should be using as many keywords in your copy as possible.

TIP: "If you formulate great content, it will lead to the click."

Copywriting

Power Words

Power words grab attention and evoke emotion. You should include them in your copy whenever you can.

I'm going to throw some power words at you:

Incredible

Master

Money

Powerful

Profits

Results

Revealed

Safety

Scientific

Secret

Shocking

Ultimate

Uncovered

Your

Money

Discovery

Save

Easy

New

Love

Health

Proven

You

Breakthrough

Discovery

Free

Guaranteed

Hidden

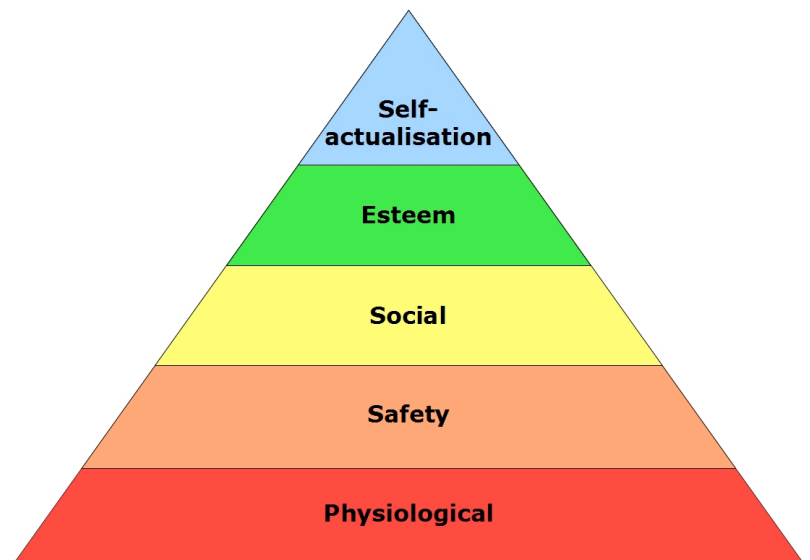


The Psychological Sell

Pro affiliate marketers use content to their advantage in order to boost conversion rates. They realize that content can always be optimized for search engine retrieval.

In developing effective promotional sales copy for your website remember the following **copywriting guidelines**:

- Always mention benefits instead of features
- Use bullet points to outline benefits
- Use powerful headlines and sub-headlines to grab attention.
- Use testimonials to reassure your reader.
- Use snappy headlines to give your copy personality.
- Use prepositional phrases.
- Always write copy in first person
- Address the reader as, “you.”
- Create **value proposition**.
- Remember CTA cues are the most important elements in your content!
- Limit the Risk! Pre-empt objections by building confidence in your visitor.
- Create a sense of urgency!
- Pay attention to human motivators.
- Establish credibility.
- Weave relevant, “in-context” text links right into the content.



Mind the acronym **AIDA** when considering consumer engagement:

Attention: *Grab the readers attention using your headline.*

Interest: *Maintain the reader's interest by focusing on benefits.*

Desire: *Convince customers of what that they want and desire.*

Action: *This is the most important part, the call to action.*

TIP: “Get inside your visitor's head - realize how she will feel each step of the way.”

SEO Secrets Revealed

In today's fast paced world of e-commerce it will quickly become apparent that great content just isn't enough to generate the returns you want to see. Luckily there are a few things you can do to optimize your website's search engine rankings. **SEO**, or **Search Engine Optimization** is the deadliest weapon in an affiliate marketer's arsenal.

Cloaking



TIP: "There is more than one way to skin a cat, and there is more than one way to get website traffic."

Cloaking is a technique in which the content presented to the search engine spider is differently from how it's presented to the end user's browser.

It's simple to implement. The figure below demonstrates the best link cloaking method.

You can replace the corresponding

tags in your website's index.html page and insert the url of the link you want to cloak in the appropriate field. Your visitors will be redirected automatically.

It's that easy.

Place this code in-between the <head> tags in your website.

```
<meta name="robots" content="noindex,nofollow">
<meta http-equiv='refresh' content='0; url=http://
www.linkyouwanttocloak.com'>
```

Keyword Stuffing

Another invaluable SEO tactic is keyword stuffing.

Much like in the last example, you will be editing <meta> tag attributes in the top of your index.html document, in-between the <head> tag.

The meta tag provides the search engine with metadata, or information about your website's subject matter. The more search terms your website corresponds to, the better! Here is where the keywords you researched earlier in the development of your niche will come in handy.



Note the following example:

```
<title>Affiliate Niche Microsite</title>
<meta name="description" content="Art" />
<meta name="keywords" content="art, cool art" />
<meta charset="UTF-8">
```

Your micro-site template already has this implemented using sample keywords. You should try to fit as many keywords in your website as possible to maximize rankings.

A Final Word

Now you've got the basics- you are ready to go out and earn your fortune.

Successful business-building on the Net is all about following the right process. It's a dynamic marketplace out there and those who survive, learn to roll with the punches.

Thinking outside the box, continually learning and adapting ideas from other industries can all lead to insane amounts of publicity and huge revenues.

Focus on maximizing profit and everything else will fall into place.

Good Luck!



