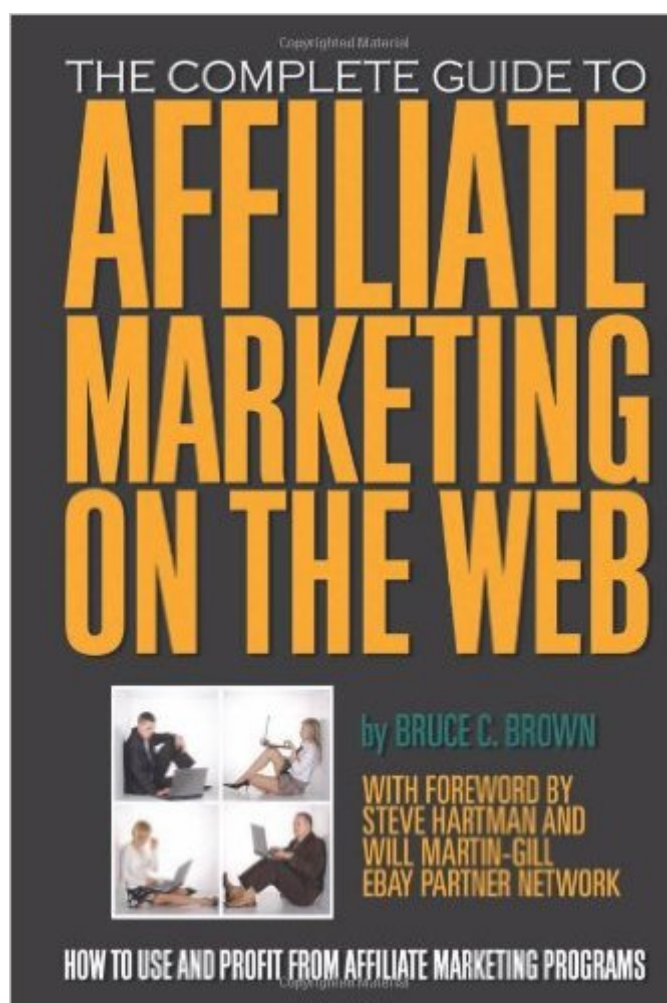


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# The Complete Guide To Affiliate Marketing On The Web: How To Use It And Profit From Affiliate Marketing Programs



## Synopsis

Affiliate marketing is a highly profitable online advertising method in which website merchants pay independent third parties to promote the products or services of an advertiser on their Web site. In other words, affiliate marketing involves posting a company's banner on your Web site or blog and attempting to send visitors to their Web site. If someone clicks on that banner or goes to that site and buys something, you will be paid a commission. While some affiliates pay only when a sale is made, some selling big ticket items like cars, credit cards, travel, and so forth have modified the model and pay for qualified leads. Affiliate marketing is now viewed as a key component of a company's online marketing strategy. Affiliate marketing is an advertising technique that originally was developed by .com. In this new book you will learn how to master the art and science behind affiliate marketing in a matter of hours. By investing a few dollars you can easily increase the number of visitors to your Web site and significantly increase sales. If you want to drive high quality, targeted traffic to your site, there is no better way than affiliate marketing. Since you only pay when a sale is made, your marketing dollars are being used more effectively and efficiently compared to any other advertising method. The keys to success in affiliate marketing are knowing what you are doing, devising a comprehensive and well-crafted advertising plan, and knowing the relationships between your website, search engines, PPC advertising, and campaign methodology. This groundbreaking and exhaustively researched new book will provide everything you need to know to get you started on generating high-volume, high quality leads. You will learn the six steps to a successful campaign: keyword research, software needed, copy editing, setup and implementation, performance analysis, return on investment, and reporting and avoiding PPC fraud. In addition, we spent thousands of hours interviewing hundreds of today's most successful affiliate marketing masters. This book is a compilation of their secrets and proven successful ideas. Additionally, we give you hundreds of tips and tricks to ensure your website is optimized for maximum search engine effectiveness, which will drive business to your Web site and increase sales and profits. You will find actual case studies from companies who have used our techniques and achieved unprecedented success. If you are interested in learning hundreds of hints, tricks, and secrets on how to implement affiliate marketing, optimizing your website for maximum search engine effectiveness, developing a cost-effective marketing campaign, and ultimately earning enormous profits, this book is for you. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real

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## **Customer Reviews**

This book is a must have for anyone who seriously wants or is toying with the idea of Affiliate Marketing. Brown takes you through the entire process from getting started to choosing a software application right for you to how to market and promote your site. He explains the ins and outs of Affiliate Marketing on the Web in language anyone can understand, even if you're not smarter than a fifth grader. Do you know the difference between residual and flashflood traffic techniques? How about pay per click as opposed to pay per lead? I didn't. However, after reading this book I certainly have been educated in the lingo associated with Affiliate Marketing. Brown also manages to take the guess work out of Google. You don't have to be a web designer to apply the techniques, but if you're somewhat computer savvy it's beneficial. Brown doesn't present a get rich quick scheme, but

instead delivers a sure fire way to get more traffic to your site and more money in your pocket. He doesn't lead you down the garden path and his book will definitely help you travel the road to success.

Bruce Brown's *The Complete Guide to Affiliate Marketing on the Web* is a crash course for those who want to learn how to successfully host an affiliate program on their Web sites or join an affiliate network. This book provides an in-depth look at all of the basics of affiliate marketing, including managing, promoting, and growing programs; helping affiliates who are technically challenged, managing cookies, developing multi-tier marketing, and writing a marketing plan. It's clear the author has a firm grasp of where affiliate marketing is today and where it's likely to be headed over the next few years. I was worried that this subject would be too technical and, therefore, hard to learn. Fortunately, the author provides simple, step-by-step, easy-to-follow instructions for novices who are learning how to become affiliates. He also describes how to maximize search engine optimization, how to become a power affiliate, affiliate mistakes, and effective ways that to deal with click fraud and scumware (commission stealing applications). The book is chock full of useful resources regarding website development techniques that will enhance affiliate marketing programs, the best software to use (and it's often free), and ways to select the most reputable affiliate programs. Also, the last part of the book features case studies and interviews with several experts in the field--I learned a lot from reading what they had to say. Though the book is big (nearly 400 pages), I found reading *The Complete Guide to Affiliate Marketing on the Web* to be profitable and worthwhile, and I would highly encourage anyone who is interested in a good introduction to the subject to read this book.

If you are completely new to affiliate marketing, you will appreciate the overview, advice, and pointers. For me the book was way too basic and was not polished (lacking solid editing) like I expected from a book available on . It promoted a few affiliate management software products which felt salesy and out of place. I agree with the comments that the content switched back and forth between being an affiliate and running an affiliate program for your site. The book was OK and serves a purpose, so 3 stars is my review.

Affiliate marketing is a profitable, web-based advertising method in which internet merchants pay independent third parties to promote their products or services. While .com developed it, it is available to any business, and *The Complete Guide to Affiliate Marketing on the Web* provides six

steps to developing a successful web marketing campaign to increase web visitors and sales. Case studies supplement the practical tips in a guide perfect for any business library catering to web-based businesses.

Affiliate marketing is like getting a turn-key business without any investment. While others invest hundreds in a MLM, you can make an equal amount of money with no cash outlay. Companies today are spending less on traditional marketing and funneling more cash toward affiliates that are producing results. I know of many individuals that make an above average income with one or two affiliate programs. This book is well researched and will provide you all the tools you need to produce an immediate income in an affiliate program. Keep in mind that just signing up for an affiliate program will never guarantee success. You need marketing techniques that work. This book will walk you step-by-step in a marketing plan that will generate results. This book is not about theory, but about practical tips and tricks that generate cash. I highly recommend this book for anyone that wants to succeed in any affiliate program. James Garton Author of 25 Ways to Make Money Online

This book begins with a quote from the Godfather: "In war there is no substitute for victory." While that seems like an unusual opening to a marketing text, this book is very hard-hitting and aggressive, insisting that if you want to make this style of marketing work, you have to go for it - but that profiting from such marketing is attainable. Beginning with basics and soon delving into technical nitty-gritties such as meta-tags, web site optimization and other technical nuances, necessary for such aggressive marketing campaigns as this book is touting. Finishing out this guide with "Affiliate Mistakes" and case studies makes this book a great resource for anyone wanting to make a living from their laptop, or even those who already have a successful business and simply need a better marketing resource in a "Web 2.0" world.

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