

Affiliate marketing 101

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Affiliate marketing programs are a great way to get income for your website, and a great introduction to e-commerce. The more people that drop by your website, the greater your chance will be at creating an excellent income.

Affiliate marketing programs are where a company offers to pay you a set total for either a click through from your website, or a set amount for visitors signing up, or even a portion of a purchase made by visitors as a outcome of being referred from your website.

Even if visitors don't make a purchase immediately, almost all programs propose cookie duration, normally consisting of 30 - 90 days. What this means, is that as long as the visitors possess the cookie in their cache, you'll still receive a gain from the sale.

The biggest amount of time in maintaining your site will be inquiring and implementing affiliations with various companies. Even though there's a lot of money in affiliate marketing, you will have to take the time to check for the best programs.

One item that you may not be cheery with, is the idea of different companies banners littering your website. If you use too many banners or links on any web page, it can confuse and help to pester your visitors. More than one element on a web folio can be very distracting as well.

Affiliate tracking can also be a problem. Once you have applied to become an affiliate for a company, they'll generally provide you with a personalized link or code. It's very important that you implement this code into your leaf properly, or you may be sending visitors to the company without receiving any profit.

A majority of snippets in the code will contain a one of a kind user ID, which the company uses to distinguish which location sent traffic.