

What is affiliate marketing and how do I get started?

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Affiliate marketing is taking someone else's product or service and advertising it using your own affiliate website or link in order to make money. The owner of the website/product/service will pay you a percentage of each sale generated through your unique affiliate link or website. Sounds a bit confusing, but in reality is a very simple process with a win/win situation for all parties involved and a fun way to make money online.

How to get started:

You have two options to consider when doing affiliate marketing, whether to have a website or to simply advertise using your unique affiliate link. Many affiliates will create an informational website to be used as a basis for related affiliate links. This can be a great option, due to the fact that you would only need to advertise one website in order to make money.

To go this route, think of something that you are passionate about or something that is a hot topic right now. Once you have determined your theme you need to decide on a website name. To find ideas and keywords to be used as a URL, or domain name, I would recommend using <http://wordtracker.com> to find appropriate popular keywords related to your theme. It is good to use a popular keyword as your website and domain name so that you will rank higher in search engines.

Once you have your theme and have chosen a name, you need to register your domain name and obtain website hosting. I recommend using Yahoo for your website hosting needs. They offer a free domain name and website builder that does not require knowledge of html when you purchase website hosting. They also allow you to pay monthly rather than having to pay a year in advance which helps you save with upfront costs.

Your next step would be to build your website and fill it to the brim with great information related to your theme. A great and easy way to do this is to get articles from free article websites like the ones listed below:

<http://www.1st-in-articles.com/>

<http://www.advertisingknowhow.com>

<http://www.amazines.com>

<http://www.articlecity.com>

<http://www.ArticleHub.com>

<http://www.marketing-seek.com>

<http://www.parentclicks.com>

<http://www.zongoo.com>

Then, once you have a great website full of information about your theme, your next step is to work on search engine optimization. Do a search on Google for SEO and you will find lots of free information on how to do this. You also need to offer a free newsletter so that you can establish repeat visitors.

When your informational website is complete and fully optimized, submit it to all of the major search engines. Google's "submit a URL" can be found under "About" Google. This is the main one and the best place to start. Yahoo charges a fee to submit your website to them so this would be something you could do later.

Now you are ready to start adding affiliate links to your website so you can earn money! Sign up at these free websites and find appropriate websites to affiliate with:

<http://www.LinkShare.com>

<http://www.CJ.com>

<http://www.ShareASale.com>

<http://www.Clickbank.com>

Also, add Google AdSense to your website for added revenue. Advertise using Pay Per Click such as Google.com/Adwords and Overture.com. Continue to add a page of information to your website daily. The more information you have, the higher your chances of ranking with more keywords on the major search engines. Have fun maintaining your website and watching your traffic...and your revenue grow! Affiliate marketing is a great way to make money and your earning potential is almost endless. Affiliate marketing is something you can get started doing today to earn money online.

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