

# Follow The Simple Steps In This Free Training Guide To Easily Make Money Online



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# What is Affiliate Marketing?

**A**ffiliate marketing is an advertising method used by retailers.

Retailers like Kidorable (one of my favorites), Amazon, Walmart, Home Depot, Target, Do It Tennis, Houston Texans (and other teams) Fan Shop and thousands of other online stores are willing to pay a commission to website owners (affiliate marketers) who mention their products on their website and a sale results from the mention of the retailer's products.

You are not an employee of the retailer. You can choose to start or stop doing the work at any time.

Affiliate marketers help retailers sell more products by creating **content** online that attracts buyers and sends those buyers to the retailer to make a purchase.

**Content** may include website articles, blog posts, videos or posts on social media websites.

Embedded in the content or on the same page as the content are **special links** called "affiliate links" that, when clicked, take the site visitor to the retailer's website.

People who want to be an affiliate must apply to the affiliate program of the retailer they want to promote.

Upon approval, the affiliate can then access the affiliate program's tools to create the affiliate links that need to go into their content.

If a consumer visits an affiliate's content, clicks an affiliate link to go to the retailer's website and then purchases something, the affiliate gets credit for the sale and receives a commission.

## **The terms of affiliate programs vary by retailer.**

### **Following are common words you should understand:**

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**Affiliate Link** – These are the special links provided to you by a retailer. These links are coded to identify you and your account. If you don't use the links provided by the retailer, you may not get credit for sales you make.

**Affiliate Tracking ID** – This is a piece of code inside the affiliate link that tells the retailer who made a sale.

**Cookie** – This is a set of information that is stored on a browser regarding details of a visit to a website. When a consumer clicks an affiliate link in your content, a cookie with your tracking ID is placed on that consumer's specific browser. Affiliates only receive credit for a sale when the cookie is "live". This means the consumer must use the same computer/browser to make their website purchase as was used when they clicked the affiliate link. Otherwise, there's no cookie in place to give you credit for the sale.

**Cookie Length** – Every retailer determines how long their cookie lasts before it expires. Amazon's cookie lasts 24 hours. This means the consumer must purchase something within 24 hours of clicking an affiliate link in order for the affiliate to get credit for the sale. Some retailers have longer cookie times (30 days, 60 days, 90 days, etc.).

**Return Period** – Although an affiliate may have made a sale, they are often not paid for that sale until some period of time has passed that allows the consumer to return their purchase. If the product is returned, the commission for that sale is deducted from the affiliate's earnings. Return periods are generally 30-60 days.

**Terms** – Every affiliate program has a unique set of terms. These are the rules that tell affiliates what they can and cannot do with their affiliate links. You should read and understand the terms of each retailer you apply to promote as an affiliate.

# FTC Rules About Affiliate Marketing

The US government has rules and recommendations about affiliate link transparency.

Please read this guide to understand your responsibilities as an affiliate marketer:

<https://www.ftc.gov/tips-advice/business-center/guidance/ftc-endorsement-guides-what-people-are-asking>

## Choose a Niche

You need to first choose a niche around which you will build your website and your written content.

A “niche” is a topic.

If my niche was “home décor” then I would want to write only about home décor on my website.

Choose one of the niche ideas below that appeals to you the most. These are popular niches with lots of consumer interest and product options:

<b>Clothing</b>	<b>Jewelry</b>	<b>Home Décor</b>
<b>Pets</b>	<b>Art</b>	<b>Toys</b>
<b>Halloween</b>	<b>Christmas</b>	<b>Kitchen</b>
<b>Bedding</b>	<b>Kids</b>	<b>Outdoors</b>

# Build A Website

You need a website of your own so you have a place where you can publish content and place your affiliate links.

## Choose Your Domain Name

A domain name should be:

- Easy to remember
- Should not include dashes or hyphens
- Relate to the niche in some way yet still be interesting and unique

### To find a domain name:

1. Use this tool to find 10 available domain names related to your niche:  
<http://www.namemesh.com/>
2. **If a domain is registered but showing for sale, skip it. There's no reason to pay more than \$15 for a domain for this project.**
  - a. Cross off any of your domain ideas that aren't readily available.
3. Do a trademark search to make sure there's no LIVE trademark for the phrase you want to use as your domain:
  - a. Go to: <http://www.uspto.gov/trademarks-application-process/search-trademark-database>
  - b. Click the "Search our trademark database" button:

Application process

**Searching trademarks**

Apply online

Disclosure of public information

Checking application status & viewing documents

Responding to Office actions

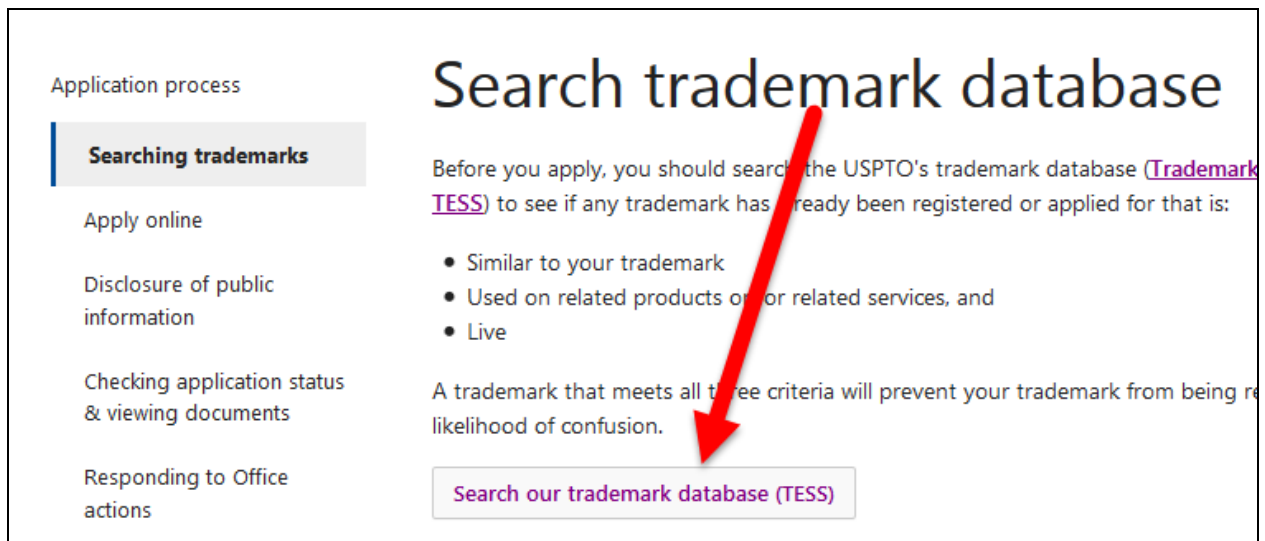
# Search trademark database

Before you apply, you should search the USPTO's trademark database ([Trademark TESS](#)) to see if any trademark has already been registered or applied for that is:

- Similar to your trademark
- Used on related products or for related services, and
- Live

A trademark that meets all three criteria will prevent your trademark from being registered due to the likelihood of confusion.

[Search our trademark database \(TESS\)](#)



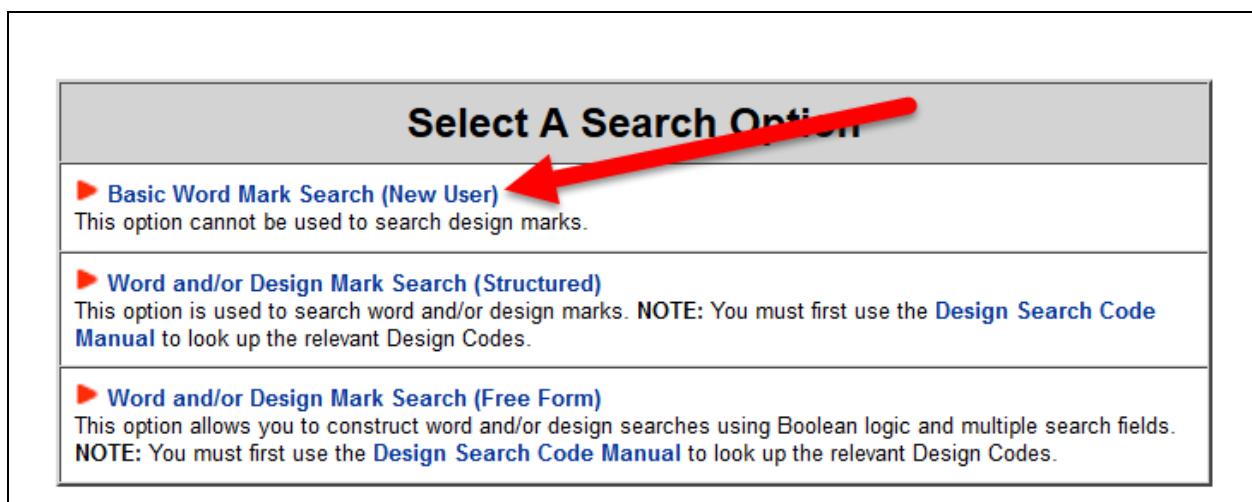
c. Click the Basic Word Mark Search option:

## Select A Search Option

▶ **Basic Word Mark Search (New User)**  
This option cannot be used to search design marks.

▶ **Word and/or Design Mark Search (Structured)**  
This option is used to search word and/or design marks. **NOTE:** You must first use the [Design Search Code Manual](#) to look up the relevant Design Codes.

▶ **Word and/or Design Mark Search (Free Form)**  
This option allows you to construct word and/or design searches using Boolean logic and multiple search fields. **NOTE:** You must first use the [Design Search Code Manual](#) to look up the relevant Design Codes.



d. In the Search Term box enter your domain name as a phrase – include spaces between words – and click the Submit Query button:



TESS was last updated on Wed Sep 12 04:51:02 EDT 2018

TESS HOME STRUCTURED FREE FORM BROWSE DICT SEARCH OG BOTTOM HELP

**WARNING:** AFTER SEARCHING THE USPTO DATABASE, EVEN IF YOU THINK THE RESULTS USPTO. AFTER YOU FILE AN APPLICATION, THE USPTO MUST DO ITS OWN SEARCH AND

View Search History:

Plural and Singular  Singular  
 Live and Dead  Live  Dead

**Search Term:**  1

**Field:**

**Result Maintain:**  2

Please logout when you are done to release system resources allocated for you.

- e. If you see a message saying there are no trademarks, then you should be okay to use that domain name. If you see a list of possible trademarks, look for any that are LIVE and are an exact match for the phrase you're researching. If there is a Live trademark for your phrase, cross it off of your list of possible options.
4. Cross any domain name ideas off of your list that had a live trademark in place

## ***Get Hosting & Register Your Domain Name***

Once you've chosen your domain name, it's time to set up a hosting account for your website and register the domain name.

Go to [Bluehost.com](https://www.bluehost.com) and click the Get Started button:

# The Best Web Hosting

- **FREE** Domain Name for 1st Year
- FREE SSL Certificate Included
- 1-Click WordPress Install
- 24/7 Support

Starting at ~~\$7.99~~ \$2.95/month\*

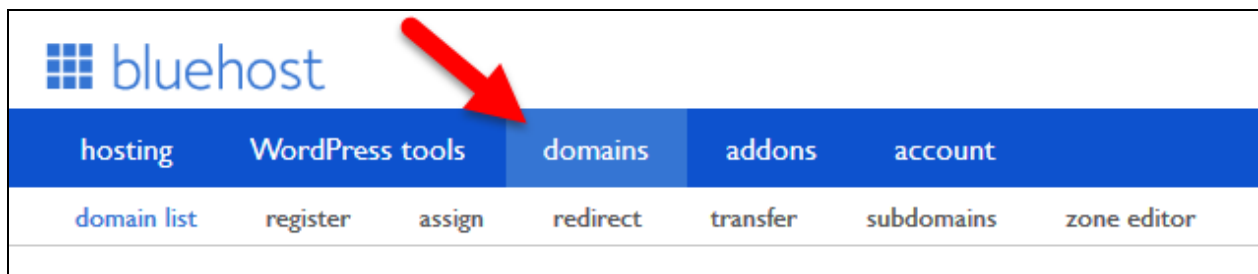
Get Started

You'll be asked to choose and buy a domain name for your hosting account. This is when you'll want to enter your chosen domain name. If the price of the domain name is more than \$20 choose a different domain name from your idea list. You don't need to pay a fortune for a domain name.

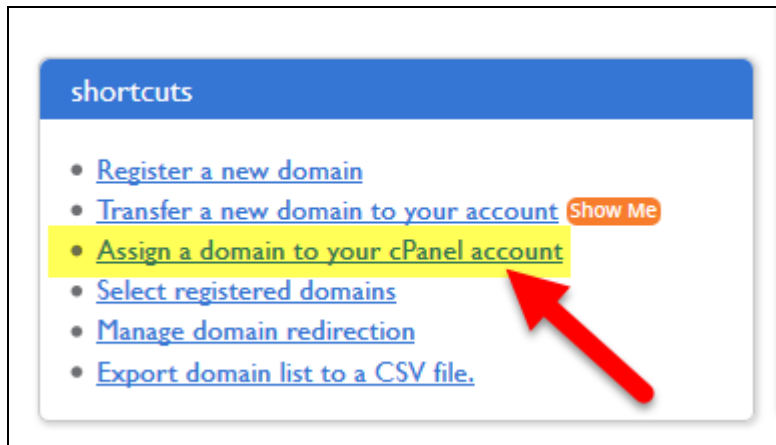
## ***Assign Domain to Hosting Account***

Before you can work on your new domain, you have to assign it to your hosting account's dashboard.

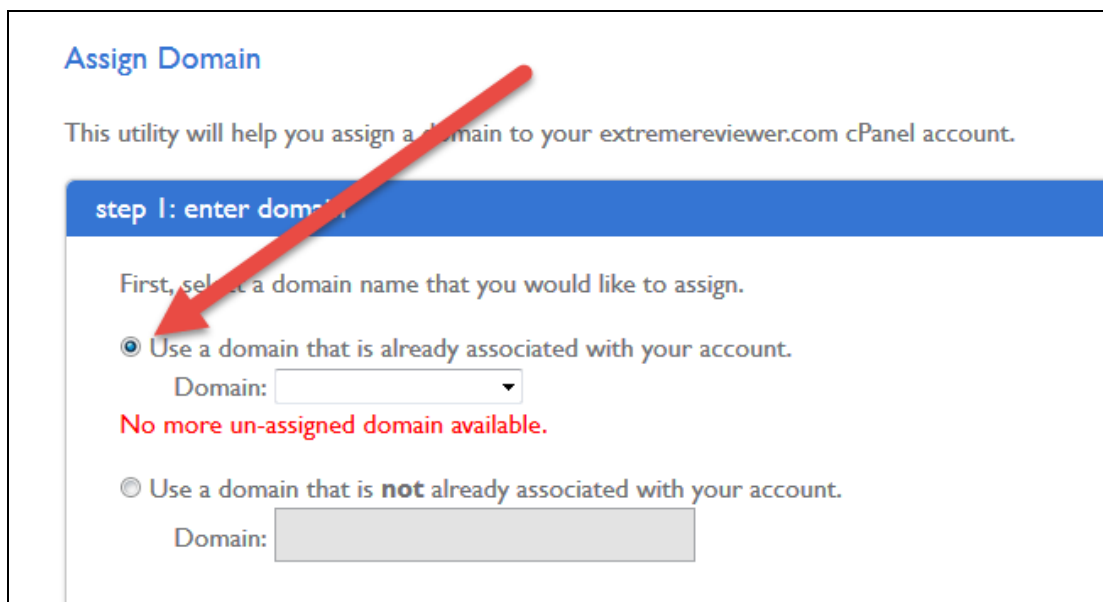
1. Log into your Bluehost hosting account
2. Click the Domains tab:



3. Click the option to "Assign a domain to your cPanel account":



4. Choose to assign a domain that is already associated with your account and use the drop down box to select your new domain (since you bought the domain from your hosting company it should be in the list of domains already associated with your account – if you don't see your domain in the list then Bluehost already completed this step on your behalf):



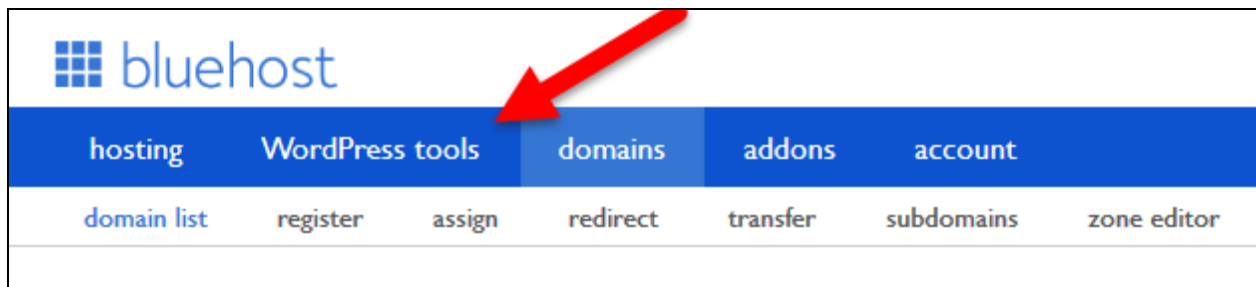
5. The remaining settings have to do with the directory that will be created in File Manager for housing your site's files – use the default settings for this step

If you run into any issues assigning your domain to your account contact Bluehost for assistance.

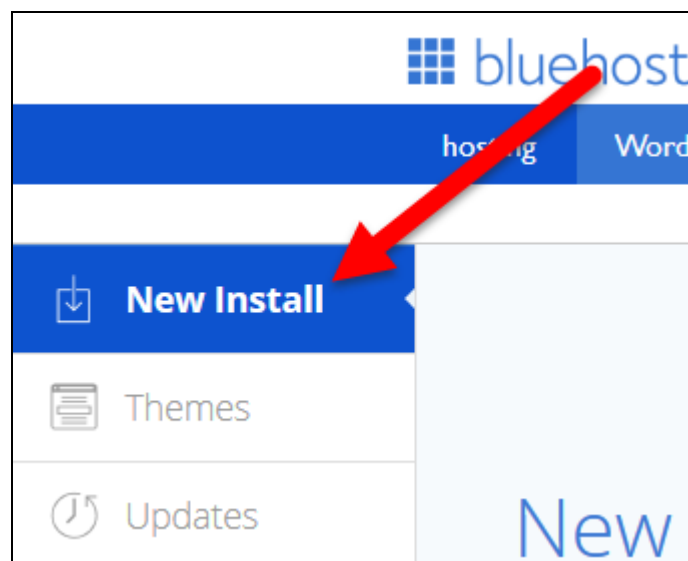
# Install WordPress

WordPress is popular blogging software that makes it easy to create content for your website. You can install it for free through your hosting account.

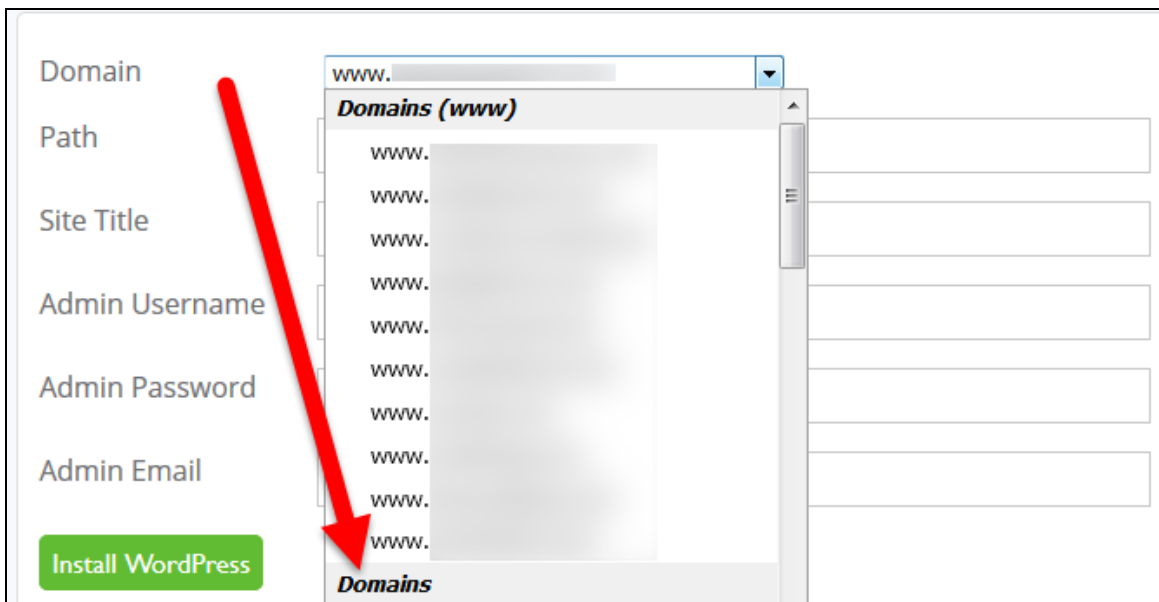
1. Log into your Bluehost hosting account
2. Click on WordPress tools in the navigation menu:



3. Click the New Install tab:



4. Enter the following in the site set up screen:
  - a. Use the drop down box to choose your domain name – you'll see a www list AND a non-www list (called Domains) – choose the NON-WWW version of your domain



- b. Leave Path blank
- c. Enter your site title (your domain name with capital letters and spaces and without the “.com”)
- d. Choose a username
- e. Choose a password
- f. Enter your email address
- g. Click the Install WordPress button:

Domain  1

Path

Site Title  2

Admin Username  3

Admin Password  4

Admin Email  5

6

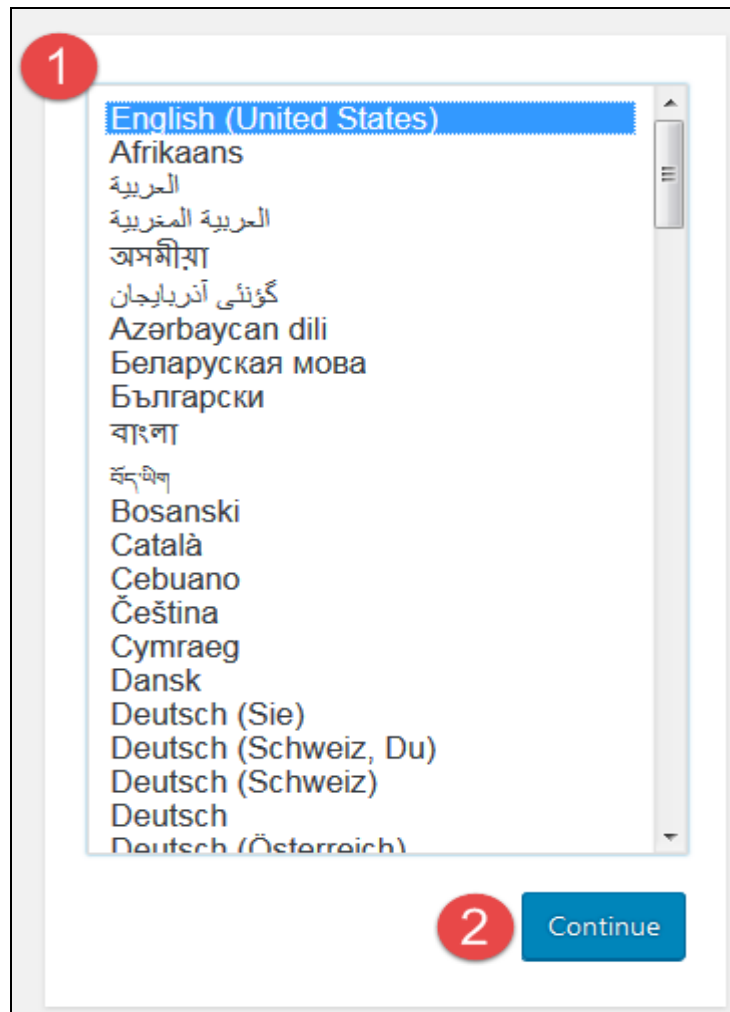
When complete, you should see a completion screen with your login details. Save those login details someplace!

If you run into any issues, contact Bluehost for assistance.

# Logging into WordPress

Now, you're ready to log into your WordPress dashboard and get the settings and plugins in place. This will take some time. You can stop at any point and pick up where you left off later if you have to do this a piece at a time.

1. Go to `yourdomain.com/wp-admin` to log into your site (for example, if your domain was `lovemysite.com` then you would go to `lovemysite.com/wp-admin` in your browser)
2. Choose the English language and click the Continue button:



3. Enter your site title information (again), username, password, email, and click the Install WordPress button:

## Information needed

Please provide the following information. Don't worry, you can always change these settings later.

Site Title

1

Username

2

Username can have only alphanumeric characters, spaces, underscores, hyphens, periods, and the @ symbol.

Password

  
Strong

Hide 3

**Important:** You will need this password to log in. Please store it in a secure location.

Your Email

4

Double-check your email address before continuing.

Search Engine  
Visibility

Discourage search engines from indexing this site

It is up to search engines to honor this request.

Install WordPress

5

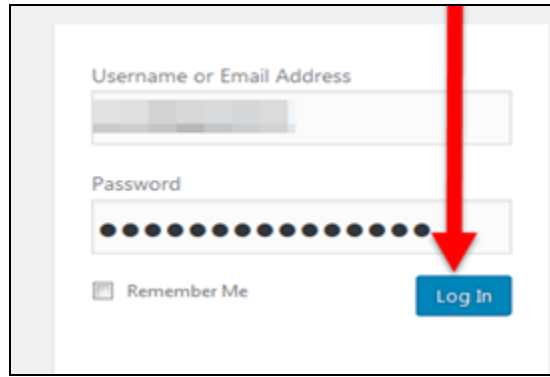
4. Click the Log In button:

### Success!

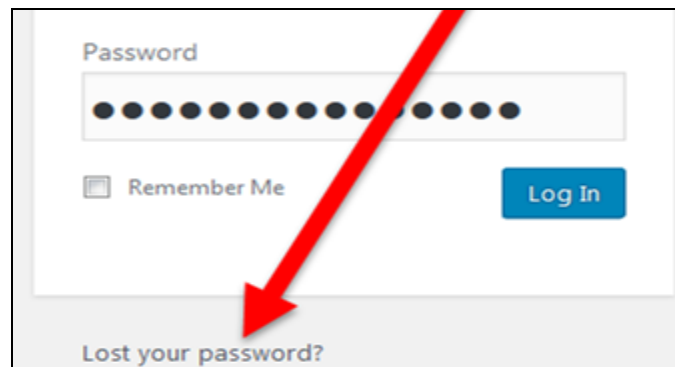
WordPress has been installed. Thank you, and enjoy!

Username	test123
Password	Your chosen password.

5. Enter your WordPress admin and password information and click the Log In button:



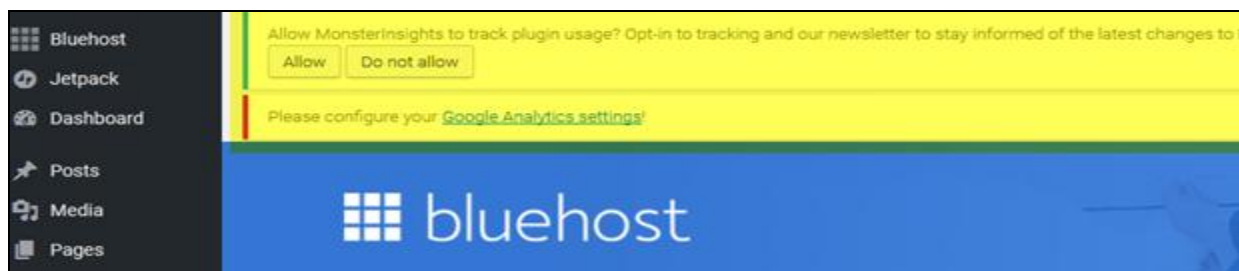
- a. Sometimes your username and password don't work - if that happens click the "Lost your password" option:



- b. Check your email for a password reset email and click the link in the email to reset your password

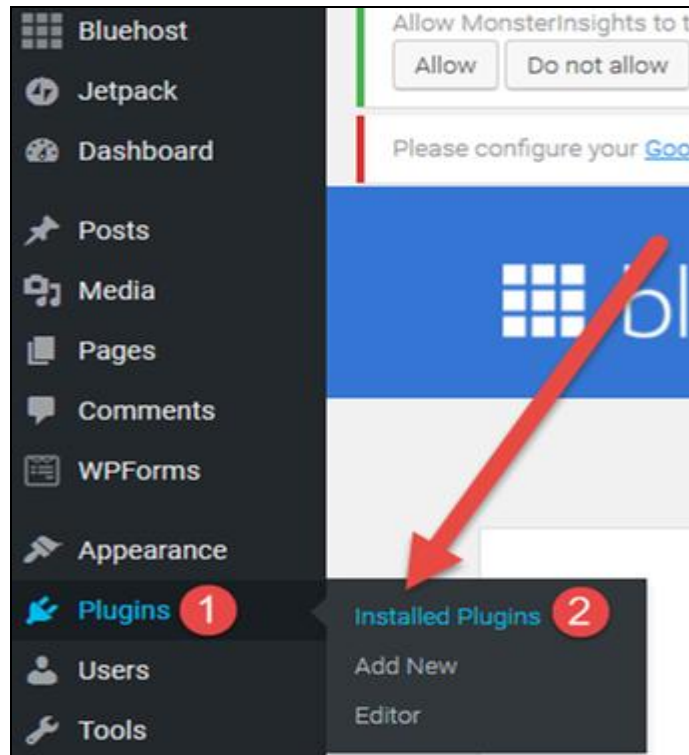
You're now in your WordPress dashboard! Any time you need to go back to it go back to [yourdomain.com/wp-admin](http://yourdomain.com/wp-admin) (unless you use a security plugin to change your login URL).

You may see some requests to do some things at the top of your WordPress dashboard. Don't do those things because they're coming from plugins installed by your host and you're not going to use those plugins. Ignore any such messages for now:

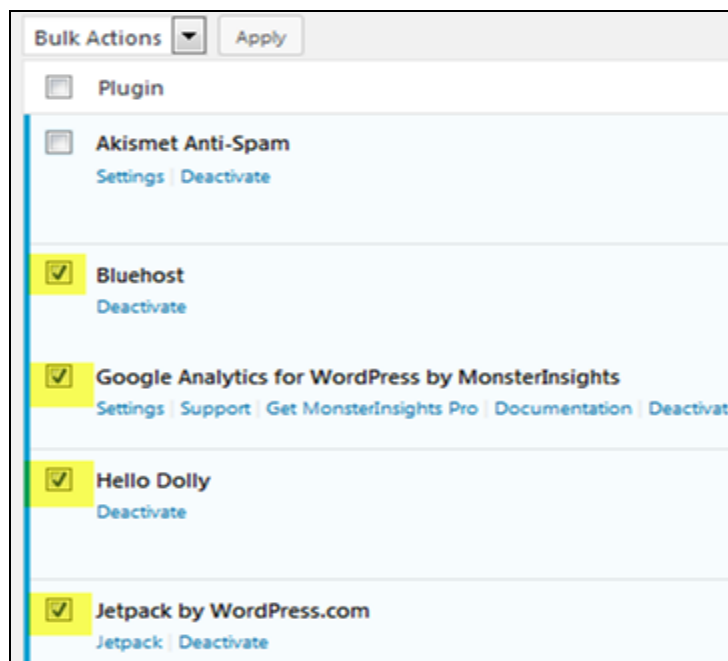


1. Hover over Plugins in the left sidebar of your dashboard and choose to go to Installed Plugins:

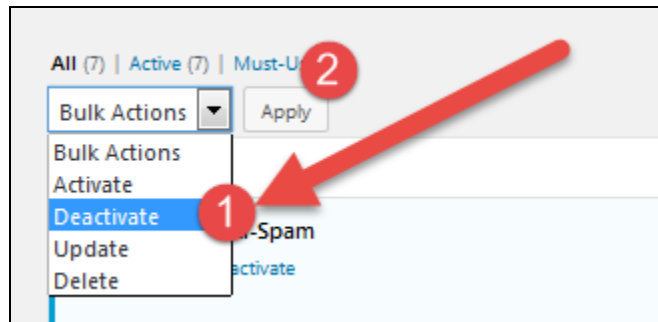




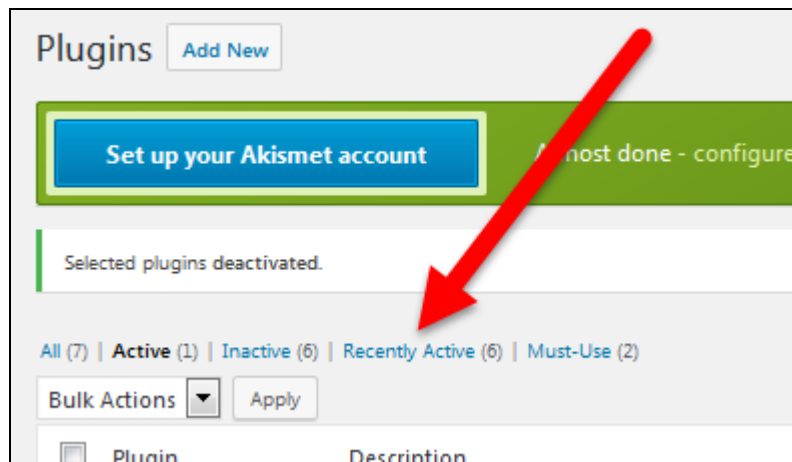
- Bluehost has installed a number of plugins (except for Hello Dolly which is installed by WordPress) and you want to delete all of them so click the boxes to select them all:



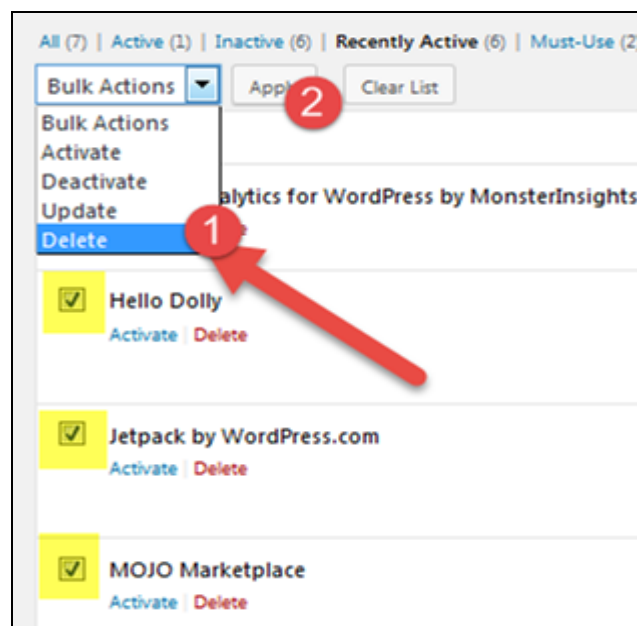
- Use the Bulk Actions box to choose to Deactivate the plugins and then click the Apply button:



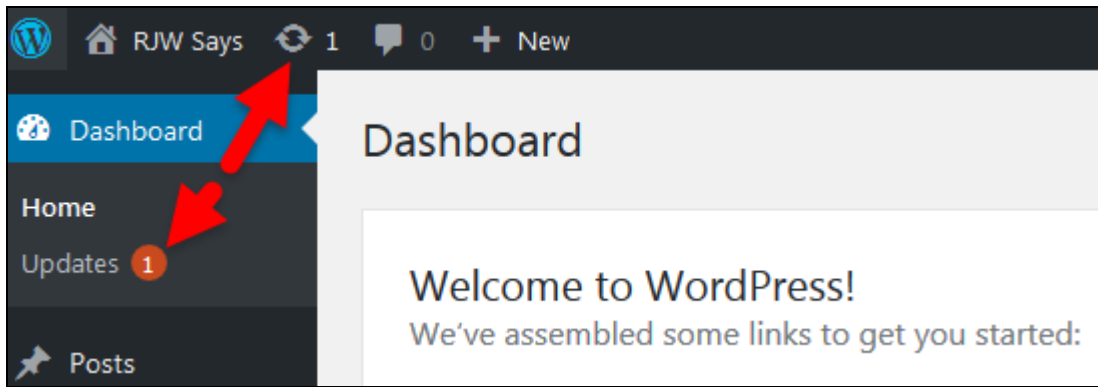
4. Click the Recently Active tab:



5. Check the boxes next to the plugins again and then in the actions box choose to Delete them and click the Apply button:



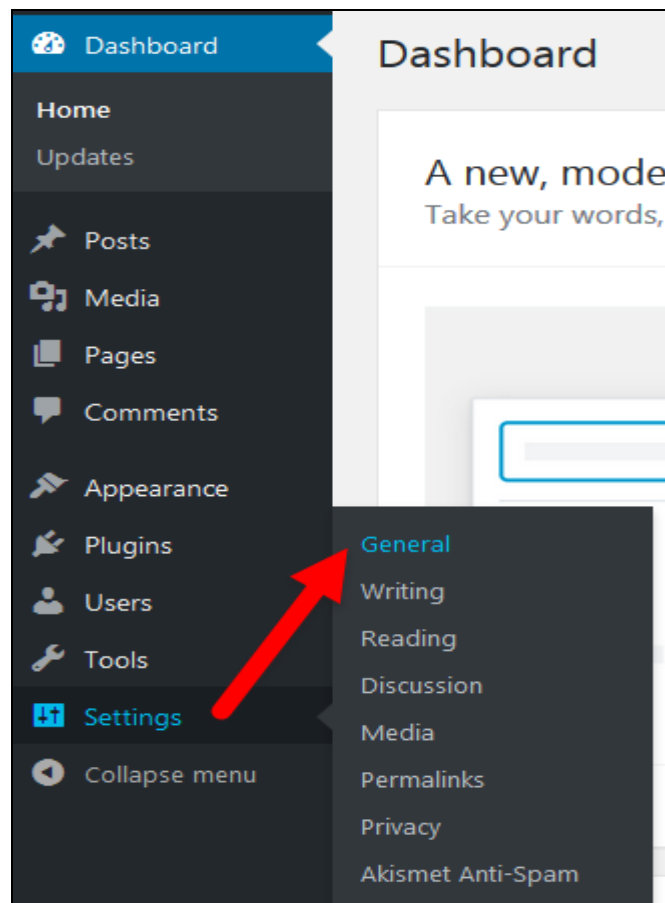
6. Refresh your screen and if you see any messages or icons at the top of your screen that ask you to update WordPress click on those notices and complete the step to update WordPress:



## WordPress Settings

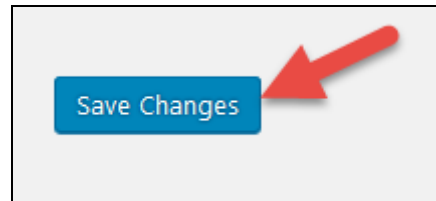
Time to configure your WordPress settings:

1. Go to Settings/**General** in WordPress:



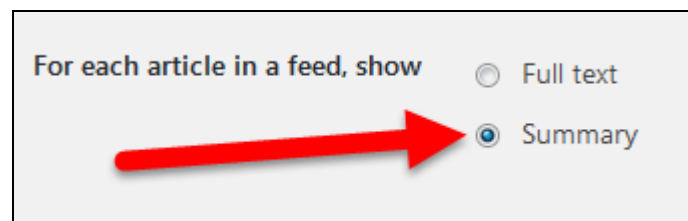
- a. Enter a **few words** to describe your site in the Tagline field – make sure to include reference to your

- b. Everything else in the General tab can be left as-is unless you want to change the default settings for the date and time format for your site
- c. Click the Save Changes button at the bottom of the page

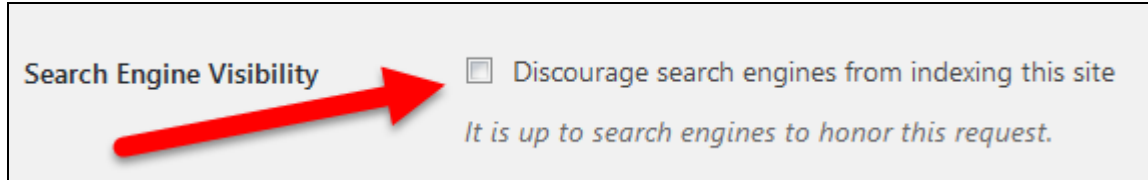


2. Go to Settings/**Reading** in your WordPress dashboard:

- a. Scroll down to "For each article in a feed, show" and click on the Summary option:



- b. Scroll down to the "Search Engine Visibility" option and make sure the box is UNCHECKED:



- c. All other settings can be left at their default settings
  - d. Scroll to the bottom and click the Save Changes button
3. Go to Settings/**Discussion** in your WordPress dashboard:
- a. Use the settings in the image below for the "Default article settings" and "Other comment settings" fields:

## Discussion Settings

**Default article settings**

- Attempt to notify any blogs linked to from the article
- Allow link notifications from other blogs (pingbacks and trackbacks) on new articles
- Allow people to post comments on new articles

*(These settings may be overridden for individual articles.)*

**Other comment settings**

- Comment author must fill out name and email
- Users must be registered and logged in to comment
- Automatically close comments on articles older than  days
- Show comments cookies opt-in checkbox.
- Enable threaded (nested) comments  levels deep
- Break comments into pages with  top level comments per page and the  page

Comments should be displayed with the  comments at the top of each page

- b. Use the settings in the image below for the “Email me whenever”, the “Before a comment appears”, and the “Comment moderation” fields:

**Email me whenever**

- Anyone posts a comment
- A comment is held for moderation

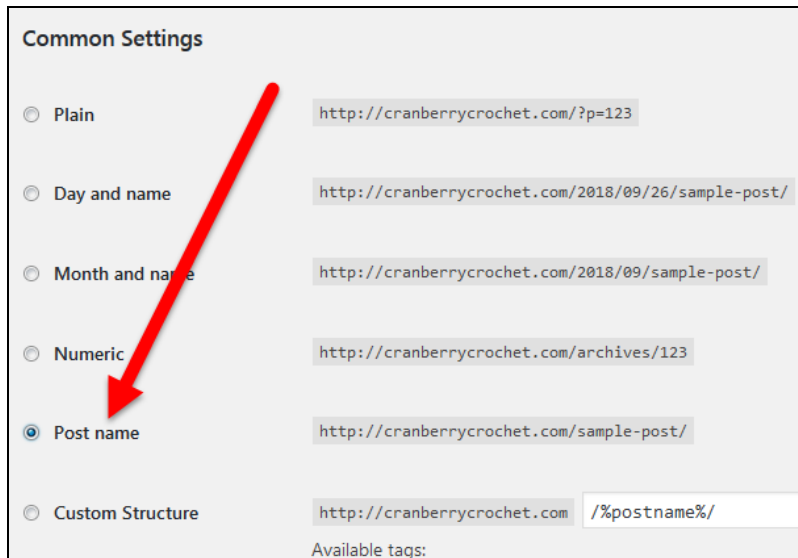
**Before a comment appears**

- Comment must be manually approved
- Comment author must have a previously approved comment

**Comment Moderation**

Hold a comment in the queue if it contains  or more links. (A d

- c. All other options can be left at the default settings
- d. Scroll down and click the Save Changes button at the bottom of the screen
4. Go to Settings/Permalinks in your WordPress dashboard:
- a. Click on the “Post Name” option:



- b. Scroll down and click the Save Changes button **even if you didn't make a change** (sometimes WordPress installations do funny things to permalinks and links to pages and posts stop working – clicking the Save Changes button on this screen fixes those kinds of problems)

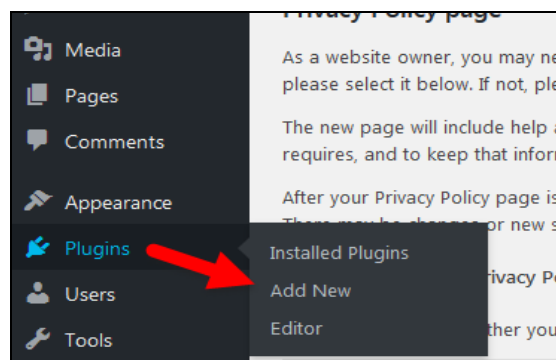
## WordPress Plugins

Plugins are tools you can add to your WordPress site for more functionality. They're like adding apps to your cell phone.

You need to install, activate and configure the settings for some plugins that will add security, improve site speed, improve the rankings you'll see in Google search results (SEO) and add required pages to your site.

### *iThemes Security*

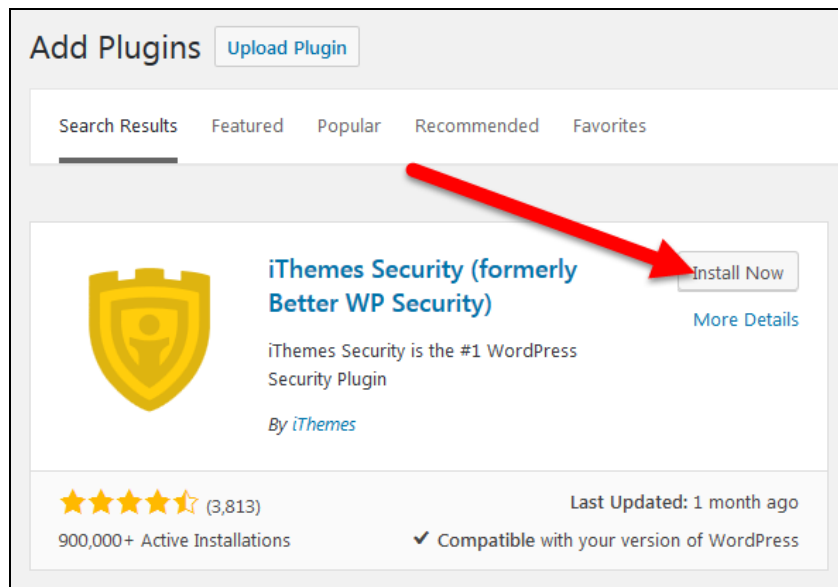
1. Go to Plugins/Add New in your WordPress dashboard:



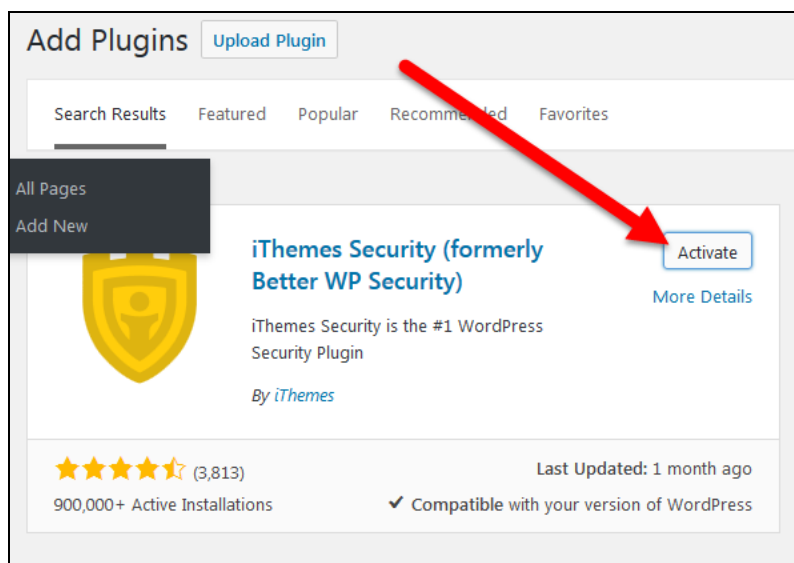
2. Enter "ithemes security" in the search box (you don't have to click a search button – WordPress will automatically start showing plugins that match your search term in the section below the search field):



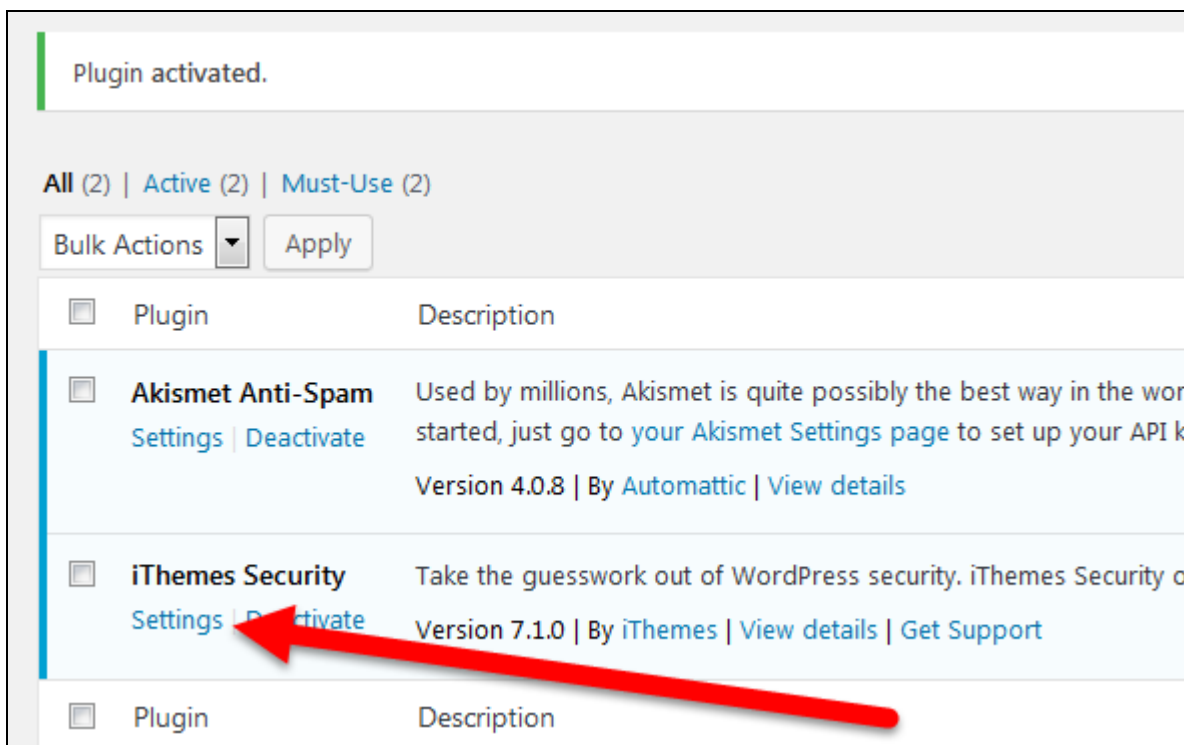
3. Click the Install Now button for the iThemes Security plugin (<https://wordpress.org/plugins/better-wp-security/>):



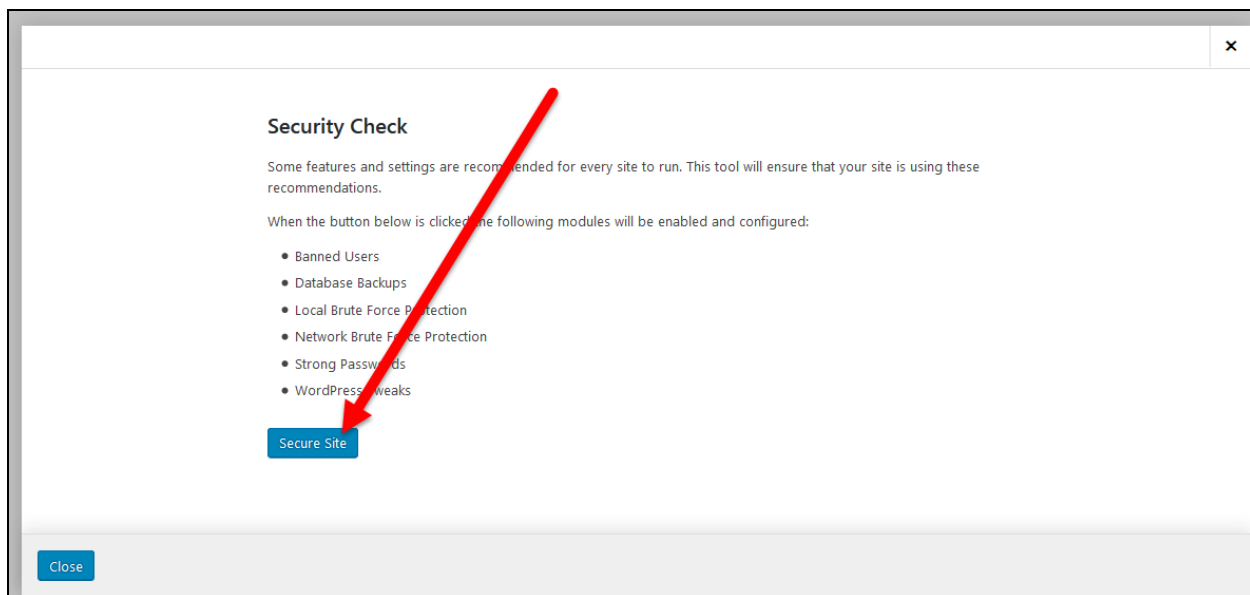
4. Click the Activate button:



5. Click the Settings link under the iThemes Security plugin listing:

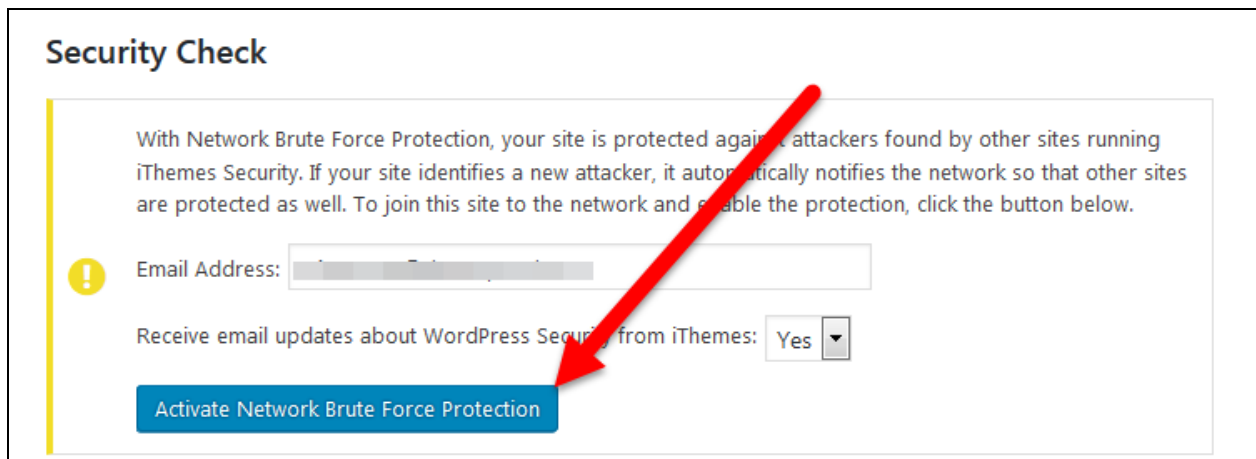


6. Click the Secure Site button:

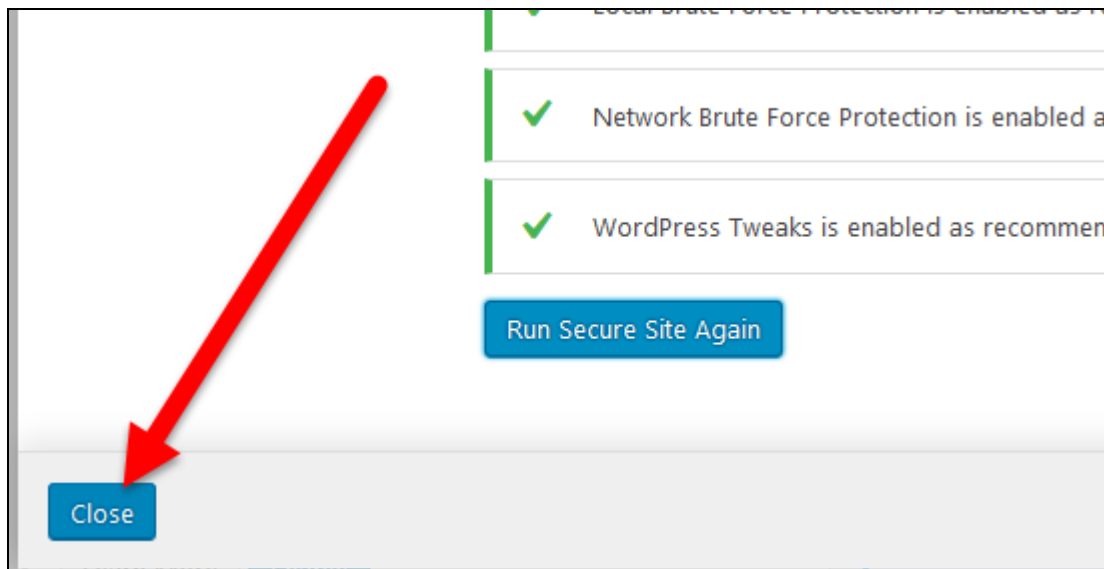


7. Click the Activate Network Brute Force Protection button (you'll get emails about your site from the plugin and while you can ignore many of them these emails will also let you know when someone is trying to attack your site – you'll see an email with repeated denials for access to your site all come in a row – that's a clue you want to check your site and make sure it's still operating as it should):

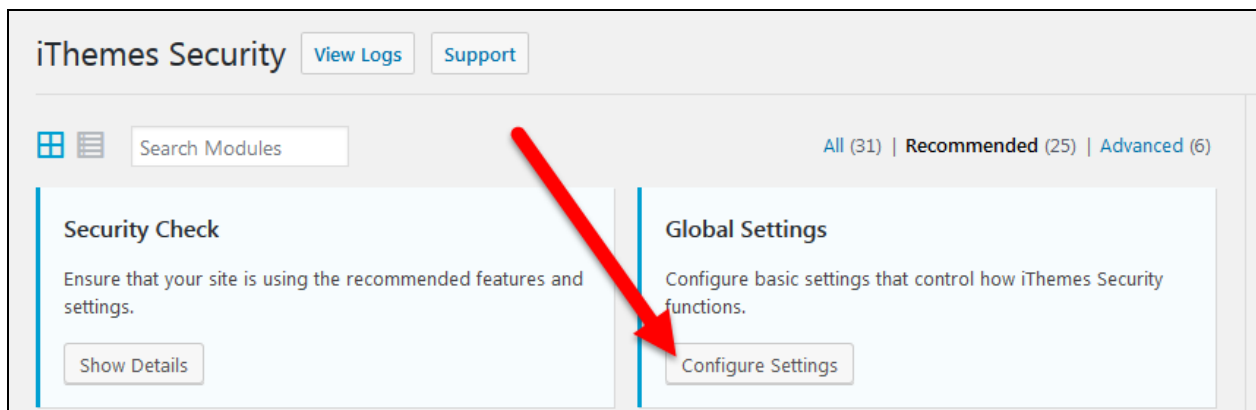




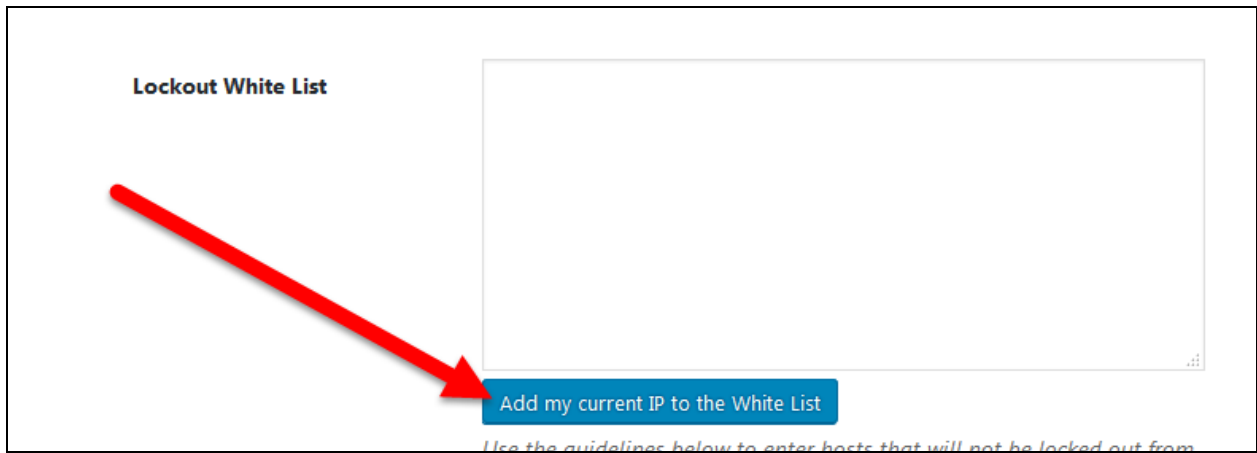
8. Click the Close button:



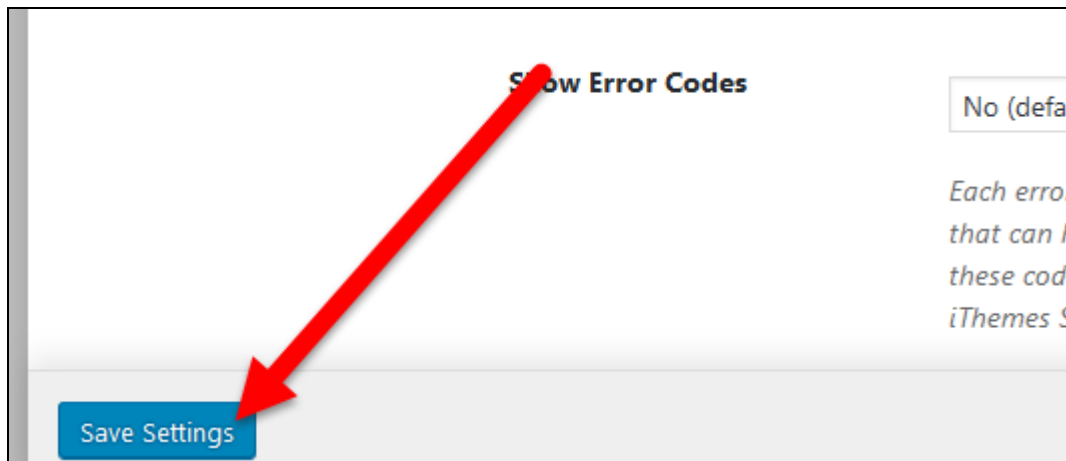
9. Click the Configure Settings button for the Global Settings box:



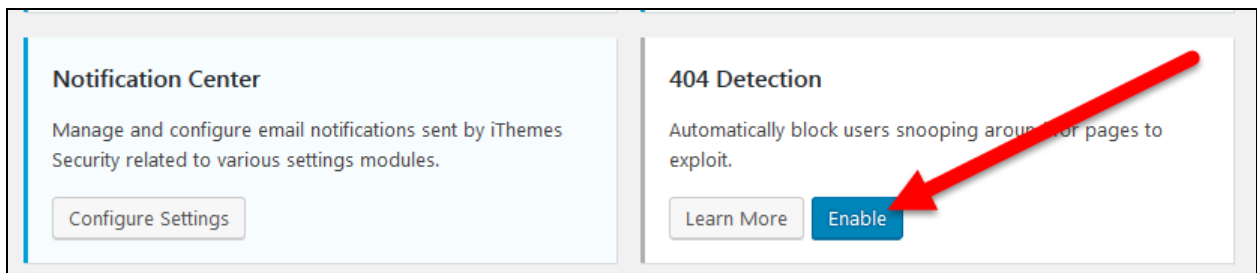
10. Scroll down to the Lockout White List section and click the "Add my current IP to the White list" button – this will make sure you don't accidentally get locked out of your site from your own IP address:



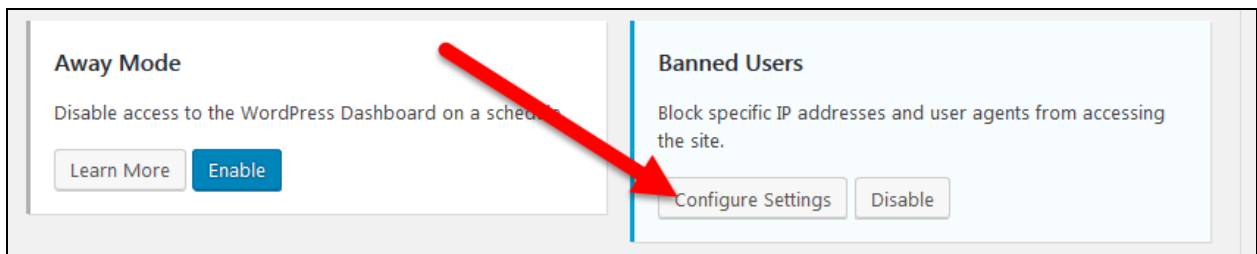
11. Scroll down and click the Save Settings button:



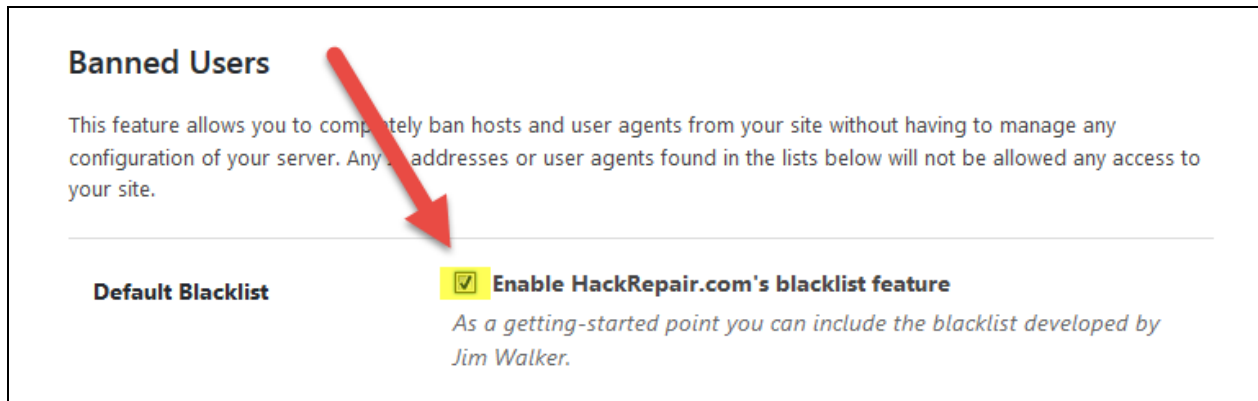
12. Click the Enable button for the 404 Detection box:



13. Click the Configure Settings button for the Banned Users box:

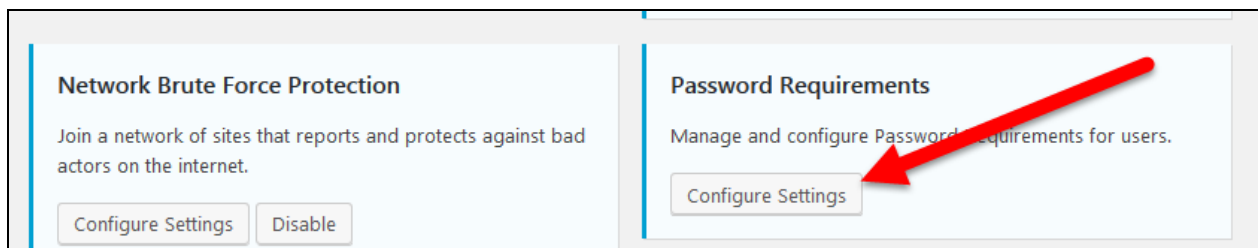


14. Check the box to "Enable HackRepair.com's blacklist feature":

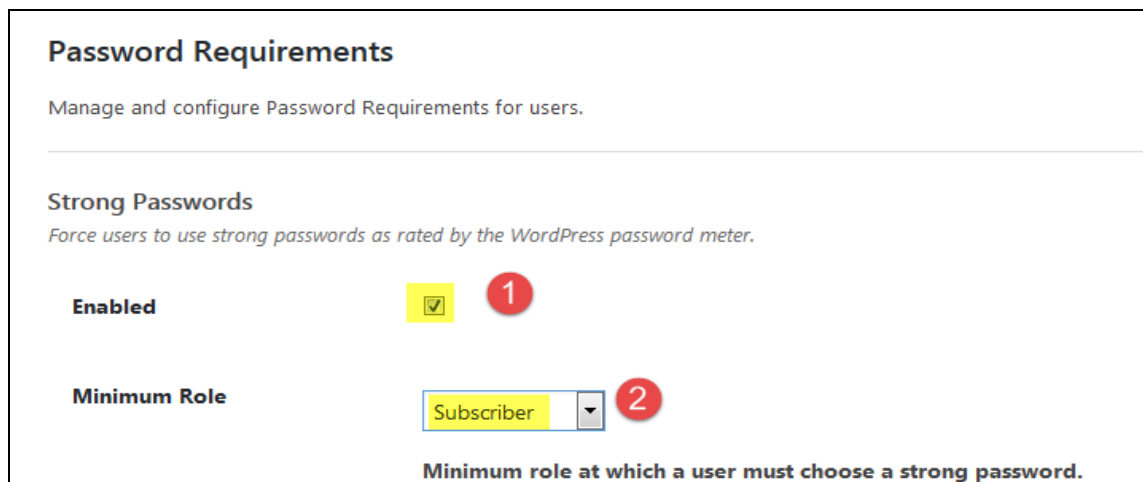


15. Scroll down and click the Save Settings button

16. Click the Configure Settings button in the Password Requirements box:

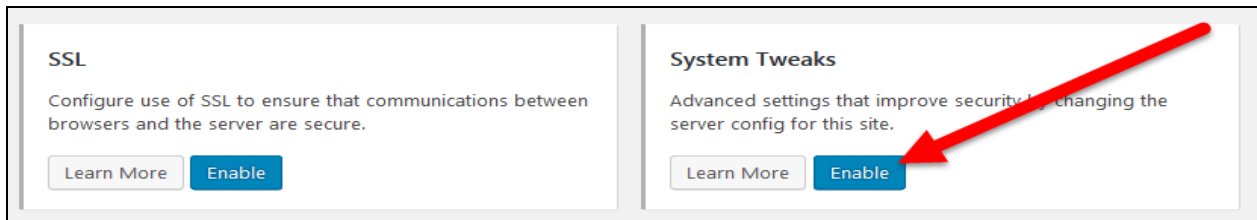


17. Check the box to Enable strong passwords and set the minimum role to Subscriber:

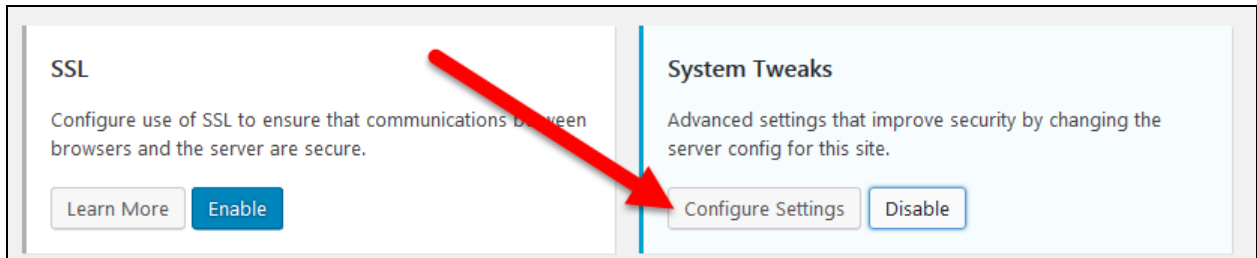


18. Click the Save Settings button

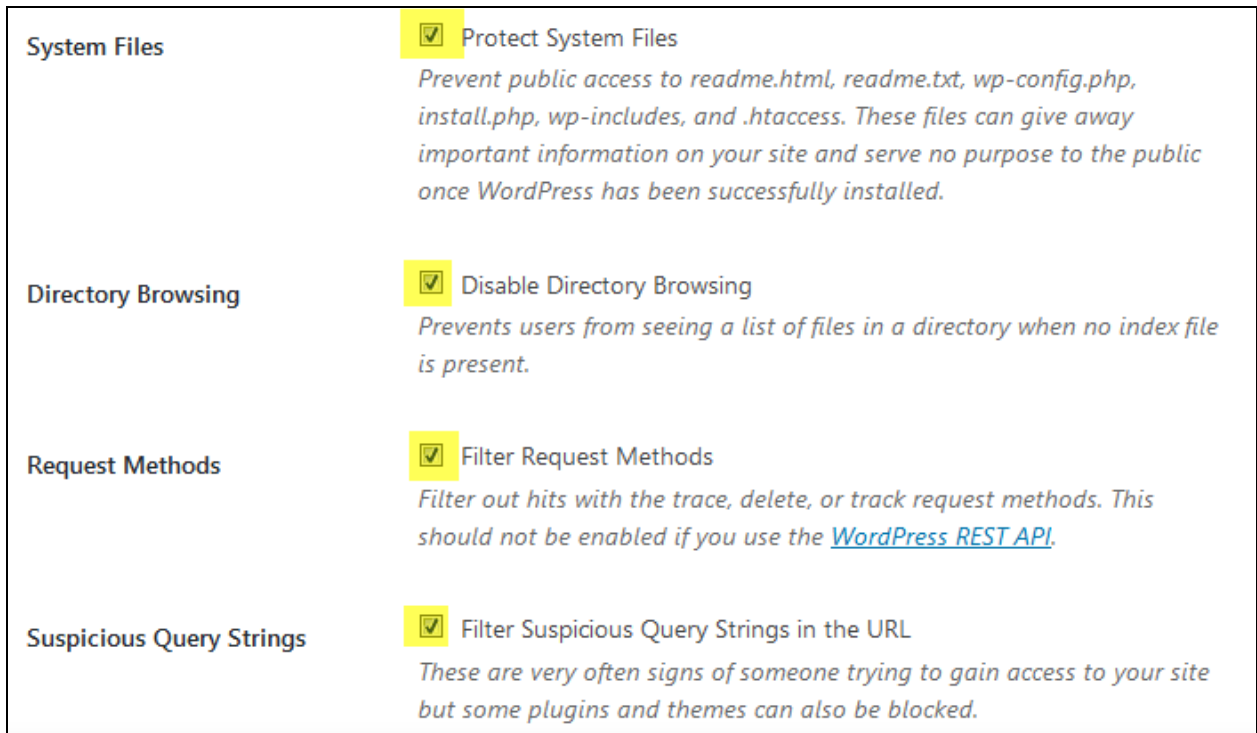
19. Click the Enable button in the System Tweaks box:



20. Click the Configure Settings button in the System Tweak box:



21. Check all the boxes in the System Tweak settings showing as checked in the images below:



<b>Non-English Characters</b>	<input type="checkbox"/> Filter Non-English Characters <i>Filter out non-english characters from the query string. This should not be used on non-english sites and only works when "Filter Suspicious Query String" has been selected.</i>
<b>Long URL Strings</b>	<input checked="" type="checkbox"/> Filter Long URL Strings <i>Limits the number of characters that can be sent in the URL. Hackers often take advantage of long URLs to try to inject information into your database.</i>
<b>File Writing Permissions</b>	<input type="checkbox"/> Remove File Writing Permissions <i>Prevents scripts and users from being able to write to the wp-config.php file and .htaccess file. Note that in the case of this and many plugins this can be overcome however it still does make the files more secure. Turning this on will set the UNIX file permissions to 0444 on these files and turning it off will set the permissions to 0664.</i>
<b>PHP in Uploads</b>	<input checked="" type="checkbox"/> Disable PHP in Uploads <i>Disable PHP execution in the uploads directory. This blocks requests to PHP files inside plugin directories that can be exploited directly.</i>

<b>PHP in Plugins</b>	<input type="checkbox"/> Disable PHP in Plugins <i>Disable PHP execution in the plugins directory. This blocks requests to PHP files inside plugin directories that can be exploited directly.</i>
<b>PHP in Themes</b>	<input type="checkbox"/> Disable PHP in Themes <i>Disable PHP execution in the themes directory. This blocks requests to PHP files inside theme directories that can be exploited directly.</i>

22. Click the Save Settings button

23. Click the Configure Settings button in the WordPress Tweaks box:

The screenshot shows two side-by-side settings boxes. The left box is titled 'WordPress Salts' and has a 'Configure Settings' button. The right box is titled 'WordPress Tweaks' and has 'Configure Settings' and 'Disable' buttons. A red arrow points from the 'Configure Settings' button in the 'WordPress Salts' box to the 'Configure Settings' button in the 'WordPress Tweaks' box.

24. Use the settings shown in the images below in the WordPress Tweaks section:

Windows Live Writer Header	<input checked="" type="checkbox"/> Remove the Windows Live Writer header. <i>This is not needed if you do not use Windows Live Writer or other blogging clients that rely on this file.</i>
EditURI Header	<input checked="" type="checkbox"/> Remove the RSD (Really Simple Discovery) header. <i>Removes the RSD (Really Simple Discovery) header. If you don't integrate your blog with external XML-RPC services such as Flickr then the "RSD" function is pretty much useless to you.</i>
Comment Spam	<input checked="" type="checkbox"/> Reduce Comment Spam <i>This option will cut down on comment spam by denying comments from bots with no referrer or without a user-agent identified.</i>
File Editor	<input type="checkbox"/> Disable File Editor <i>Disables the file editor for plugins and themes requiring users to have access to the file system to modify files. Once activated you will need to manually edit theme and other files using a tool other than WordPress.</i>

**XML-RPC**

WordPress' XML-RPC feature allows external services to access and modify content on the site. Common example of services that make use of XML-RPC are [the Jetpack plugin](#), [the WordPress mobile app](#), and [pingbacks](#). If the site does not use a service that requires XML-RPC, select the "Disable XML-RPC" setting as disabling XML-RPC prevents attackers from using the feature to attack the site.

- **Disable XML-RPC** - XML-RPC is disabled on the site. This setting is highly recommended if Jetpack, the WordPress mobile app, pingbacks, and other services that use XML-RPC are not used.
- **Disable Pingbacks** - Only disable pingbacks. Other XML-RPC features will work as normal. Select this setting if you require features such as Jetpack or the WordPress Mobile app.
- **Enable XML-RPC** - XML-RPC is fully enabled and will function as normal. Use this setting only if the site must have unrestricted use of XML-RPC.

**Multiple Authentication Attempts per XML-RPC Request**

WordPress' XML-RPC feature allows hundreds of username and password guesses per request. Use the recommended "Block" setting below to prevent attackers from exploiting this feature.

Block (recommended) ▼

- **Block** - Blocks XML-RPC requests that contain multiple login attempts. This setting is highly recommended.
- **Allow** - Allows XML-RPC requests that contain multiple login attempts. Only use this setting if a service requires it.

**REST API**

The [WordPress REST API](#) is part of WordPress and provides developers with new ways to manage WordPress. By default, it could give public access to information that you believe is private on your site. For more details, see our post about the WordPress REST API [here](#).

Restricted Access (recommended) ▼

**Login Error Messages**

Disable login error messages

*Prevents error messages from being displayed to a user upon a failed login attempt.*

**Force Unique Nickname**

Force users to choose a unique nickname

*This forces users to choose a unique nickname when updating their profile or creating a new account which prevents bots and attackers from easily harvesting user's login usernames from the code on author pages. Note this does not automatically update existing users as it will affect author feed urls if used.*

**Disable Extra User Archives**

Disables a user's author page if their post count is 0.

*This makes it harder for bots to determine usernames by disabling post archives for users that don't post to your site.*

**Protect Against Tabnapping**

Alter target="\_blank" links to protect against tabnapping

*Enabling this feature helps protect visitors to this site (including logged in users) from phishing attacks launched by a linked site. Details on*

**Login with Email Address or Username**

By default, WordPress allows users to log in using either an email address or username. This setting allows you to restrict logins to only accept email addresses or usernames.

Email Address and Username (default) ▼

- **Email Address and Username (Default)** - Allow users to log in using their user's email address or username. This is the default WordPress behavior.
- **Email Address Only** - Users can only log in using their user's email address. This disables logging in using a username.
- **Username Only** - Users can only log in using their user's username. This disables logging in using an email address.

**Mitigate Attachment File Traversal Attack**

Prevent attachment thumbnails from traversing to other files.

*Disabling this feature is not recommended. This helps mitigate an attack where users with the "author" role or higher could delete any file in your WordPress installation including sensitive files like wp-config.php.*

25. Click the Save Settings button

26. Scroll back to the top and click the All link:

iThemes Security [View Logs](#) [Support](#)

[All \(31\)](#) | [Recommended \(25\)](#) | [Advanced \(6\)](#)

**Security Check**  
Ensure that your site is using the recommended features and

**Global Settings**  
Configure basic settings that control how iThemes Security

27. Click the Configure Settings button for the Admin User box:

**Admin User**  
An advanced tool that removes users with a username of "admin" or a user ID of "1".

[Configure Settings](#)

**Away Mode**  
Disable access to the WordPress Dashboard on a schedule.

[Learn More](#) [Enable](#)

28. Check the box to "Change the ID of the user with ID 1":



## Admin User

This feature will improve the security of your WordPress installation by removing common user attributes that can be used to target your site.

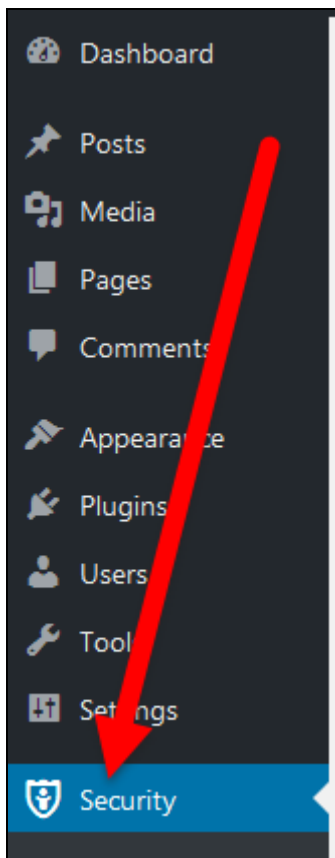
Warning: The changes made by this tool could cause compatibility issues with some plugins, themes, or customizations. Ensure that you [create a database backup](#) before using this tool.

Change User ID 1

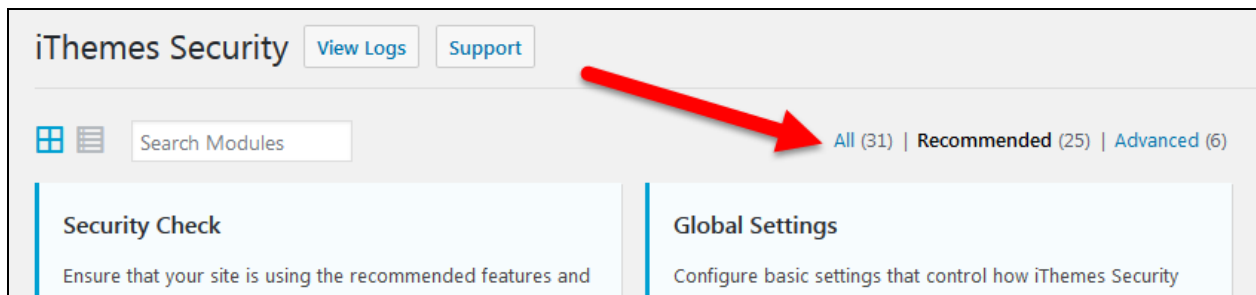


Change the ID of the user with ID 1.

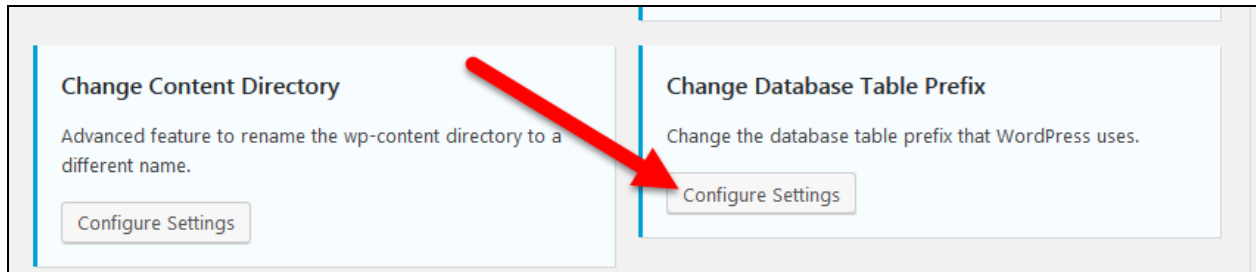
29. Click the Save Settings button (you may get logged out of your site – just log back in)
30. Click the Settings option in the left sidebar of your site to return to the Security settings screen:



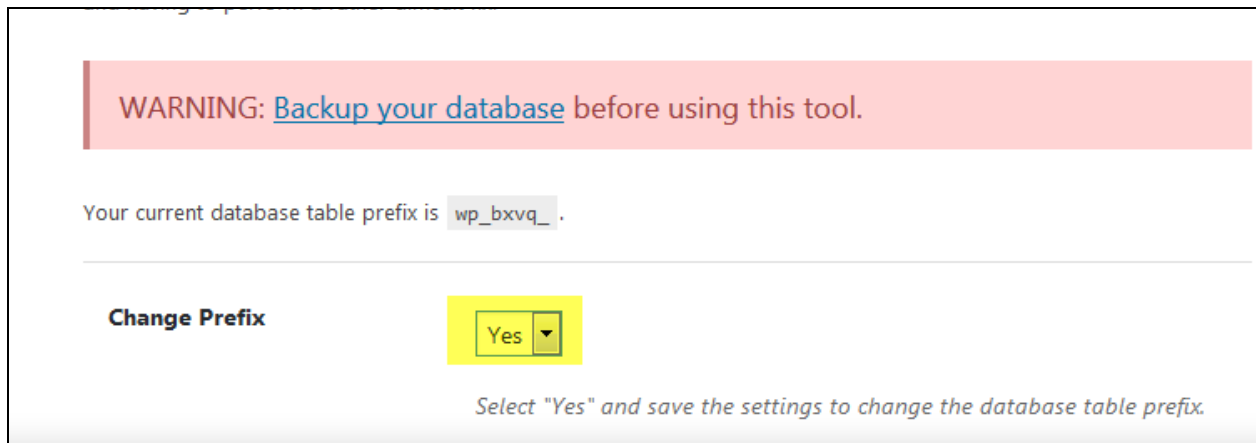
31. Click the All link again:



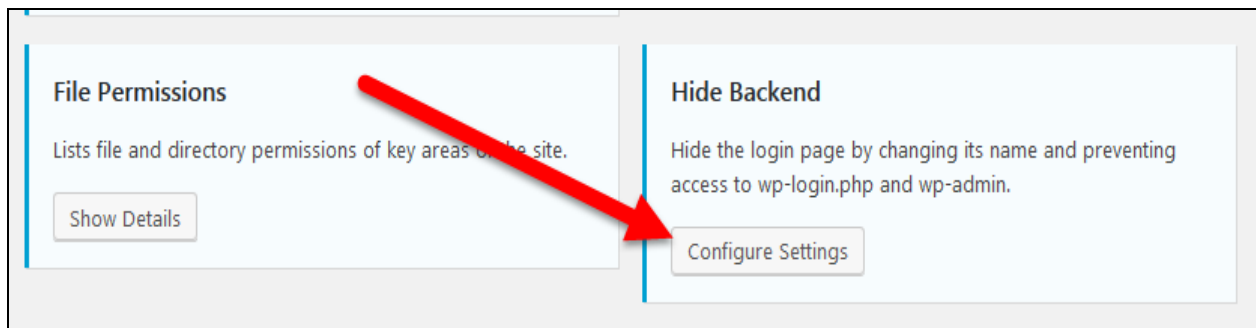
32. Click the Configure Settings button in the Change Database Table Prefix box:



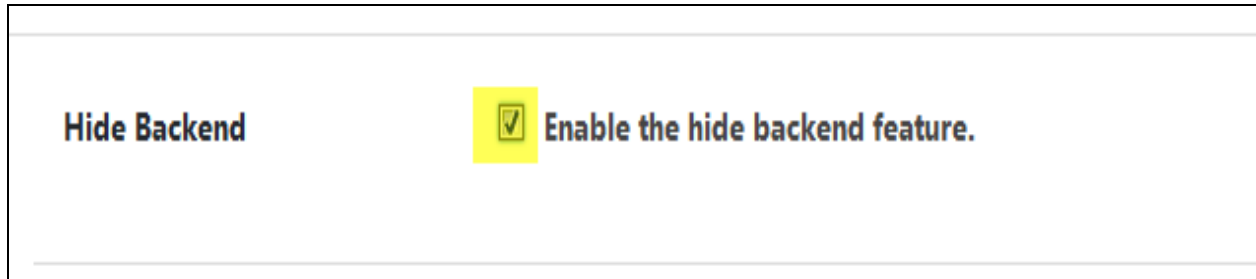
33. Change the setting to Yes:



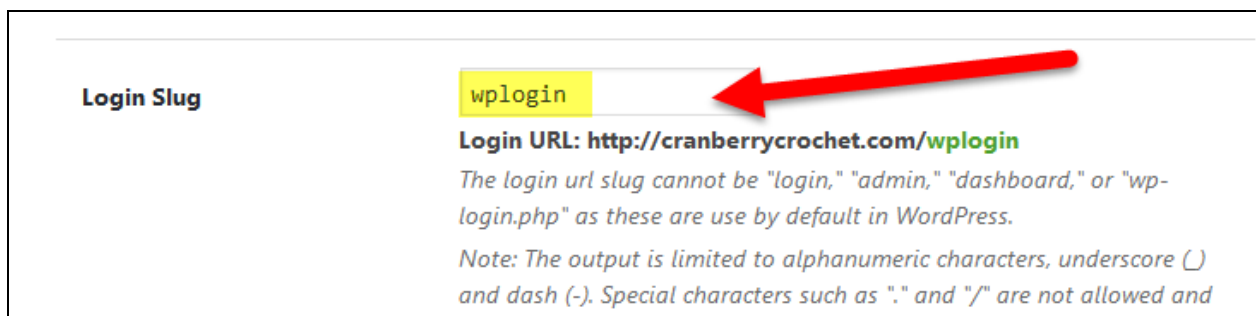
34. Click the Save Settings button (a pop up box will show you the new prefix for your database – you don't need to know it but you'll see it anyway)
35. Click the Configure Settings button for the Hide Backend box (if you don't see that box click the All link again at the top of the screen):



36. Check the box to “Enable the hide backend feature” – this will cause more setting boxes to show up:



37. Change “wplogin” to something else – something meaningful to you:

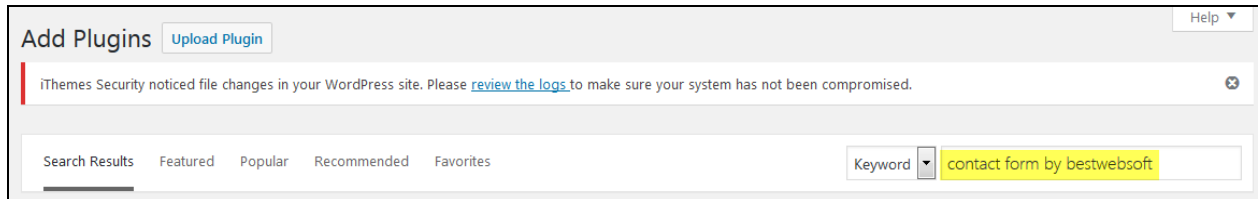


38. Click the Save Settings button – **NOTE: This step changes your login URL!! You will no longer be able to login at yourdomain.com/wp-admin. Instead, your new login URL becomes yourdomain.com/yourchosenphrase. This step hides your login screen from potential hackers. MAKE A NOTE OF YOUR NEW LOGIN URL!**

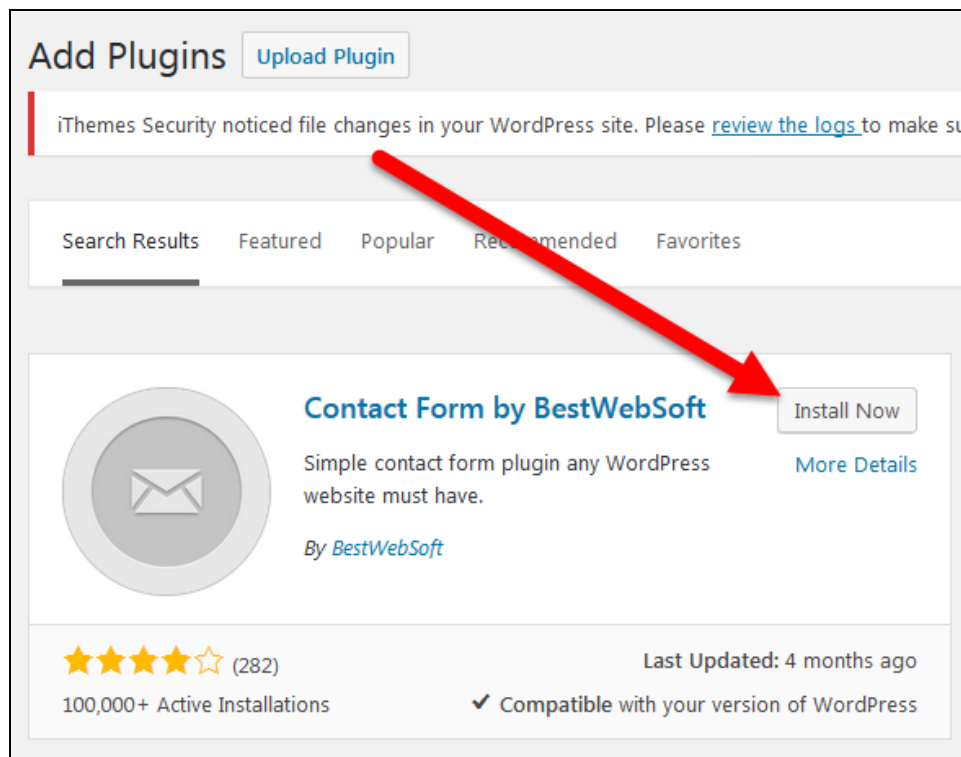
## Contact Form

Google likes to see that a site has a contact form available to visitors so you'll need to add a plugin and a new page to your site.

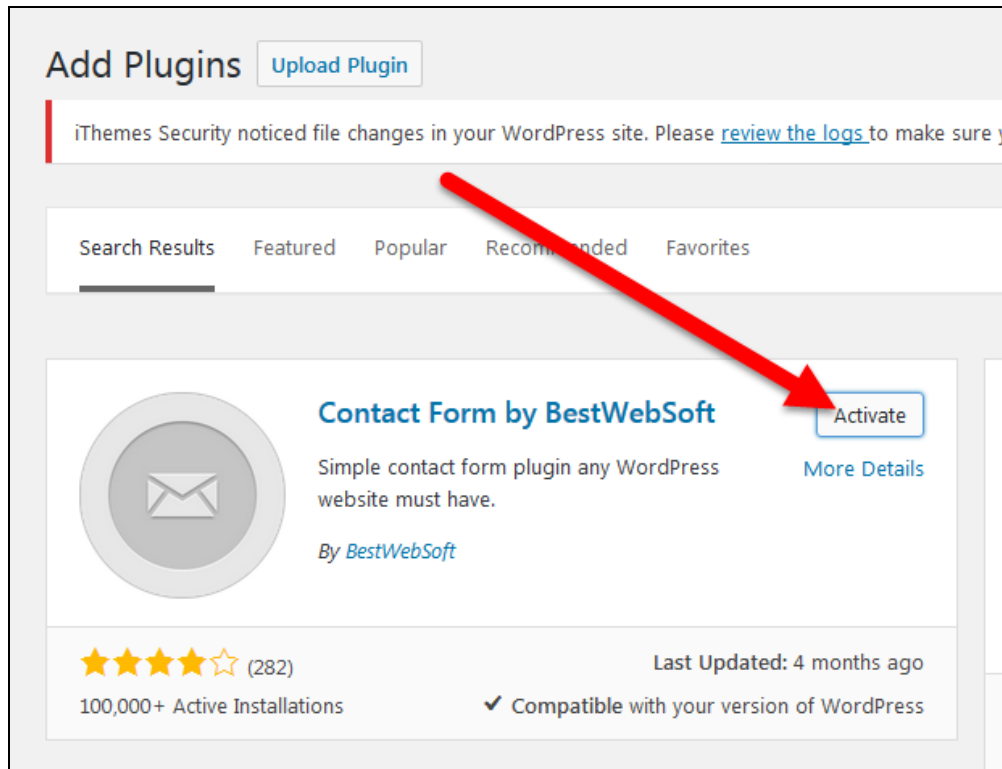
1. Go to Plugins/Add New in the left sidebar of your WordPress dashboard
2. Use the search box to look for the "contact form by bestwebsoft" plugin (<https://wordpress.org/plugins/contact-form-plugin/>)



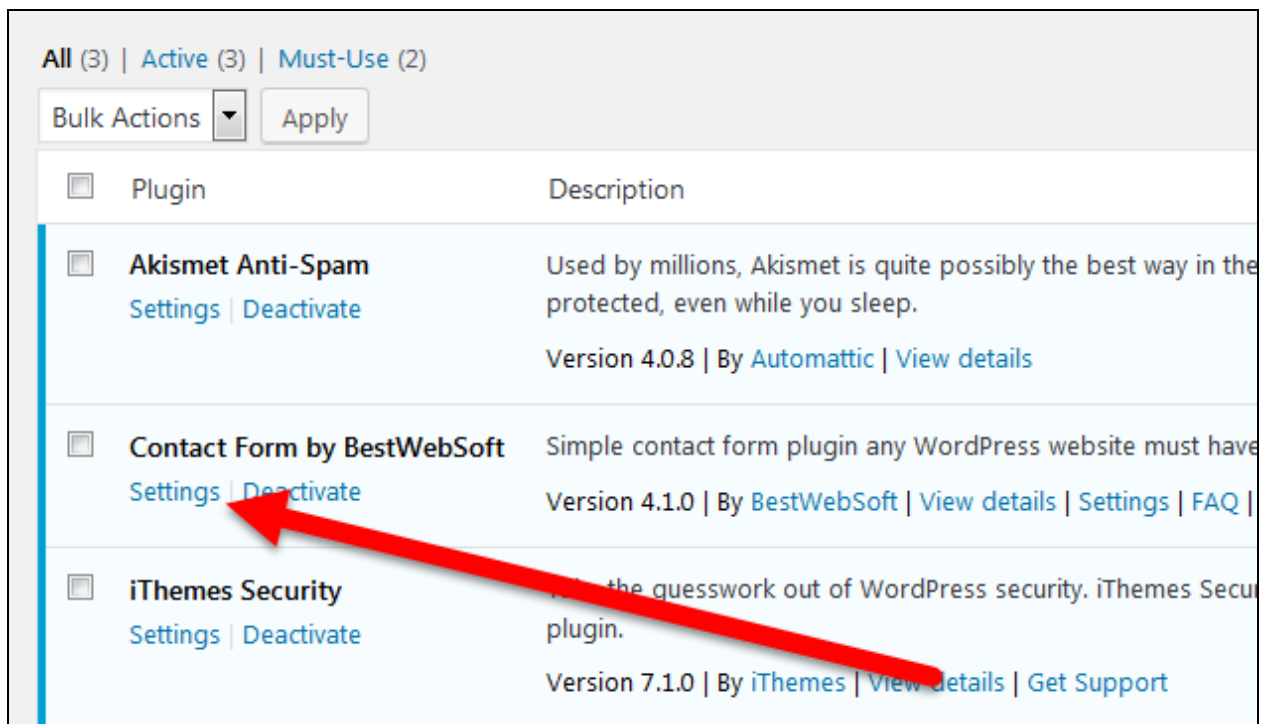
3. Click the Install Now button for the Contact Form by BestWebSoft plugin:



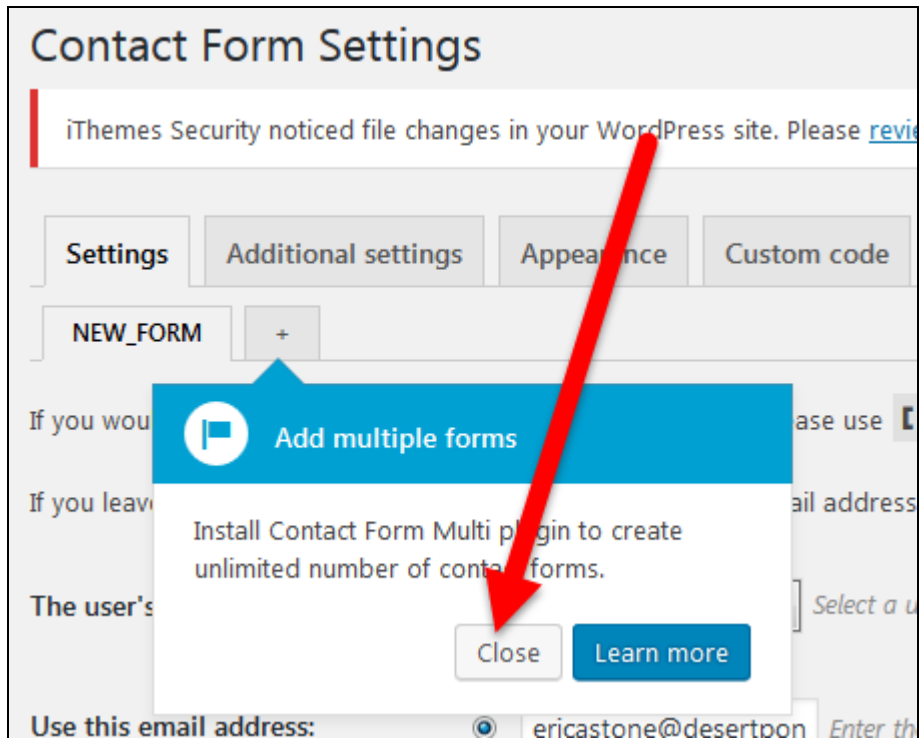
4. Click the Activate button:



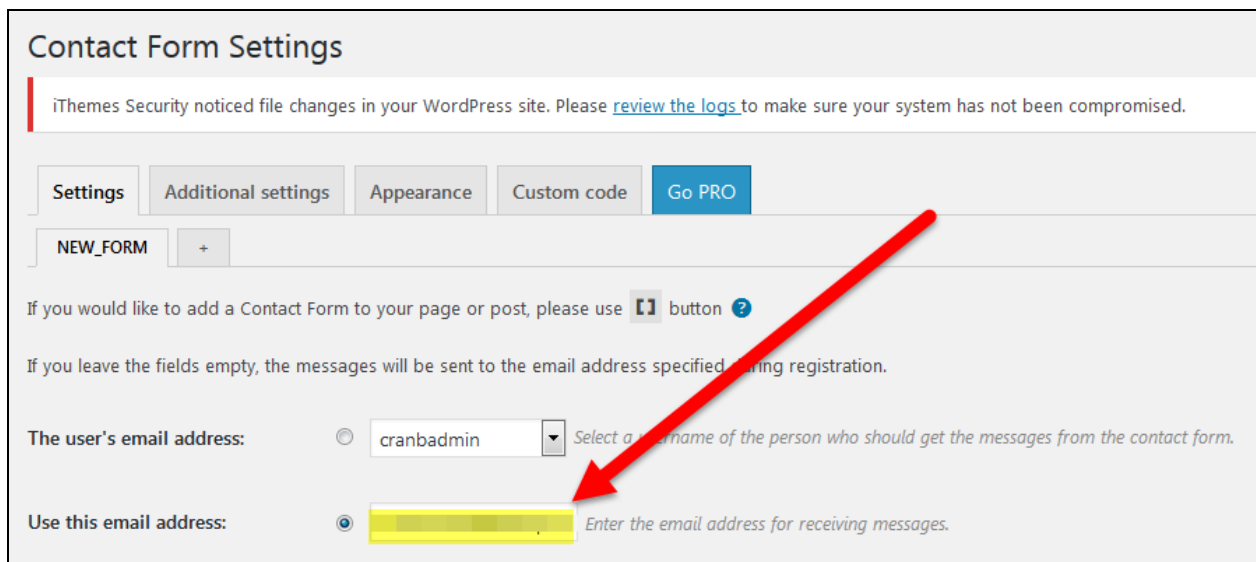
5. Click the Settings link under the Contact Form by BestWebSoft plugin:



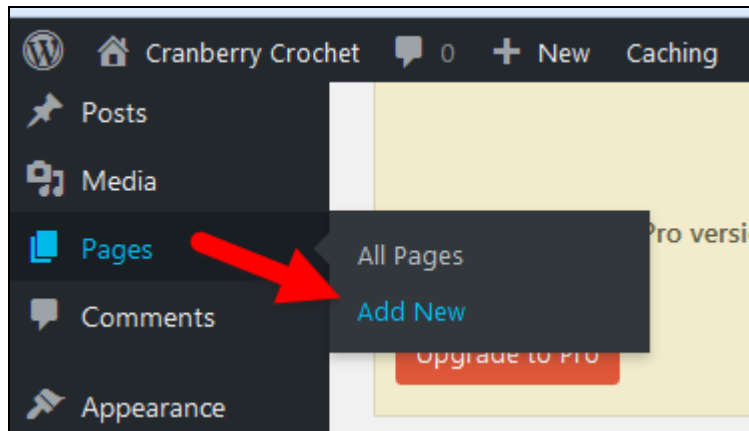
6. Click the Close button on the pop up box if one comes up:



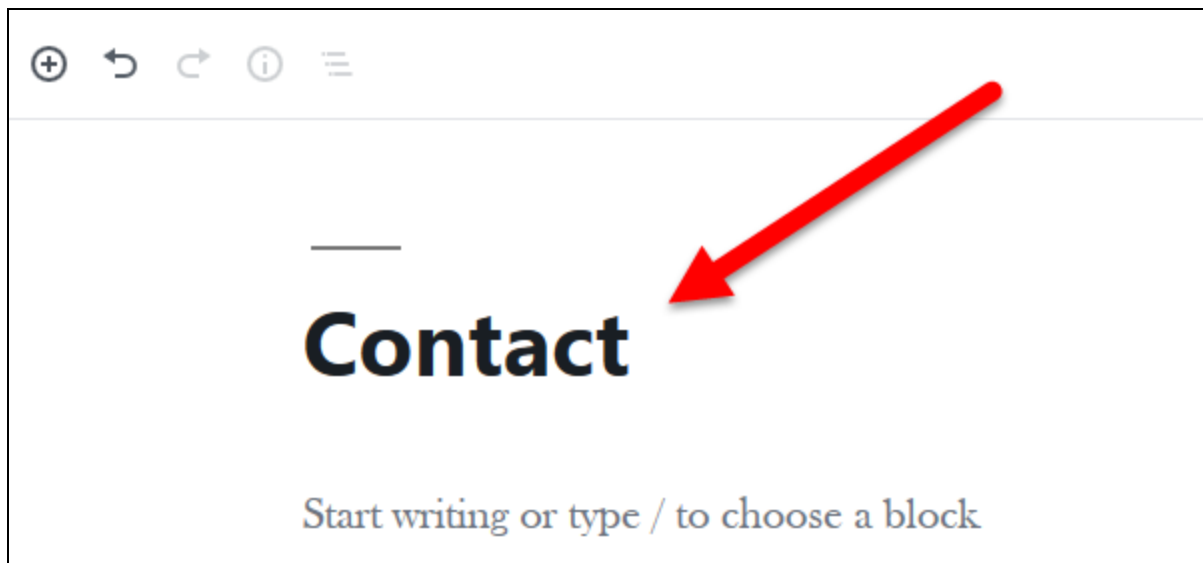
7. By default, the plugin uses your WordPress email address in the email address field – change this to something else if you want any contact form submissions to go to a different email address:



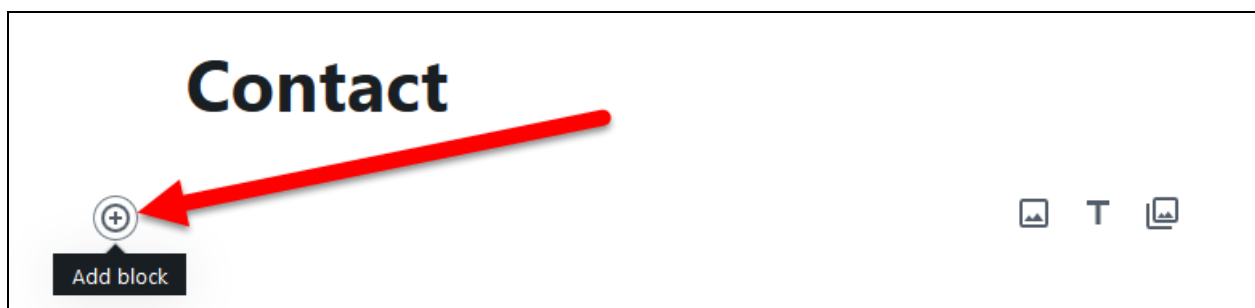
8. Click the Save Changes button if you made changes
9. Go to Pages/Add New in the left sidebar of your WordPress dashboard:



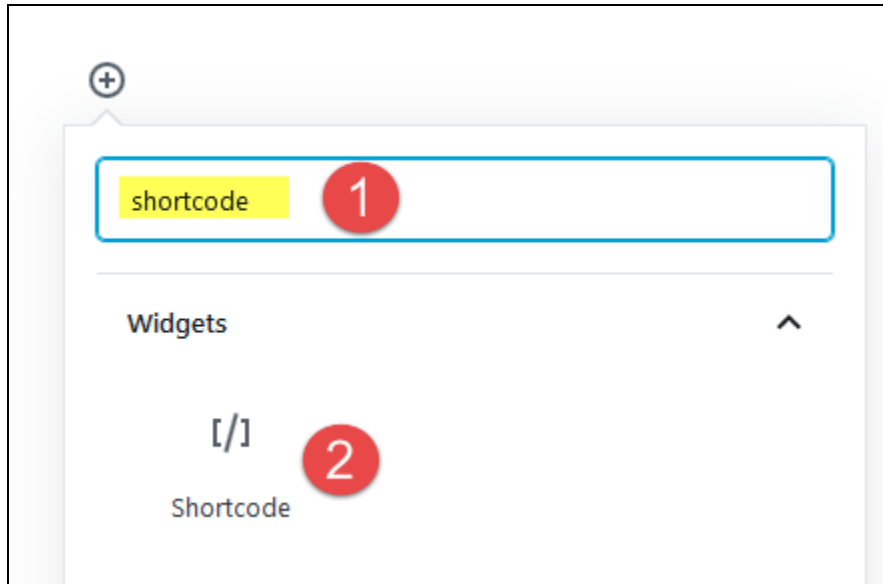
10. Title the new page "Contact" (without quotes):



11. Click the + icon to add a new block:



12. Do a search for the shortcode block and then click the Shortcode block icon:



13. Type [bestwebsitesoft\_contact\_form] in the shortcode field:

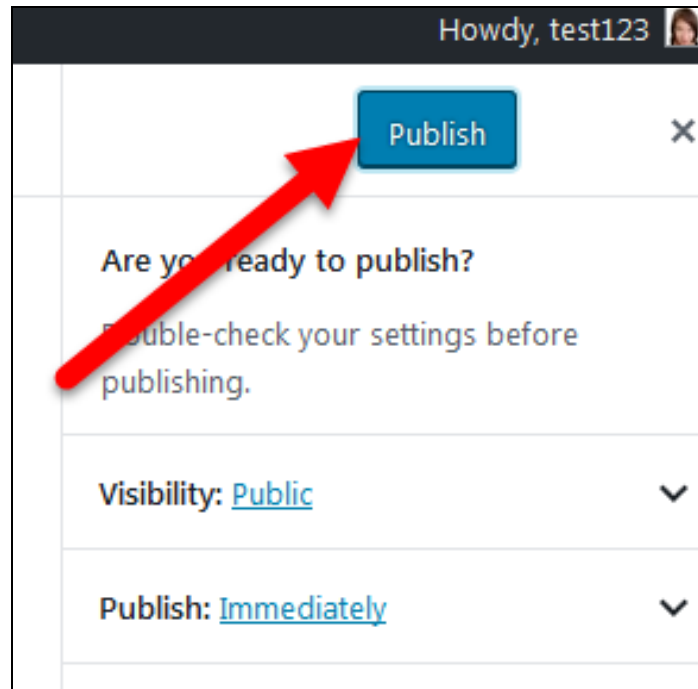


14. Click the Publish button:

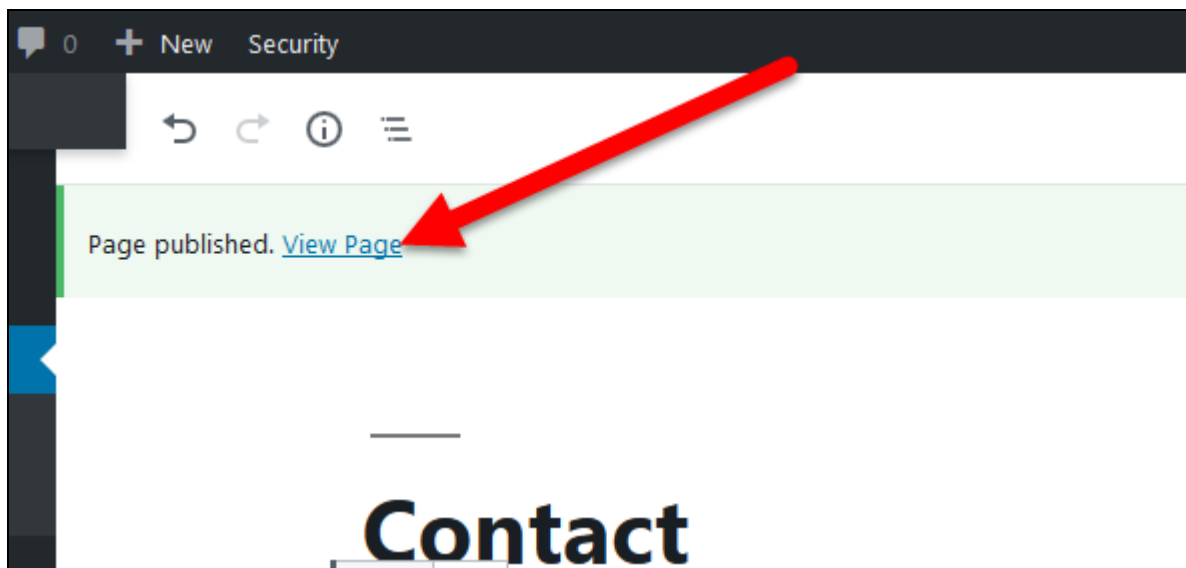


15. Click the Publish button again:

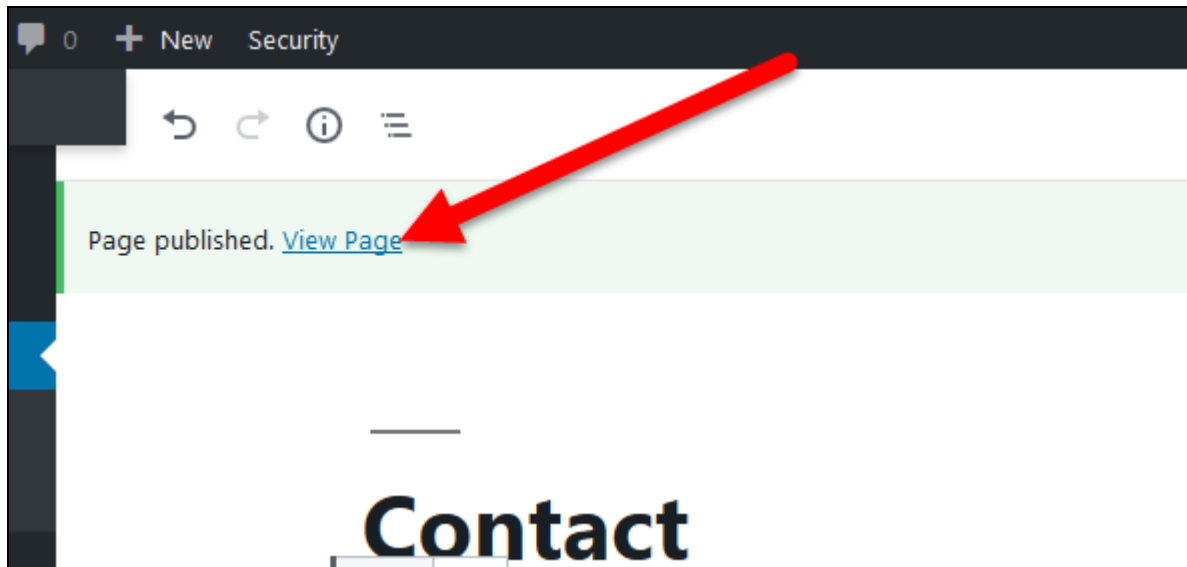




16. Click the View Page link to view your new page:



17. If you need to fix anything you can always click the Edit Page link at the top of your screen to go back to the page editor:



## ***Cookie Notice***

Putting a notice on your site that your site may use cookies (little bits of tracking software that embeds itself on a visitor's browser) makes your site compliant with various laws requiring such disclosures.

To add a cookie notice plugin:

1. Go to Plugins/Add New in the left sidebar of your WordPress dashboard
2. Use the search field to look for "cookie notice" plugin

(<https://wordpress.org/plugins/cookie-notice/>):




3. Click the Install Now button for the Cookie Notice for GDPR plugin:

Add Plugins [Upload Plugin](#)

iThemes Security noticed file changes in your WordPress site. Please [review the logs](#) to make sure

Search Results **Featured** Popular Recommended Favorites



**Cookie Notice for GDPR**

Cookie Notice allows you to elegantly inform users that your site uses cookies and to comply with the EU cookie law GDPR regulations.

By *dFactory*

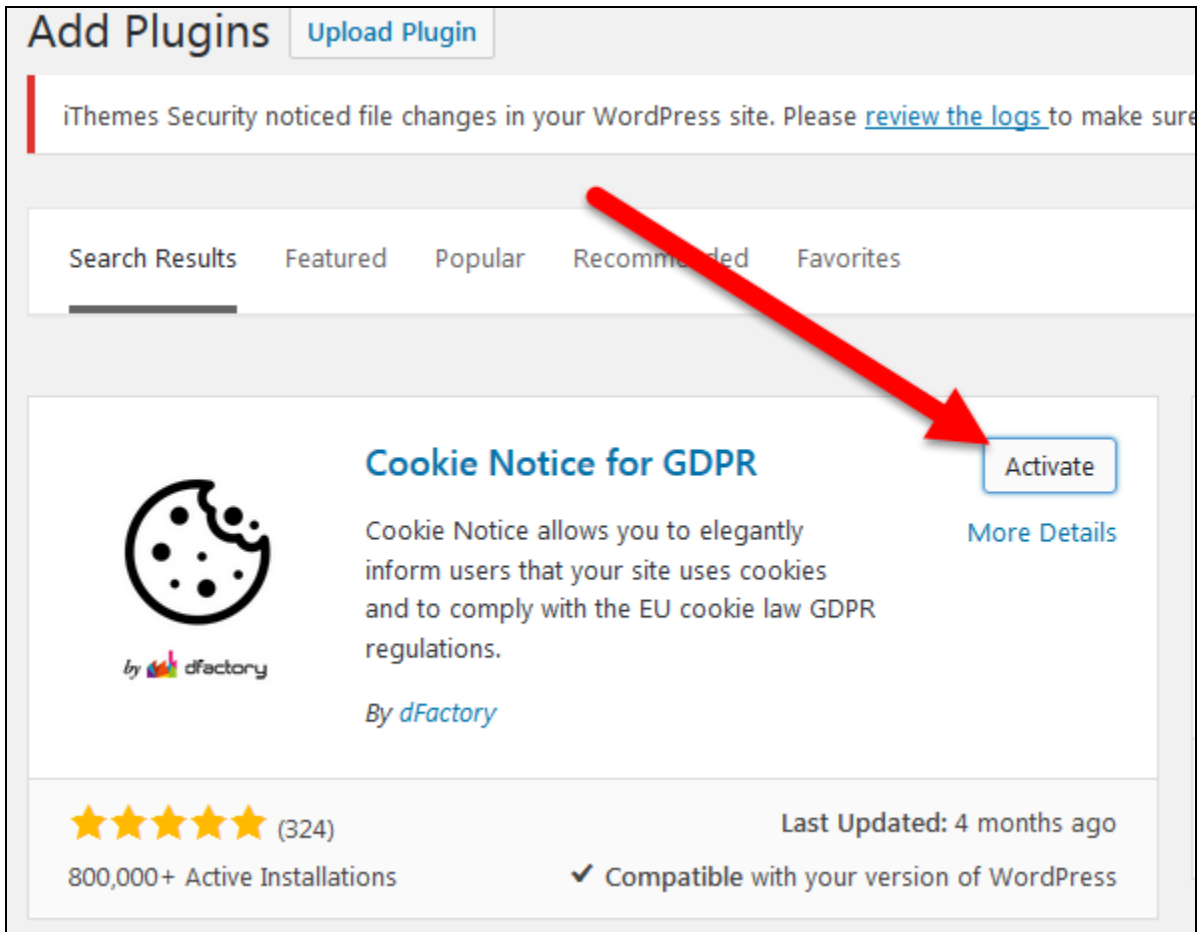
[Install Now](#)

[More Details](#)

★★★★★ (324) Last Updated: 4 months ago

800,000+ Active Installations ✓ Compatible with your version of WordPress

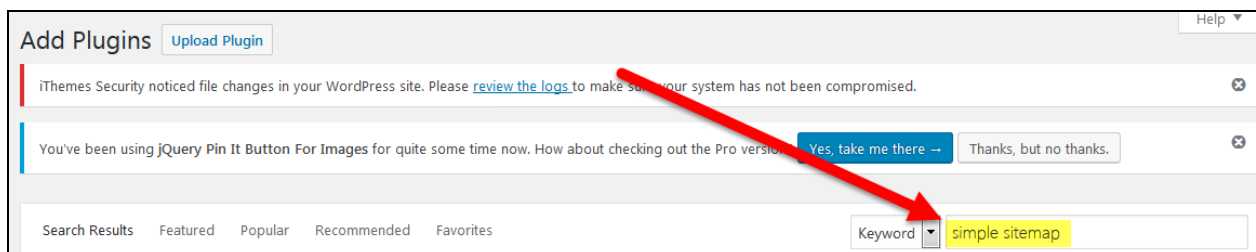
4. Click the Activate button for the plugin:



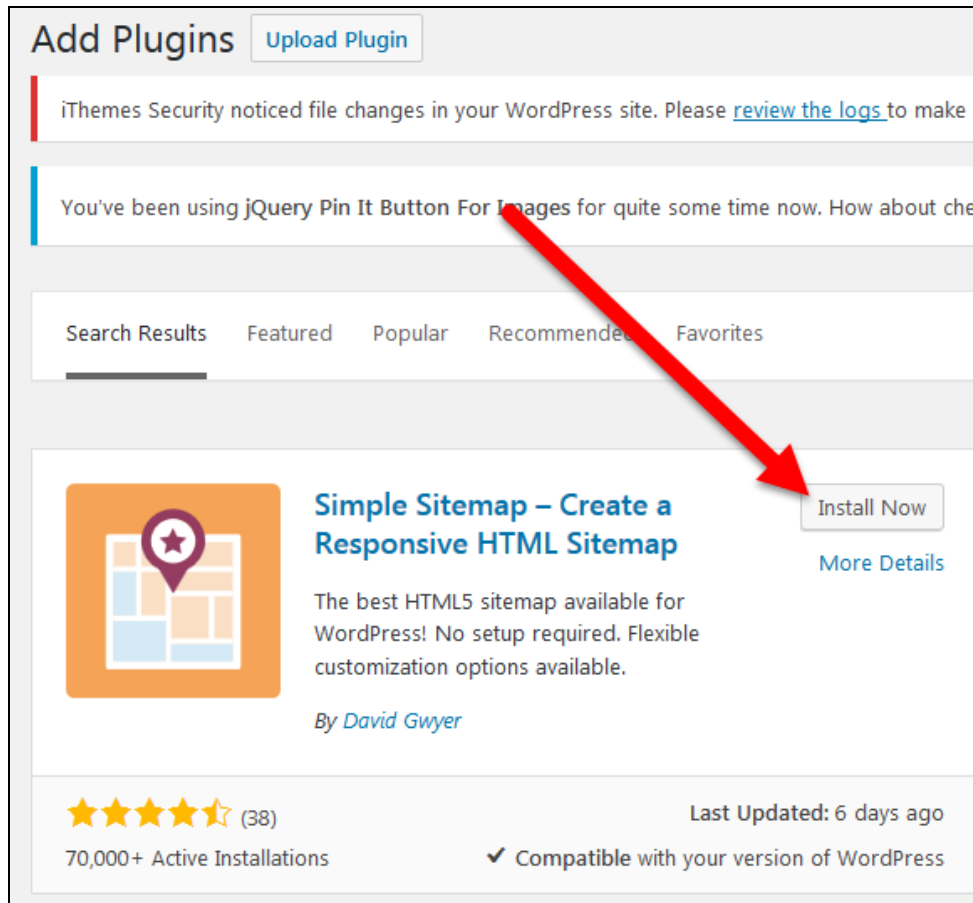
## Simple Sitemap

To install this plugin:

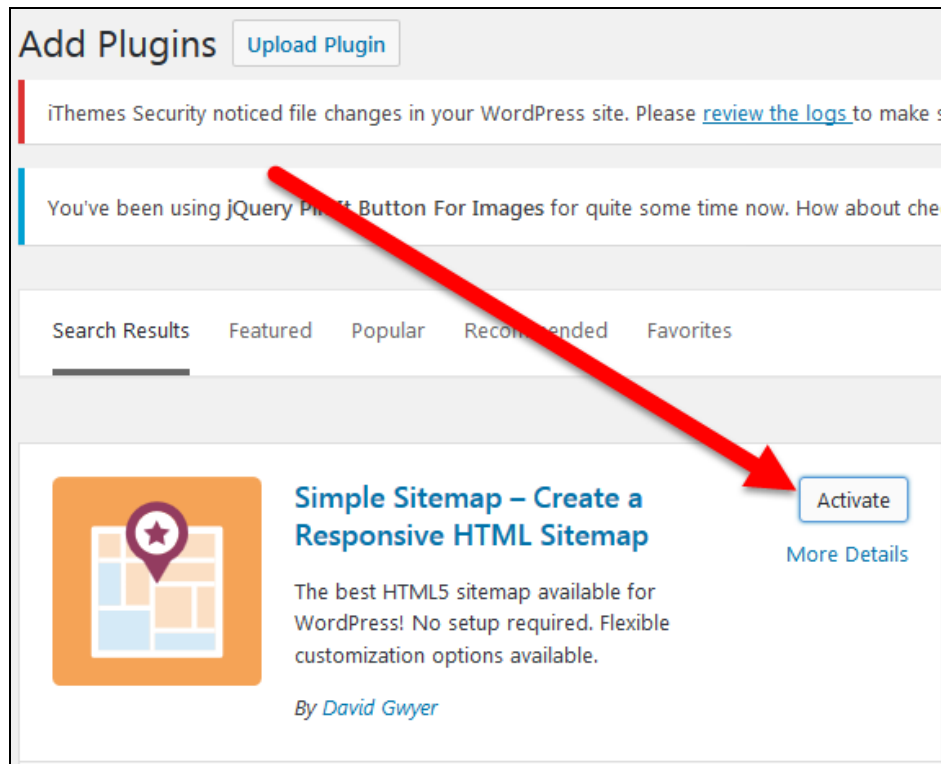
1. Go to Plugins/Add New in the left sidebar of your WordPress dashboard
2. Use the search field to look for the "simple sitemap" plugin (<https://wordpress.org/plugins/simple-sitemap/>):



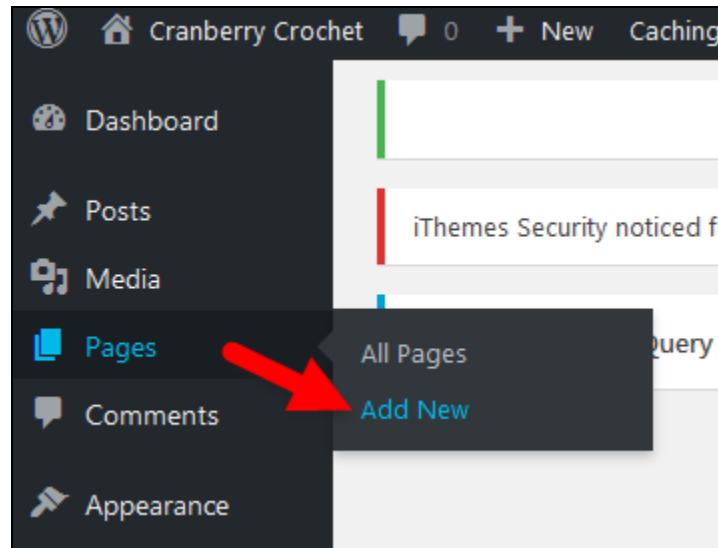
3. Click the Install Now button for the Simple Sitemap plugin:



4. Click the Activate button for the plugin:



5. Click on Pages/Add New in the left sidebar of your WordPress dashboard:



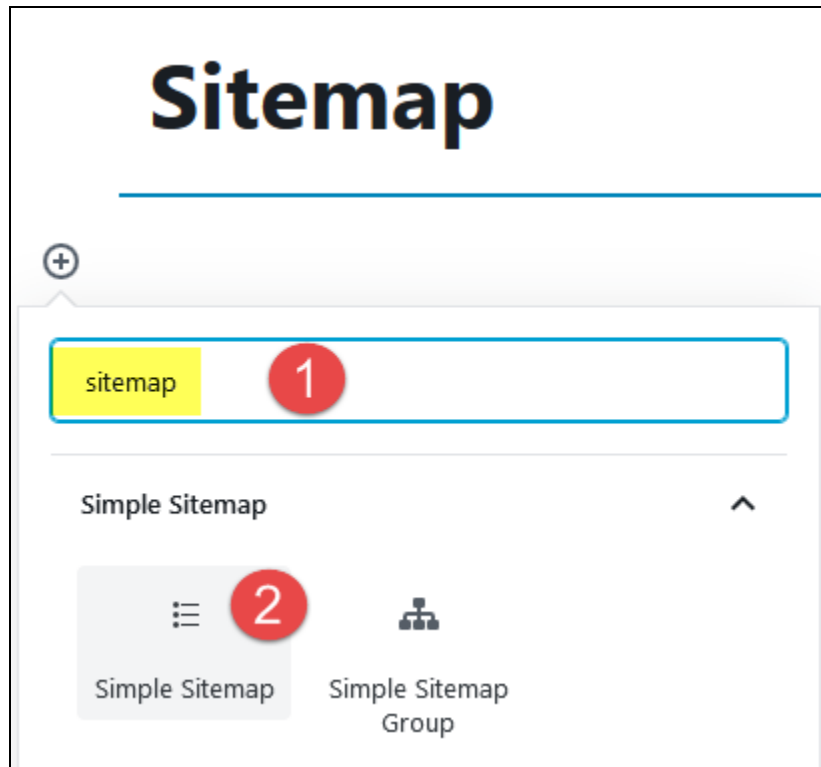
6. Give the new title the page of "Sitemap" (without quotes):



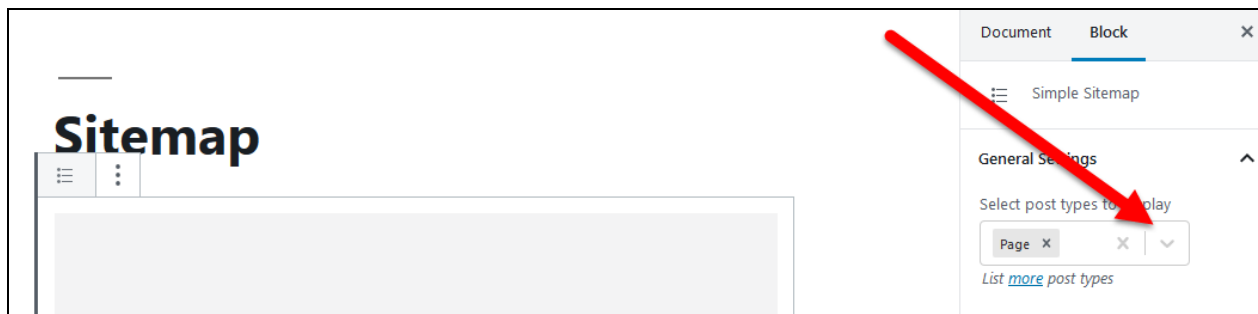
7. Click the + icon to add a new block:



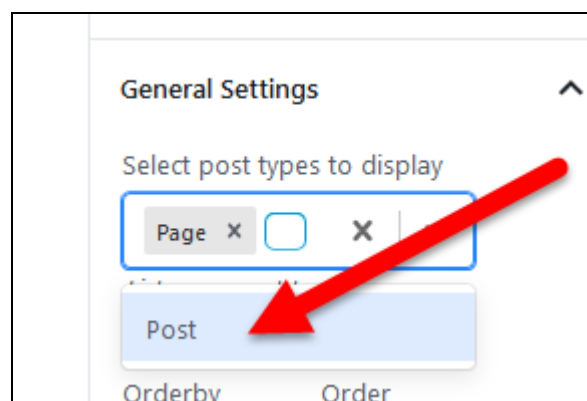
8. Do a search for the sitemap block and then click the Simple Sitemap icon:



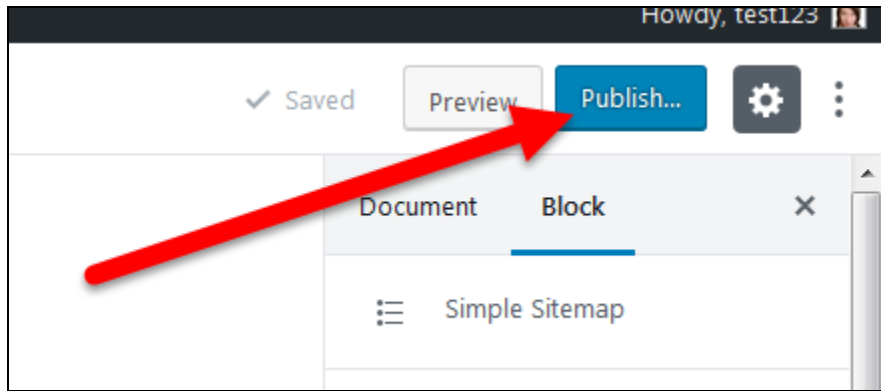
9. Click the drop down arrow in the General Settings box:



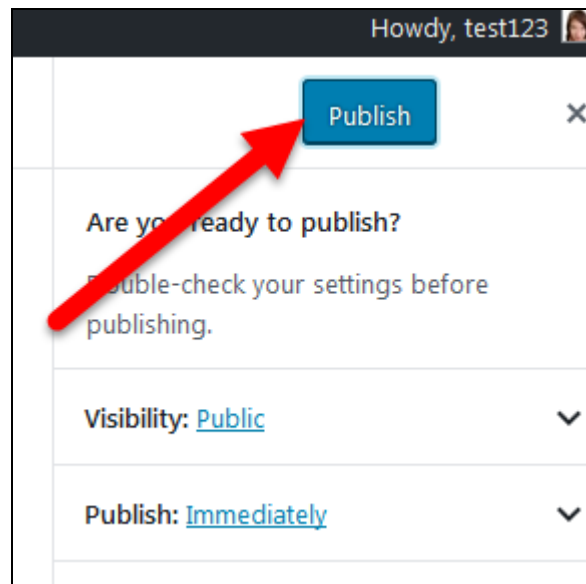
10. Click on Post to add posts to the sitemap:



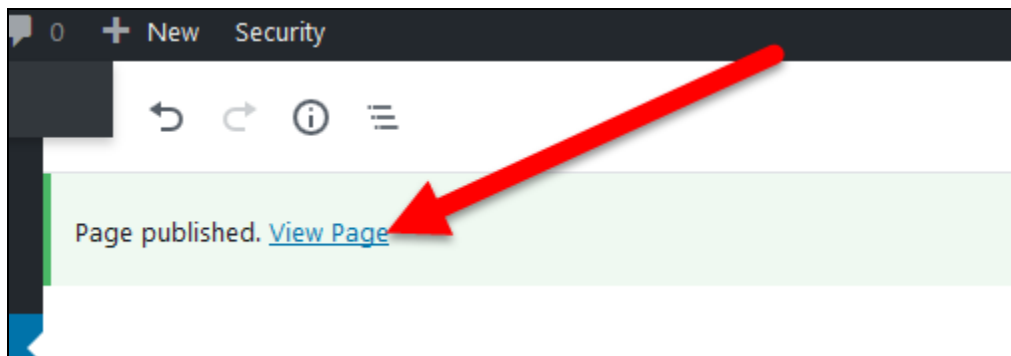
11. You may see an error message in the block but the plugin should still work - click the Publish button:



12. Click the Publish button again:



13. Click the View Page link to view your new page:



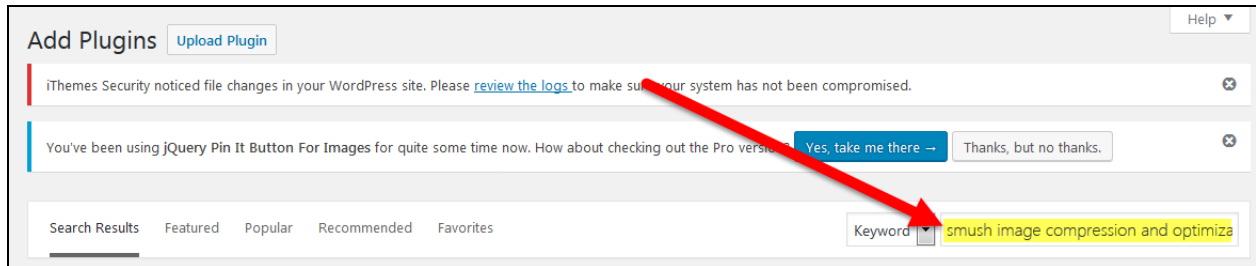


# Smush Image Compression and Optimization

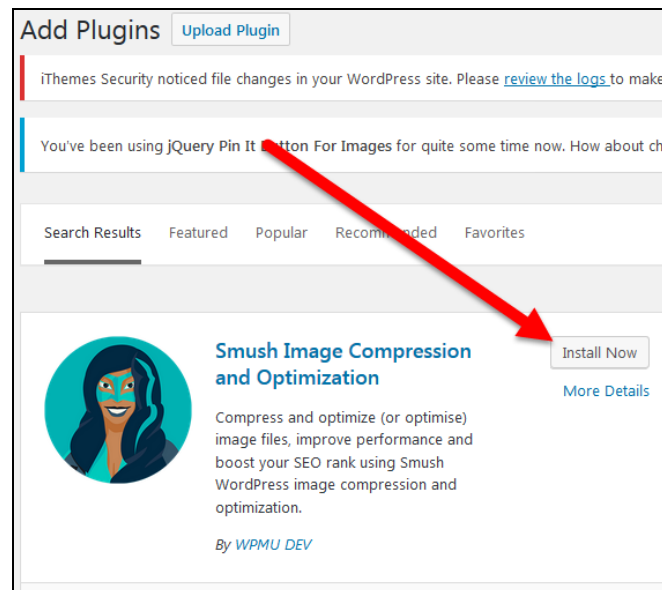
This plugin compresses images that you upload to your site so they take up as little space as possible.

To install this plugin:

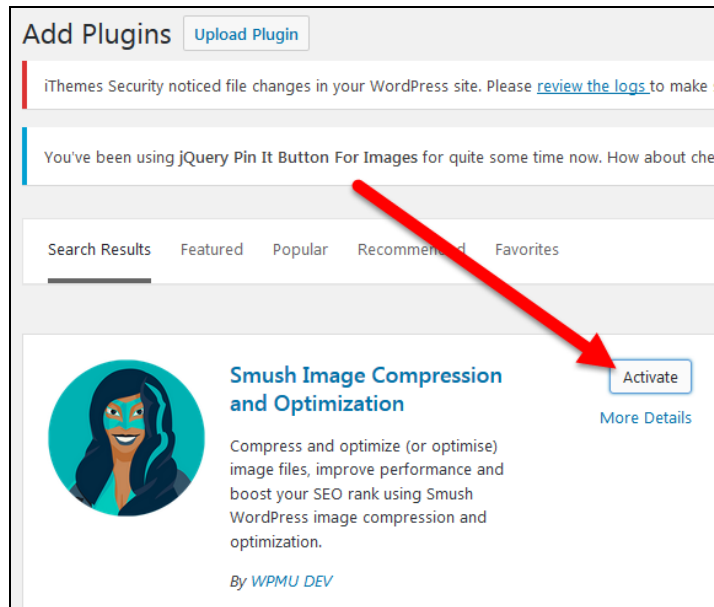
1. Go to Plugins/Add New in the left sidebar of your WordPress dashboard
2. Use the search field to find the "smush image compression and optimization" plugin (<https://wordpress.org/plugins/wp-smushit/>):



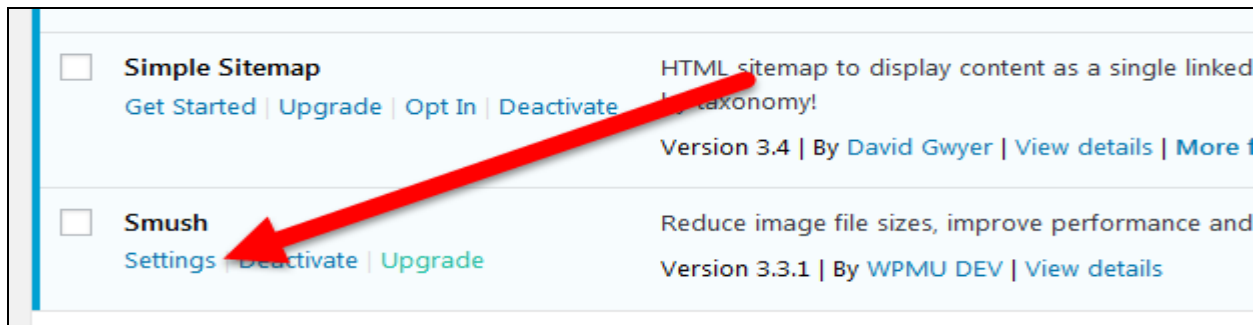
3. Click the Install Now button for the Smush Image Compression and Optimization plugin:



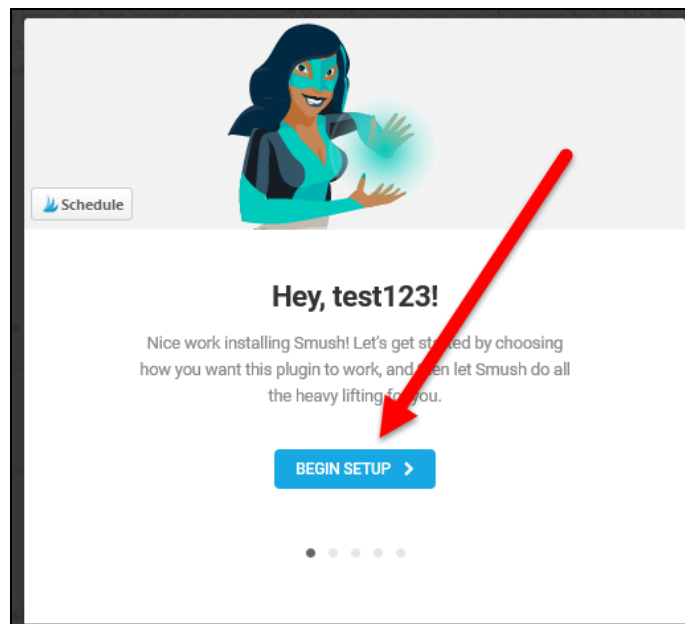
4. Click the Activate button for the plugin:



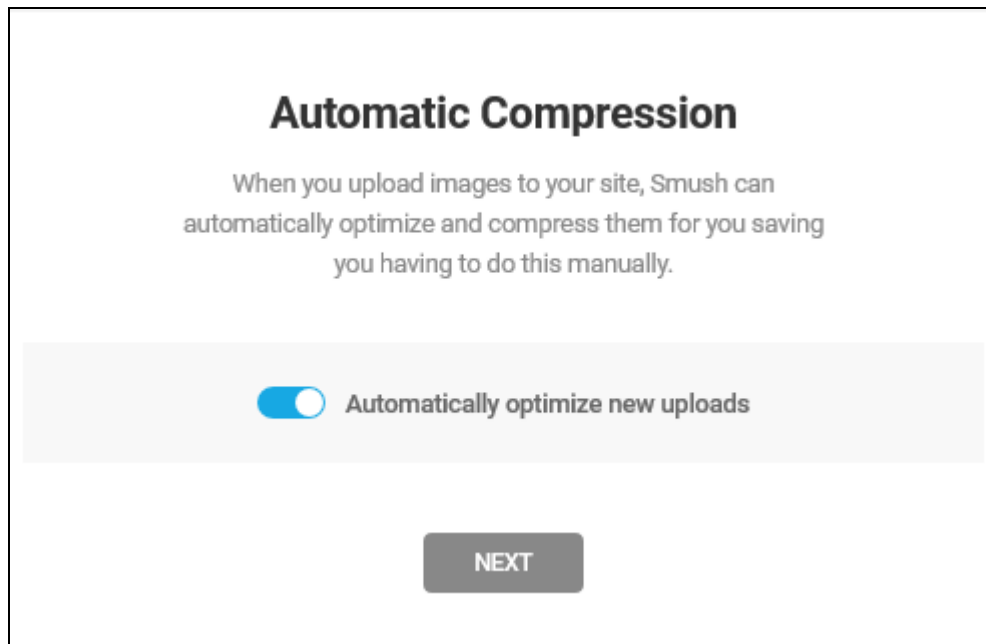
5. Click the Settings link under the name of the plugin:



6. Click the Begin Setup button:



7. Select Automatic Compression and click the Next button:



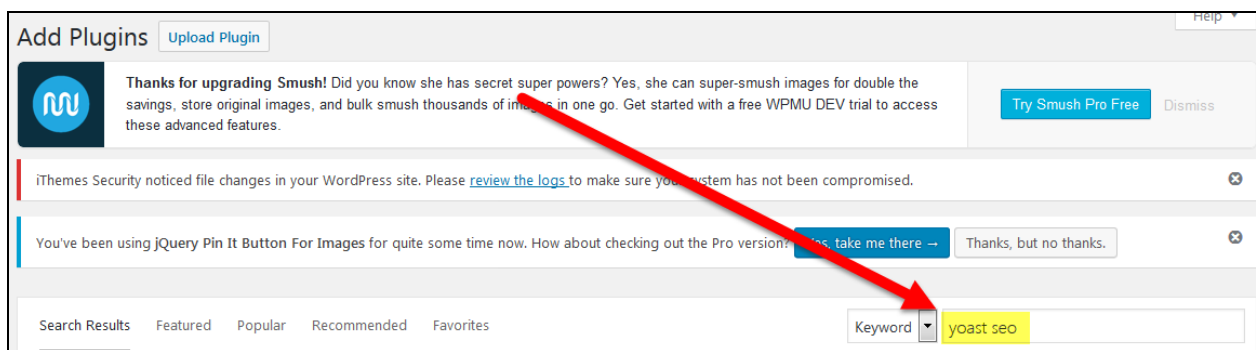
8. You'll see several more default settings in the setup pop up boxes – leave them all turned on and continue clicking the next button and then the final wizard set up button

## Yoast SEO

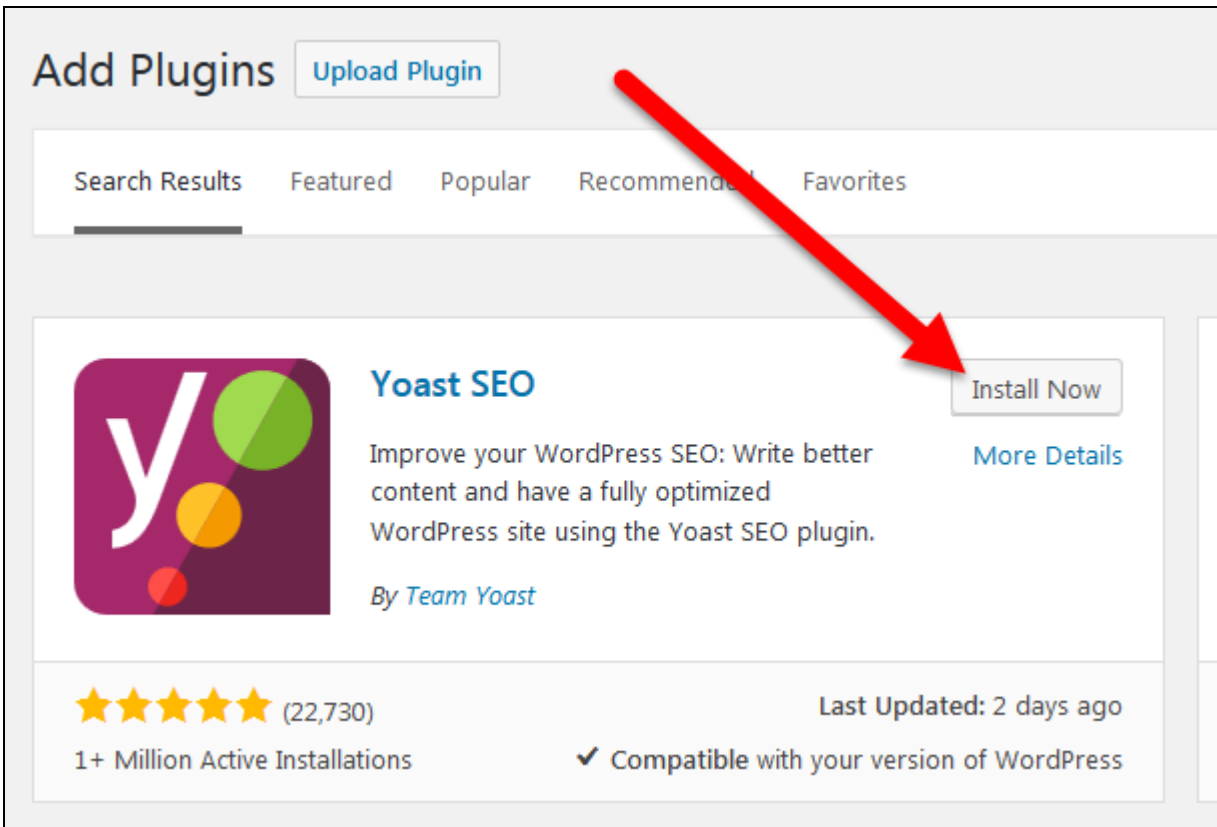
A plugin for SEO can be used to configure settings on your site that can help your posts rank better in Google.

To install this plugin:

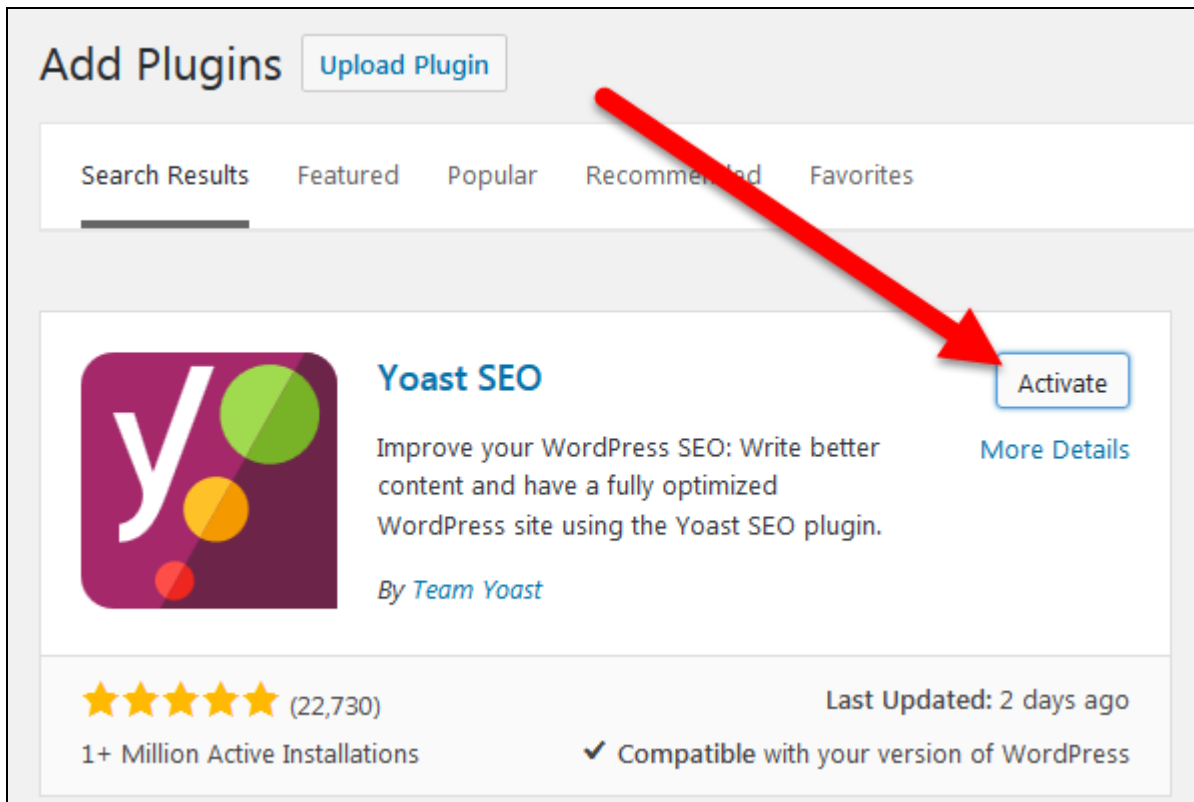
1. Go to Plugins/Add New in the left sidebar of your WordPress dashboard
2. Use the search field to look for the “yoast seo” plugin (<https://wordpress.org/plugins/wordpress-seo/>):



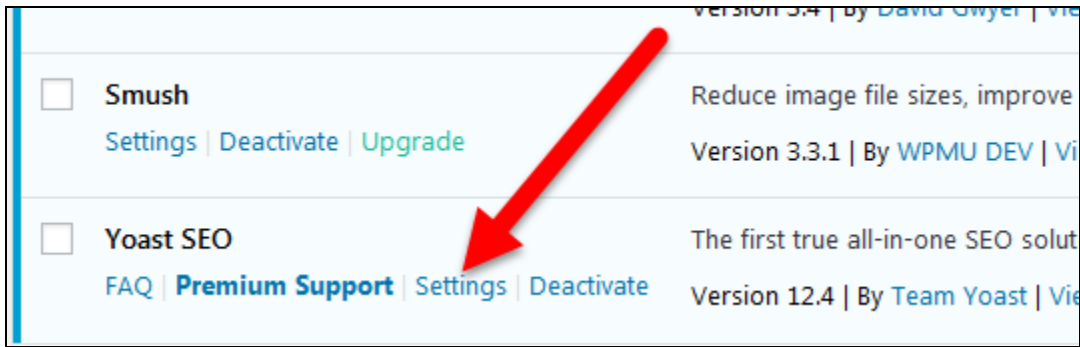
3. Click the Install Now button for the Yoast SEO plugin:



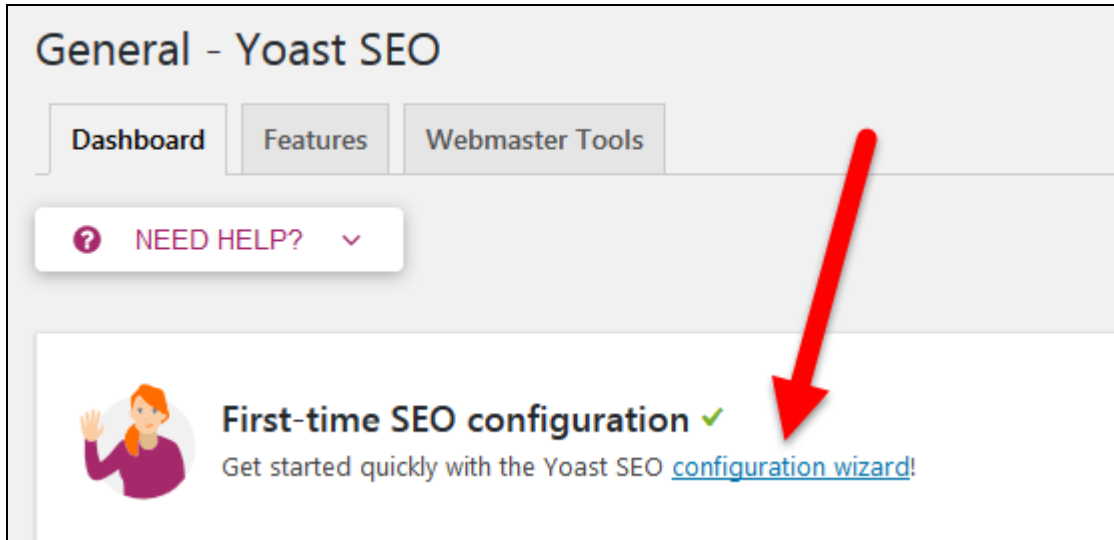
4. Click the Activate button for the plugin:



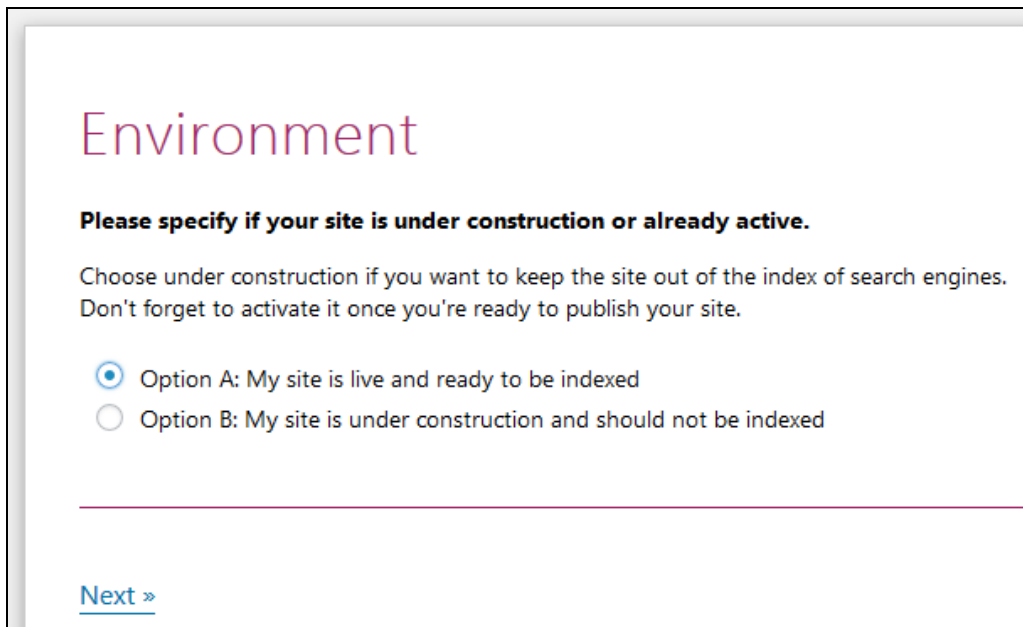
5. Click the Settings link under the name of the plugin:



6. Click the option to run the configuration wizard:



7. For Environment, choose option A and then click the Next button:



8. For Site Type select blog and click the Next button:

## Site type

**What does the site <http://rjwsays.com> represent?**

- A blog
- An online shop
- A news channel
- A small offline business
- A corporation
- A portfolio
- Something else

9. For Organization or Person choose Organization and enter the name of your website in the name of the organization field:

## Organization or person

**Does your site represent a person or an organization?**

This information will be used in Google's Knowledge Graph Card, the big block of information you see on the right side of the search results.

- Organization **1**
- Person

**⚠** A company name and logo need to be set for structured data to work properly.  
[Learn more about the importance of structured data.](#)

**The name of the organization**

10. For Search Engine Visibility choose Yes for both types and click the Next button:

## Search engine visibility

Please specify what content types you would like to appear in search engines. If you do not know the differences between these, it's best to choose the default settings.

**Search engines should show "Posts" in search results:**

- Yes
- No

**Search engines should show "Pages" in search results:**

- Yes
- No

11. For Multiple Authors choose No and click the Next button:

## Multiple authors

**Does, or will, your site have multiple authors?**

If you choose no, your author archives will be deactivated to prevent duplicate content issues.

- Yes
- No

12. For Title Settings check your site name, choose a separator and click the Next button:

## Title settings

On this page, you can change the name of your site and choose which separator to use. The separator will display, for instance, between your post title and site name. Symbols are shown in the size they'll appear in the search results. Choose the one that fits your brand best or takes up the least space in the snippets.

### Website name

1

### Title Separator

2

-	-	-	:	.	.	*	*		~	«
»	<	>								

13. Skip the Continue Learning section and just click the Next button:

## Continue learning

Sign up for our newsletter if you would like to keep up-to-date about Yoast SEO for WordPress, other cool plugins by Yoast, and interesting news and tips from the world of SEO.

**Includes a free MyYoast account which gives you access to our free SEO for Beginners course!**

Email

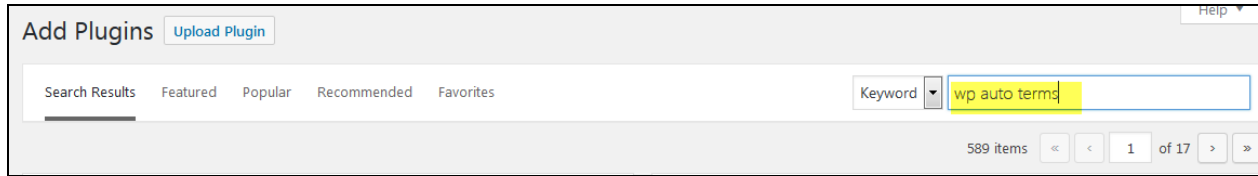
14. You're done! Click the Close button on the pop up box

## Privacy Page

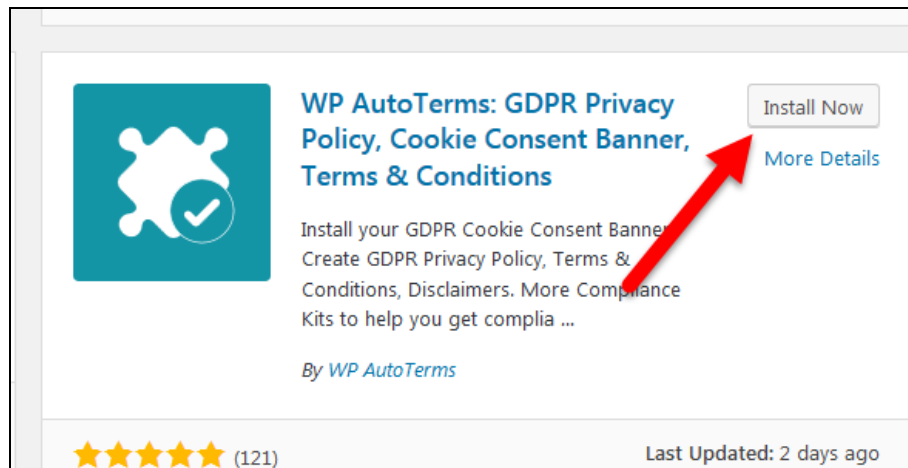
You need a Privacy page for your site.



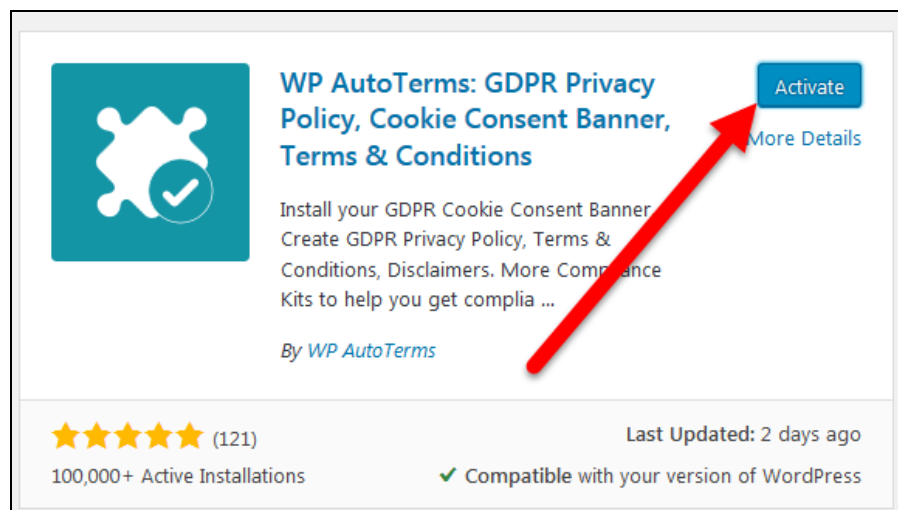
1. Go to Plugins/Add New in the left sidebar of your WordPress dashboard
2. Use the search field to look for the “wp auto terms” plugin (<https://wordpress.org/plugins/auto-terms-of-service-and-privacy-policy/>):



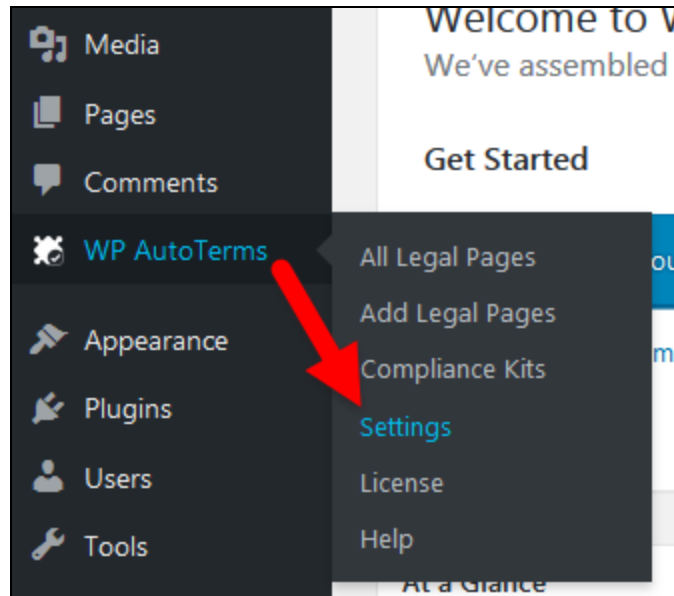
3. Click the Install Now button for the WP AutoTerms: GDPR Privacy Policy, Cookie Consent Banner, Terms & Conditions plugin:



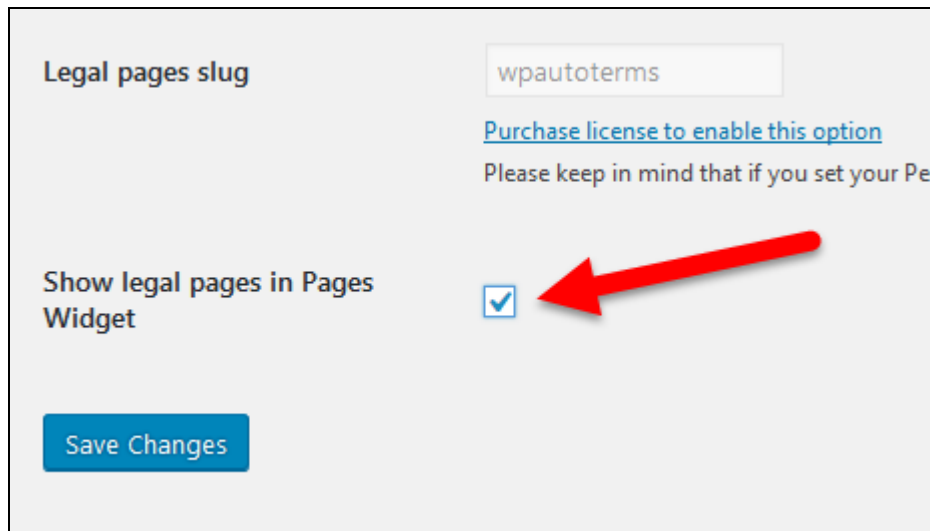
4. Click the Activate button for the plugin:



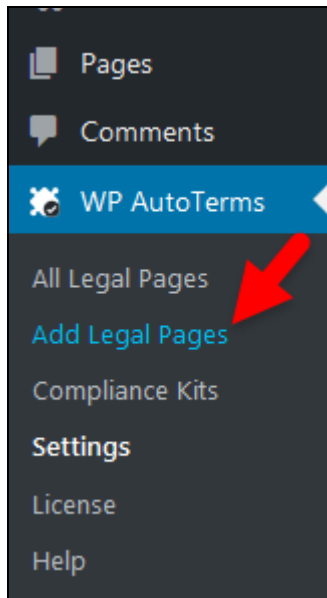
5. Go to WP AutoTerms/Settings in your WordPress dashboard:



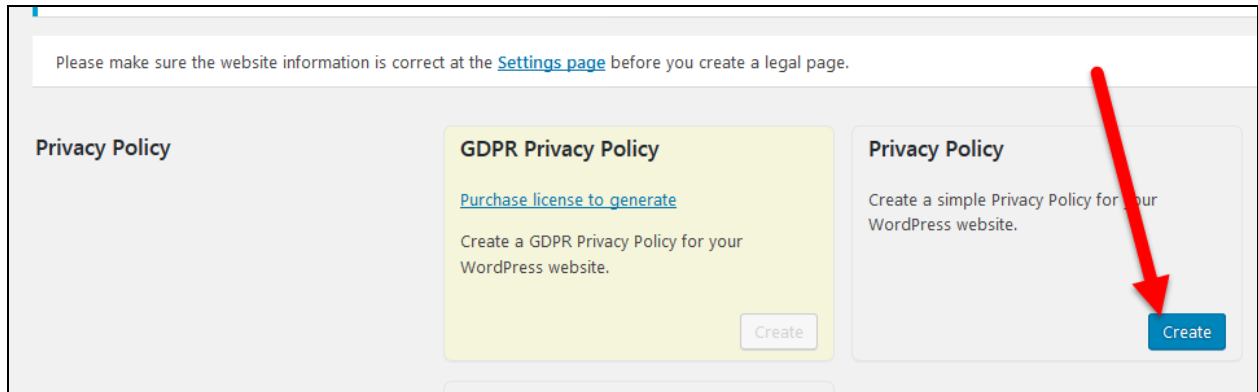
6. Check the box to show legal pages in Pages widget and click the Save Changes button:



7. Go to WP AutoTerms/Add Legal Pages in your WordPress dashboard:

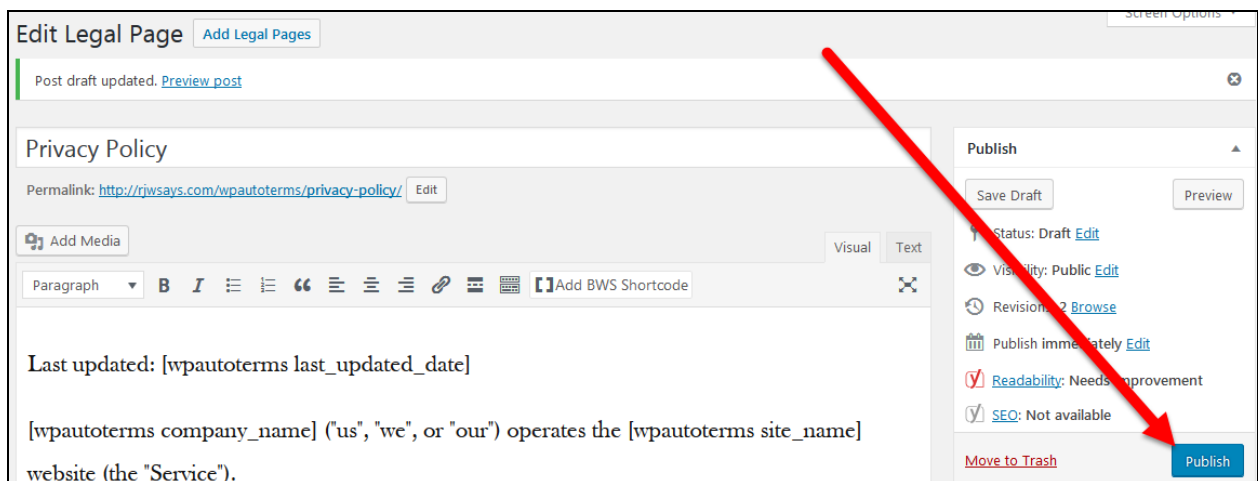


8. Click the Create button for the Privacy Policy legal page:



9. Complete the answers to the set up form and click the Create button:

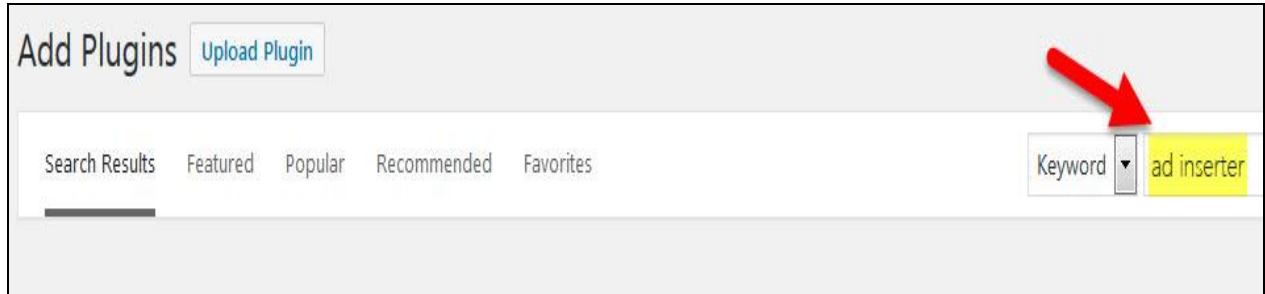
10. Click the Publish button:



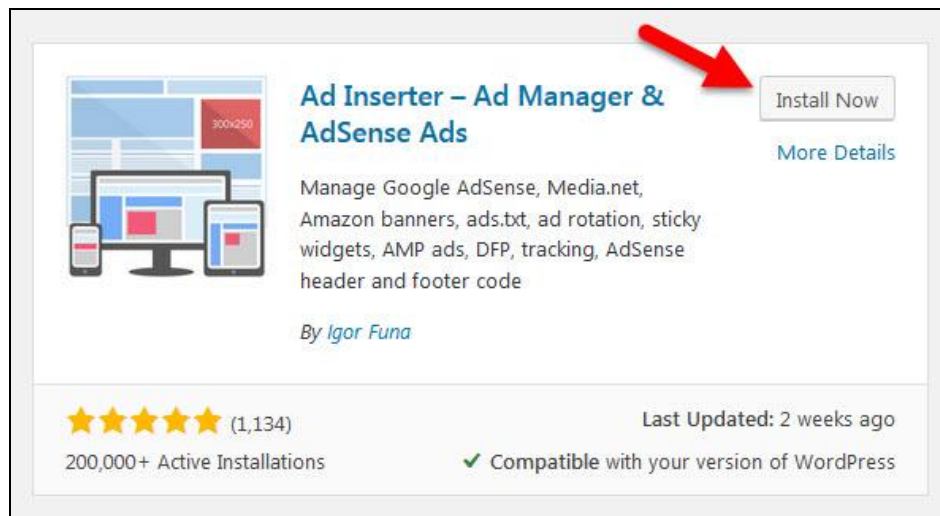
## FTC Disclosure

Because your site will have affiliate links in it you should add a disclosure to the top of each post. This can be done with a plugin.

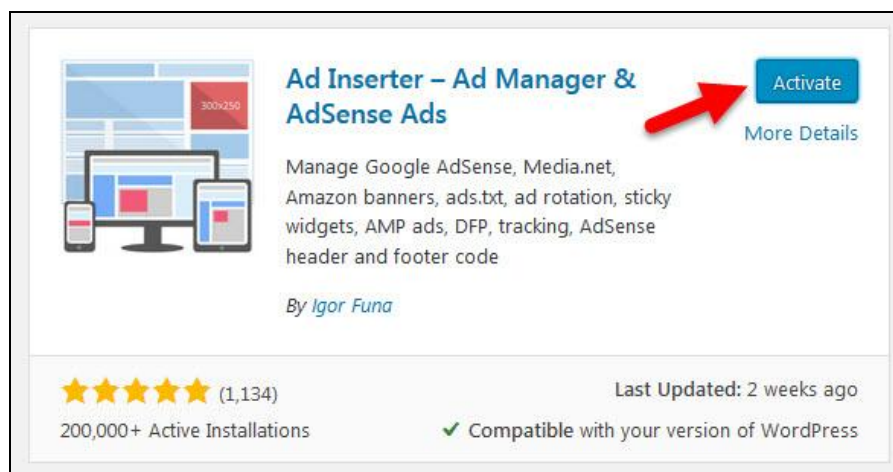
1. Go to Plugins/Add New:
2. Do a search for "ad inserter"



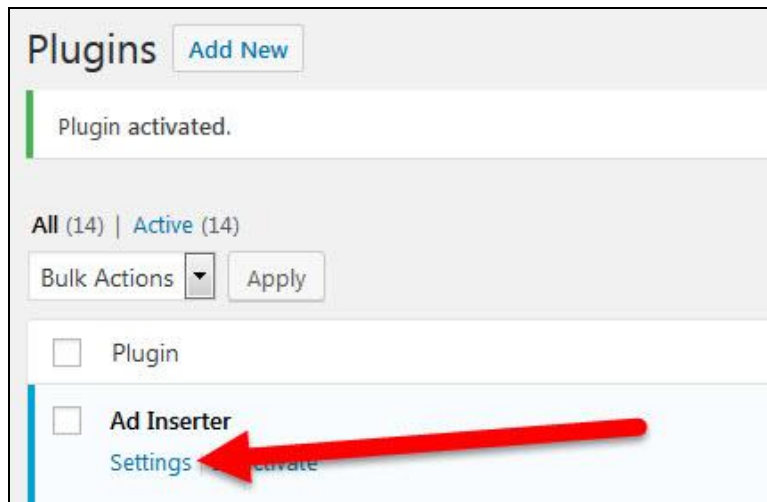
3. Click the Install Now button for the Ad Inserter plugin:



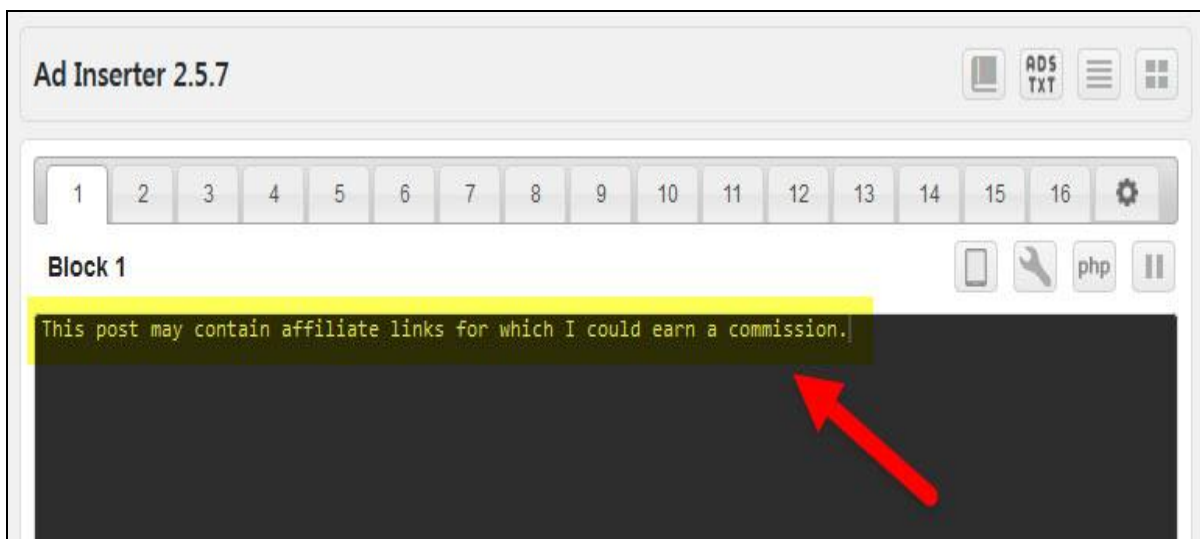
4. Click the Activate button for the Ad Inserter plugin:



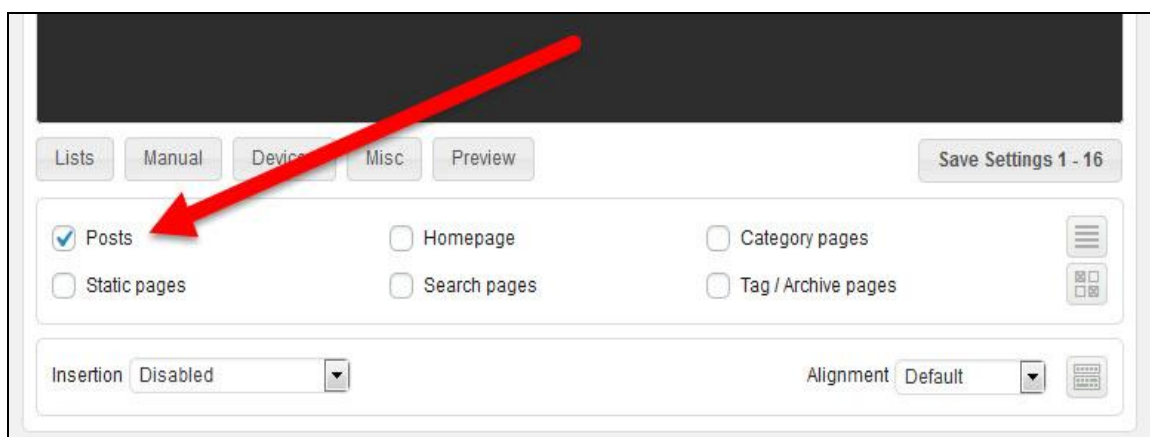
5. Click the Settings link under the Ad Inserter plugin:



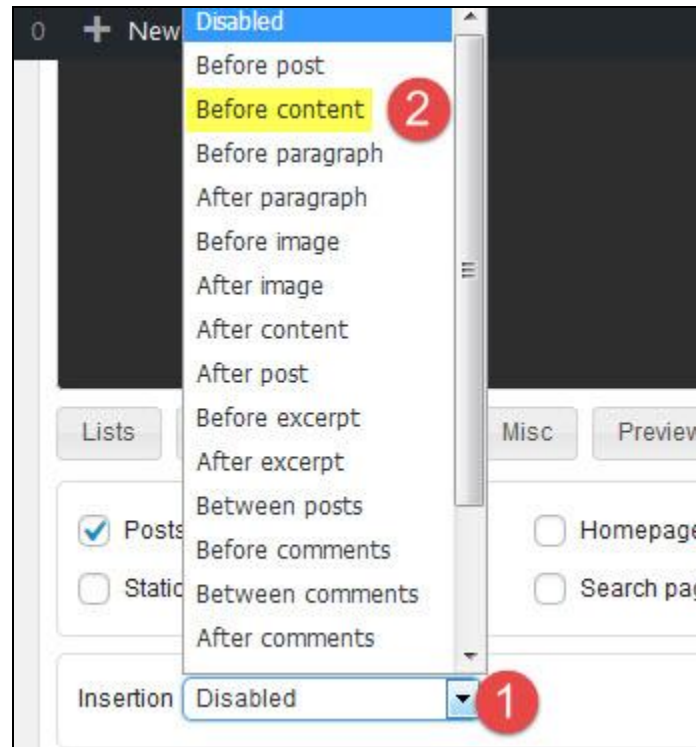
6. Type your desired disclosure in the black text box:



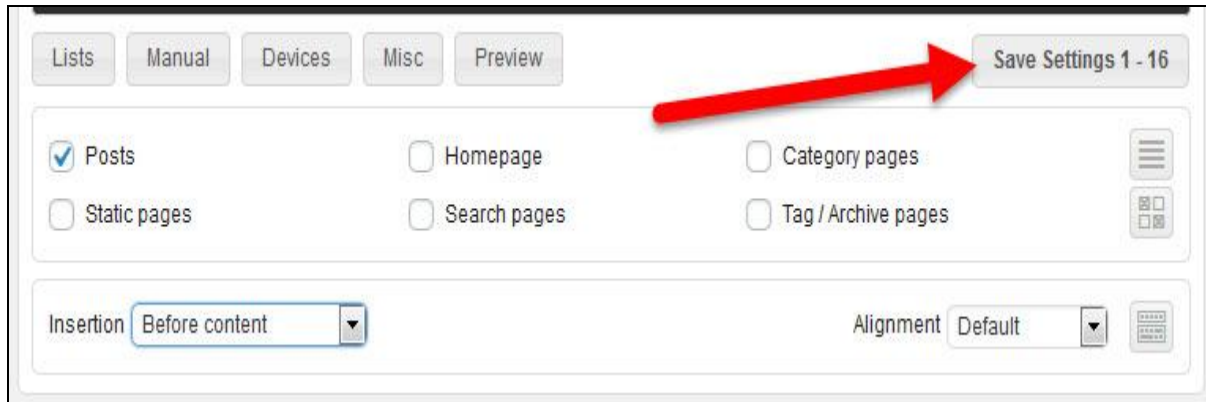
7. Make sure the Posts box under the text box is checked:



8. Click the drop down arrow for the Insertion setting and choose the Before Content option:



9. Click the Save Settings button for the Ad Inserter settings:



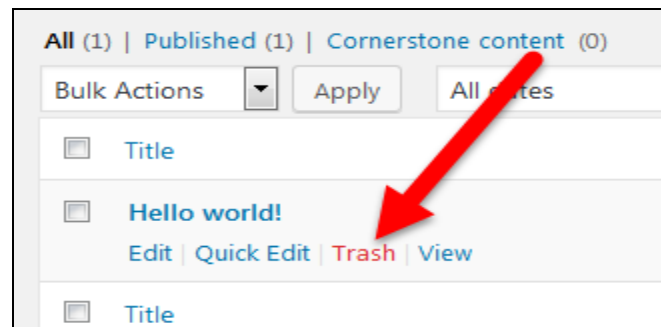
All the basic plugins are now installed, activated, and configured!

## Delete Default Post and Page

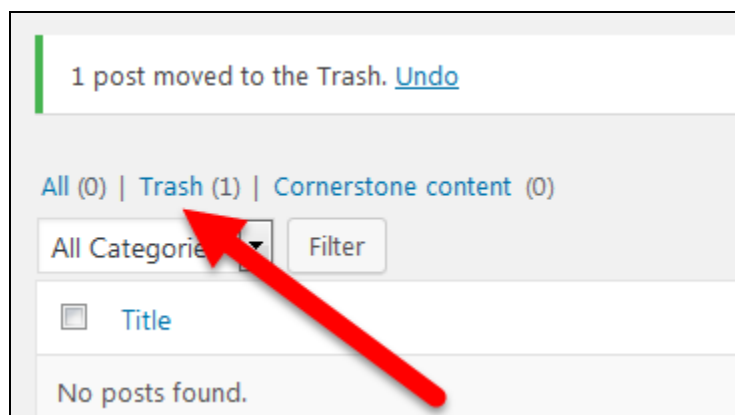
WordPress adds a dummy post and page to your site when you first install. We want to delete those and remove them from our site.

To do this:

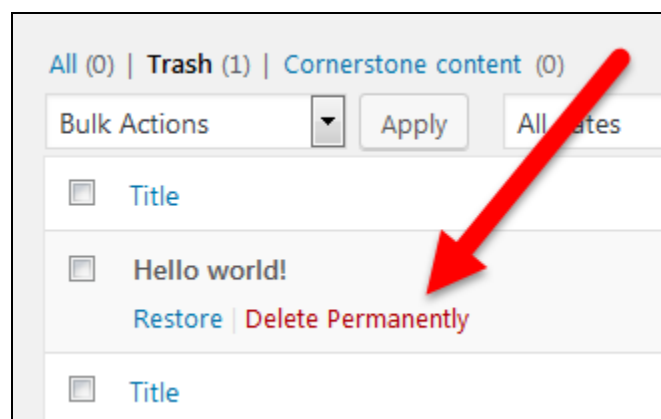
1. Go to Posts/All Posts in the left sidebar of your WordPress dashboard
2. Hover over the "Hello world!" post name and click the Trash link underneath:



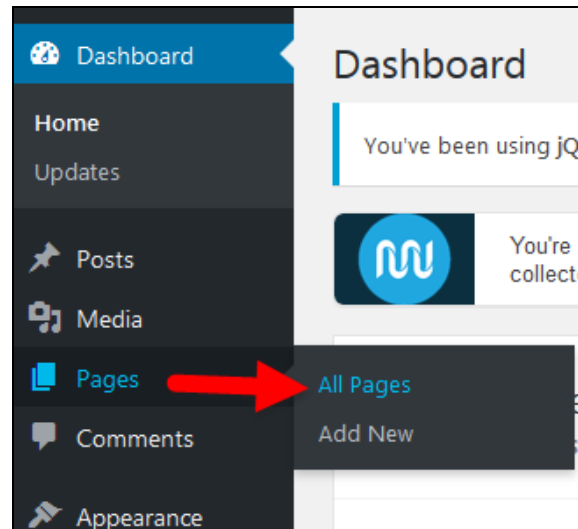
3. Click the Trash tab to see your trashed post:



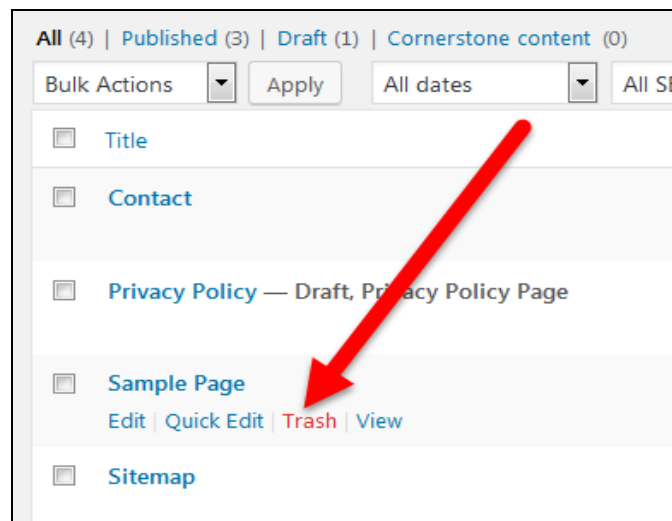
4. Hover over the "Hello world!" post name and click the Delete Permanently link underneath:



5. Go to Pages/All Pages in the left sidebar of your WordPress dashboard:

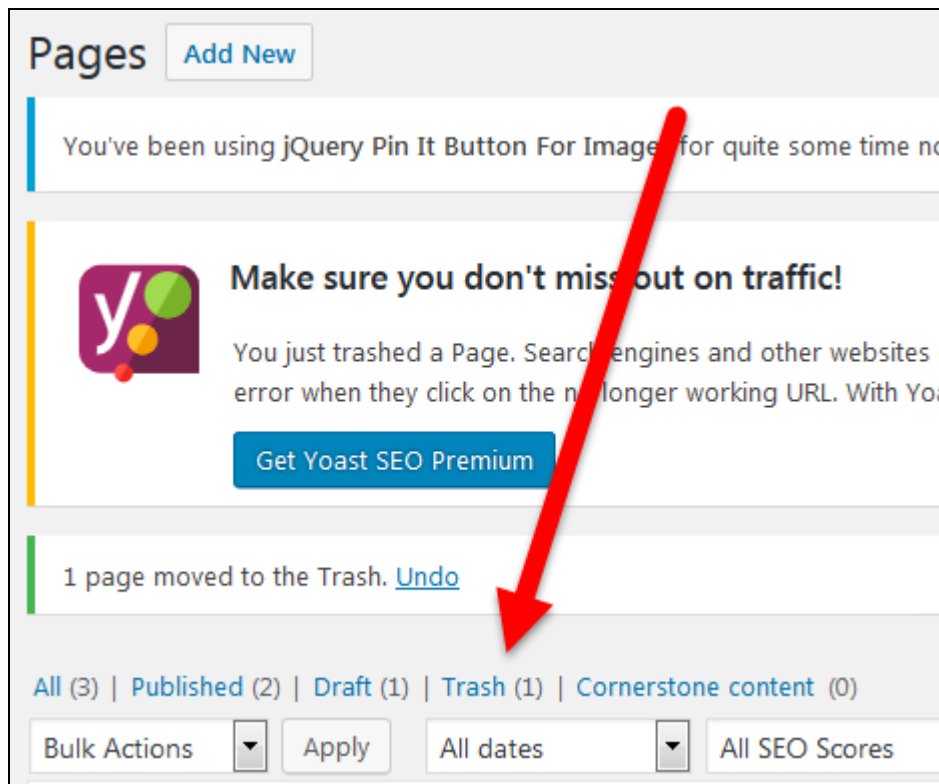


6. Hover over the "Sample Page" page name and click the Trash link underneath:

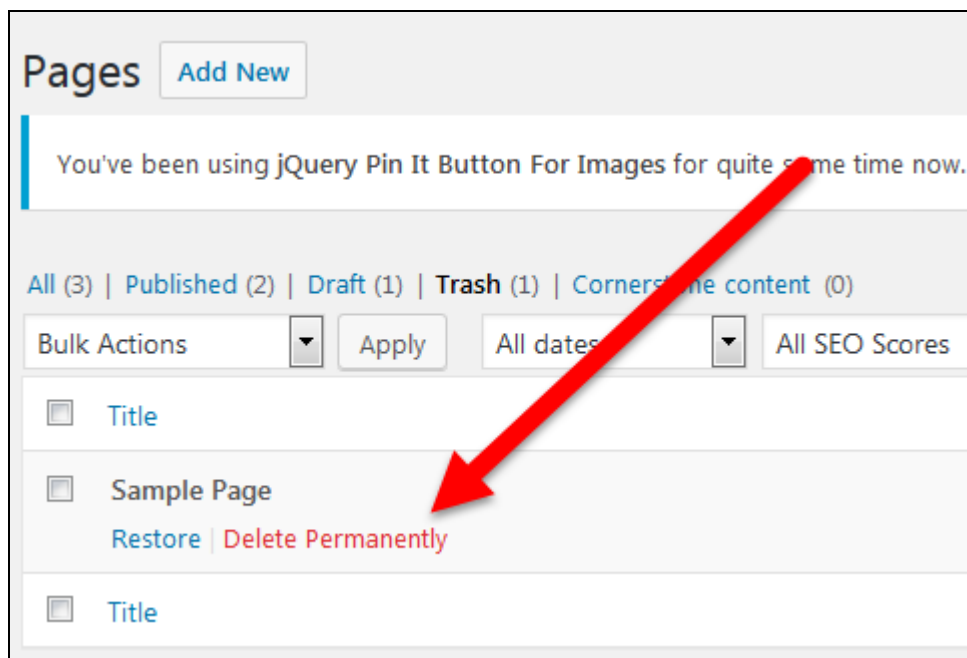


7. Click the Trash link to see your list of trashed pages:





8. Hover over the "Sample Page" page name and click the Delete Permanently link underneath:



## Sidebar

By default, there are often lots of very unnecessary (and risky) links in the sidebar of your WordPress site.

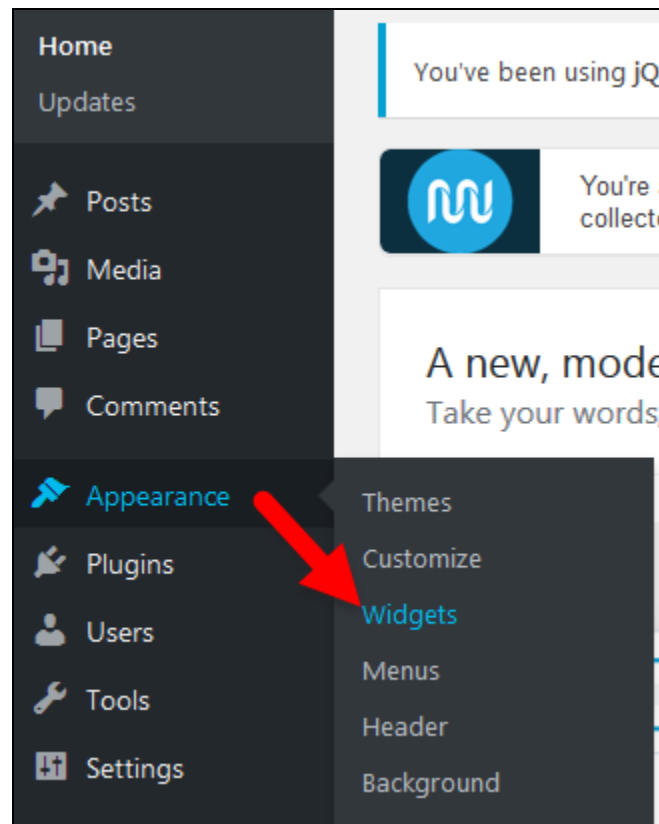
For example, there's usually a link to your site's login screen which – since we want to hide it from hackers – doesn't seem very smart at all!!!

For now, you only want the following to show in your sidebar:

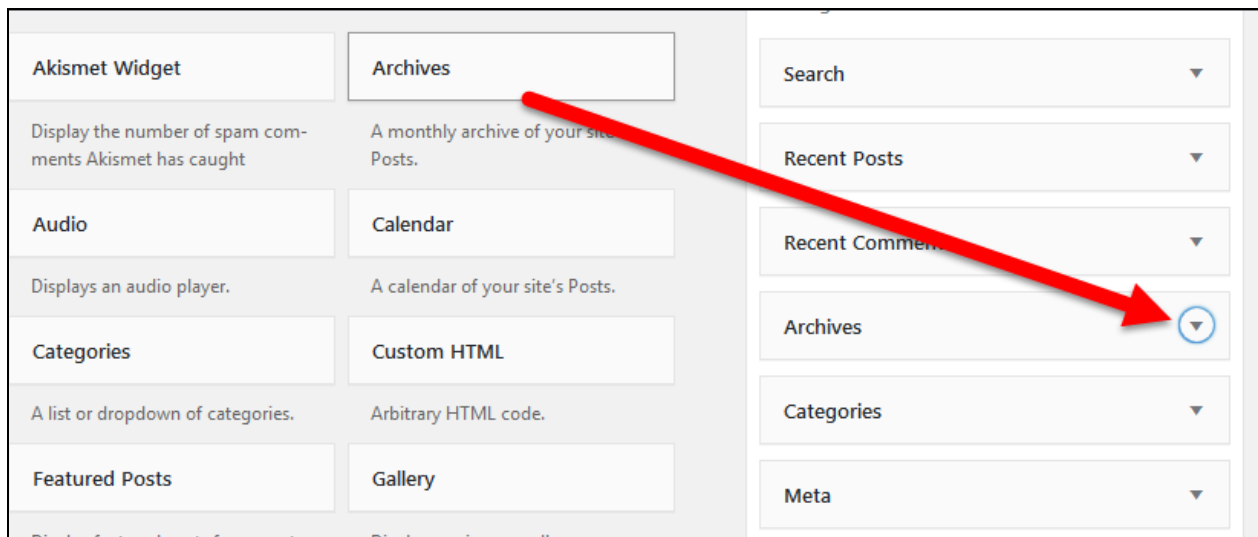
1. A search box
2. List of recent posts

To clean up the sidebar:

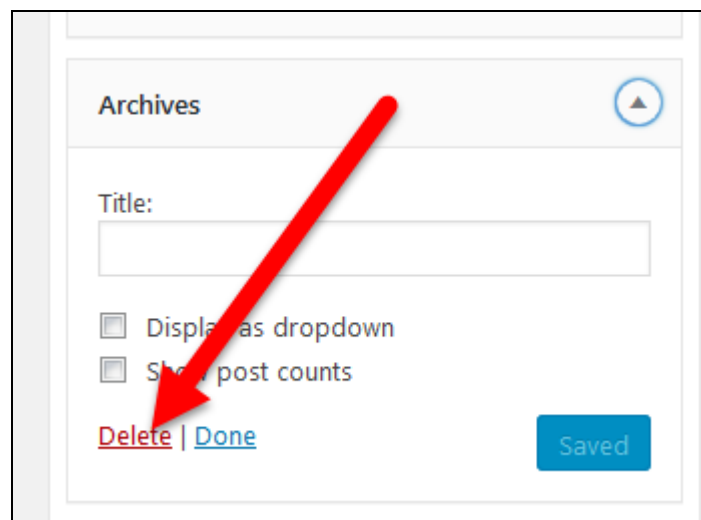
1. Go to Appearance/Widgets in the left sidebar of your WordPress dashboard:



2. Click the drop down arrow on any widget that you want to remove:



3. Click the Delete link for that widget:



4. Repeat the above steps to DELETE any widget you don't want in the sidebar

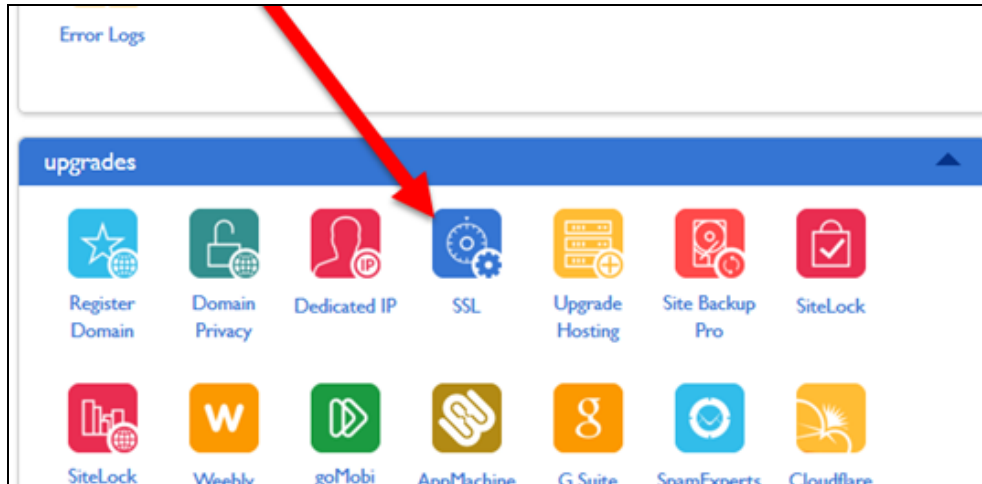
## **SSL**

An SSL certificate is a piece of information on your site that allows your site to use a more secure transmission method (https instead of http) for sending data from your site to a visitor's browser and vice versa.

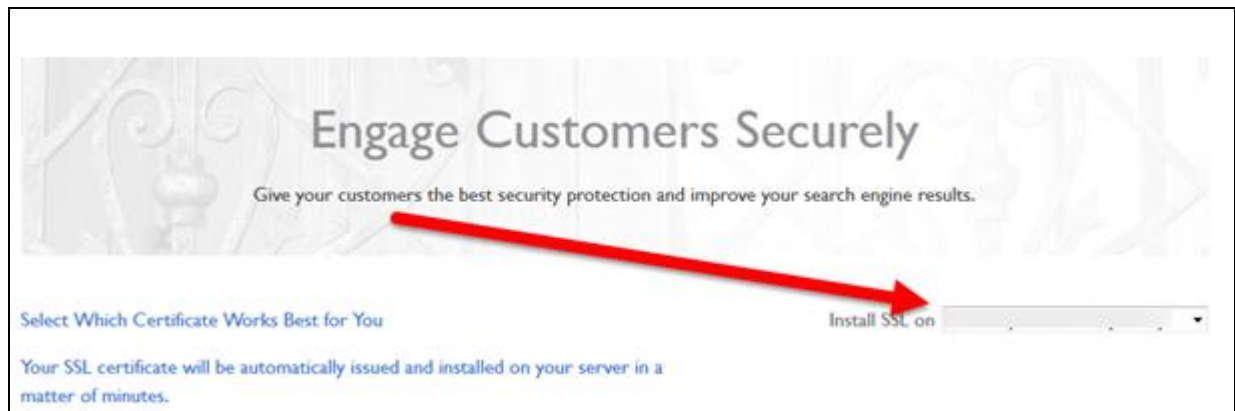
Having an SSL certificate for your site can help it rank better in Google search results meaning better traffic for your site.

To install an SSL certificate on your site:

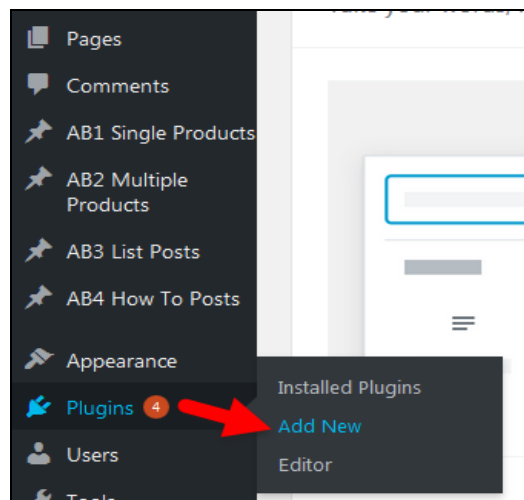
1. Log into your Bluehost hosting account
2. Look for an option to add an SSL certificate:



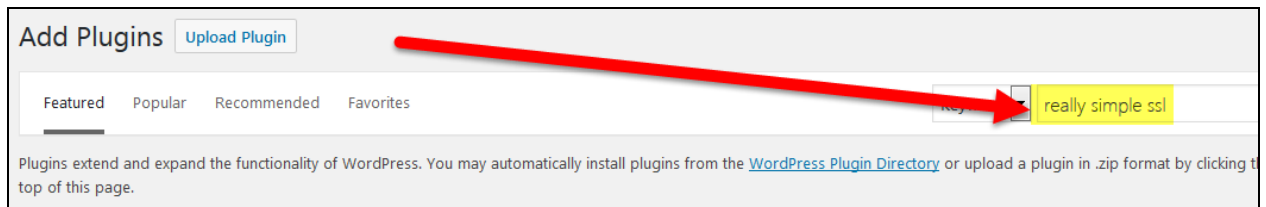
3. Choose your domain from the drop down list:



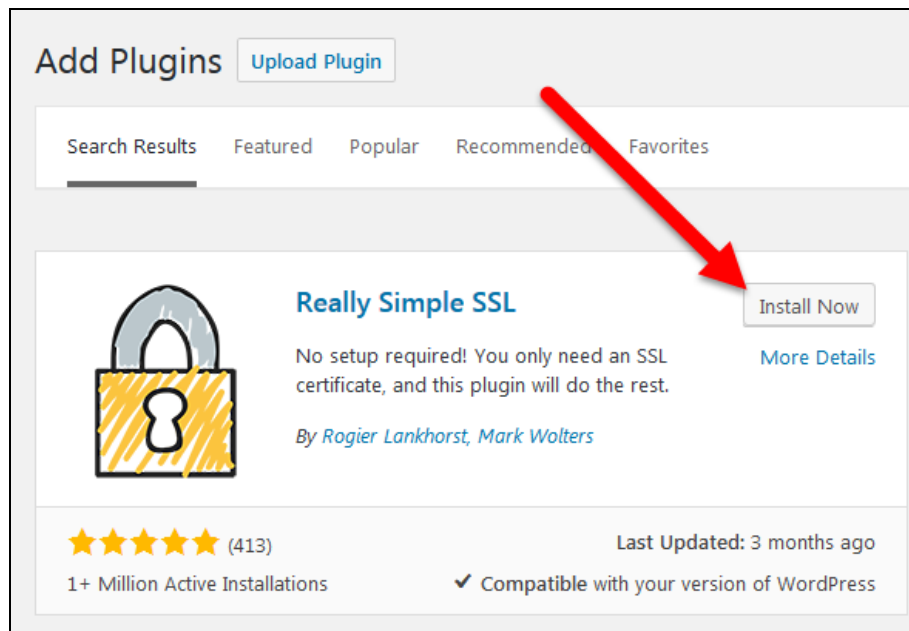
4. Click the button to complete the installation of the free SSL certificate
5. Go to Plugins/Add New in your WordPress dashboard:



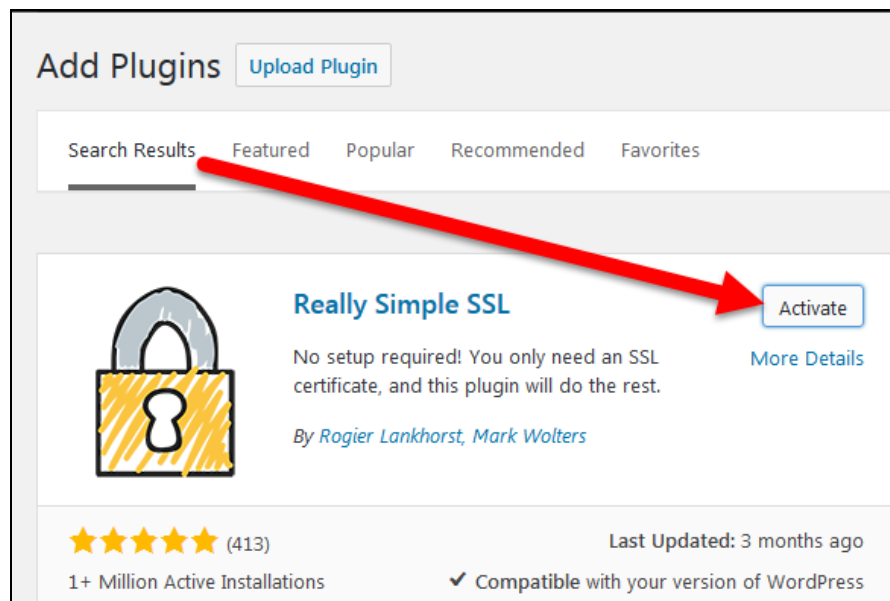
6. Enter "really simple ssl" in the search field:



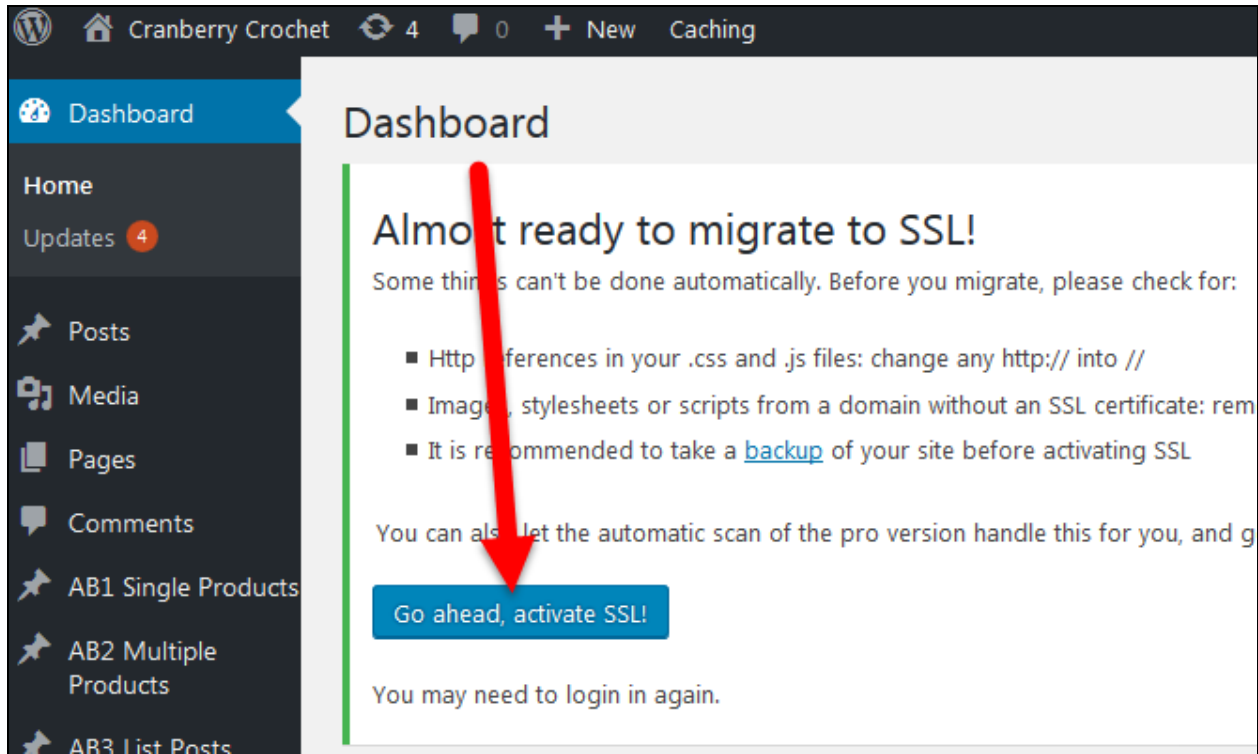
7. Click the Install Now button for the Really Simple SSL plugin (<https://wordpress.org/plugins/really-simple-ssl/>):



8. Click the Activate button:



9. Click the "Go ahead, activate SSL!" button:



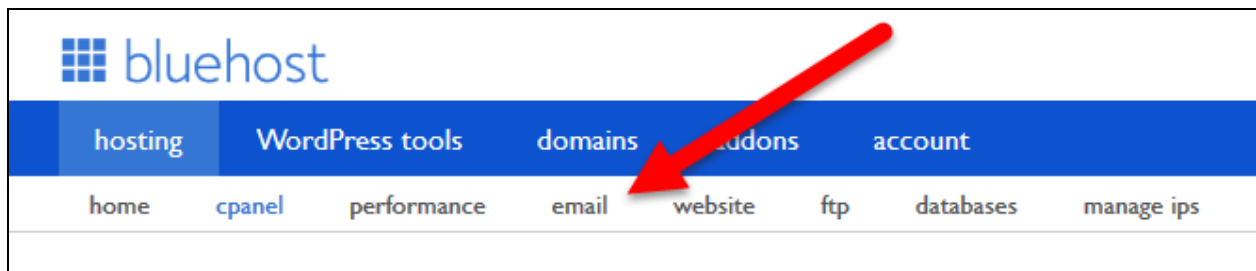
# Apply to ShareASale

[ShareASale](#) (*my affiliate link*) is an affiliate network with LOTS of retail merchants that pay high commission rates and have long cookie lengths.

It's a great network for both beginners and experienced affiliate marketers.

## To apply to the ShareASale affiliate program:

1. Create an email address for your site (your ShareASale account will be processed more quickly if you use an email associated with your website instead of using Gmail, Yahoo or another kind of free email address):
  - a. Log into the hosting company dashboard where your chosen site is hosted
  - b. Find the Email tab or icon in your hosting company dashboard – it may look similar to that shown in the image below or may be an icon showing further down the main screen of your hosting account (not every hosting account dashboard looks the same):



- c. You should see a button or link that says something like "Create a new email address" – click that button or link and follow the steps to create an email account for your chosen website
    - d. Somewhere on that screen should be a link to help you "configure email" or "configure email client" or "configure client". Click that link and you should see information about ports and servers that you need in order to configure whatever application you use to receive email so that it will receive and send email to and from your new

email address. You may need to Google instructions for configuring your email client (the application you use to receive and send email – Gmail, Windows Live, Outlook, etc.) to add a new email address. Get the new email added to your email client so you can receive and send email from that address.

- e. Test out your new email address by sending an email FROM that new address to one of your other email addresses to make sure outgoing email is working
- f. Test sending an email from another of your email addresses TO your new email address to make sure incoming mail is working

- 2. Go to [ShareASale](#) (that is my affiliate link, by the way)
- 3. Click the Affiliate Sign Up link to get your affiliate link:



- 4. Choose a user name, choose a password, confirm your password and use the drop down box to select your country of residence:

OUR MERCHANTS ARE **VERY EXCITED FOR YOU** TO JOIN THEIR PROGRAM

**NO-SOFTWARE POLICY**    **ON-TIME PAYMENTS**    **3,900+ MERCHANTS**    **RESPONSIVE SUPPORT**

**AFFILIATE SIGNUP PROGRESS BAR**

**1**   **2**   **3**   **4**   **5**

The process to setup an Affiliate Account is a simple 5 step process that begins with a selection of your username and password. In the future, you will use these selected words to access your ShareASale.com Affiliate Account.

**WHOOPS! I'M A MERCHANT**    **WAIT! I HAVE AN AFFILIATE ACCOUNT**

**1** CREATE YOUR USERNAME:  
  
Usernames may consist of the following characters only: a-z, A-Z, 0-9, -, \_, @, .

**2** CREATE YOUR PASSWORD:

**3** CONFIRM PASSWORD:

**4** WHAT COUNTRY DO YOU LIVE IN?

**MOVE ON TO STEP 2**



5. Click the link to "MOVE ON TO STEP 2"
6. Enter your website URL:

### PRIMARY AFFILIATE WEBSITE

- PRIMARY WEBSITE ASSOCIATED WITH ACCOUNT
- OTHER WEBSITES MAY BE ADDED TO THE ACCOUNT LATER
- THIS WEBSITE WILL BE VISIBLE TO MERCHANTS WHEN APPLYING TO THEIR PROGRAMS
- THIS WEBSITE WILL BE USED TO VERIFY INFORMATION YOU ENTER.

**IMPORTANT:** YOU MUST HAVE AND OPERATE AT LEAST ONE WEBSITE IN ORDER TO CREATE AN AFFILIATE ACCOUNT AT SHAREASALE.COM. IF YOU PLAN ON DOING MOST OF YOUR ADVERTISING AND PROMOTION USING PAY PER CLICK, GOOGLE ADSENSE, ADVERTURE, ETC..., YOU STILL MUST HAVE A WEBSITE THAT IDENTIFIES YOUR BUSINESS.

HTTP://

7. Be truthful answering the questions on the bottom of this screen but the following are most likely to get you approved (ShareASale's agreement actually says your website should be in English and if you don't know what the other questions are asking then you are probably not doing those things anyway so it's safe to say "no"):

### YOUR WEBSITE IS WRITTEN IN WHAT LANGUAGE?

English

---

### DOES YOUR WEBSITE CONTAIN ADULT CONTENT OR LINK TO SITES THAT CONTAIN ADULT CONTENT?

YES  NO

DO YOU UTILIZE SPONSORED LISTINGS IN PAY PER CLICK SEARCH ENGINES AS PART OF YOUR PROMOTIONAL STRATEGY? YES  NO

DO YOU UTILIZE COUPONS AS PART OF YOUR PROMOTIONAL STRATEGY? YES  NO

DO YOU UTILIZE A BROWSER "ADD ON", TOOLBAR, OR OTHER DOWNLOADABLE APPLICATION AS PART OF YOUR PROMOTIONAL STRATEGY? YES  NO

ARE YOU AN ADVERTISING NETWORK OR AFFILIATE NETWORK? YES  NO

DO YOU HAVE A NETWORK OF PUBLISHERS TO WHICH YOU DELIVER ADS? YES  NO

DO YOU DISPLAY ADVERTISEMENTS ON SITES THAT YOU DON'T OWN? YES  NO

**MOVE ON TO STEP 3**

8. Click the link to "MOVE ON TO STEP 3"
9. Check the button to use an email tied to your website domain so you'll be approved more quickly:

**EMAIL ADDRESS & CONFIRMATION**

SHAREASALE REQUIRES A VALID EMAIL ADDRESS TO ASSOCIATE WITH YOUR AFFILIATE ACCOUNT. YOU WILL BE ASKED TO CONFIRM THE DATA THROUGH THE EMAIL ADDRESS YOU PROVIDE BELOW.

**IMPORTANT:** YOU MUST HAVE ACCESS TO THE EMAIL ADDRESS YOU ENTER, AND ADDRESS MUST BE ABLE TO ACCEPT EMAIL FROM: [SHAREASALE@SHAREASALE.COM](mailto:SHAREASALE@SHAREASALE.COM).

ALSO, ENTERING AN EMAIL ADDRESS THAT USES THE SAME DOMAIN AS THE WEBSITE YOU ENTERED WILL RESULT IN A FASTER APPLICATION APPROVAL.

- YES, I WILL USE AN EMAIL ADDRESS WITH THE DOMAIN: **RJWSAYS.COM**  
**FASTER APPROVAL**
- NO, THE EMAIL ADDRESS I USE WILL NOT MATCH THE DOMAIN OF THE WEBSITE I ENTERED.  
**APPROVAL COULD TAKE UP TO ONE BUSINESS DAY**

**MOVE ON TO STEP 4**

10. Enter your email address:


**FAST TRACK APPLICATION**

EMAIL ADDRESS

@RJWSAYS.COM

**MOVE ON TO STEP 4**

11. Click the link to "MOVE ON TO STEP 4"
12. Complete the personal information on the next screen – where it asks for a description of your site write something like (modify it to fit your niche and site):
  - a. ***I use content and social media marketing to share unique, quality information to consumers in the [niche]***

FIRST NAME:	<input type="text"/>
LAST NAME:	<input type="text"/>
MAKE CHECKS PAYABLE TO:	<input type="text"/>
CONTACT PHONE:	<input type="text"/>
ADDRESS:	<input type="text"/>
ADDRESS 2:	<input type="text"/>
CITY:	<input type="text"/>
STATE:	<input type="text" value="Select State"/>
ZIP OR POSTAL CODE:	<input type="text"/>
COUNTRY:	USA 
SUPPORT PHONE PIN:	<input type="text" value="4212"/> MUST BE 4 DIGIT NUMBER
DESCRIPTION:	<p>Please provide a brief Description (less than 240 characters) of your site or your marketing plans. You don't need to go into detail about specifics, but anything that you can describe about what you do will help individual merchants make decisions about applications to their programs.</p> <input type="text"/>

13. Complete your application and **make sure** to click a confirmation link in the email ShareASale sends you to confirm your sign-up

## Apply to Merchants

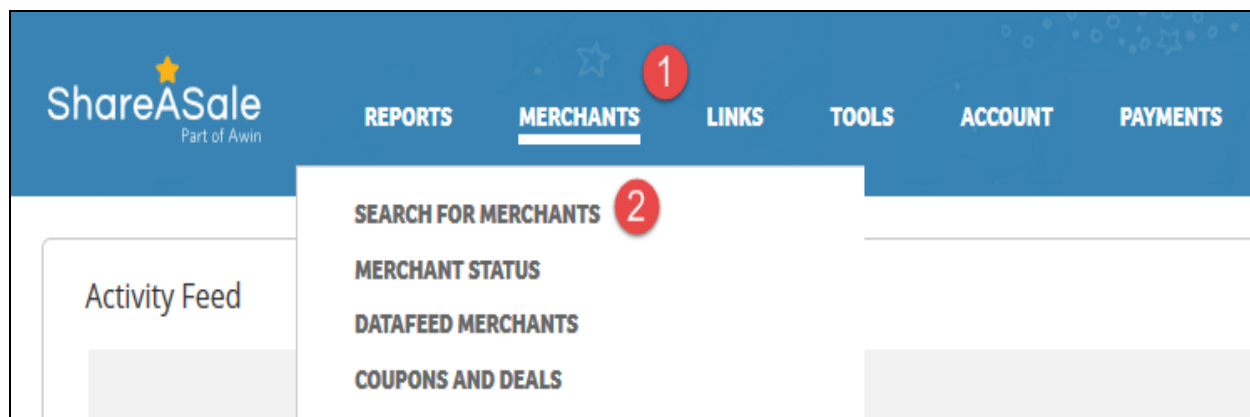
Now, you need to apply to merchants inside of the ShareASale network. Once you're approved by a merchant you can then include affiliate links for that merchant in your website content. As I said earlier, **Kidorable** is one of my favorites. Lots of cute kids things that kids love. This is also an Auto-approval Program. Another merchant that I really like is **Eastern Mountain Sports**. They have lots of quality outdoor sports items and they pay 7% to 9% in commissions with a 15 day cookie.

You can apply to multiple merchants and are not limited to just one.

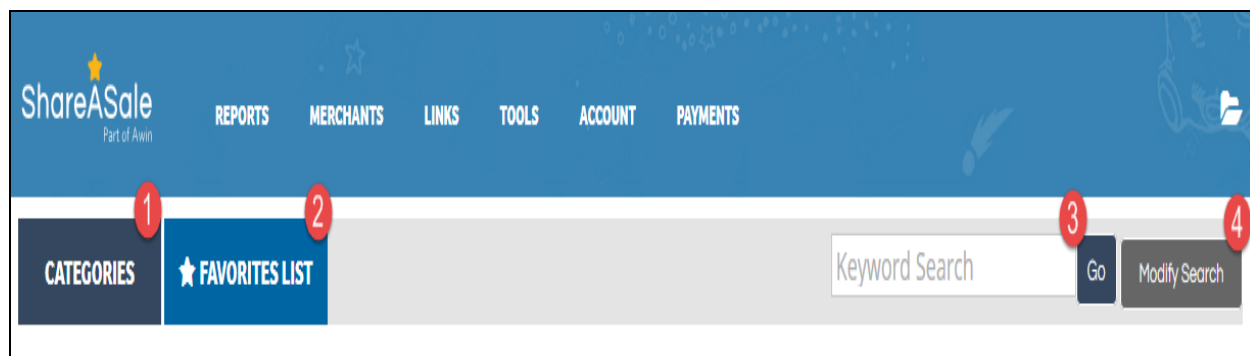
## Merchant Searches

### To search for merchants on ShareASale:

1. Log into your ShareASale account
2. Hover over "Merchants" in the navigation menu and then click on "Search Merchants":

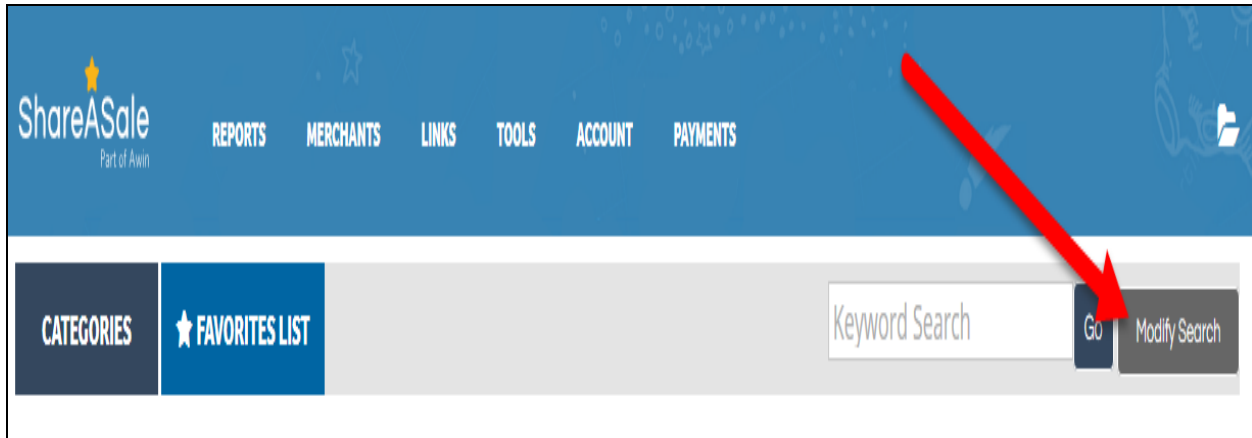


3. You have four search options available:



1. Search by categories

2. Search your favorites (you can favorite a merchant that maybe you think you won't be approved for now but want to come back and apply to later)
  3. Keywords
  4. Modified (advanced) search
4. Use the Modified (advanced) search option:
- a. Click the "Modify Search" option:



- b. You can now search merchants using a combination of fields:

The screenshot shows a 'Modify Search' page with the following elements:

- Header:** 'Lynn G. Wolver ( 334345 )' and 'BALANCE: \$74.88'.
- Search Bar:** 'Enter Keyword' with a 'MERCHANTS' button to the right.
- PROGRAM TYPE:** Radio buttons for 'Per Sale', 'Per Lead (CPA)', and 'Flat Rate'.
- PROGRAM FEATURES:** Checkboxes for 'Exclusive to ShareASale', 'Provides a Datafeed', 'Auto-Approval', 'Two-tier Program', 'Has Coupons Available', and 'On AutoDeposit'.
- Status:** A dropdown menu currently set to 'Any Value'.
- Category:** A dropdown menu currently set to 'Any Value'.
- Join Date:** A date input field with a calendar icon, currently showing 'mm/dd/yyyy'.
- PROGRAM METRIC:** Input fields for 'EPC Greater Than' (set to '\$0.00'), 'Average Sale Greater Than' (set to '\$0.00'), 'Commission Rate Greater Than' (set to '0%'), and 'Reversal Rate Less Than' (set to '0%').
- Buttons:** 'Go', 'Save Search', and 'Clear'.

- c. Choose only the fields you want to use to search for merchants – you don't have to use every box:
- i. Enter a keyword (or not)
  - ii. Choose a program type:
    1. Per Sale – a commission % is paid for each sale
    2. Per Lead – a commission is paid for each "lead" (a visitor who might turn into a sale in the future – you have to reach a certain level of sales on ShareASale before you qualify to promote these kinds of programs)

3. Flat Rate – a flat dollar amount is paid for each sale
- iii. Program Features:
1. Exclusive to ShareASale – these merchants do not have an affiliate program through any other network
  2. Provides a datafeed – if you use a tool or programming to work with merchant datafeeds and only want to see merchants who actually have a datafeed then you would want to check this box for your merchant search
  3. Auto-approval – if your website is new or you don't have a lot of content on your site you may want to stick with searching only for merchants who pre-approve applicants rather than applying to merchants who are going to review your website
  4. Two-tier program – these are merchants who pay affiliates something (a flat fee, a share of commissions) for bringing in other affiliates
  5. Has coupons available – if you run a coupon site or are putting together a post on available coupons you might search only for merchants who have coupons available
  6. On AutoDeposit – because a merchant on auto-deposit is less likely to go offline and run out of funds to pay affiliates, you might decide it is safest to only search for merchants who have auto-deposit set up
- iv. Status
1. Approved – merchants who have already approved you as an affiliate for their program
  2. Not Applied – use this to find merchants to whom you have not already applied
- v. Category – another method for searching by category

- vi. Join Date – use this field to search only for merchants who have joined before or after a certain date. This is useful if you want to avoid promoting brand new merchants who have not been on ShareASale long enough to have proven their performance with affiliates.
- vii. Program Metric:
  - 1. EPC Greater Than – Use this to search only for merchants who have had sales above a certain amount in the past 30 days
  - 2. Commission Rate Greater Than – Use this to search only for merchants who pay more than a certain commission rate (i.e., greater than 10%)
  - 3. Average Sale Greater Than – Use this to search only for merchants who have had average sales greater than a certain amount
  - 4. Reversal Rate Less Than – Use this to search only for merchants who have had a reversal rate lower than a certain amount

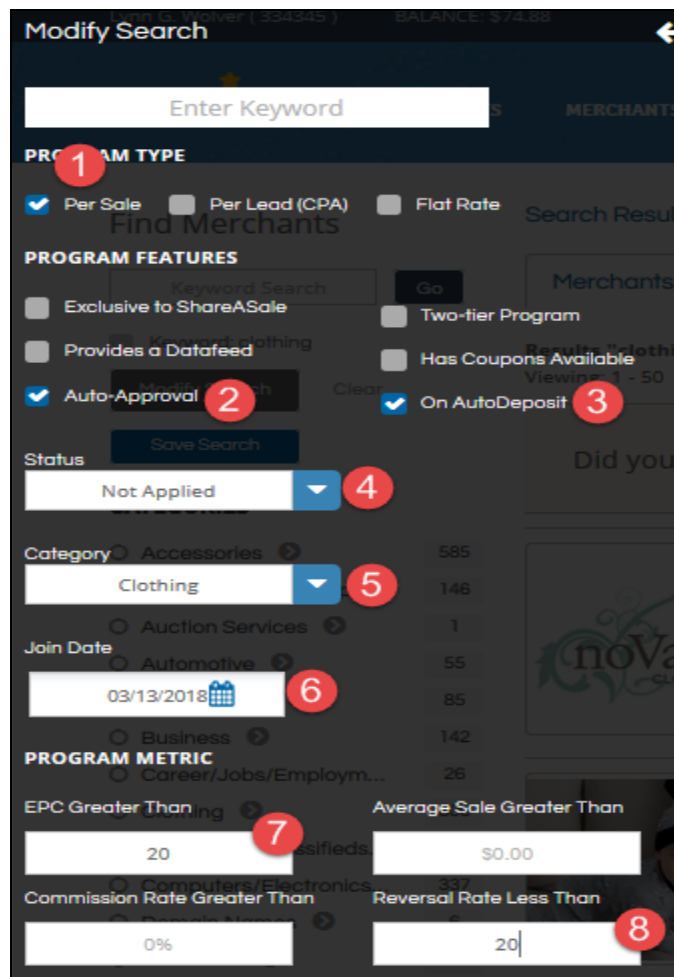
Using the modified search option can save you a lot of time. It can whittle the list of merchants down to those who meet certain criteria so that you don't waste time analyzing merchants who don't meet your needs.

For instance, suppose you want to find all merchants who meet the following criteria:




- 1. Sell clothing
- 2. Pay per sale
- 3. Use auto-approval (which means you don't have to wait for someone to review your application before you're approved)
- 4. Use auto-deposit
- 5. With whom you have not already been approved
- 6. Who have been with ShareASale for more than a year
- 7. Have an EPC greater than \$20
- 8. Have a reversal rate less than 20%



You would select each of those filters in the Modify Search pop up box:



Once you click the Search button, you know that all the merchants you see are going to meet those criteria so there's less time you have to spend reviewing each one individually to check that information:

Sponsored Merchant Listing			
	<b>Salted Seagull</b> Merchant ID: 81079 Clothing <a href="http://www.saltedseagull.com">www.saltedseagull.com</a>	<b>8.00%</b> Per Sale <b>1000+</b> Power Rank <b>\$0.00</b> EPC	<a href="#">JOIN PROGRAM</a>
<b>Program Keywords</b> Apparel Dresses Swimwear Women's Clothing Pants			
	<b>MatteCollection</b> Merchant ID: 79200 Clothing <a href="http://www.mattecollection.com">www.mattecollection.com</a>	<b>10.00%</b> Per Sale <b>440</b> Power Rank <b>\$83.84</b> EPC	<a href="#">JOIN PROGRAM</a>
<b>Program Keywords</b> Fashion Apparel Dresses Accessories Tops			
	<b>Gaby's Bags, LLC.</b> Merchant ID: 79248 Clothing <a href="http://www.gabysbags.com">www.gabysbags.com</a>	<b>5.00%</b> Per Sale <b>1000+</b> Power Rank <b>\$28.58</b> EPC	<a href="#">JOIN PROGRAM</a>
<b>Program Keywords</b> Fashion Clothing Women Handbags Chanel			

# Join Program Button

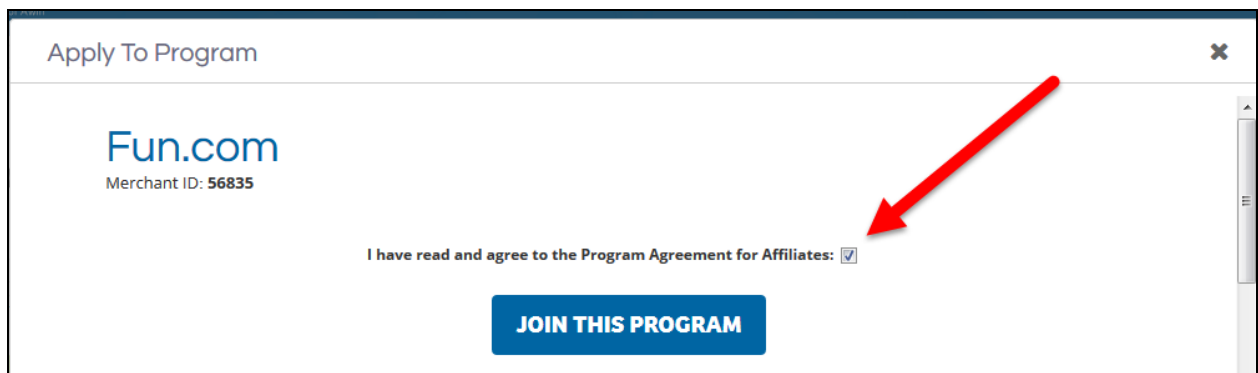
Once you find a list of merchants that fit your niche and criteria you need to click the Join Program button for each merchant.

When you click the Join Program button:

1. A pop-up box comes up showing the terms of that merchant's affiliate program – scroll down and read the terms:



2. Scroll back to the top of the pop-up box and check the box to confirm you've read the program agreement for that merchant:



3. If this is:
  - a. **An auto-approval** merchant - you can click the Join This Program button and be done
  - b. **Not an auto-approval** merchant – go to the Optional box just under the Join This Program button:

Apply To Program ✕

**Fun.com**  
Merchant ID: 56835

I have read and agree to the Program Agreement for Affiliates:

**JOIN THIS PROGRAM**

Optional: Tell us about your promotional methods and general marketing plan for this merchant to help speed up approval. (Websites you'll use, PPC terms, etc.)

- c. Enter some information about your promotional methods and marketing plan for your website. Merchants just want to make sure you're not using any strategies with which they wouldn't agree AND that you take your site seriously enough that you do have a marketing plan. You should include things like:
  - i. Whether or not you use PPC to get traffic
  - ii. Whether or not you use social media for traffic and, if so, which social media sites you use
  - iii. Whether or not you use content marketing to get organic traffic from Google (this is what I would include in every application as it is my main source of traffic)
  - iv. Average monthly traffic to your website (you can round up)
  - v. Want to go the extra mile? Include your phone number – nothing says you're serious like giving the merchant's affiliate manager a chance to call you!
  - vi. Mention what your website is about and why you're passionate about your niche
4. Click the Join This Program button

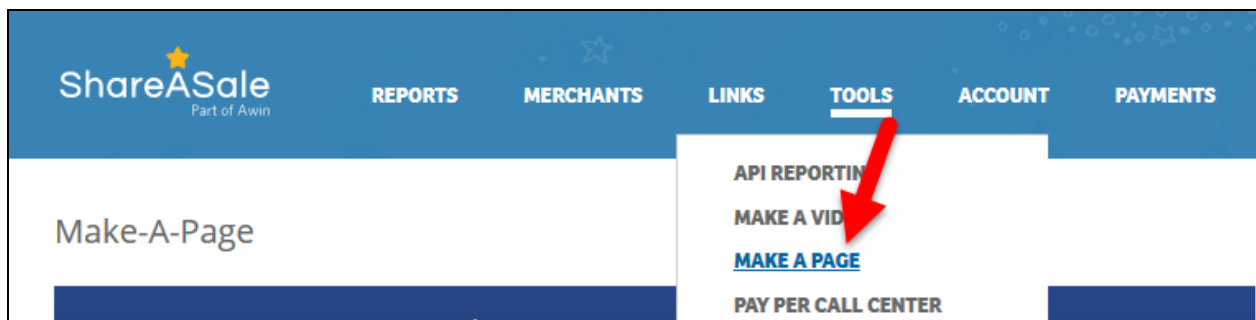
# Create Affiliate Posts

If you were auto-approved for any merchants in ShareASale then you're ready to create affiliate links for that merchant.

If you applied to any merchants who do not auto-approve you may have to wait a few days to get an email response to your application. In that case you can't create affiliate links for that merchant until you've been approved.

Once you have at least one approval in ShareASale you can create your first post featuring your affiliate links.

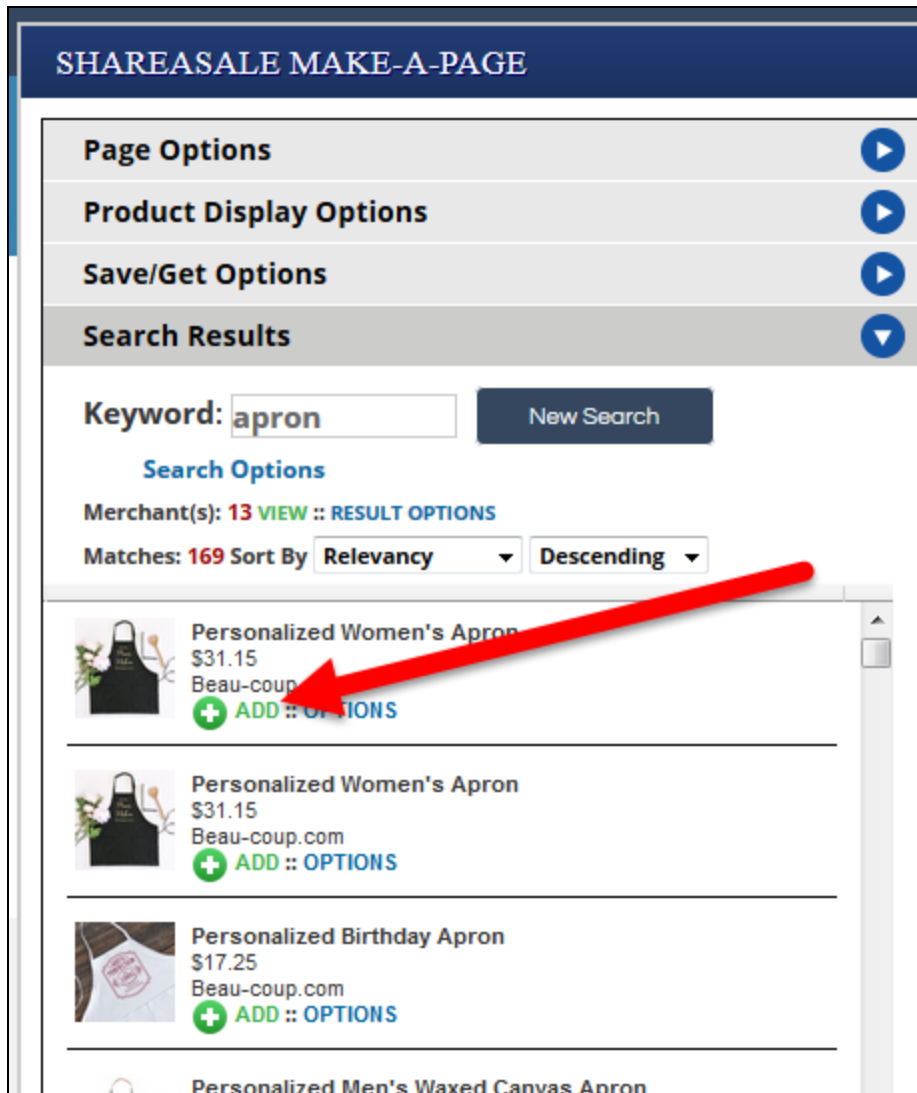
1. Log into your ShareASale account
2. Go to Tools/Make a Page:



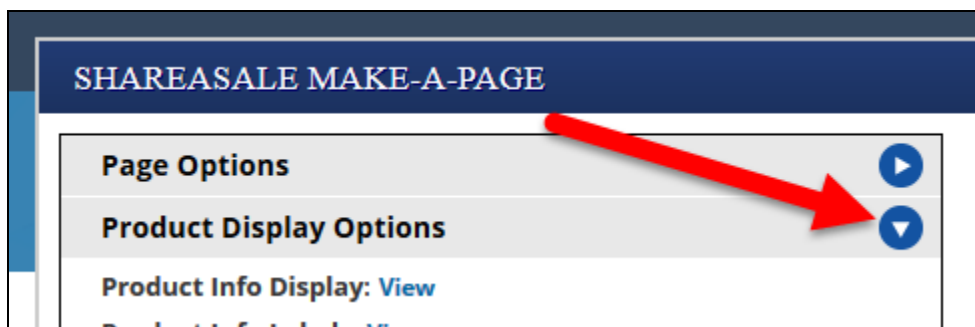
3. Enter a word in the search field that represents a kind of product that is related to your niche and click the Go button:



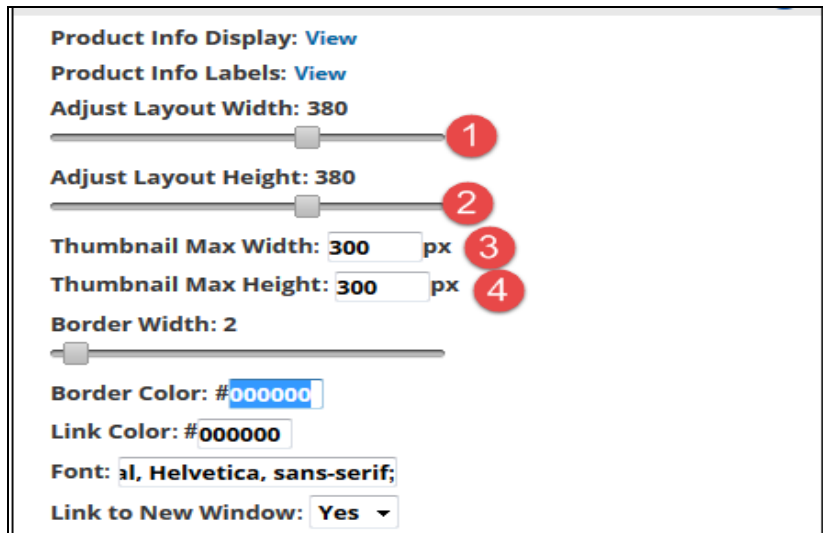
4. Scroll through the product choices and click the + button next to 4-6 products that are similar (same color, all for women, all for men, all for children, all related to the same holiday, all made of the same material, or same size, etc.):



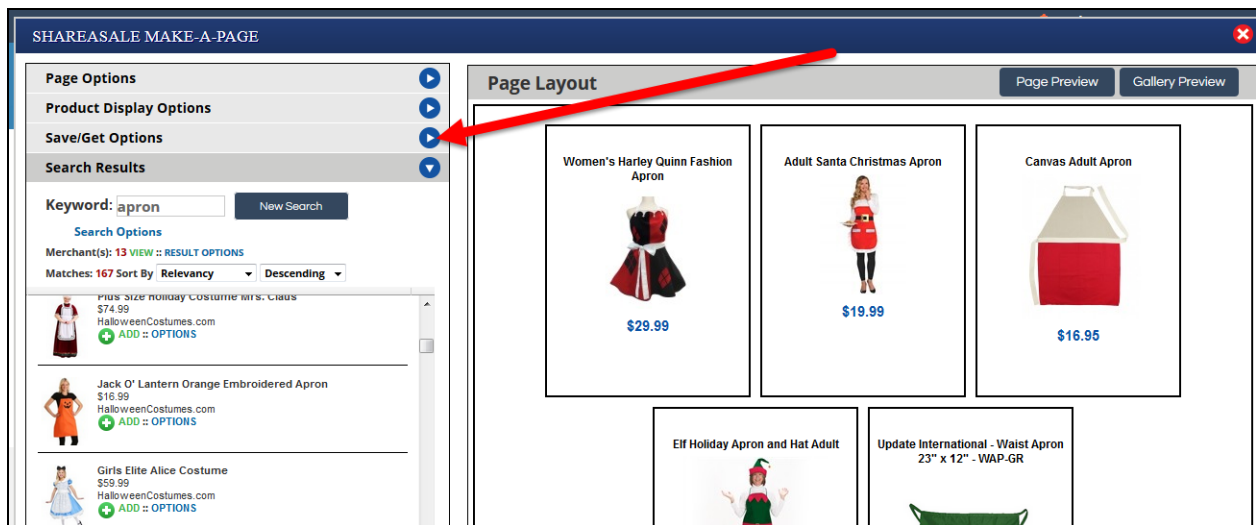
5. When you've finished with your selection click the Product Display Options tab on the right side of the screen:



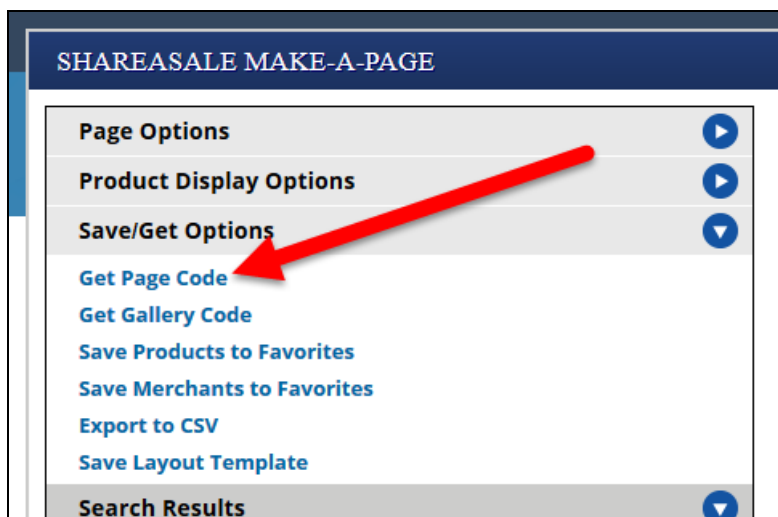
6. Set layout width, layout height, thumbnail max width, and thumbnail max height to the following:



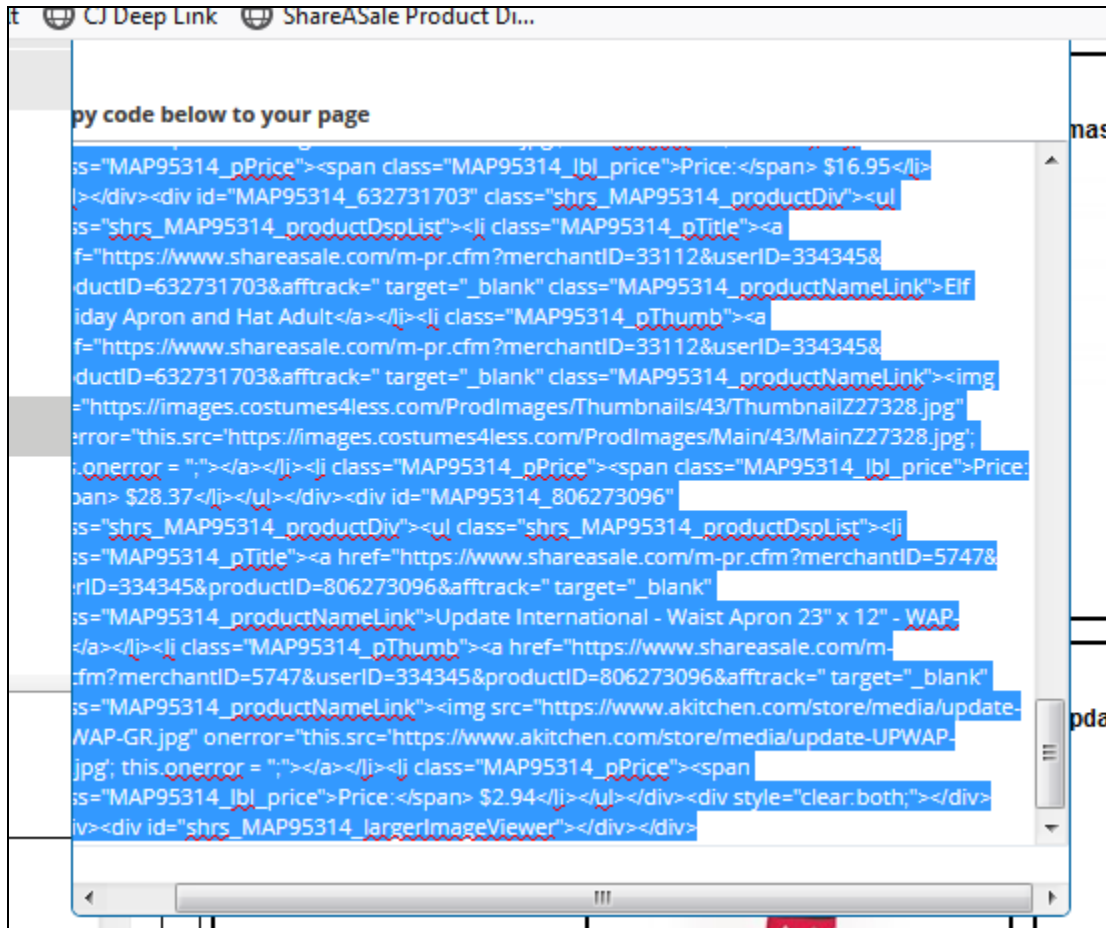
7. Click the Save/Get Options tab:



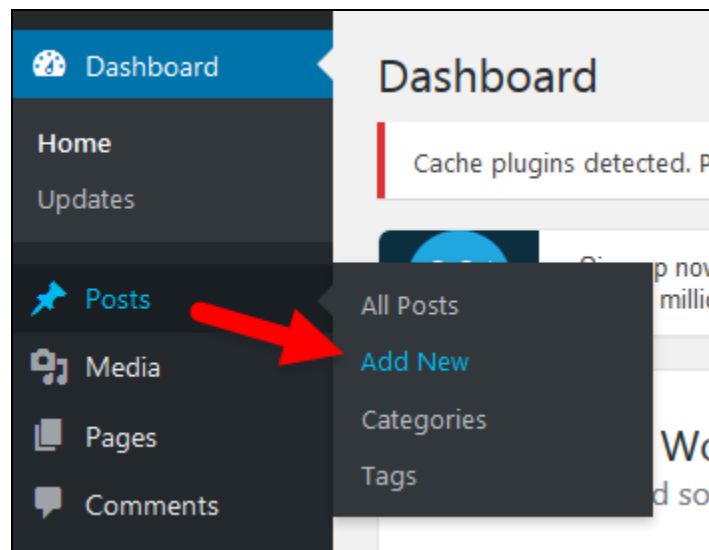
8. Click the Get Page Code option:



- Copy all of the provided code (make sure you have it ALL from top to bottom!):



- Back in your WordPress dashboard, go to Posts/Add New:



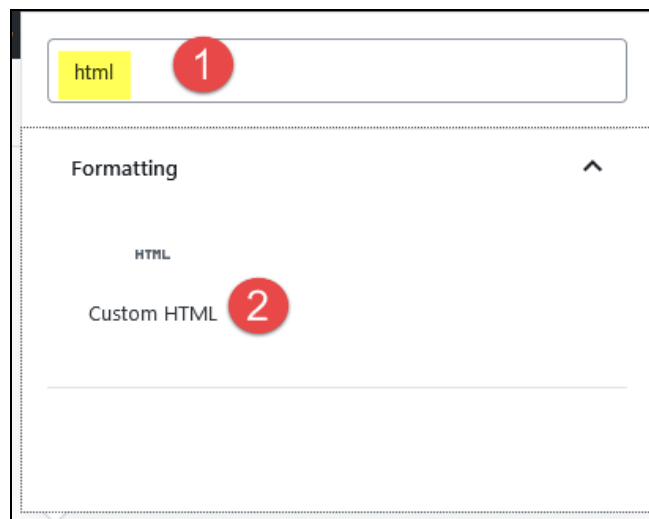
11. Give your new post a title that describes the products you're featuring in your post. Try to use words you think people would use when searching Google for these kinds of products and the words that describe the thing you thought all of the products had in common:



12. Click the + box to add a new kind of block to your post:



13. Do a search for "html" and click on the Custom HTML block type:



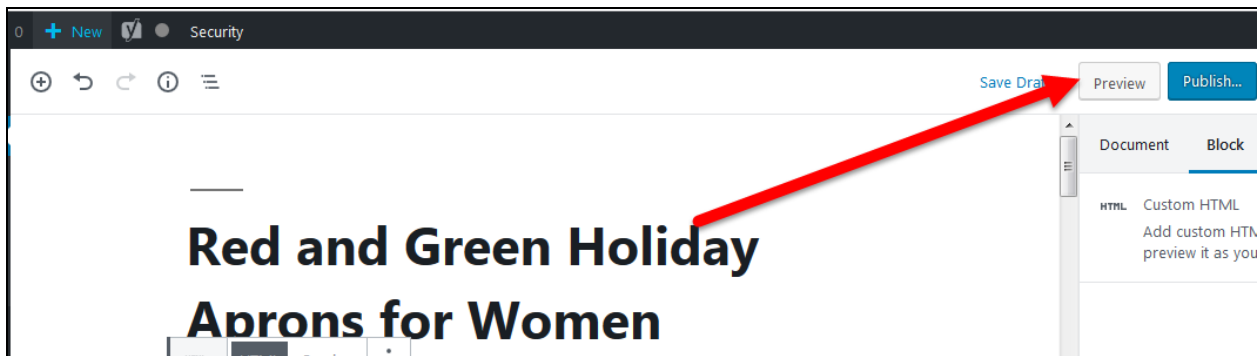


14. Paste all of your code from ShareASale into the block:

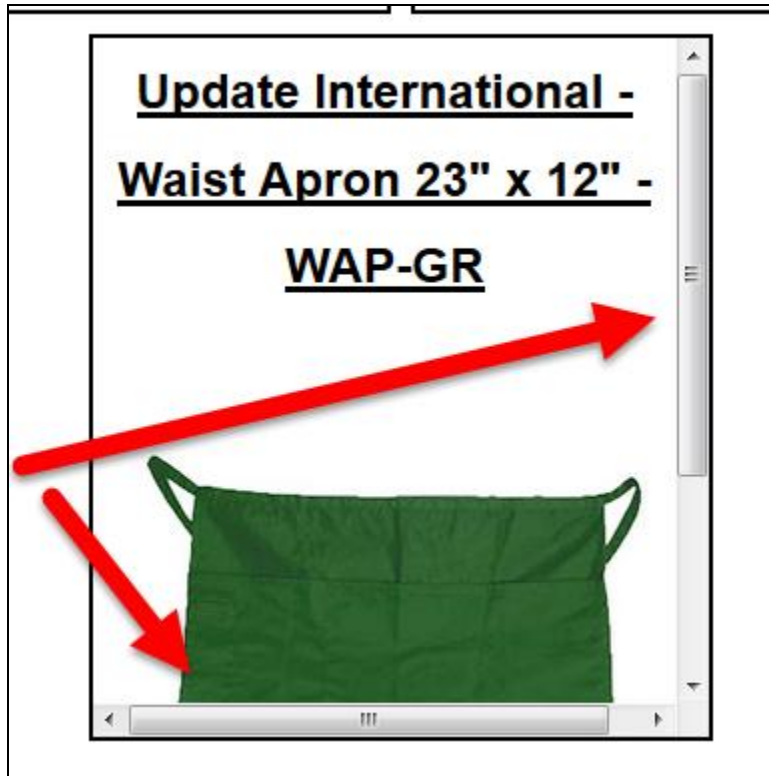


The screenshot shows a code editor with a tab labeled 'HTML'. The code is HTML for a product listing. It includes an image tag with a source URL from 'cdn.sw.com'. Below the image is a price tag: `<span class="MAP95314_lbl_price">Price:</span> $16.95</li></ul></div><div id="MAP95314_632731703" class="shrs_MAP95314_productDiv"><ul class="shrs_MAP95314_productDspList"><li class="MAP95314_pTitle"><a href="https://www.shareasale.com/m-pr.cfm?merchantID=33112&userID=334345&productID=632731703&afftrack=" target="_blank" class="MAP95314_productNameLink">Elf Holiday Apron and Hat Adult</a></li><li class="MAP95314_pThumb"><a href="https://www.shareasale.com/m-pr.cfm?merchantID=33112&userID=334345&productID=632731703&afftrack=" target="_blank" class="MAP95314_productNameLink"></a></li></ul></div>`

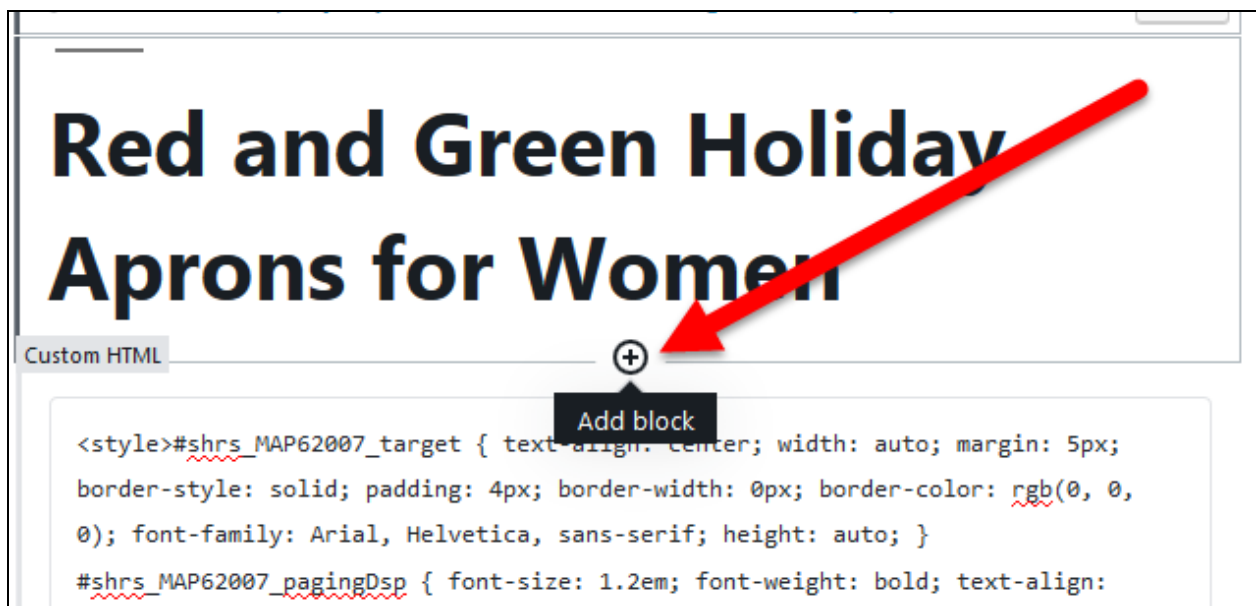
15. Click the Preview button for your post and look at the post preview that comes up in a new tab of your browser:



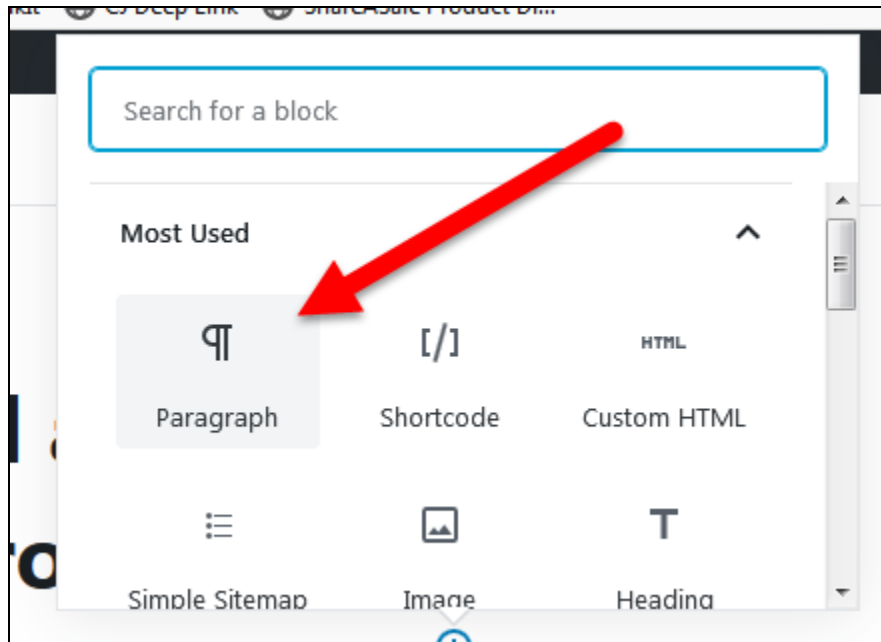
16. Look at each product – if you have any that have scroll bars you should go back to ShareASale and adjust the layout and image widths to see if you can find settings that eliminate the scroll bar, copy the new code and replace the code in the Custom HTML block with the new code. If you can't find settings that remove the scroll bars remove that image from your selection and try replacing it with a different product:



17. When your products look good, hover over the title field of your post and click the + sign underneath the title to add a new block (you may have to click in the title field to get outside of your HTML block):



18. Choose to add a paragraph block:



19. Write a sentence that introduces your topic and includes your post title in the sentence:

# Red and Green Holiday Aprons for Women

I love Christmas which is why these red and green holiday aprons for women captured my attention.

20. Write at least 3 more sentences that talk about the products you have in your post without using words from your post title if you can avoid it (use synonyms or the words "it" or "they" – you don't want to be too repetitive with words you use in your content – Google doesn't like that). You can talk about what you like about these products, what made you choose them, the similarities they have, or the differences they have:

Around November and December I make a LOT of pies and cookies and after years of having my clothes covered in flour my husband finally bought me a pretty one like these to use in the kitchen.

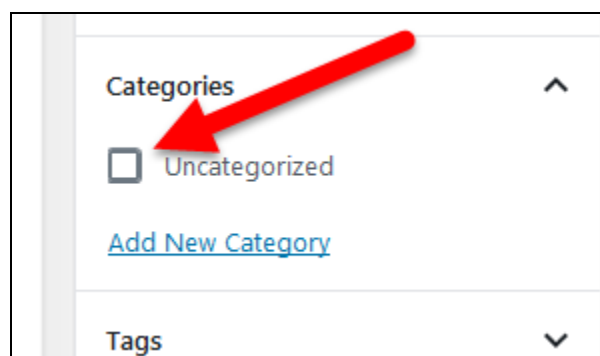
I put a little hook in my pantry to keep it handy and now I'm much less covered in ingredients when I bake.

Jazz up your own baking marathon with one of these babies:

21. Click the Categories button on the right sidebar:

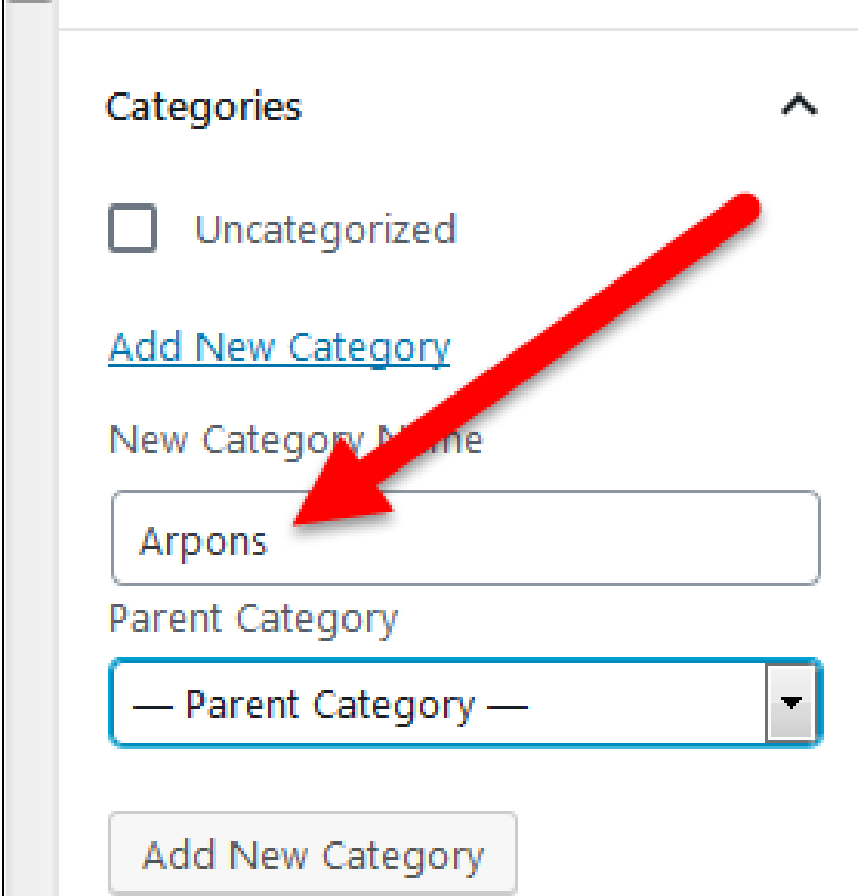


22. Uncheck the Uncategorized category:



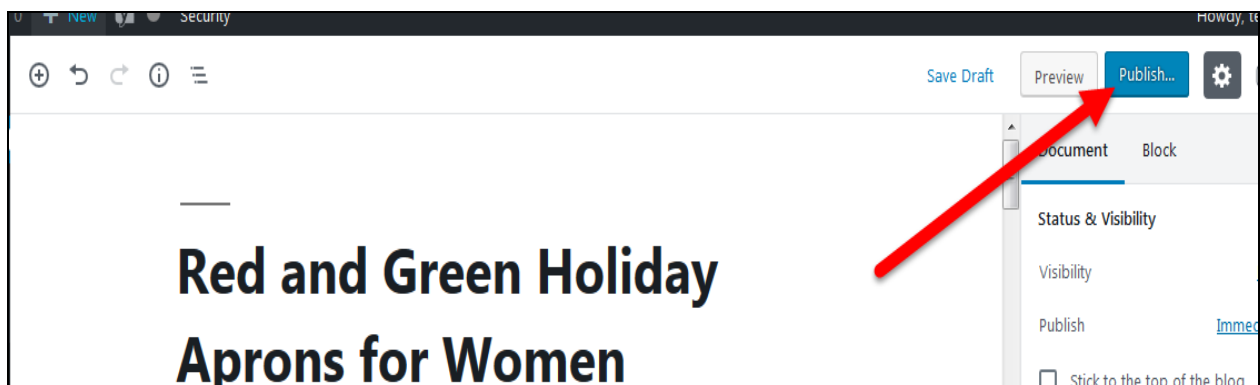
23. Click the Add New Category link:

24. Categories are like folders on your computer where you store files. You create categories for your site where you can store posts that are about the same kind of topic. Come up with one or two words to describe the category for your post:

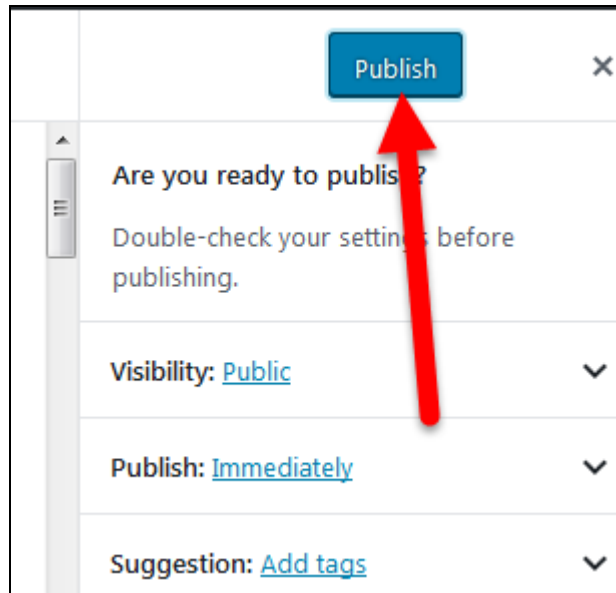


The screenshot shows the 'Categories' management interface in WordPress. At the top, there is a title 'Categories' and an upward-pointing arrow. Below this is a checkbox labeled 'Uncategorized'. A blue link 'Add New Category' is visible. The 'New Category Name' field is a text input containing the word 'Aprons', with a red arrow pointing to it. Below that is a 'Parent Category' dropdown menu showing '— Parent Category —'. At the bottom is a button labeled 'Add New Category'.

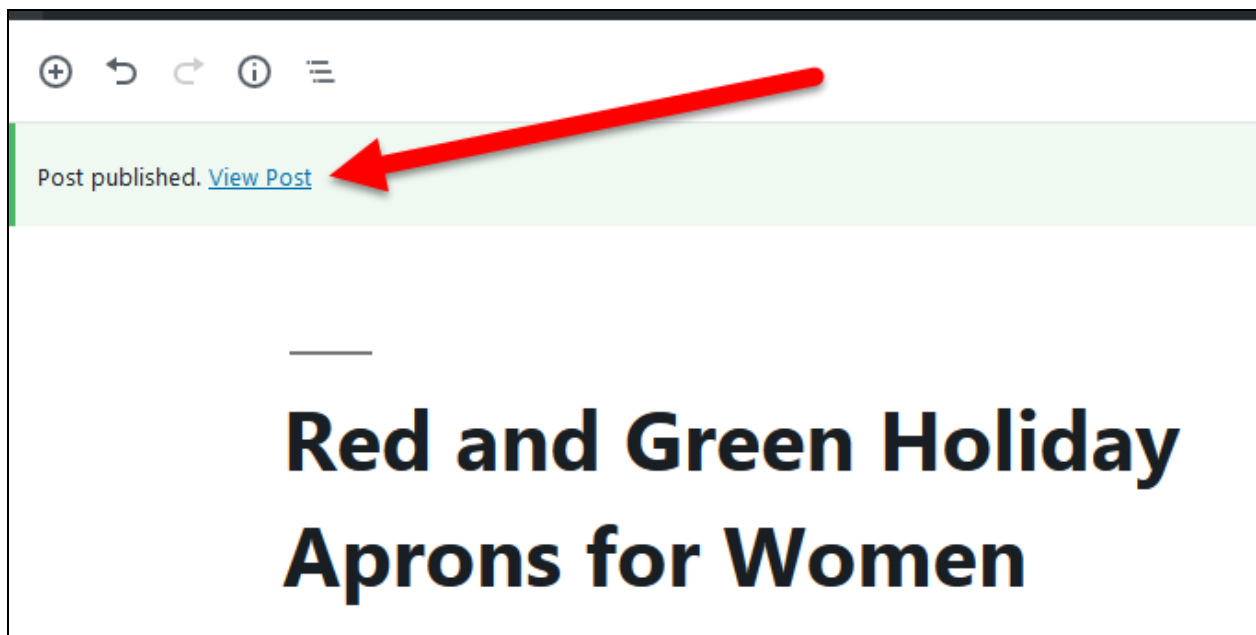
25. Click the Publish button:



26. Click the Publish button again:



27. Click the View Post link to see the live view of your new post:



The product names and images in your post are clickable. If a visitor clicks on one of those things and buys something from the retailer while your affiliate cookie is still live (see cookie length for your merchant in ShareASale) you will get a commission!

# Grow Your Site

Keep adding more posts to your site following the steps above but there's more you can do so you'll get more traffic and more sales:

1. Add posts to your niche that don't include affiliate links. Google isn't keen on sites that have ONLY affiliate posts. If you know how to do something related to your niche then write and publish a post about how to do that thing. If you have a site in the kitchen niche and you make pies you could take images while you're making your next pie and create a post that walks the reader through all the steps you took to make that pie. Add your own images to the post to make it look nice.
2. Learn more about [SEO](#) and how to improve your rankings in Google search results
3. Change the look of your site by [changing your WordPress theme](#)
4. Check your [website speed](#) and make improvements so it loads more quickly

By regularly adding content to your site and working to improve its appearance in search results you'll soon have traffic that will be clicking your affiliate links and making purchases and THAT puts money in your pocket.

**Wishing you the best of success!**