

Affiliate Marketing



HOW TO START
FOR ABSOLUTE BEGINNERS

Intro

Hey, I'm Ralf and I'll be your Captain on this flight. This flight is a bit different though. I will only do the take-off for you, but you'll have to take care of the landing

A little bit about me (don't worry if you don't understand everything, most is outdated already):

I'm 45 now and did my first affiliate website in the mid 90s. Was a complete fail. But I got addicted to the idea of making a living from just playing around on the Internet. I have a strong programming background which helped and still helps me a lot on my Affiliate Marketing journey (hint, hint).

In the late 90s my first real job was at a web agency for a short period of time. Before there was any Google we stuffed meta keywords for rankings.

After a few short years as a programmer in a computer games development company I realized that being employed is not how I wanted to spend my life, so I quit and became self employed, which I stayed until then for now finally 20 years.

In the early 2000s I ran a small online shop and started optimizing for Google. I quickly saw that I could do more than just one website and started doing blogs of all kinds. I promoted many different products there and later also sold links on the blogs (which is still a great way to make money in SEO beside Affiliate Marketing, hint hint...).

During that time I came in touch with link spamming tools. Before Scrapebox became huge tools like Autopliigg or Bookmarking Demon where some of the first tools I used and still can remember. This was also the time when I started creating my own custom linking tools. Later I was a heavy user of Scrapebox, Xrumer and, even later, GSA Search Engine Ranker. Those allowed me to compete in highly competitive niches like loans.

While using all those tools I wrote systems for automating the whole work-process I was doing manually before. I think this is crucial if you want to run larger numbers in affiliate marketing, especially in SEO.

After the whole game with manipulating search results with links became more complicated after Google's first and second Payday Loans update, I moved more towards mass page generation as my primary source of traffic.

I worked for years successfully with the Amazon affiliate program, promoted diet products and products in the adult and dating niches.

I still mostly focus on mass page creation, since this is what I enjoy doing most.

While I did plenty of client work before 2010, which always felt like having a boss to me, I completely stopped working for any clients, or only do that occasionally for fun. Thanks to Affiliate Marketing, I hadn't had to answer to anyone since.

Enough about me.

As you can see, I worked in plenty of industries, applied plenty of different methods to generate traffic. This is the beauty of Affiliate Marketing, especially in SEO. You can find your niche for your type of working there and make it work for you.

This little paper is meant to be a rough introduction on how to start in Affiliate Marketing.

It gives you an overview and a roadmap (you'll find it at the end) for your journey.

You'll find everything you need to get started, but keep in mind, this introduction will not guide you until the end. It's only made for you to take the first steps, then fly solo.

Note:

A small note, do with it as you please: Like everything else where you start from scratch, Affiliate Marketing can look overwhelming in the beginning.

So much to learn, so much you've never heard of. A lot that you might have heard of but never deeply understood.

You take your first steps and nothing seems to work.

We've all been there.

That's when you consider buying one of those many courses. Be it the xyz SEO Roadmap, the abc FB Ads Masterclass, 123 Adwords Kingdom or whatever their stupid names are.

We are all marketers here, what do you expect other than someone trying to sell you something?

Advice #1: DON'T BUY COURSES! Especially not in online marketing. Everything is available for free on the net.

I know, access to '*secret methods*' looks tempting. But you can be sure, if someone is selling you a 'method', he most likely rode it to death already and it ain't a secret. If it ever was a method at all...

Besides that, they are normally very overpriced.

So, don't buy those courses. Put your money in your business, not in someone else's.

Lets begin.

Definition of Affiliate Marketing

First of all, Affiliate Marketing is just a monetization method.

It's no job. It's no skill in itself. You could sell someone else's product or your own. Doesn't make a difference in the work you do. More on this later.

In Affiliate Marketing you bring people to buy someone else's product and receive a commission for that. Simple.

Going from door to door to sell vacuum cleaners is also kind of affiliate marketing. But do you want to do that? I guess no... we are here to do almost that, but online.

The outcome is the same. You receive a commission for the sale. But the work you had to do is totally different. Probably this the oldest type of marketing to ever exist.

To sum this up: You don't **DO** affiliate marketing, you **MONETIZE** through it.

So asking '*How do I start Affiliate Marketing*' is actually the wrong question.

What's your job in Affiliate Marketing

What are you actually doing?

You are generating traffic.

That's your job, generating traffic.

It's important to remember this. Your job isn't pretty websites, your job isn't an audience. Your job is traffic. Everything else is just something you do along the way.

Traffic could come from anywhere. You could have a website ranking in Google (**SEO**), you could buy ads (**SEM/paid traffic**), run a **social media** channel (or multiple), or even spread flyers and stickers in your city. But again... we are here to do that online.

Sources of Traffic

So it's: **SEO, Paid or Social.**

Note: Email (newsletter) could be another one, but to get people as subscribers, legally, you most likely use one of the three sources named above first.

SEO will be a lot about content and tech.

Paid will be a lot about designing creatives, looking at stats, taking care of spend and revenue.

Social will be a lot of creating content (Pics, Videos, Audio, Text) and engaging with your community.

This will be your daily bread and butter. So choose wisely.

Which Traffic Source Should you Pick (short)?

Advice #2: Pick one your interest leads you to. We are naturally driven to the things that work for us. So let your feelings guide you. You don't want to work in an area you don't enjoy.

Advice #3: Once you pick an area (SEO/Organic, Paid, Social) stick to it for at least **12-24 months**. The longer the better. Don't try all three methods at the same time, don't hop from one to the next. Choose one, stick with it and you will make money. You hear me? You **WILL** make money.

People far more stupid than you made it. **You can and will do that too!**

Sources of Traffic (more detailed)

SEO - SEO is often talked about as 'free' traffic, which it is definitely not free. You have to put in a serious amount of time and likely some money for links, hosting and later tools or other services.

The goal here is to rank a website in Google (or any other search engine) for a given search high enough so that people actually visit your website.

This means, you will have to create a website on your own and **have to write content for it**.

To rank a website high in Google, the content has to match the search, at least.

The more other websites point with a link to your website, the higher your rankings will be.

So your main work in SEO will be to build, maintain your website(s) and to obtain links in some way.

Ranking a site in SEO can take a while. Don't expect overnight success. Depending on the keywords you targeted I would estimate at least **3-12 months** before you see any real traffic, especially if you are a beginner. With more experience you can shorten this time. But again, don't expect to make money here instantly.

Google is constantly working on their algorithm. It is also very likely that all your achievements are gone overnight because of some Google update. This can be a very bad feeling and be super frustrating. Just a warning.

Even if I said 'search engines', it's all about Google here. Other search engines are also sending traffic, but often it's not worth optimizing for them (unless you are in Russian or Chinese niche). So, focus on Google to start.

There are ways to automate site creation and promotion, but this is for more experienced SEOs. You first have to learn to do it manually, before you could automate later.

Advantages of SEO:

- You can promote literally everything. There are no restrictions.
- You can work whenever you want (days and weeks without working at all)
- Once there are rankings, it's kind of passive (evergreen)
- Low risk due to low investments
- Very technical, you'll learn a lot along the way you could use elsewhere

- Strange but mostly friendly (also helpful) community

Disadvantages of SEO:

- High volatility due to Google updates
- Income can be unstable
- Can take time to properly rank a website
- Hard(er) to scale

Paid - With paid traffic you will have to pay each time your ad is shown or clicked, depending on the type of ad you are running.

So if your offer isn't converting or, even worse, you made a mistake and your redirect or landing page isn't working, you are actually burning money for nothing. Sergey Brin thanks you for your service.

Normally you will create some form of graphic ad (creative) which will be displayed together with some text and a link to your offer. Some offers allow you to directly link to them, so you won't really have to deal with creating websites (i.e. landing pages).

The goal here is to place several ads and optimize and test them in a way that they become profitable. You pay a certain amount for, lets say, 1000 times your ad is shown (impressions) and you want to have at least the same amount as earnings from your offer. This would mean you are breaking even. You made nothing but also lost nothing.

If you made less than you paid for the ads, your campaign isn't profitable and you should probably get a vacuum cleaner and start going door to door.

This can be quite a frustrating experience, because you can have negative ROI for quite a long time before you become profitable. Hold on with the vacuum cleaner.

Your main job in Paid will be creating ads (creatives) and copy (text), maybe having slightly different creatives and copy for the same offer so you can split test.

Then you set certain budgets for your campaigns, run them and later analyze the results in statistics, trying to understand what is working and what's not.

Some offers work on weekends but not during the week, some are working well in France but not in Canada and so on.

You actually buy your way into getting a campaign profitable. This is not for everyone and it takes discipline.

Beware: the competition here can be fierce. People are stealing the ads (creatives) you use and use them for their own campaigns. And, you can do the same. Steal with pride

Here are some links to get you started on snooping on ads (thanks jeremie!):

<https://www.facebook.com/ads/library/>

<https://library.tiktok.com/ads/>

<https://adstransparency.google.com/>

Sources like Google Ads work with a bidding scheme. The highest bid gets the first spots of the ads places. Since owners of offers have higher margins this is often hard to get profitable as an affiliate.

Example: Sports shoes have a margin of 100%. Every shoe that gets sold for \$100 cost the dealer \$50, so he has roughly a \$50 margin (we leave taxes out of the equation to keep it simple).

An affiliate might get 10% commission per sale, so \$10 for every shoe that gets sold through him.

So the shop owner could do \$40 in ads and would still be (barely) profitable while the affiliate, would be out of business already.

Some brands only have a small budget and leave much room for you to take over. You will also find advertisers with stupid traffic managers, that don't really know how to maximize their account. You can take advantage of the flaws of others.

Note: There are many niches and offers that aren't allowed to be promoted through different platforms. Each has their own regulations. You should check that before putting work into a campaign that doesn't get through approval.

Note: I wouldn't recommend Paid for absolute beginners. You need to put in there your money. While you learn the difference between CPC and EPC you are burning money. You could learn the same while having a website running that costs you just \$1 a month or some social media profile that costs you nothing.

You could always get into Paid later after you learned how everything works.

Advantages:

- Making money instantly (if profitable campaign)
- You can push in any (allowed) market and test instantly
- Can be scaled easier
- Lots of opportunities
- Lots of interesting data
- Most of the learned skills can be applied to other ads platforms

Disadvantages:

- Can be frustrating running negative ROI campaigns for long
- Risk of losing money, you have to spend money first to actually make money
- You have to constantly monitor your campaigns. No 2 weeks maldives and letting your campaigns run on autopilot (Unless you set proper alerts)
- Little control over pricing/costs
- Competition also through non affiliates, running their own offers, having larger margins
- Ads 'expire', you will barely find 'evergreen' ads. You will constantly have to create new campaigns. (This doesn't apply to search ads)

Social - this is all about creating content and receiving attention. Youtube and TikTok will be more video based, YouTube often more long form video based. Platforms like Instagram are more about short videos and images/photos while X/Twitter is mostly about written content. Same as LinkedIn.

You would have to show up here daily for months if not years. It doesn't have to, but in many cases this means exposing yourself, maybe letting people take part in your private life.

Note: There's also the possibility to curate content. Or translate content from other sources.

It's a lot about entertainment. You need to be creative, a bit funny maybe.

On your social media account you could be the 'star' or you run a 'faceless' or 'anon' account. I think you will have the highest leverage with an account where you (or some other person) shows up personally. I think everything faceless or anon will be just short term. But that's up to you. For starting anything will do.

There are ways to automate social media, having way more than one channel, producing content automatically. But this is for more advanced users who already have some experience in social media.

Advantages:

- Can be done at very low cost
- Your community can be very loyal and last for years
- The social component, working with people directly, can be much fun and very fulfilling.
- The part about creativity can be also very fulfilling
- You are able to create an actual brand

Disadvantages:

- Very time consuming
- Growth can be very slow, especially if you haven't found your uniqueness yet
- Risk of ban/changes. You are building everything on top of a platform and could lose everything overnight due to a ban
- Not all content is allowed (adult)
- You need to (should) know something about some topic already

Which Way/Source should you choose?

I would personally choose a path that leaves you better off and more knowledgeable in the end.

So I would definitely go with SEO, since this will teach you waaay more than working with paid traffic. In paid traffic there's also a lot of sketchy stuff happening. The question is: do you want to be part of this?

SEO can open the door to many technical skills for you. Servers, programming, working with different tools, which can lead to a well paid job too.

Even if you choose to do something else, you would have to show something to an employer. A website, code you've written.

What do you want to show an employer when you did paid traffic? Some screenshot?

And with social media? You show your memes Instagram account? Or your „best pranks“ YouTube channel?

Come on...

Unless you are very dedicated to social media I would stay away from it as a beginner.

To build an audience you need to first give something to your audience, i.e. you need to know something they don't.

If you can't think of anything like this (yet), your only option is being a clown, and who wants to be a clown?

At the end of the day, it's your life, your decision. You need to work on this day in and day out and it should be somewhat fun to you, tolerable at least. Otherwise it makes no sense to start it.

How much money do I need to get started?

The numbers are just what you need to get started with the traffic method. Everything you need for a living is not covered here of course.

SEO: A website and some hosting for less than \$10 per month should be enough to create a website and start. I think you could even get this for \$10 for a whole year. I would add a few dollars every month for a rank tracker.

Paid: My advice would be: Have at least a few thousand to burn so you have the freedom to test and get experience.

You want to test out different creatives, offers and GEOs. Testing, which could be done at no cost (social) or almost no cost (SEO) must be paid with this traffic source. Every test you do will cost you money.

If you do small tests for \$5 per campaign and you run 3 per day that would be \$450 for the first month.

Social: If you have a smartphone, that's all you need. Everything with videos and images could be done with free software.

A little bit later you might want to add some tool to schedule posts. Between \$20-\$100 per month, depending on how many accounts you want to schedule.

For all traffic sources it might make sense to run some kind of newsletter to collect Emails. There are plenty around. Most common are MailChimp (I'm using it), beehiv

How much money to expect?

First of all, none of this is a get rich quick scheme. Everybody telling you this, is lying.

Like with everything else you will have to put in the work. The more work you put in, the more you will be able to reap.

For beginners and intermediates **\$0-\$1k per day** might be the range when it comes to income.

The more you put in, the more you will most likely be able to reap.

The important is to get off zero! With \$6 a day you're already better off than half the world (<https://www.worldbank.org/en/news/press-release/2018/10/17/nearly-half-the-world-lives-on-less-than-550-a-day>)

Don't let what's written above limit yourself in what's possible. \$10k per day is possible.

How to figure out a niche/geo difficulty, not to waste time on something too difficult when starting? How to estimate the number of backlinks / budget?

This goes hand in hand with the next two questions. In general: Stay away from the niches stated below as they are ,not recommended for beginners'. They are not only difficult in making money but could also be difficult due to regulation.

The only true way to measure „difficulty“ is experience. Difficulty is a highly personal thing. What's difficult for one person could be easy for another and vice versa.

So only your own experience will tell you if something is difficult to YOU or easy.

Don't let common beliefs of something being difficult keep you away. You will always get something out of it. If you didn't gain any money, you at least gained experience. And experience is what matters more than money.

Advice #4: Don't analyze too much. Do more.

Which niches are recommended for beginners?

Consumer products (everything Amazon is offering). Go with everything big and mainstream.

Find something you are at least a bit interested in. It will make starting out much easier.

Which niches are NOT recommended for beginners?

Loans, insurance, casino/gambling, everything shady (crypto, mlm, ponzi). Those are normally high profit, high competition. Many require certain legal parts on your website or it's not allowed to

promote at all. For example, certain casino/gambling offers aren't allowed to promote in certain countries.

You don't want your first encounter with Affiliate Marketing a bad one, do you?

Recommended Offers

I get asked this all the time. And for a beginner, it doesn't matter. Go with any of the larger ones:

MaxBounty

CrakRevenue

They will all have similar offers. Some will pay you a bit more, some less. This doesn't matter when you start out. You want to make your first few dollars, not make a few cents more.

A good place to look for offers matching your content is <https://offervault.com/>

If you don't want to deal with different offers, GEOs, caps etc and just want to turn your niche traffic into money, you can use smartlinks. Smartlinks optimize which offers are shown automatically based on the traffic you are sending.

Some good providers for smartlinks are:

Los Pollos for adult

ClickDealer for mainstream

Another good bet is **Amazon**. They cut the commissions a lot over the last years, but it's still an easy way to get started. They offer tons of products you could promote for every niche you can think of.

I think Amazon is kind of a SEO thing. I've barely seen anyone promoting Amazon with paid traffic.

Note: Got told it's not allowed, they ban you. There are ways around that, but I don't think it's worth it.

Could work with social traffic. Many influencers link their camera setup in the description for example. You could also review products there. Just the most simple idea on how to promote it. Be creative.

Important: There's usually a hold of 60 days (called net-60). Which means, what I make in January, will get paid at the end of March. If you run paid traffic on that, you are risking quite a lot of money (90 days of ads spend). If your account gets banned for whatever reason, all that spend is lost. Keep that in mind!

Some might say that Amazon will only pay you chump change. which is true to some extent. But we aren't here for getting the best commission or finding the best offer, we are here for getting started!

I would go with something where you make many small sales in a day rather than 1 big sale every day. Just because in the beginning, it could take time to make your first sale and you will stay more motivated when there are small sales coming in regularly compared to one larger one once a month.

Advice #5: Pick any offer that sounds right to you. The point is to get started, not to spend hours trying to pick the ,perfect‘ offer. You can always exchange offers later or start new projects.

You don't need to join 20 affiliate networks. 1-2 are enough to start.

As an addional note: You don't need to promote offers directly. Another way to monetize (if you own a website) would be display ads. Google's Adsense would be one big player. There are plenty of others.

What GEOs to target?

Tackle any market you are interested in. A guy from Malaysia can run offers in Italy and vice versa.

So called Tier 1 countries (US,CA,DE,FR,UK,CH,SE,...) are paying you the highest commissions. Of course there will be more competition. But don't let that scare you. There's no difference to the affiliate living in that Tier 1 country compared to the affiliate living in a ,lower‘ Tier country. If you have a Laptop/Computer, you have all that's needed to compete.

Advice #6: You don't have to work in the country you are living in!

What Tools do I need?

For SEO I recommend registering with some **rank tracker**. Should be fairly cheap, maybe around \$10 / month. I can recommend serprobot.com since it scales easily with you.

<https://docs.serpbear.com> might be also interesting as a self-hosted solution.

Unless you are doing Google Ads, I would get some kind of tracker. You want to be able to compare the results of your campaigns. You won't need it during the first days, but if you do more in paid, you want to have one.

Voluum
Adsbridge
Redtrack

Are some of the most well known ones. They cost a bit, but they will save you tons of time and headache.

Stay away from other tools, don't spend much money on them, you don't need them at the start. No keyword tools are needed for SEO, no paid traffic snooping tools.

Which Tools are useless?

Everything you don't understand how to use. Everything you don't immediately see the value for your project. Those are useless tools. You could always try them out later, but for the start you want to keep your costs as low as possible.

Which things/tasks do not move the needle, where should one not waste time?

Endlessly analyzing competition. You could waste days on it.

Goes hand in hand with what's stated above: Trying to harm your competition in some way (reporting, suing, negative SEO, bad reviews,)

Better focus on your own game. There's more than enough to do. Your time is always best spent on your own projects. You also avoid all the negativity that comes from taking part in activities like trying to harm your competitors.

Should I run several facebook/ads accounts, proxy and all that?

Short answer: No.

You heard those most likely from people wanting to sell you something. Most of you don't know what a Proxy is. So don't bother with that for now. I wouldn't recommend having several facebook/ads accounts. It's very likely you'll get them all banned. And remember, we wanted to get started, not make things complicated, let alone get banned.

What do all of these terms mean/what is their purpose: hop link, tracking tool, some of the metrics behind campaigns (eg CPA, CPC,)?

Google them! Every time you wonder about something, just google it. Or open Chat-GPT and just ask it like you would ask a real person. No need for some special 'pRoMPt'. it's called **CHAT**-GPT for a reason...

Wonder why it's called creative? Google it. No answer after 30 seconds of scrolling the SERPs? Ask Chat-GPT. If you want to move forward you can't always wait for someone to write a book like this.

Advice #7: Use Google and Chat-GPT excessively. Every answer to every question you'll ever have is there.

What kind of Website to build?

It could be anything. A review site, a blog, a best price listing, a data site, a recipe site. The point when starting out is, just start. Pick something that sounds interesting to you and build that site. Doesn't need to be super successful. It's already successful when you learn a lot while building it.

When to stop if it's not working?

Never?

Honestly, stopping means you lost. Of course it's pointless pumping more money in a campaign that's not profitable. But you don't stop. You look, think, and adapt. You iterate over this process over and over until it works. This is how things are built. This is how everything is being built.

Traps to avoid

By far the biggest trap is getting distracted by the vast amount of possibilities and opportunities. If you don't focus on this for at least 3-6 months, you will end up where you started. Over and over. It's like beginning to paint a picture but stopping after a few strokes.

Another trap, that goes hand in hand with what I just wrote, is to let you distract from all the 'Guru' talk, especially on social media. It's all 'hype', and 'urgent', and 'FOMO' (Fear of Missing Out) and 'big money'. But again, you will not be able to finish your own picture if you are getting distracted with every scream you hear.

And the third biggest trap is getting stuck in some tutorial/course hole, where you consume every day for hours but never create anything. You have a computer, you have a keyboard, you have everything you need already. There's nothing else you would need. Just start.

Let the next few paragraphs help you getting started...

Your roadmap to affiliate marketing (to get you started)

Like written in the headline, 'to get you started', this small roadmap is meant to guide you with your **first** steps, to get you **started**, to get some momentum.

It's not meant to get you through the finish line. Actually, there's no finish line. It's an endless journey of improvement and growth. You need to ingrain this mindset.

The steps below, see them like your homework, I'm your teacher and I want you to work through your homework over the weekend.

The weekend would be a waste if you hang on the couch with Netflix all the time. Do some work instead. On Monday we want to see what you did.

SEO:

1. If you have never set up a website, this is your homework for the weekend. Find some hosting (doesn't matter which), register some domain (doesn't matter which) and install Wordpress there.

Install a nice looking theme, delete the default posts, change the permalink structure for something like /postname/, disable comments.

Create a post for the frontpage saying 'Hey, I'm your_name'. Create an 'about' page, put there 'coming' soon.

Any problems with that? Do some Google search, ask ChatGPT.

Congratulations. Website is ready. Feels good? Start putting up some content there.

Real Site

2. You think you already know how to setup a website or want to do more? Great. Pick some broad niche or some product many people are using/buying (if you want to go more the Amazon route first).

Keywords

Go to <https://ads.google.com/aw/keywordplanner/home> and type in that niche/product and download all the suggested keywords. Clean everything that's not related to your niche/product.

If the keywords are very broad, you could type in some of the keywords again to go more deeply and gather more keywords.

Type in some of the keywords in Google and search for those ,People also asked‘ widget. Those will give you good ideas on questions you could tackle with your content. Write those down too.

Note: There are tools available for doing the keyword gathering process automatically, you could also write your own scrapers. But we don't want to spend money on tools at this early stage. We just want to gather experience. We have to learn how to do it manually before we go and try to automate processes.

Try to categorize your keywords, like sorting them in boxes. For example, if your product is vacuum cleaners then there are some that run on battery and some that need a power plug. Those would be two categories. Each of those categories might have extras, like bags or extensions. Those would be sub categories of those first two.

A cheap way to do that is to ask Chat-GPT to generate 100 keywords and group them by similarity.

Content

Go and build those categories in Wordpress and start filling them with content. You could write about certain products (keywords) or compare them. Write about what vacuum cleaner for what kind of floor/house.

Try to think of what would help you if you would search for help in that niche and build your site that way.

Note: We aren't building the best site ever here. See, we just started, we are in this since a few days now maybe. It's still about getting traction, getting momentum, learning the process. Don't focus too much on the perfect piece of content.

When writing your content, make sure the title of the post contains your keyword. I would go with something in the 500-1000 words range for each article. This is just a rule of thumb and no law. But with way less than 500 words it's hard to say anything real meaningful.

Format the content in several paragraphs so it is easy to read. When a paragraph is about a certain topic, put a headline there. It helps if you try to make those headlines keyword rich. So instead of writing ,What's the best?‘ write ,What's the best vacuum cleaner?‘

Make it smooth to read and not keyword stuffed. Don't think too much, just write and put things out. You could always optimize your content later. And again, this is meant to get your feet wet, to get your first visitors and hopefully your first commission.

You could use Chat GPT to help with content. It's your decision how far you go with that.

Indexing

Wordpress should send a notification to different „ping services“, that should index your blog posts automatically over time.

You should install a sitemap plugin in Wordpress and let it generate a sitemap. Add your domain to Google Search Console and submit your sitemap there.

This should be enough to get your domain indexed.

You can check how many pages are indexed in Google by using the site: operator. Type in the search bar the following:

site:your-domain.com

and it shows you how many pages are indexed.

Here's the most important part in all this and a whole book could be written about it:

Backlinks

Links to your site. That's what makes you rank. It also helps a lot with indexing your pages. Try to get them regularly. At this stage we don't want to buy them. Definitely stay away from everything from fiverr and places like BlackhatWorld.

So, where to get them?

All the places where people ask questions could be a place where you could drop one. Same as everywhere where you could comment. Don't be spammy, if you are able to provide something of value, nobody will complain about you dropping a link there.

There's a lot about anchors and what type of links you could use, but this is just to get you started. If you are able to get a few links, you are already good.

Paid:

ralf-christian.com

Again, I don't recommend Paid for absolute beginners because you might burn a lot of money without getting anything back!

First of all, build a landing page (or several, if you want to run multiple campaigns). Keep it simple first, maybe find some template on the net you like and make some adjustments. The key here is to have a landing page, not to have the BEST landing page. Optimizing it is your job later.

You could use Wordpress here again and use the 'roadmap' shown in the first part of SEO.

Next, get your account ready. Start with FB/Instagram ads, TikTok or Push/Pop traffic. The beauty of FB ads is, you can still try to build some audience and monetize that further on, but cheap Push/Pop traffic will do too for starting to learn.

The quality of Push/Pop traffic can vary a lot, so it might be a good idea to try different providers. Just Google for push/pop traffic and pick some of the ones named the most. Again, we are just starting here and don't want to find the perfect provider yet.

When creating your campaigns, put small budgets you can handle. \$5 to \$10.

Put there limits on how long you want to run the campaign and have an eye on what's happening there. You don't want to burn your money in 2 days.

Paid traffic is all about testing and analyzing data.

Once you have some data (and hopefully some commissions) you try to understand if there's a pattern. Does a certain GEO work better than some other? What about time of day, used device?

Run tests on those and see if your assumptions holds true.

Some with your landing page. Run several landing pages, run several creatives. See if there are any differences in conversions. Double down on the winning ones. Iterate long enough until a campaign turns profitable and then raise the budget there.

And again, always have an eye on the money you are burning there. We don't want to stay there naked one day.

Social: This is the easiest. Register your account at your preferred platform and start publishing and engaging with other people's posts.

You need to produce content, lots of content. It might make sense to have several social media accounts and let them promote each other.

For example: You have a YouTube account for longer videos. At the same time you post snippets on Instagram/TikTok or write small chunks and summaries on Twitter/X or LinkedIn. You need to be where your audience is.

The most important part is to publish content regularly (daily) and show up there for months. Commenting, talking with people, building relationships. There's a lot of noise on social media and it takes time to stick out and generate traffic.

That's it.

No more Netflix. No more procrastination. No more scrolling. No more tutorials. No more 'I have no idea where to start'. Here. Here you start. Today. It's action time. Fuck everybody and everything else. Your future self wants you to do that.

Just commit to it for a few days.

See you on Monday.

Every time you are stuck, google your problem. Didn't find a solution within 30 seconds? Then ask ChatGPT your way out of it, as if it were your teacher. No fancy pRoMpT needed. If you don't get it, ask it to explain it again differently. You'll get this, 100%.

What's written above in bold is important. What many still don't get, you have all the knowledge in the world ready with a click, right from your couch. And with ChatGPT you don't even have to be clever with your search. You just ask it like you would ask a person.

Really, it has **NEVER** been easier. Take advantage of it!

Once you completed what's written above, don't lose your momentum again. Keep working and improving. That's what we all are doing daily. There's no magic trick, no 'best' path to travel.

At some point little birds have to learn to fly on their own. They are just thrown out of the nest and have to fly on your own. I believe, when it comes to everything with computers, it's better to be thrown out sooner than later. You need a vague direction and then YOU take action. Otherwise you are stuck in some tutorial/learning cycle, consuming tutorial after tutorial. Searching for direction became your job then instead of actually doing something.

So, this small tutorial, this small roadmap, this was the feeding in the nest. Now you got your feathers and are ready to fly.

No worries, you'll learn everything along the way. Trust to process.

Final words

One of the most important things when it comes to Affiliate Marketing, online marketing, self-employment in general, is your mindset. Sounds like a platitude, but it's true.

We often want to rush to everything, want the results fast and now. But this is not how it works. Things take time, especially when you are just starting out.

Instead of being impatient, try this: Your parents might have been forced to work their whole lives in some company, maybe even hard labor. Around 25 years ago the Internet started to rise. With it

came tons (TONS!) of opportunities to make lots (LOTS!) of money online just from your couch with your laptop as a solo.

Google started kind of in a garage (Susan's garage), Apple started kind of in a garage too, and also Microsoft started small. Some of the most valuable companies that ever existed. None of this would have been possible without computers, without the Internet.

You should be grateful for this opportunity, even just for the fact that you are able to at least try it. Your parents and all the people before your parents never ever had the option to even try it. So, be grateful for this opportunity and enjoy the journey. It will be fun.

Many say info about Affiliate Marketing, making money online, is being gatekept. But that's not true. Everything is out there, in plain sight. The real gatekeeper is you. The only thing, the only person that's holding you back from becoming someone making 1k+ profit per day is you. Yes, you.

The sooner you realize this, the sooner you'll start making money online.

And now... START!