

## How To Find The Best Affiliate Programs

Contributed by Christopher Ruane  
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When I first started searching for and implementing affiliations with various companies; it was one of the largest parts of time wasted during my day when it came to managing my website. I spent a disgusting amount of hours searching for suitable affiliate programs, implementing the links and then keeping track of what they did.

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If you are hoping that marketing a website affiliation is going to get you rich quickly, forget about it. You will have to spend a lot of time in your project if you want to make it work for you. Then again, all money making ventures do. An amazing 95% of affiliates only make modest amounts of commissions in varying degrees because they spread their efforts too thin on dozens of programs.

Of course, the income that was generated from each program was actually pretty low at that time because at that time the number of visitors to my site was not high either. With this in mind, it was not particularly uncommon for companies to disappear on me without warning me about it and since most affiliate programs only pay out at around the \$25 mark, I would lose a lot of revenue in the end.

The other part of affiliation that I was not happy with was the idea of another companies banner's being plastered all over my site, if you place too many of them on any given page it only serves to confuse and irritate your visitors. think about it; how do you like it when you visit a site.

Any more than one animated element on a web page can be very distracting which leaves you with nothing gained at all, and many affiliate programs insist upon this type of bargain when signing on. By now, you must realize that I learned a lot just by trial and error.

Affiliate tracking can also a problem. After you have successfully applied to become an affiliate for a company, they will usually supply you with some personalized code or link. It is very important that this code is implemented correctly into your page; because otherwise you may be sending the company visitors without being reimbursed.

Most snippets of code contain a unique user id; which is used by the company to distinguish which site sent traffic. Even if you do implement this code in the right way, it has been my experience on occasion for it not to function correctly.

Having heard of my experiences, you can see why I would not really recommend that you hunt around and sign up without much research and thought first when finding a good affiliate program. Your time is too valuable and could be better spent creating content and updating your site. But there are some excellent individual companies offering affiliate programs out there.

What I have discovered to be very successful is to take advantage of companies like Offers Quest or Google for text link advertising. Text links are a great resource as they are bandwidth friendly, and when they are implemented properly add valuable content to your site which can also assist in search engine rankings.

When it comes to website affiliation, you will also need to know how to conduct a market study because this is how you will find your target audience. Without a targeted audience, your marketing campaign will not be effective. Below I have begun to give you an outline of what you should include in your market study.

It is best to write it down; especially if you are hoping to entice someone else into investing in your marketing venture. That and it is a good way to keep track of your objective and provides a good guideline of what needs to be done.

#### About the Author

Did you know that long URLs can put off potential customers buying through your affiliate link ? Make that link shorter and simpler with free software today. <http://www.seriousedge.com/smartlinks>

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