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The Sub-Domain In Affiliate Marketing

By Peter Garant

A sub-domain is an individual and separate web folder that can be created and attached to the main domain. This sub-domain can have its own FTP password. It can also have its own private CGI-Bin folders, and all other characteristics of an individual domain. But this sub-domain need not be registered as a separate domain and this means that the affiliate need not spend additional money for the setting up of the sub-domain.

How can a sub-domain help an entrepreneur achieve success in his affiliate marketing business? A sub-domain can help the affiliate in two ways. These are optimization in search engines and diversification of the affiliate's website.

Optimization in Search Engines

Sub-domains are usually recognized by search engines as an individual online entity. And since it is a separate URL (as identified by search engines), it will be listed on its own and not be a part the main domain. In affiliate marketing, such a situation is advantageous. The affiliate can promote products in a dedicated website that will most probably be ranked high, provided that all other search engine optimization techniques are used.

Of course, there is a specification that the affiliate must comply with. That is, the sub-domain's name must be attached to the main domain's name using a dot. For example, the URL will be "subdomain.maindomain.com". The affiliate should avoid using the hyphen, such as in

`http://subdomain.maindomain.com`

. The hyphenated name will need to be registered as a separate domain and this will demand additional expenses for the affiliate.

Diversification of the Affiliate's Website

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The contents of the website of an affiliate should be relevant to each other. This means that products that are extremely different from each other should not be located in one website. Otherwise, the affiliate runs the risk of discouraging and confusing the Internet visitor. But how will an affiliate promote products that are wholly unrelated to each other but are both interesting and financially feasible?

The affiliate can create sub-domains. One sub-domain will be dedicated to one product, while another will be focused on another product which is distinct from the first one. In this way, when the visitor opens the website, he will only find the products and information that he is looking for. He will not be distracted by the presence of another product banner that he has no interest in knowing about.

Of course, the creation of sub-domains may need to be consulted with the web host. Some web hosts offer free sub-domains while others demand a charge. The creation of sub-domains also involves work. But, after such work, the income of the affiliate will significantly increase.

Peter Garant's affiliate marketing

<http://www.affiliatepays.com>

site sells affordable unique website

content

<http://www.affiliatepays.com/unique-website-content/>

to webmasters that understand the need

for unplagerised and high quality content on their websites.

How To Make More Affiliate Sales By Cloaking Your Affiliate Links With Your Own Domain

Name

By Roger Loh

Do you know that by simply cloaking your affiliate links, you can make more affiliate sales?

And the best part is that if you already own a domain name and have your own web host, you can do just that.

The purpose of this article is to give a step-by-step procedure of how to cloak your affiliate links with your own domain name.

WHAT IS AFFILIATE MARKETING?

First thing first...what exactly is Affiliate Marketing?

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Simply put, Affiliate Marketing is one of the many Internet Business models to earn a commission by marketing someone else's products.

Usually, an experienced Internet marketer creates a product (for example, an e-Book explaining how to do something or solve a specific problem) to market on the Internet. Instead of doing all by himself, he can also allow affiliates to market it by paying out a certain commission, which can range from a measly few percent to a huge 75 or even 80+ percent!

AFFILIATE LINKS

Thus, when an affiliate marketer joins the affiliate program, he or she will be given an affiliate link to promote the said product. The affiliate link usually contain an Affiliate ID that is either selected by the affiliate or generated by the system when signing up.

The affiliate marketer can then promote the product via his website, emails, classified ads, etc by quoting this affiliate link.

As long as someone else purchases the product via this affiliate link, the affiliate marketer will get paid the predetermined commission.

WHY MUST YOU CLOAK YOUR AFFILIATE LINKS?

There are at least two reasons why you must cloak your affiliate links.

Firstly, there are reports that sales are "stolen" by other affiliates who simply replace the affiliate links when making purchases.

For example, if I am an affiliate marketer with an online marketplace (such as "successgoldmine.com") and my Affiliate ID is "rogerloh", my affiliate link can be something like that:

rogerloh.productname.successgoldmine.com

So, before making a purchase for himself, it is an easy matter for another affiliate with Affiliate ID "dishonest" to substitute mine as shown:

dishonest.productname.successgoldmine.com

Secondly, an affiliate link is usually not-so-nice-looking like this:

www.successgoldmine.com/redirect.html?link=rogerloh

Can you imagine if you get an even longer affiliate link than the one above and placing it into your own email and send out?

Not only the affiliate link may wrap into two lines or more, it is most likely "unclickable". Thus, it will

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reduce the chance of a sale when the reader is genuinely interested in the product but does not know to copy and paste the affiliate link into a browser.

HOW TO CLOAK YOUR AFFILIATE LINKS WITH YOUR OWN DOMAIN NAME

Now, let's get down to the bolts and nuts of the how-to...

For this to work, these are the requirements:

1) You must have your own domain name, eg.

<http://www.YourDomainName.com>

2) You are able to

create a HTML file eg. YourFile.html 3) You are able to upload your file to your website with your domain name.

Here are the steps:

1) Use Notepad or your favorite HTML Editor (such as FrontPage or Nvu) and create a new HTML file.

For example, I created a new file called "bk01_josh.html"

2) Insert the following lines just before the /head HTML tag in your new file.

(NOTE: For technical reasons, I have used square brackets "[" and "]" instead of the angle brackets in the HTML code below.

Please replace the square bracket with the standard HTML angle brackets in the HTML code below.)

```
[script language="JavaScript"] [!-- window.location="Your Affiliate Link URL"; // --] [/script]
```

3) Upload your file to your website with your domain name.

For example, I used one of my domains "FactsAboutDavinci.com"

Now, all I have to do is to promote this link in my marketing, such as website, emails, etc:

www.FactsAboutDavinci.com/bk01_josh.html

Thus, when someone clicks the above link, it will redirect him or her to the company that markets this product. And now, the link looks much more presentable and professional.

Roger Loh spent many years setting up computer networks and is an Internet marketer who focuses

on Affiliate Marketing and eBook creation, among other business models. Affiliate Marketing is the ideal way to start your Internet Marketing business. To get started, visit:

<http://www.TheAffiliateSecrets.com>



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