

# How to Choose Affiliate Programs for Your Site

By Brian Su

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Many webmasters have shared frustration due to constant changes of affiliate programs that are linked on their sites. It has become very critical for net entrepreneurs to identify and select trust-worthy affiliate programs that not only generate revenue but also send commissions in time. Unfortunately, many net entrepreneurs found victimized because of some affiliate sponsors suddenly discontinue their programs or change their pay rates. By applying following rules, you would have more chances to increase your earnings and minimize your risks from participating in affiliate programs.

1. One of the most important factors is to determine your revenue level. Affiliate programs offer commissions from 5% to up to 50%. Which one will be the right program for you? I\_d suggest staying away from any programs that offer less than 20% of its sales. The higher commission levels are offered, the more money you will make from a single sale. Remember, your space is very limited on your webpage, it certainly makes sense that only the highest-paid programs deserve good spots and publicity.
2. Choose a merchant that you can trust. You must be smart and careful on choosing affiliate programs, and make sure you would get paid. It\_s highly suggested that you choose programs that are managed by independent affiliate solution providers such as Commission Junction, BeFree, and ClickBank. Your paychecks are sent directly by them rather than merchants themselves.
3. Effective presentation of your affiliate URL links is very important. It has been proven that a text link is more efficient than a banner or button placement.
4. Stay focused. For example, if you operate a webmaster resources directory, it is wise to stay away from non-related subjects, such as toy or car sites. Remember, it is more effective to select a program that not only adds a new channel of revenue but also enriches your website content. The affiliate programs you join must be relevant to your services.
5. Stay informed. After you join certain affiliate programs, sign up their newsletter. Most of programs send out updates if there are changes on the program or commissions. If they discontinue their program, you can quickly remove their affiliate links off your website. If affiliate sponsors do not offer any newsletter to affiliates, I\_d suggest you to pay frequent visits to their sites.
6. Do not worry about directing your web traffic to your affiliated sites. The whole purpose of joining affiliate commerce is to make money. As long as money is generated for you, who cares about where your visitors go after they made their purchases through your website.

7. Try different programs and marketing methods. Find out what marketing approach is more effective. Constantly change your promotional tactics and implement only the best money-making programs.

8. Many webmasters don't have a clue on what their affiliate products is really about. I always suggest that you should try at least one of the affiliate products or services your website associate with. Get to know them on a personal level and then offer a personal testimonial or endorsement. A personal endorsement of the service is better than a hundred fancy banners. Spending a few bucks on affiliate programs you promote can bring much bigger returns.

9. Evaluate your earnings on a monthly basis. If an affiliate program does not generate as much as you expected, then change your marketing approach, or even remove it from your site and find something worthy.

Finally, successful affiliates require a lot of time and commitment. Once everything is on the right track, you'll see that a healthy flow of cash earnings will pour into to your billfold.

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