

# THE AFFILIATE BLOG MONETIZATION

## Checklist



**ENDLESS**  
AFFILIATE PROFITS



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# The Complete Set Of Affiliate Checklists

Posting articles on your blog that either soft sell or directly sell products is a good strategy for increasing sales. But a lot of marketers overlook the many ways you can boost sales by inserting features that sell more affiliate products.

How do you design your blog to maximize sales? By using this checklist. Take a look...

## **Present a “Featured Product”**

The idea here is to create a special section of your blog and present a weekly featured product. Here’s how to make this feature more effective for generating sales:

- Post the “Featured Product” in a prominent place. For example, create a special section near the top of your blog for this special feature.

*TIP: Many blog themes let you create a “pinned post” that stays at the top of the blog until you unpin it. You may decide to use this pinned post to feature your weekly product.*

- Offer something extra special to those who purchase the featured product via your affiliate link. This bonus could be access to a free webinar, free feedback or coaching from you (if it’s a high ticket offer), an app, or even a report or video.
- Create a graphic to go along with the offer. This graphic can showcase the product as well as your bonus offer.

Here’s another idea...



## Insert Ads Around the Content

Another way to monetize your blog is by inserting text and/or graphical ads around the content. Here are good places to do it:

- Put a banner in or near the header. Don't use loud, blinking banners that look like garish ads. People tend to have "banner blindness," meaning that if graphic looks like an ad, they'll ignore it.
- Place an ad in the footer. This could either be a text or graphical ad.
- Insert one or more ads in the sidebar of your blog. You'll also want to insert a link to your lead page.
- Put a "featured product" ad in a prominent place, such as the top of the sidebar. Once you determine the best place for this as through testing, then keep it in the same place so that regular visitors will know exactly where to look for it.
- Insert ads after blog posts. You can do this manually, or you can use a plugin that inserts the ads for you. You can rotate through different ads, or match ads directly to the content.

*TIP: Matching ads to the content convert better than random ads. However, sometimes you may want to have uniform ads across your blog, such as when you're promoting a big product launch.*

- Insert ads directly into blog posts. These are often called "jumps," and you'll see them across the web, such as in news articles on big news sites. You can insert videos, graphics or even text ads.



Which brings us to the next point...

## **Use Multimedia To Get Attention**

Different people respond to different types of ads, which is why you'll want to present your ads in different ways. This includes:

- Straight text ads. Try inserting this right after an article when people are still paying attention and reading. Be sure the ad is directly relevant to the content.
- Eye-catching graphical ads. This means:
  - Create ads with bold colors. These colors should "pop" on your blog.
  - Use pics that naturally attract attention. Where relevant, use picture of smiling people or cute animals.
  - Bonus tip: use graphics inside your content to draw readers' eyes back into the article. Then caption the graphic using an important benefit or call to action. E.G., A picture of a slim, happy woman with a caption such as, "You too could lose 10 pounds by clicking here!"
- Videos. You can insert videos between articles in your blog, within the article itself, or even in the sidebar of your blog. Generally, you shouldn't auto-start videos, as this irritates visitors (especially those who are at work, or those who are on mobile phones with limited bandwidth).
- Audios. While not as popular as other multimedia, you may try inserting audio advertisements into your content.



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*TIP: Whenever you have an audio or video, be sure to include a call to action to encourage people to watch or listen to the media.*

*E.G., "If you're looking for an easy way to write a novel, then you're going to watch this short video – click the "play" button now!"*

And finally...

## **Test Everything**

One of the best ways to increase your conversions and revenue on your blog is by testing everything. This includes:

- Testing your overall blog design. Some designs (themes) will convert better than others.
- Testing ad placement. Here you can find out where to place ads for maximum results.
- Testing the ad copy. This includes testing your headlines, benefits and calls to action.
- Testing other elements of the ad. This includes the format (such as audio, video, or text), as well as design elements such as graphics, size and colors.
- Testing your offers. For example, you might rotate through two or three different products in your sidebar to see which one your audience responds to the best.

*TIP: You'll need to pick up a testing tool to do these tests. You can use a tool like [Piwik.org](http://Piwik.org), which is similar to Google Analytics. Or you can use a simple A/B split testing tool like the one at [SplitTestMonkey.com](http://SplitTestMonkey.com).*



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## **In Sum...**

As you can see, there are a whole lot of ways to monetize your blog. However, your audience won't respond to every method described above. That's why you'll want to test them out to determine what types of ads to place and where to create maximum conversions, sales, and commissions!





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