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Affiliate Optimization Guide

How to optimize for more conversions & commissions

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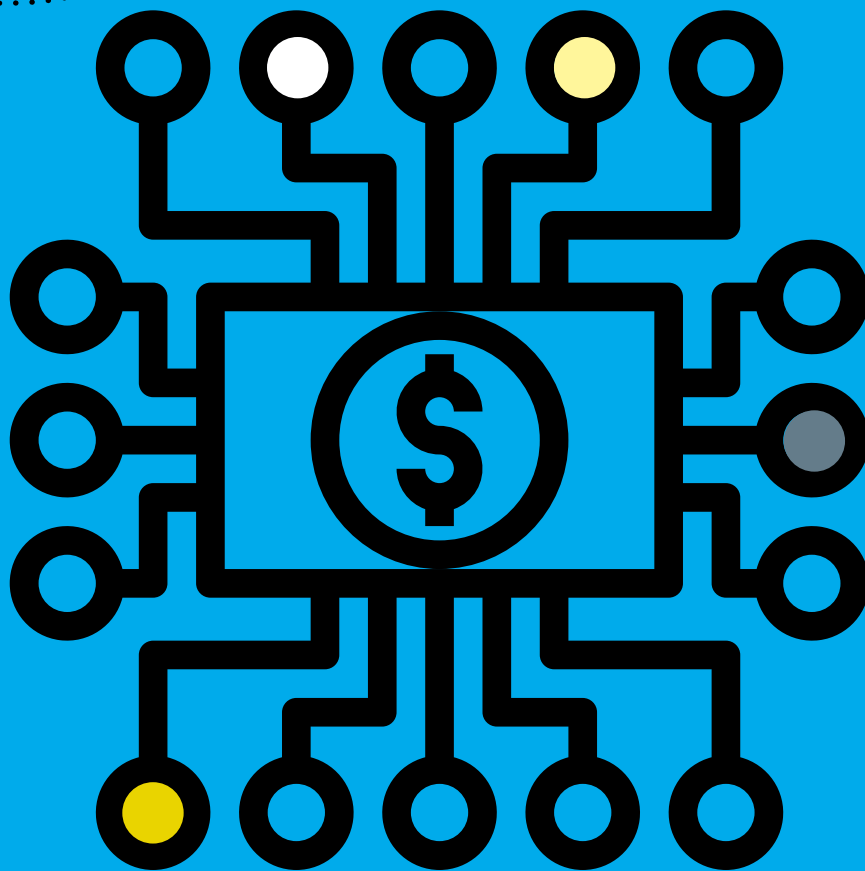
Contents

Optimization Fundamentals

Always use the correct affiliate links. Sometimes links are copied and pasted incorrectly. Also, test links to ensure they're working, especially deep links. For example, a link may stop working because it was part of a limited-time promotion.

Promote multiple merchants to increase your sales opportunities. By doing so, you'll also reduce your dependency on one or a few merchants. Reducing your reliance is critical because merchants can end their programs and partnership with you anytime.

Promote products and services that cater to your audience to maximize conversion rates and sales. That may seem obvious, but some affiliates deviate from their audiences to market items that don't relate. For example, a travel blogger who starts promoting cryptocurrency exchanges.

Join and promote merchants offering high commission rates and long cookie/referral periods, such as 30%+, $100+, and 30+ days respectively. Also, you can partner with merchants that pay r**ecurring commission rates** of 20% or more to increase your monthly recurring revenue (MRR). Recurring commissions are an excellent way to make passive income.

Set your commission payout minimum to the lowest possible amount to get paid faster. Low payment minimums typically range from $10 to $50, depending on the merchant, affiliate marketing software, and affiliate network.

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Run A/B tests on your copy, content, webpage design, and other website elements to understand what works best for your audience and search engines. Frequent tests and strategic updates support higher conversion rates and sales.

Website & Content Optimization

Create a website. Many bloggers and YouTubers have websites, but some content creators only use third-party platforms like Facebook, YouTube, LinkedIn, and Medium. While those platforms have benefits, they come with many drawbacks, for example, an unexpected account violation or termination (it happens). Free offerings from sites like Google Sites, Blogger, Blogspot, Wix, and WordPress.com are even more problematic.
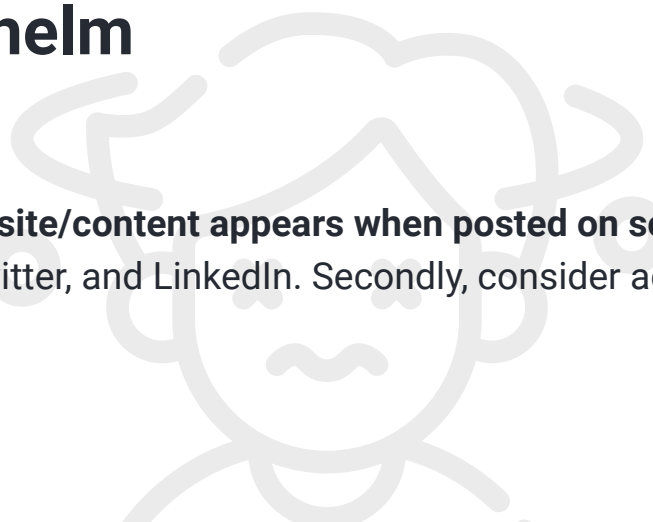
Third-party platforms can have limited features and are unlikely to appear in search results. By contrast, having a website gives you ownership, control, customization options, and helps with search rankings. A website also enables you to collect email addresses (list building), which is critical in affiliate marketing.

Make your pages and content easy to navigate, consistent, structured, and user-friendly. Also, consider page layouts, formats, stylings, colors, subheadings, and table of contents to increase clicks and decrease bounce rates.

Don't overwhelm visitors with too many moving elements upon entering your website. For example, some websites display opt-in forms, cookie consent bars, and web push notification popups within nanoseconds of each other. That can produce confusion, a poor user experience, slow page loading times, and increase bounce rates.

Don't overwhelm vistors

Review how your website/content appears when posted on social media sites, such as Facebook, Twitter, and LinkedIn. Secondly, consider adding social me-

dia sharing buttons to your website to encourage others to share.

Add a minimum amount of affiliate links to each of your pages. One or two affiliate links per page won't support your goals. Conversely, too many links may seem unnatural or spammy. Somewhere between 7 to 12 affiliates links per thousand words is an excellent place to start.

Reduce interrupters in your content to allow people to focus and finishing reading. For example, some bloggers interrupt content with links to other articles, in-line opt-in forms, and other distractions, obstructing the reading experience. Distractions can also get in the way of users clicking.

Use a spell checker and grammar app to help with your writing and creating high-quality content. Spelling, punctuation, and grammar also influence search engine rankings. Explore Grammarly, Ginger, Hemingway Editor, and capitalize-mytitle.com. You can also have someone – a friend or peer – review your content for suggestions and mistakes.

Keep your content relevant and fresh by updating old posts. Plan to revisit your older posts once or twice annually to ensure they provide accurate and current information. Case in point, some reviews about GetResponse still mention our CRM feature, which we no longer offer.

Click-Through Rate Optimization

Use call-to-action (CTA) text around and for your links to increase clicks. Some examples include: start your free trial, learn more, click here to join, create a free account, sign up today, and get a 40% discount now.

Visual elements get some people clicking as opposed to text alone. Use visual elements such as ad banners and CTA buttons.

Ensure your links are active and up to date. For example, if a merchant goes of fline or terminates its program/partnership with you, update your links as soon as possible. Likewise, do the same for links tied to expired promotions, coupons, and sales events.

Review your monthly performance and commission reports. That should be an ongoing activity to identify and prioritize your top-performing merchants, prod-

ucts, affiliate links, landing pages, and so on.

Deep linking is how you create an affiliate link to a specific page on the Get-Response website. Deep-link and experiment with sending traffic to different pages, such as our pricing, features, and registration pages. Giving your traffic precisely what they want lends itself to higher click-through rates, sales, and commissions.

https://www.getresponse.com/start-free-trial?a=youraffiliateID

Search Engine Optimization

Periodically review Google's search engine documentation and articles to implement current best practices. Do the same for other search engines you focus on, such as Bing, Yandex, and Yahoo. Authority sites, such as Search Engine Journal (SEJ) and Moz, also offer valuable insights. Lastly, there are many free online courses covering search engine optimization (SEO).

Review your website's monthly performance with tools like Google Analytics, Google Search Console, and Bing Webmaster Tools. Then, use the data and insights to improve your content and competitiveness.

Optimize your website and content for mobile devices. Mobile-first indexing means Google predominantly uses the mobile pages of a site for indexing and ranking. Therefore, focusing on desktop content and appearance is less critical.

Monitor your Core Web Vitals (CWVs) in the Google Search Console and improve them. The Core Web Vitals report shows how your pages perform based on several page speed metrics. Page speeds and loading times are increasingly important to Google as they impact a user's experience. So naturally, users don't want to wait long to start consuming content.

Link to reputable and authoritative sites to boost your credibility and rankings. Similarly, develop an internal linking strategy to reap the many SEO benefits.

> "Internal links are important because they can help Google understand and rank your website better. By giving Google links to follow along with descriptive anchor text, you can indicate to Google which pages of your site are important, as well as what they are about. Internal links are also good for user experience and may improve engagement.

According to Moz

Consider increasing links to your website. Link building is the process of getting other websites to link to pages on your website to help them rank higher in Google search results.

Structure your data for rich results. Rich results highlight critical information and help search engines understand a page's purpose as accurately as possible. Examples of rich snippet results include carousel, FAQ, and review.

Email Marketing Optimization

Add email marketing to your affiliate marketing activities. The top affiliates use email marketing to build relationships, send newsletters, run marketing campaigns, market and sell goods, distribute content, promote webinars/ events, increase social media engagement, and more.

Expand your autoresponder sequence to include more emails. Many affiliates limit their email sequences to three to five emails. However, you can expand it to as many emails as you want, without being spammy, of course. For instance, you can create a two-year autoresponder sequence consisting of 24 emails to go out monthly.

Review your email marketing performance reports to make improvements. Opens, clicks, unsubscribes, and complaints are standard metrics to analyze. Visit GetResponse's resources page for blogs, guides, videos, benchmarks, and more for email marketing strategies and insights.

Conduct A/B tests for newsletter and campaign elemens such as subject lines, titles, and content. That will help you understand what resonates with your audience. You can also conduct A/B tests with your opt-in and signup forms.

Social Media Optimization

Facebook, Twitter, LinkedIn, YouTube, and other social media platforms enable billions of users to upload and post content, including text, images, videos, and links. In addition, **many affiliates use a standard format to post content, including a title, body, hashtag, affiliate link, and media.**

Title is there to grab a user's attention. It would be best if you did that to get noticed in a very competitive content landscape. Case in point, some marketers add emojis around their titles to make them stand out.

Body of your post can be short or long. It will depend on how much influencing and soft selling you want to do. Your content should be exciting and create a desire for the user to keep reading.

A call-to-action (CTA) is typically found at or near the end of a post to encourage and direct users on what to do next, for example, join now, enroll today, click here for more details, and learn more.

Hashtags help to increase your content's searchability and discoverability. Users may search or follow hashtags, enabling your content to get in front of them. The optimal number of hashtags to use in a post depends on the platform. According to Hootsuite, a top-rated social media management app, one or two hashtags are suitable for Twitter and Facebook, whereas five to ten hit the sweet spot on Instagram. Do your research and experiment to understand what works best.

Affiliate Link is a standard addition to a post and how you're going to make money. Therefore, you should focus on adding links that are relevant and helpful. Also, consider your most successful affiliate partnerships and prioritize those links.

Like hashtags, affiliates must strike a balance between adding too few or too many links. The number of links you include will depend on the length of your post, but two to ten links will usually suffice.

Adding more links than that might appear spammy, deceptive, or disingenuous, which could hurt your status and credibility on the platform. Platforms may even alert you or issue strikes against your account for suspect behavior. So, be prudent about what and how many links you add to your posts.

Consider where you want to direct users with your links, i.e., to the merchant/advertiser or your content, blog, or video. Both approaches are valid and depend on your goals.

Media consists of images, videos, and GIFs. Media can make a post "pop" because of the impact an image or video has compared to text. Many social media platforms automatically retrieve and attach whatever media they can find in posts. However, users can often upload the images they want to be featured.

YouTube is a video-first social media platform, which differs from Facebook, Twitter, and others. Therefore, adding affiliate links requires different strategies. Affiliate marketers can add links to the following areas:

- About pages
- Community pages
- Video descriptions
- Video comments
- Cards*

* Read YouTube's policies about using links with Cards.

📷 Construction of an effective and engaging affiliate post

The title clearly informs what the post is about

The message/subject is described within the first 60 to 160

Information is structured using numbering (or bullets)

A call-to-action is present

The image draws attention

WordPress Optimization

WordPress.org users have thousands of plugins at their disposal, with some being especially helpful in affiliate marketing and website optimization. However, one drawback of using plugins is their potential to slow page loading times, which isn't good for SEO. To increase website optimization and security, you should keep your themes and plugins updated. WordPress allows for themes and plugins to update automatically.

ThirstyAffiliates plugin gives bloggers the tools they need to monetize their WordPress websites with affiliate marketing. It supports efficient link management and cloaking, safe redirects, performance reports, and more.

Broken Link Checker plugin monitors and tests internal/external links for broken links on your site. It helps you fix non-functioning links to improve user experience and SEO.

Redirection plugin is the most popular redirect manager for WordPress. With it, you can easily manage 301 redirections, keep track of 404 errors, and generally tidy up any loose ends your site may have. That can help reduce errors and improve your site ranking.

Yoast SEO is the most-used WordPress SEO plugin and has helped millions of people like you get ahead and stay ahead. It's packed full of features designed to help visitors and search engines get the most out of your website.

Site Kit is the official WordPress plugin from Google for insights about how people find and use your site. It provides authoritative, up-to-date insights from multiple Google products directly on the WordPress dashboard for easy access, all for free.

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Disclosures & Disclaimers

A disclosure is a process of making facts or information known to the public. Disclosures help people to make informed decisions and support a fair and honest marketplace.

You should include disclosures to be transparent about your affiliate marketing activities; for example, add the hashtag "Ad" to your tweets that contain affiliate links. In addition, many bloggers disclose the use of affiliate links on their websites, while YouTubers add disclosures at the bottom of their video descriptions, such as:

> *"Disclosure: My channel and videos contain affiliate links. If you click through and purchase an item, I may earn a commission at no extra cost to you. Only purchase products and services that will benefit you. Thanks for your support."*

A disclaimer is a statement that denies something, primarily your responsibility in the matter. For instance, many YouTubers covering medical or investment topics add disclaimers in their descriptions to distance themselves from possible complaints or lawsuits.

Ensure your disclosures and disclaimers are visible and straightforward. The more your audience trusts you, the more they'll take action on your content and recommendations. Please read the FTC's guidelines for affiliate marketing guidelines and best practices for websites and social media.

Let us know if there is anything else that you want covered.
Write us at **gr-affiliates@cs.getresponse.com** with "Affiliate Optimization Guide" as a subject.

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Questions?

gr-affiliates@cs.getresponse.com

getresponse.com/affiliate-programs