

## Tools for Affiliate Marketers

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One of the quickest and most efficient ways of earning a living online is Affiliate Marketing. There are several reasons why this is true. First of all, most affiliate programs do not require an enrollment fees. There is no financial investment on the part of the affiliate. Secondly, you do not need any products of your own to sell. Even the sales page, the payment processing, the digital delivery, and the post sales services are all done by the merchant you are selling for. How easy is that?

With this in mind, what will determine your success or failure as an affiliate marketer? You will get out just what you put in. This isn't a free ride. You must commit your time and effort to make this or any other business successful. Success will come to those who work smarter not harder.

Sometimes, this will require an investment on your part. Not all the tools you may need are free. For example, a web host as well as a domain name will cost you some money, however, the benefits of having your own web page far outweigh the cost you will incur. Like anything else, you are going to get what you pay for. Purchase the best products you can afford!

But not everything comes at a high price. There are some tools that will help ensure your affiliate success, at little or no cost to you. Here are five tools to help you get started. Any one of these tools will take your business to the next level. Learn how to use them and reap the monetary benefits! For additional information, just follow the links provided.

1. WordPress is a software program you can download for free and use to create your own blog sites. The words "blogspot" or "livejournal" or "xanga" will not be attached to your URL. You host your blog under its own domain name, or as another page in your main website. As I am sure you know, blogs are great marketing tools. The search engines usually index them quite quickly, and often, they figure prominently in the search engine result pages. They may also provide your main website with the backlinks you need to boost its page ranking. A blog can also be customized to become your main website. The primary advantage of a blog is the convenience you'll receive when it comes time to publishing your content. Download the WordPress client for free from [www.wordpress.com](http://www.wordpress.com).

2. Is Macromedia Dreamweaver too expensive for your budget? Is Microsoft Front Page is too complicated? Then the NVU Website Creator is a program you might want to consider. This software program streamlines the website creation process through an interface that is easy to use, but still powerful enough to make professional-looking web pages. Download this product for free at [www.nvu.com](http://www.nvu.com).

3. Another helpful tool is a Backlink Builder. If you're maintaining your own website, either as a review center for your affiliate program products, or as an affiliate mall, or even as a blog which promotes your digital items, you will need to build backlinks to increase your page ranking. The higher your page rank is, the better chances it will have of appearing in the first few pages of search engine results which means more customers visiting your site. Don't know where to start? Use the free tool available at [www.webconfs.com/backlink-builder.php](http://www.webconfs.com/backlink-builder.php) to discover all the places where you can provide links to your website.

4. Choosing the right keywords for your web site can mean the difference between success or failure. Keywords are the primary ingredients of any search engine optimization (SEO) campaign. You use them for your meta tags, your h1 tags, your ALT tags, your page title, and your content. You will even use them for the articles you will submit to article directories. The proper use of keywords will result in a more efficient indexing of your website by the search engine spiders. Since up to 80% of the traffic to your web site comes from the search engines, keywords become one of the most essential aspects of your site building efforts. Where do you find the best keywords? Go to [www.nichebot.com](http://www.nichebot.com) and use their powerful tools to find profitable the keywords related to your affiliate products.

5. Although not one of the most fun things you need to do, you will need to study your website's statistics. This is the only way you will know what is working and what may need to be changed. This can be done by simply copying and pasting a code on your web site. Go to [www.statcounter.com](http://www.statcounter.com) to get in-depth reports about the performance of your website. This is a simple, easy to use tool.

Any one of these tools will improve your performance as an affiliate. And the fact that they all come at little or no charge makes them even better. These tools and strategies will only work if you use them. Don't just settle for being good, strive to be the very best!

## About the Author

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