



The Ultimate Guide to Increasing Affiliate Commissions

KINSTA



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The Ultimate Guide to Increasing Affiliate Commissions

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Introduction

Affiliate marketing is a great way to increase your passive income, but it's not without its challenges. To achieve a lucrative monthly income, you need a fair amount of strategy to optimize your efforts and increase your affiliate sales.

We've collected proven affiliate sales tips you can implement to expand your audiences, maximize your efforts, build your authority, and increase your passive income.

These tips are useful to all affiliates, no matter which program or brand you're working with.

Affiliate Marketing 101

To increase your affiliate sales, you must first understand affiliate marketing.

Affiliate Marketing in a Nutshell

[Affiliate marketing](#) is a business model where an affiliate promotes products or services on behalf of a merchant. The affiliate then earns a percentage or an agreed-upon rate for each sale generated through the affiliate's unique tracking code.

There are four components that make up the affiliate model:

Merchants

Merchants are the ones who are creating the product or service. They exist in all industries and in all sizes of companies.

Affiliates

Affiliates, also known as publishers, are the ones that promote, attract, and convince potential customers of the value of the merchant's products or services to ultimately land a sale.

Affiliates aren't just bloggers or influencers; they can also be companies. For example, a web agency can receive a commission each time a client signs up for an SEO tool that has an affiliate program.

Consumers

Consumers are those who buy the products or services through an affiliate's unique link.

Networks

A network acts as an intermediary between an affiliate and the merchant. Merchants use affiliate networks to manage their affiliate program and product database. Through the network, affiliates can choose the product(s) they want to promote.

Examples of affiliate networks include Commission Junction, ShareASale, and ClickBank.

Some merchants, like Kinsta, created their own platform to better suit their needs. Here's why we [rolled out our own affiliate system](#).

Affiliate Business Models

With the four components of affiliate marketing comes [different affiliate business models](#).

Influencer Marketing Model

Designed for bloggers, YouTubers, podcasters, and social media influencers.

This model has become a popular approach as more and more consumers prefer recommendations by their peers as opposed to through traditional ads. In this model, an influencer will

promote a product and make money when their followers make a purchase through their affiliate links.

This model is useful for big names like YouTuber PewDiePie and Twitch streamer [Ninja](#) as well as smaller content creators.

In the example below, influencer Ailsa of [@_happygocurly_](#) makes affiliate income by tagging products in the Like To Know It (LTK) app.



Ailsa of [@_happygocurly_](#) receives affiliate sales through the LTK app.

Benefits

As an influencer's audience expands, so will their sales.

Influencers also tend to get better commission rates because they're able to deliver a large batch of sales in a short period.

Challenges

Although there is some wiggle room, influencers need to consistently cater to their followers and provide information and content they want.

Niche-Focused Marketing Model

Designed for bloggers, website owners, experts in niche markets, and techies.

This model is arguably the most popular as it's the easiest to get started with. All you need is a website or blog curated towards a specific group of users.

My site – Web Hosting Secret Revealed (WHSR) – is an example of a niche-focused model as it focuses solely on the hosting market. A lot of the content that's created on WHSR is tailored towards solving and providing solutions for web hosting-related services, which makes it a natural platform for hosting providers with affiliate programs.

Of course, I'm not the only one who's been successful in this type of model. Plenty of influencers are known to build their websites around niche markets. Some of the biggest names that I am sure you have heard of include Pat Flynn ([Smart Passive Income](#)), Mark Wiens ([Migrationology](#)), and Darren Rowse ([ProBlogger](#)).



Jerry Low,
Founder at [Web Hosting Secret Revealed](#)

Benefits

There is a low barrier of entry and you don't need to be an expert in the field. All you need is a decent website and research skills.

Challenges

Because the barrier of entry is so low, it's a competitive model filled with professional affiliate marketers. It can take some work to establish a presence, build an audience, and attain the web traffic needed to make consistent sales.

Location-Focused Marketing Model

Designed for bloggers, website owners, experts in niche markets, and techies.

This model is similar to the previous model, but with the added focus on location. This often includes doing business in the local language with communities that don't speak or read English.

[Access Trade](#) in Vietnam is a great example. Their affiliates make huge profits by selling products and services catered towards the Vietnamese population.



[Access Trade's homepage](#)

Benefits

This model has a low barrier to entry and can be less competitive depending on location.

Challenges

Given the targeted nature of this model, affiliates will have a limited market size to work with and grow.

“Mega-Mall” Marketing Model

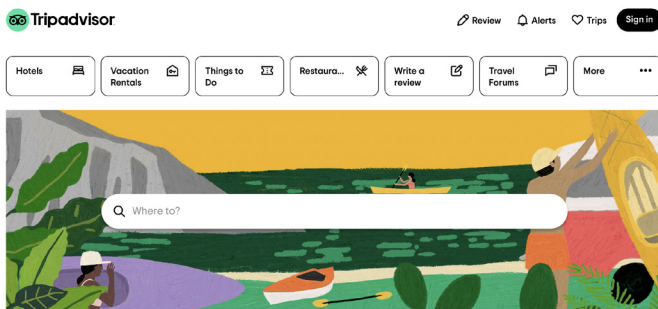
Designed for startups, well-funded affiliates, media companies, and more.

As the affiliate industry grows, affiliate marketing behemoths will continue to pop up and disrupt the current business landscape and ecosystem.

This model is increasing in number due to:

1. Smaller affiliates evolving into a bigger business.
2. The rise of online shopping in more and more countries.
3. Venture capitalists investing in startups due to the lucrative potential of affiliate marketing.

[MoneySuperMarket](#) is one of the largest affiliate businesses and has seen immense success since its launch in the early 2000s. Today, its founder Simon Justin Nixon is a certified billionaire.



[Tripadvisor's homepage](#)

[Tripadvisor](#) is also an affiliate business. It makes money through affiliate partnerships with travel companies and hotels. [Research shows](#) that 77% of their revenue comes from click-based advertising (CPA affiliate) and that Tripadvisor influenced an estimated 10.3% (roughly \$546 billion) of global travel spending.

Benefits

It goes without saying that this model has the potential to make a lot of money.

Challenges

Unless you have an angel investor or have secured the backing of venture capitalists, being a mega-mall affiliate marketing business is probably not attainable in the short term.

Affiliate Disclosures

Before you begin promoting affiliate links, there's one last thing you should be aware of: affiliate disclosures.

An [affiliate disclosure](#) is a short notice near a product placement that explains what affiliate marketing is, and that you're being paid to make that recommendation. Not including a disclosure is illegal and could result in trouble with your merchant's affiliate program. These guidelines apply to blogs, social media posts, videos, podcasts, and all forms of digital advertising.

Because affiliates like you hold influence over their users' purchases, the FTC has created [guidelines about online disclosures](#) to help distinguish between product placement that's paid for and those which are made without any incentive at all.

While FTC guidelines only apply to the US, other countries like the [UK](#) and [Canada](#) have similar laws. And though the EU doesn't seem to have a law requiring disclosures, depending on the information you collect from customers, the [GDPR may affect your affiliate program](#).

Plus, if you join a US-based affiliate program, the guidelines will likely require you to include disclosures even if you

don't live in a country with similar laws. If you're not sure, it's best to include one.

How to Write an Affiliate Disclosure

Affiliate disclosures can be written in almost any way, as long as it does two things:

1. Identifies a link as an affiliate link.
2. Explains what that is and what it does for you.

That can be as detailed as a full explanation of what affiliate programs entail and why you choose to take these partnerships, or as brief as a one-sentence note identifying the link and saying that you get paid when your audience purchases from it.

Your disclosure of any links leading to it should be clearly conspicuous and not hidden on the page with very light coloring or tiny unreadable text.

Here's how [aThemes](#) wrote their affiliate disclosure for this [article on WooCommerce themes](#):

“Disclosure: Some of the links in this post are affiliate links, meaning that if you click on one of the links and purchase an item, we may receive a commission. All opinions however are our own and we do not accept payments for positive reviews.”

Disclosure: Some of the links in this post are affiliate links, meaning that if you click on one of the links and purchase an item, we may receive a commission. All opinions however are our own and we do not accept payments for positive reviews.

[aThemes](#)'s affiliate disclosure

Kinsta's Affiliate Program

If you're a Kinsta customer or simply an online entrepreneur looking to diversify your income streams, [Kinsta's affiliate program](#) is a great way to earn extra money while recommending top-tier WordPress hosting.

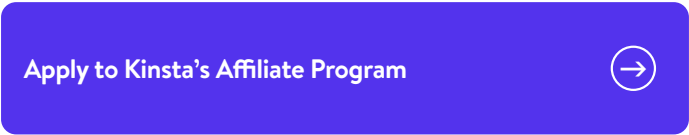
I have worked with countless hosts. Many of them have affiliate programs but most of them are one-time payments and therefore unattractive. If I am helping a company grow and generate recurring revenue, isn't it only fair that I am rewarded for the referral as long as that client keeps using the service they pay for every month? Kinsta thought of this affiliate fairness and it's the only website hosting affiliate model that should be used if you want to have a true collaboration with developers who help you grow and thrive.



Mike Andreasen,
Senior Performance Engineer/Founder at
[WP Bullet](#), [@wp_bullet](#)

Depending on the plan, Kinsta affiliates can earn up to \$500 USD with every referral. They also receive an additional 10% monthly commission for the lifetime of the referred customer. With Kinsta's churn rate being under 4%, Kinsta affiliates stand to enjoy a consistent monthly recurring income through their referrals.

Get to know Kinsta's Affiliate Program in this 3-minute video:



Content Marketing

You'll often hear affiliates referred to as content creators. This is because you can't just have a list of affiliate links on your site and expect users to click on them. You need to build content around the products and services you're partnering with.

Content marketing is the creation of content that is relevant, entertaining, compelling, and valuable. Not only does it drive website traffic, but it also establishes an affiliate's authority through education.

Here are some proven formats you can use to drive traffic to your site, increase conversions, and build authority.

Create or Update Your Tools Webpage

No matter the size of your audience, a webpage listing your go-to tools and services will help your followers, especially if you're a niche-focused affiliate.

Boost your opportunity to make an affiliate sale by linking your tool list to conversion-optimized pages (more on that later) or other useful content such as your personal reviews and comparison articles. Keep it up to date and easily accessible to readers.

It's important to link to your tools page in the navigation of your site. This way, you can get more eyeballs on products/services you recommend to increase your affiliate earnings.

When it comes to your tools page, less is more. Focus solely on the products/services that generate you the most affiliate income.



Brian Jackson,
Co-founder at [forgemedia](#), [@brianleejackson](#)


woorkup[About](#)[Tools](#)[Deals](#)[Plugins](#)[Speed Up](#)[Q](#)

Tools

Below is an always update to date list of services and plugins used on woorkup and in our online marketing efforts. We want to help you succeed, and unlike other sites, **we only list things we actually use.**

WordPress Hosting

We host this site with [Kinsta](#). They combine Nginx + PHP 8 + HTTP/2 + Google Cloud Platform for speeds that cannot be beat! Check out our in-depth [Kinsta review](#). If you are looking for an affordable host we use [SiteGround](#) for our other sites and have had great results. [Click here](#) to get an exclusive **60% off any plan!**



An example of a Tools Page on [woorkup](#), a site run by Brian Jackson

Write or Update Product Reviews

Reviews are powerful. [93% of customers](#) read reviews online before purchasing a product. Your reviews can help generate traffic and increase your authority in the industry by providing value and expertise. They can also increase your affiliate sales!

Here are some ideas on what to include:

- What problem(s) did the product or service successfully solve?
- What can you do with it?
- Did it live up to its expectations?
- Is it worth the price?

- Would you recommend it to a friend?
- What are your favorite features?
- How can the product or service be improved?

Most importantly, reviews need to be honest and accurate. Affiliate marketing is about relationships. And creating a stellar review for a less-than-stellar product is a quick way to lose your community's trust.

When we write reviews, we use two strategies:

1. Review new services that we like and have the potential to be successful and popular. As their product grows, the same would happen with our review article traffic, ranking tends to be maintained and given priority to the first reviews written.
2. Review popular solutions that we're mentioning a lot on the blog.



Ionut Neagu,
CEO at **Themeisle**, **@hackinglife7**

If you already have reviews, look them over to ensure your opinion of the product or service hasn't changed.

One of the things I have had success with is updating reviews every few months or once a year at least. For the last few months, instead of focusing on new reviews of any product, I have been focusing on updating or doing a complete write up of old reviews. For example, I recently updated the [Divi theme review](#) post and it ended up ranking in the 1st position in a very short period of time.



Dev Sharma,
Founder at **WPKube**

In this example, [Melissa from Digital Scrapbooking HQ](#), gives a review of new features found in Photoshop Elements. The article finishes with a link for readers to purchase the product on Amazon.

Review: What's New in Photoshop Elements 2021

OCTOBER 8, 2020 BY MELISSA SHANHUN

4 COMMENTS



A review article by Adobe affiliate Melissa ([Digital Scrapbooking HQ](#))

Create Comparison Pages and Listicles, or a Hybrid of the Two

Comparison articles and listicles are very successful content pieces in the affiliate space. Like reviews, they can increase your web traffic and authority and help generate more affiliate sales.

	Kinsta	WP Engine
Pricing	Plans start at \$30/month	Plans start at \$35/month
Plan Tiers	10 (not including custom)	5
Core Infrastructure (GCP)	Same across all plans	Varies per plan
Network	Low-latency and redundant GCP network on all plans	Limited carriers
SSH Access	All plans	×
Global Data Centers	24 locations	3 (3 additional locations available for monthly fee)
Container Technology	100% resource isolation on all plans	Shared or Dedicated
CDN POPs	34 (All regions)	19 (some regions not included)
Free Migrations	All plans (limited time!)	×

Kinsta's hosting comparison page

Comparison Articles

Comparison articles are a well-organized collection of notes on two or more products or services. They provide readers with the necessary information to make their own informed purchase decisions. Check out our [comparison article on Kinsta and WP Engine](#) as an example.

Listicles

As their name suggests, listicles are articles presented in list form. Creators love them as they provide a lot of value for less effort. More importantly, readers love their easy navigation, simple format, and attractive headlines. Check out our massive [“76 proven tactics to drive traffic to your website”](#) listicle to see an example.

Comparison / Listible Hybrid

It's also possible to create a hybrid article that combines the features of comparison articles and listicles. Made by CodeinWP, one of our affiliates, this [article on the best WordPress hosting](#) is a great example of effectively merging the two styles.

With all of these format types, increase your chances of generating affiliate sales by adding conversion-optimized links.

Start a Podcast

Video and/or audio podcasts are a good way to generate income through affiliate sales. In fact, [54% of podcast listeners](#) are likely to consider brands they heard advertised on an episode.

Encourage affiliate sales by adding links and relevant content to your show notes and descriptions, as well as adding these products to your show's conversation. Like always, don't oversell by adding a ton of links. Keep your content valuable.

Podcasts do have a few constraints to keep in mind. The links you want your listeners to visit may appear differently depending on the platform they're joining from. Our best practice is to include links in your show notes and descriptions and verbally describe to listeners how to find your content.

Links aren't the only way to generate revenue in podcasts. As your podcast grows, you could ask the brands you work with to sponsor your podcast, whether for an episode or an entire series.

Here's how to start a [podcast with WordPress](#) and [grow your reach](#).

Kinsta Quick Tip

If you're looking for tips to grow yourself and your business, look no further than Kinsta's Reverse Engineered podcast.



Published every two weeks, this podcast invites successful entrepreneurs and industry experts to break down the steps, challenges, and successes that took their companies to where they are today.

[Listen to Reverse Engineered](#)



Repurpose Your Existing Content

It's tough creating new content continuously. Plus, existing content often doesn't reach its full potential in just one go. [Make the most out of your content](#) by repurposing it to work over several platforms.

Use this technique to increase your affiliate sales by reaching a larger audience and getting the attention of followers you missed the first time around.

It is important to understand that different users best acquire information in different ways. Some users (like me) generally prefer text, others prefer audio/video, and others prefer graphics. Make your core content available in all of the different formats so that every user will find what works best for them.



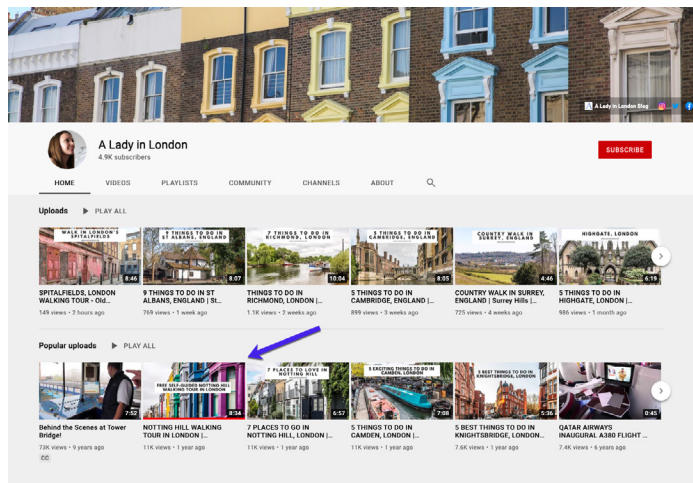
Jackie Goldstein,
Business Development Manager, [WebsitePlanet.com](#)

Here are some examples of how to repurpose your content:

- Create a YouTube video based on content from a blog post.
- Create an [infographic](#) based on the key takeaways of a blog post.
- Cut your Facebook video into chunks and make a mini-series for IGTV.
- Use key quotes from a blog post to create unique images or Instagram.
- Create an [ebook](#) that combines the content from several related blog posts.

And as always, link to conversion-optimized web pages wherever you can.

Travel blogger and affiliate marketer [A Lady in London](#) can often be seen repurposing her blog posts over other social media channels. For instance, Lady turned one of her best performing blog posts, “[Lady’s Guide to a Lovely Walk in Notting Hill](#)”, into a “[Notting Hill Walking Tour in London](#)” YouTube video. It’s also heavily advertised on her Instagram.



[A Lady in London's](#) YouTube page

Increase Your Presence on Quora

[Quora](#) is a user-generated question-and-answer online community.

As direct affiliate linking is not permitted, it’s easy to pass over Quora as a platform to increase your affiliate sales. In reality, it’s the perfect example of how much give and take is required to build a community effectively.

In Quora, you can build your industry presence and authority by replying to popular questions with thorough answers that link back to your blog posts. Be mindful not to add too many links as Quora moderation is quick to remove and ban accounts they consider to be spam.

Not only will these actions result in more people visiting your site, but they will also increase your authority.

For a more detailed tutorial, explore our [complete Quora marketing strategy](#).

Repost Your Content on Medium and LinkedIn

Medium

[Medium](#) is a popular blogging platform that allows anyone, from amateur writers to large companies, to tell their story online. Its audience-driven platform also makes it a great medium for affiliate marketers to reach new audiences through long-form articles.

With Medium, you can upload a previously published blog post or create a new article from scratch.

We've written more about how [Medium compares to WordPress](#).

LinkedIn

We all know [LinkedIn](#) as the social media for all things business, but not everyone knows that you can also publish articles. Similar to Medium and Quora, you can use LinkedIn to reach new

audiences and build your authority. You can use content that's similar to what's already on your blog, as well as a link to other helpful blog posts.

For more, read our article on how to leverage your [LinkedIn marketing efforts](#).

Note: While each platform allows for direct linking, it isn't recommended as affiliate links can be considered low quality. For this reason, Kinsta and many other affiliate programs don't allow direct linking in their affiliate programs. Instead, we recommend that you link to a blog post that has affiliate links.

Conversion Optimization and Metrics

It's great to be creative with your content, but you should always use data and metrics to track how they relate to conversions. Here are some ways to do so.

Use Key Performance Indicators (KPIs) to Track Success

Key performance indicators (also known as KPIs) are metrics used to determine your marketing endeavors' effectiveness. KPIs can tell you which campaign has seen the most sales, which isn't giving any valuable return, and which campaign needs tweaking.

Source / Medium	Acquisition	Behavior	Conversions	Goal 17
			Investor Signup Conversion Rate	
			0.98%	
			Avg for View: 0.98% (0.00%)	
1. google / cpc			1.59%	
2. affiliate			4.34%	
3. (direct) / (none)			0.85%	

Affiliate conversion rate

Here are a few metrics to keep your eye on:

- **Click-through rate (CTR):** The number of clicks in comparison to the number of views. Use this metric to review the performance of your digital ads, links, calls to action, and more.
- **Conversion rate:** The number of conversions in comparison to the number of clicks. While conversions tend to be sales-related in affiliate marketing, a conversion can technically be any step you want your visitor to take. This includes [downloading an ebook](#), [signing up for a newsletter](#), or [signing up for a demo](#).
- **Revenue by traffic source:** The total income generated by different sources. Use this metric to determine which of your platforms (website, Facebook, YouTube, etc.) generate the most revenue.
- **Average time spent on page:** The average amount of time website visitors spend on a specific webpage. Use this KPI to determine which pages are valuable for readers and which ones should be reviewed.
- **Bounce rate:** Bounce rate is the single-page sessions divided by all sessions. Put simply, it is the number of users who access a page of your site but then immediately navigate away from it. A high bounce rate is usually considered a bad thing because it means that visitors aren't sticking around long enough to convert via your affiliate links.
- **Keyword ranking:** This refers to the position in which your webpage ranks for a particular keyword. It's good to keep this metric in mind when deciding which keywords to focus on and when to optimize your content. We'll get into this more in Chapter 6.

Take note of your KPIs regularly and use these analytics to increase your affiliate sales.

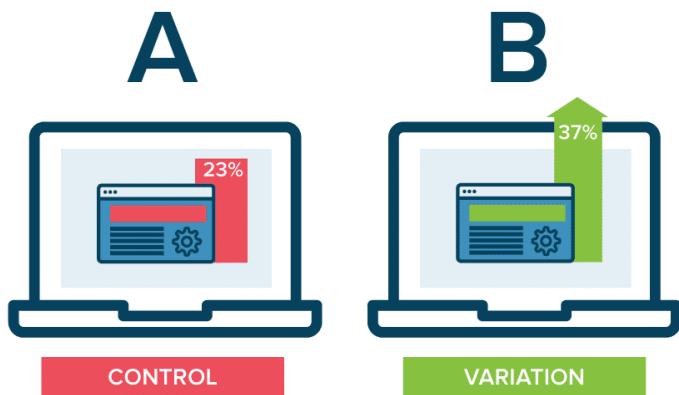
Implementing on-site conversion rate tracking with Google Analytics and WordPress Pretty Links finally gave me the data points I was missing to make a meaningful impact for CTR.



Mike Andreasen,
Senior Performance Engineer/Founder, [WP Bullet](#)

Use A/B Testing to Identify Your Best-Performing Content

Conduct [A/B testing](#) to determine which version of an element in your campaign performs better. Apply A/B testing on webpages, blog posts, [banner ads](#), emails, and more to find the sweet spot that generates the most affiliate sales.



Use A/B testing to optimize your sales efforts

Here's how to run your own A/B test:

1. Choose which element you would like to evaluate.
Typical choices include headline copy, calls to action, visuals, and layout.
2. Decide which KPI will measure the success of the test.
For instance, if you're testing your email subject line, you will probably want to look at the open rate.
3. Choose a sample size, i.e. the number of tests needed to determine a winner.
4. Create two versions of your test, with the only difference being the test element.
5. Run your test.
6. Evaluate your results based on your pre-determined KPIs. Take note of any external factors that may have affected your test.

Take a look at some of the [best WordPress A/B testing tools](#) to optimize your conversion rate.

Running simple but powerful A/B tests helped me double conversion rates.



Mike Andreasen,
Senior Performance Engineer/Founder, [WP Bullet](#)

Link to Conversion-Optimized Landing Pages

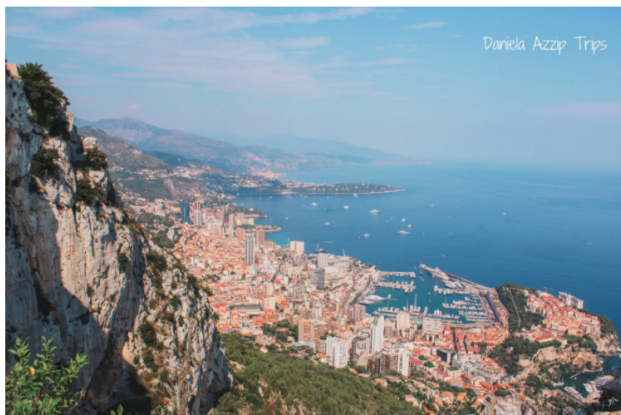
We referenced this a lot in Chapter 2. Clicks don't automatically translate to sales. Drive your traffic to the appropriate landing pages to maximize your click potential and increase

the chances of generating more affiliate sales. Here's [how to create yours with WordPress](#).

Not only should your landing page be relevant, but it should also provide plenty of opportunities for users to convert.

For example, in travel blogger and affiliate marketer Daniela Azzip Trips' blog post on [Cote d'Azur hidden gems](#), she leads readers who are interested in accommodation directly to a conversion page on Booking.com.

5) La Turbie



Top view towards Monaco from Tête de Chien, La Turbie

I still can't believe many people do not include La Turbie in their trip to the French Riviera, specially if you're planning on visiting [Monaco](#) (which by the way, you really should!). La Turbie is a small town, popular for it's gigantic [Trophee d'Auguste](#) (35m high), narrow picturesque cobbled streets and the [Tête de Chien](#) viewpoint, from where you have breathtaking views to Monaco and other towns on the Mediterranean coast.

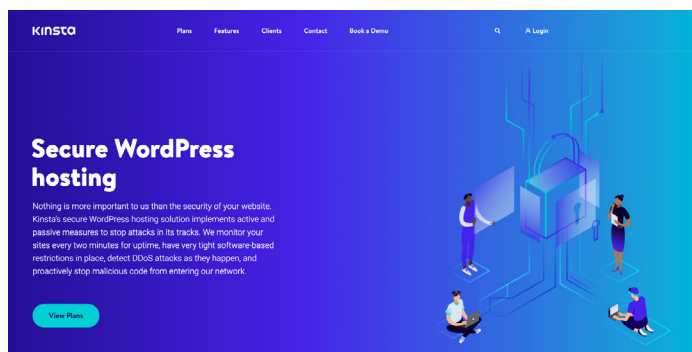
This is a site not to miss if you are on a hunt for the best views!

Where to stay in La Turbie:

Options are limited in La Turbie. Choose to stay at [Hôtel Napoléon](#) or at a [Cosy Studio with garden](#). For more options, consider staying in [Menton](#) instead.

[Daniela Azzip Trips](#)' conversion-optimized blog post

If you're a Kinsta affiliate and your blog post discusses website security, link to our page on [secure WordPress hosting](#).



Kinsta's landing page on secure WordPress hosting

Drive Traffic to Localized Sites

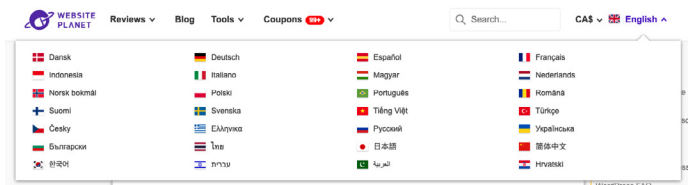
Data shows that users prefer to browse and shop in their native language. You're more likely to earn an affiliate sale if you drive users to a localized site.

At Kinsta, we offer our content in [English](#), [Spanish](#), [German](#), [French](#), [Italian](#), [Dutch](#), [Portuguese](#), [Danish](#), [Swedish](#), and [Japanese](#). You can easily switch between sites by visiting the language menu in the bottom right of our footer.



Kinsta offers its sites in many languages.

Another example can be seen on [Website Planet](#) who publishes content in multiple languages and has different localized sites.



The many languages [Website Planet](#) offers their readers

In addition to languages, companies may have different sites for different countries. For instance, [Amazon affiliates](#) should recognize that Canadian Amazon users will shop on [amazon.ca](#) while American Amazon users will shop on [amazon.com](#). This small difference in URL makes a huge difference in user experience and your affiliate income.

Add Calls to Action (CTAs) to Your Long-Form Articles

[Long-form articles](#) are pieces of content that are typically 2000 words or longer. These articles allow you to go more in-depth on topics, are easier to adapt to evergreen content, and are often more share-worthy than the average post.

Calls to action (CTAs) encourage users to interact on your site. Most typically, they exist as hyperlinked text, buttons, or images. In affiliate marketing, CTAs almost always send users to a conversion-optimized landing page.

Add CTAs to long-form content to distribute the opportunities for conversion throughout your article. It's a standard best practice to add a CTA at the bottom of an article. We'd also recommend including one near the beginning and a few in the middle, depending on length. That way, you'll reach all readers, whether they are reading one section or the entire piece.

In this [Shout Me Loud article](#), affiliate marketer Harsh Agrawal optimizes for conversions by including two CTA buttons. One, midway through:

How About Kinsta Pricing?

When you are shopping for a quality managed WordPress hosting, pricing is usually one of the significant catches. Kinsta offers entry-level hosting for \$30 which allows 20K views in a month.

They offer various plans, and you should pick one based on:

- How many WordPress blogs/sites you want to host...
- How many views your blog is getting every month...
- How many PHP workers you need...

They offer *Starter, Business Plans, Enterprise Plans, and Custom Solutions..*



Check Kinsta's Entry-level Packages

[Shout Me Loud's blog post](#)

My suggestion for you is that if you ever find yourself in the same junction as I was a few years back when you have to pick a managed WordPress hosting which can guarantee the right hosting environment for your website/blog to grow, **pick Kinsta hosting.**

You will thank me for this advice.



Check out Kinsta Hosting

[Shout Me Loud's blog post](#)

Check out our guide on [how to create outstanding long-form articles in WordPress.](#)

Add New Merchants to Old Content

Good-quality, “old” content has a lot of great SEO benefits. As it has lived longer on the internet, this content can [gain organic search traffic](#) and benefit from link sharing.

Increase the opportunity to generate affiliate sales by adding new merchants to your existing content.

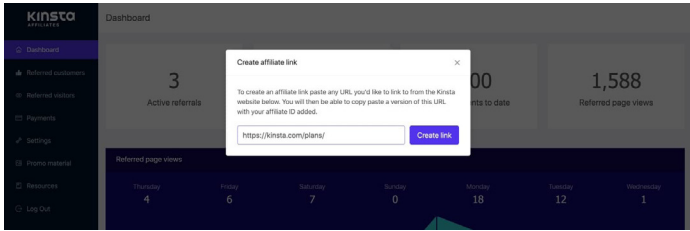
And don't stop there. Use this opportunity to [refresh the article's content](#) and [fix broken affiliate links](#). Update old figures and link to your newer content and conversion-optimized landing pages. Not only will your readers appreciate it, but content updates will also entice Google to crawl your site more frequently, leading to a possible increase in search engine ranking.

Cloak Your Affiliate Links

Affiliate links can be lengthy, complicated, and sometimes even scary-looking, especially to non-technical users. These links also tend to not provide information on where the user will end up once they've clicked on it, leading to even more hesitation.

Create clean affiliate URLs with [link cloaking](#) to increase the likelihood that a user will click on your affiliate link. Don't forget to include your [affiliate disclosure](#) on the page, so users know that your promotions are paid advertisements.

Of course, clicks are only half the battle. Make sure your URLs lead to the appropriate conversion-optimized landing pages. And keep track of your link KPIs to record success and optimize your tactics as needed.



Creating custom affiliate links in Kinsta's affiliate dashboard

Social Media Marketing

Just like a website, social media is yet another platform for you to build your audience, promote content, and get more action to your affiliate links. Maximize your efforts by optimizing your content for each platform and using their unique tools to the fullest.

Before we dive into different platforms, it should be noted that not all affiliate programs allow direct linking on social media. Some prefer that you use social media to lead traffic to your blog while others allow direct linking only on certain platforms. Read your affiliate program's terms of service or speak to your affiliate manager to learn what your program permits.

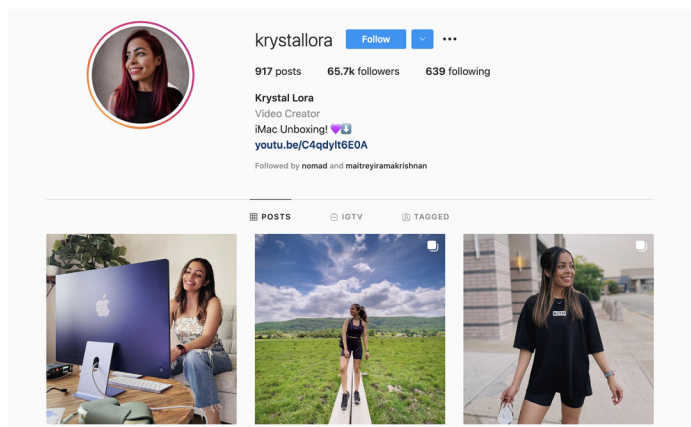
Next, we'll cover a few ways you can maximize your social media efforts.

Use Business Profiles

Many social media platforms have the option to create a “business profile.” We recommend you use these when possible as they come equipped with analytics that are useful in determining a post's success, your audience's demographics, and more.

They also tend to come with the ability to create ads. Note: Before creating an ad, check with your affiliate program to see if ads are permitted.

Featured below is video creator and affiliate marketer [Krystal Lora](#)'s Instagram business profile.



[Krystal Lora](#)'s Instagram business profile

Repurpose Your Content Across Platforms

We covered this in Chapter 2, but it's worth repeating again: optimize your efforts by repurposing your content across different platforms. Have you created a Reel on Instagram? Repurpose it for TikTok. Or, cut up your long YouTube video into shorter snippets for Facebook. The possibilities are endless.

In this example, Bitcatcha created a [Twitter thread](#) using [content from a blog post](#).



Bitcatcha @bitcatcha · May 26

Here are the 5 simple steps to create a blog.

Read thread



1



1



Bitcatcha @bitcatcha · May 26

1 Pick a niche

Ask yourself:

-What do you want to blog about?

-Is it a niche I'm passionate about?

-Is there enough audience interest in this niche?

Once you've picked your niche, it's time to start thinking names.



1



Bitcatcha @bitcatcha · May 26

2 Choose a blogging platform

You've probably heard of the most popular ones, such as self-hosted WordPress, Medium, and Wix.

New bloggers make the mistake of going for a free hosted blog platform like Tumblr or Blogger. The word 'free' may sound tempting, but there's a catch!



1

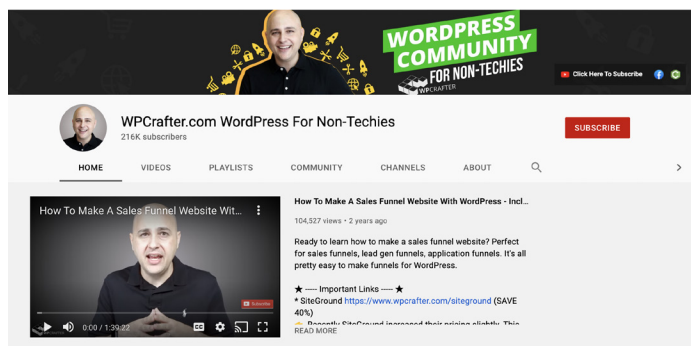


A portion of [Bitcatcha's Twitter thread](#)

Monetize Your Video Content to Earn Additional Income

As your social media followings grow, you can become eligible to earn money from your videos on certain platforms. When you get to this level, take advantage of this extra source of income. You deserve it!

Note: Eligibility and details of these programs evolve.
Find the latest information on each platform's sites.



WPCrafter's YouTube channel

YouTube Partner Program

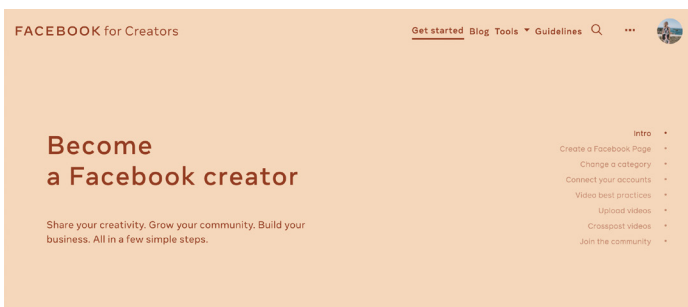
This program provides several opportunities for creators to earn income. Join the [YouTube Partner Program](#) to gain access to advertising revenue, channel memberships, merch shelf, super chat and super stickers, and YouTube Premium revenue.

Acceptance into the program and its different features is based on age and number of subscribers.

Facebook for Creators

Similar to YouTube, you can make money by including [ads in your videos](#). With in-stream ads, you're able to select the videos you'd like to monetize, and where within the video you'd like them to be inserted: pre-roll, mid-roll, and image ads.

Here's more information on how to get started as a [Facebook creator](#).



Become a Facebook creator

TikTok Creator Fund

In comparison to YouTube and Facebook, this program is still in its early stages. It's also currently available only to creators in certain countries.

But, if you've built a large audience on TikTok, the [TikTok Creator Fund](#) can be a new way to profit off your content. At this time, funds are based on views, the authenticity of those views, and engagement.

Create or Join a Facebook Group

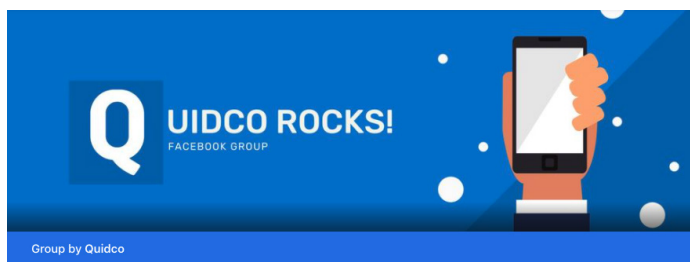
Affiliate marketing is based on building and developing relationships. This is important as increasing your community means more people will be introduced to your content, which contains your affiliate links.

There are several ways Facebook groups can assist you with building and developing relationships.

Create a private Facebook group

Interact with your community by answering questions, linking relevant blog posts or videos, and connecting with like-minded people. This group can be open for anyone to join or only available to a particular segment — for instance, members of an online class you teach or subscribers to your email list.

In this example, cashback site [Quidco](#) uses their [Facebook group](#) to connect with their community, share tips, and host challenges and competitions.



Quidco Rocks!

🔒 Private group · 10.0K members

[Quidco's Facebook group](#)

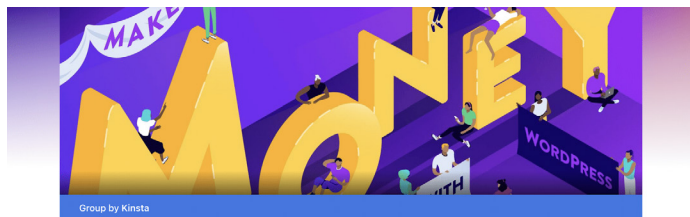
Join a pre-existing Facebook group

Engage with a pre-formed group within your niche to build your brand authority.

Join your affiliate program's Facebook group

Learn more about affiliate marketing and increasing your sales. At Kinsta, we invite our affiliates to join our Facebook group

“[Make Money with WordPress](#).” Here, we frequently post Kinsta news and affiliate sales tips.



Make Money with WordPress

Private group · 1.4K members

+ Invite

Kinsta's [Make Money with WordPress](#) Facebook group

Choose the Right Channels For Your Audience

With so many social platforms on the market, it can be overwhelming to decide which to use to boost your income. Our recommendation? Claim your username across different platforms, but focus your resources on where your audience is.

Email Marketing

Build your community with [email marketing](#). Not only can you use it to reach new audiences, but it's also another way to get more eyes on your valuable content and, as a result, more affiliate sales.

Like we've mentioned before, don't only include affiliate links in your email content. Instead, provide value. Encourage your audience to click on various articles, and from there, direct them to convert with your affiliate links.

Below, we outline some tips on how to level up your emailing marketing.

Choose the Right Email Marketing Software (It's Not Your Host)

Most WordPress hosts, including Kinsta, allow for some basic outbound email sending via their own servers. This is great for a few emails here and there (such as password resets) and to get you up and running with your site. However, there are a lot of new third-party plugins popping up that are now turning WordPress into a full-blown email marketing solution, sending out thousands of emails on a regular basis.

While there is nothing wrong with the plugins themselves, it's the configuration of how the plugins send emails that is often overlooked. Not setting these up correctly can harm your

email campaign's performance and even the ability to hit your audience's inboxes.

Typically a [hosting server is not also meant to be an email server](#). Instead, here are some software recommendations that are useful for sending newsletters, announcements, invites, and more:

1. [MailChimp](#)
2. [MailerLite](#) (seen in the image below)
3. [SendPulse](#)
4. [HubSpot](#)

Click on the links above to see an in-depth description of each software and why it may or may not work for your community and budget.

therisingceo.

jesse,

So happy to have you here!

I'm Amanda, a professional blogger & online business coach, Pinterest marketing expert and the founder of The Rising CEO. 🌟

The [Rising CEO blog](#) uses Mailerlite's email software. They're also an [affiliate of MailerLite](#).

Build a Strong Subscriber List

No matter how solid your email marketing strategy is, if you don't have a subscriber list, you'll never reap the rewards.

Initially, we started with a subscribe box within the site and that didn't work great in terms of numbers, however, you would have the most engaged visitors on it. Since the value of the investment time in creating the newsletter grew along with the audience size, we later started to introduce content upgrades which proved to be much more attractive for people and our lists grew much faster. I would tag the lists properly since the 2nd cohort won't be as engaged and interested in upcoming newsletters as the first, so you might wanna qualify them before.



Ionut Neagu,
CEO at [Themeisle](#), [@hackinglife7](#)

Here are a few easy ways to start:

Launch a blog

Use your blog to attract more [inbound leads](#), increase your authority, and grow your SEO (more on that in the next chapter). Then, include several opportunities for visitors to join your newsletter.

Marketers that use blogs for lead generation and sign-ups see [97% more inbound leads on average](#) than those that don't blog. We can also personally vouch for this at Kinsta. Check out the [SEO checklist](#) that we used to increase our traffic by 123% in 12 months.

Here's an example of [Tangible Day](#), a blog with tons of articles on hobbies, games, painting, photography, 3D printing, and more, all for miniature painters and hobbyists. These articles drive organic traffic to the site and the blog makes money when readers click on affiliate links. The site also contains a form to subscribe to their newsletter.



Painting Articles



"Dipping" Miniatures to Speed Paint (Army Painter Quickshade Guide and Review)



How to Fix Foggy Varnish on Miniatures (Simple, Easy, Fast)



1000 Stickers for \$65

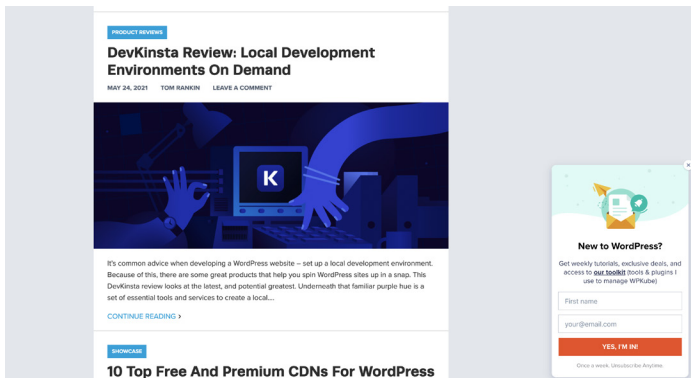
[Tangible Day's painting articles](#)

PS: If you haven't created a blog yet, we'd highly recommend [WordPress](#).

Use opt-in forms

Add opt-in forms to your site. While a newsletter sign up form in the footer is good, not everyone will spend time searching for your "subscribe" button. Bring it to them instead.

Here's how [WPKube](#) encourages website visitors who have scrolled through their site to sign up for their newsletter.

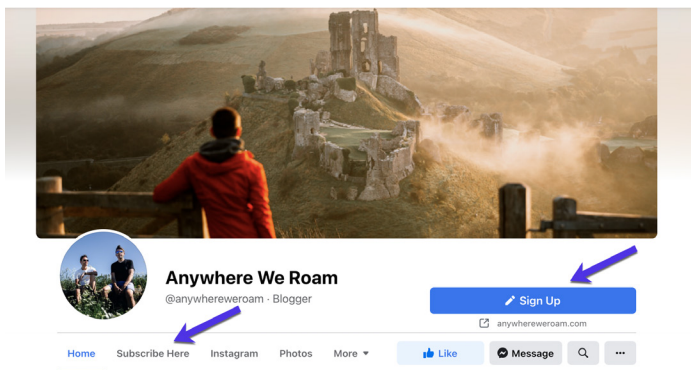


An email opt-in form from [WPKube](#)

Add a newsletter signup to your social media channels

Use social media to your advantage. Optimize your bio by including a link to your newsletter and promote it on a regular basis.

Here's how travel bloggers and affiliate marketers Mark and Paul of [Anywhere We Roam](#) promote their newsletter on their [Facebook page](#).



A newsletter signup form on [Anywhere We Roam's](#) Facebook page

Keep Your Message Short and Sweet

Almost half of the consumer population says they receive too many emails. Chances are that you can relate.

While blog posts and online articles can get away with higher word counts, your email readers don't want to read a mini-novel. Instead, add value, get straight to the point, and link to your articles to encourage readers to buy from your affiliate links.

Craft the Perfect Subject Line

If you get the subject line wrong, the content won't matter. 47% of readers decide whether or not to open an email based solely on the subject line.

How do you entice your readers to open your message? One way is to practice the “benefit, logic or threat” method, which is simply offering an obvious benefit, a “common sense” statement, or “don't miss out”-type content.

Engage With Your Audience

How do you make sure your readers are paying attention? Give them a reason to interact with you after they finish reading your email. For example, ask them a question or link to relevant content. Keep your readers engaged with your brand.

In this example, lettering artist and affiliate marketer [Lauren Hom](#) provides readers with creative prompts, resources, and worksheets.

SUBSCRIBE TO KICKSTART YOUR CREATIVITY



Join over 30,000 creative go-getters and receive access to my library of tutorials, worksheets and resources for designers & creative entrepreneurs!

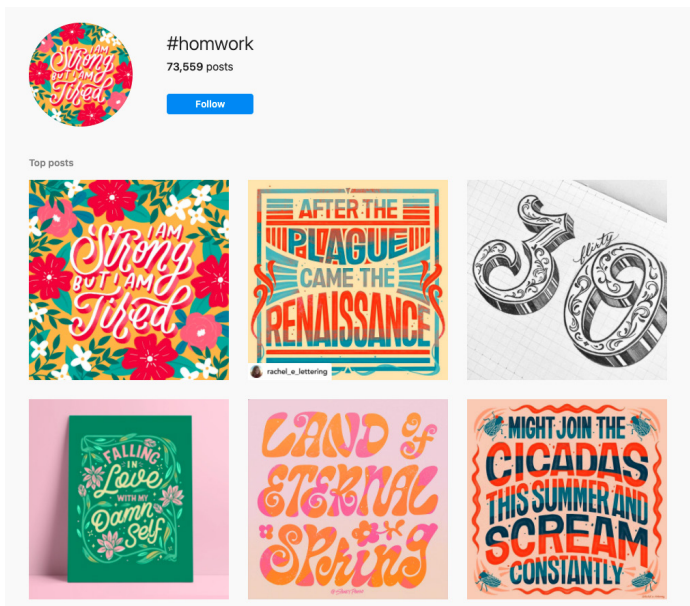
<input type="text" value="Your first name"/>	<input type="text" value="Your email address"/>	<input type="button" value="Subscribe"/>
--	---	--

Lettering Artist [Lauren Hom](#)'s newsletter signup

Add Social Sharing to Your Emails

Make it easy for your audience to share your message. It's a simple way to extend the reach of your content and build authority.

As mentioned in the previous section, Lauren Hom provides weekly creative prompts to her audience. To further engage with them, Lauren encourages her readers to share their work on Instagram, tag her, and use hashtag #HOMwork. Lauren then chooses her favorites and promotes them in her stories.



Lauren Hom's hashtag ([#HOMwork](#)) on Instagram

Include a Strong Call to Action

Every email needs a strong and clear call to action (CTA) to encourage readers to perform a certain task. Research shows that a CTA can increase your click-through rates [by over 370%](#).

Do you want your readers to read a certain blog post? Include that in your CTA. Do you want readers to download your newest resource? Include that in your CTA.

Here's a strong CTA seen in an email by [Smart Passive Income](#) that encourages readers to register for their workshop:

Monetize Your Brand with Affiliate Marketing (Special Offer)



Purchase by Tuesday, June 1st at 9:00 PM Pacific and you'll receive \$120 off and get access to two premium workshops:

1. **Click & Convert** (retail price: \$99) which will teach you how to write effective headlines and subject lines that compel people to take action.
2. **Cash Flow Fundamentals** (retail price: \$99) where you'll get an in-depth look at the mechanics of cash flow in your business —the emotions involved, how to set up your bank accounts, what percentage of your cash goes where, and much more!

1·2·3 Affiliate Marketing will help you crack the code of monetization. In this course, you'll learn:

- How to choose and promote the right products and services that will serve the needs of your audience
- How to stay authentic (and legal), building trust with your audience
- Promotion strategies that will fit within your comfort level

REGISTER NOW



A CTA by [Smart Passive Income](#) encouraging readers to register for a workshop

Don't Overwhelm Your Subscribers

Most prefer to receive one promotional email at least once a month, and **15% of consumers** said they wouldn't be annoyed by receiving one every day. The sweet spot is likely somewhere in the middle and it varies by industry, audience, and content.

To find your sweet spot, monitor unsubscribe rates (remember those KPIs we mentioned in Chapter 2?) after each campaign and adjust your send frequency accordingly. Another way to know how often your audience wants to hear from you is to simply ask them.

It's best to include the frequency near your signup form. In **CodeinWP's** newsletter signup, they make it clear that their email will be sent weekly.

The CodeinWP Weekly Newsletter

JOIN OUR **EXCLUSIVE NEWSLETTER** FILLED WITH NEWS, RESOURCES AND
INSIGHTS ON WORDPRESS AND BEYOND.
DELIVERED TO YOUR INBOX, FOR FREE, WEEKLY!

SUBSCRIBE NOW

CodeinWP's newsletter signup

Test, Measure, and Repeat

Without defined metrics and persistent tracking, your results will eventually stagnate, and you'll be left wondering what went wrong. A/B testing is a great place to start to see what resonates best with your audience.

You can also track email metrics in [Google Analytics](#) using UTM tags. To view your campaign, head over to Acquisition > Campaigns. Many email marketing tools also auto-add UTM tags for you.

Whatever metrics you choose to measure, don't just do it once. After you make tweaks to your strategy, stop and measure again. Your email marketing strategy should always be evolving.

Get the latest tips on how to grow your website and your business straight to your inbox. Subscribe to Kinsta's free weekly newsletter.



Search Engine Optimization

[Search engine optimization \(SEO\)](#) means getting your content to appear at the top of relevant search results. Why is this important for affiliates? In order for you to make affiliate sales off your blog, you need people to visit your site.

But Google is a competitive place, especially in certain niches. For instance, here are a few travel blogs that made it onto the first page of our search on “Egypt itinerary.” With over 10,600,000 results from that search, it takes a lot of SEO skills to be among the top.

<https://www.wherelstheworld.ca> › [egypt-itinerary](#) ▼

[The Perfect Do-It-Yourself Egypt Itinerary for 5, 7 or 10 Days ...](#)

May 5, 2019 — During your **Egypt 10 Day Itinerary** start with 2 days in Cairo, head South to Aswan for 2 days, spend 3 days on your Nile cruise, and end with 3 ...

<https://www.bucketlistly.blog> › ... › Middle east › Egypt ▼

[2 Weeks in Egypt - The Ultimate Backpacking Travel Guide to ...](#)

Mar. 26, 2021 — Without further ado, let's begin! Table of Contents. **Egypt Itinerary** Map; **Egypt** Travel Video; Why Visit Egypt ...

[Why Visit Egypt](#) · [What to Pack for Egypt](#) · [Egypt Two Weeks Itinerary](#)

<https://againstthecompass.com> › [travelling-egypt-itinerary](#) ▼

[Travel to Egypt \(3-week itinerary + Tips\) - Against the Compass](#)

Sep. 14, 2020 — Map of the 3-week **Egypt itinerary** · Day 1 to 3 – Cairo · Day 4, 5 – Alexandria · Day 6, 7 – Port Said or City of Suez · Day 8, 9, 10 – Dahab and the ...

[Security issues](#) · [Scams in Egypt](#) · [1-week Itinerary](#) · [Day 1, 2, 3 – Cairo](#)

<https://goingawesomeplaces.com> › [10-day-egypt-itinerary](#) ▼

[10 Day Egypt Itinerary - Best of Egypt with Djed and Dahabiya ...](#)

May 17, 2021 — Classic Must-Do's in a 10 Day **Egypt Itinerary**.

<https://johnnyafrika.com> › [ultimate-one-two-week-egypt...](#) ▼

[The Ultimate One to Two Week Egypt Travel Itinerary - Johnny ...](#)

Jul. 16, 2018 — How many days do I need to spend in **Egypt**? · Map of **Itinerary** · **Egypt Two Week Itinerary** Day by Day · Day 1-2: **Egyptian Museum of Cairo** and ...

<https://www.cntraveller.com> › [gallery](#) › [classic-itinerary...](#) ▼

[Egypt: a classic itinerary by Condé Nast Traveller | CN Traveller](#)

Classic Itinerary: **Egypt** · The Pyramids. DAY ONE: CAIRO The Pyramids · Cairo. DAY TWO: CAIRO · Luxor. DAY THREE: LUXOR · Nile Cruise. DAYS FOUR-SIX: ...

<https://leaveyourdailyhell.com> › [egypt-itinerary](#) ▼

[The Only Egypt Itinerary You're Good to Need Post-Pandemic](#)

May 15, 2021 — Planning a post-Covid trip to Egypt? Put your 2021 **Egypt Itinerary** together here, from Cairo and the Pyramids of Giza, to Luxor and Aswan.

Google search results for “Egypt itinerary”

As you can see, improving your website's SEO can have dramatic results.

We have a blog post that covers the [58 tips we used at Kinsta to grow organic traffic by more than 123% in 12 months](#). We'd highly recommend you take a look, but until then, here are a few that you can implement in your affiliate content.

Do Keyword Research

When it comes to WordPress SEO, it's important to remember that Google is still a computer algorithm. Keywords matter.

Optimize your content with [keyword research](#). The trick is to find a good keyword with adequate search volume that isn't too competitive. There are many great tools out there to help you with this. A couple of our favorites are [KWFinder](#), [SEMrush](#), and [Ahrefs](#).

If you're a location-focused affiliate marketer, your content could have an SEO advantage as keywords in other languages can be a lot less competitive. Check out our in-depth WordPress [multilingual guide](#) to start dominating the SERPs in other languages.

If you want to grow traffic, yes, you need to produce "helpful" content. But to take it to the next level, you should craft content around a keyword with proven search volume. Finding the balance between SEO-informed strategy, and delivering well-written, unique content is the secret sauce to website growth.



Daren Low,
Chief Strategist, [Bitcatcha.com](#)

Always Use a Focus Keyword

Whenever you write a blog post or publish a page on your WordPress site, you should always have a focus keyword in mind. Don't just craft a post for the sake of pushing out more content.

In the [Yoast SEO plugin](#) set the focus keyword that you want to write about. For example, for this [blog post on SEO](#), we used the focus keyword "WordPress SEO." You can see that Yoast SEO analyzes the keyword density, and is reporting that it is a little low:

Analysis results

^ Problems (4)

● [Keyphrase density](#): The focus keyphrase was found 1 time. That's less than the recommended minimum of 2 times for a text of this length. [Focus on your keyphrase!](#)

● [Keyphrase in subheading](#): Use more keyphrases or synonyms in your higher-level subheadings!

● [Image alt attributes](#): No images appear on this page. [Add some!](#)

● [SEO title width](#): The SEO title is wider than the viewable limit. [Try to make it shorter.](#)

^ Good results (10)

● [Outbound links](#): Good job!

● [Internal links](#): You have enough internal links. Good job!

● [Keyphrase in introduction](#): Well done!

● [Keyphrase length](#): Good job!

● [Keyphrase in meta description](#): Keyphrase or synonym appear in the meta description. Well done!

● [Meta description length](#): Well done!

● [Previously used keyphrase](#): You've not used this keyphrase before, very good.

● [Text length](#): The text contains 446 words. Good job!

● [Keyphrase in title](#): The exact match of the keyphrase appears at the beginning of the SEO title. Good job!

● [Keyphrase in slug](#): Great work!

Example of a focus keyword in Yoast SEO plugin

The Ultimate Guide to Increasing Affiliate Commissions

62

While keyword/keyphrase density is by no means a ranking factor, it can still help you when it comes to making sure your content includes your target keywords.

Include Your Focus Keyword in the First Paragraph

The first paragraph of any post or page is very important because Google crawls content from top to bottom. If it finds your keyword quickly, it's more likely to deem your article as relevant to that topic.

It's also a matter of correctly “setting the scene” for your readers right from the start and improving your bounce rate by delivering the content that they were expecting to see.

Blogger Diana of [Adventures With Art](#) does this flawlessly in an article on resizing images in Canva. The article appears in the first page of SERPs when searching for resizing images on Canva, which is great for maximum reach and conversion opportunity.

How to Resize a Document in Canva with the Free Version

This post may contain affiliate links

The free version of Canva has a lot of capabilities. It's an amazing, easy to use, free choice for designers. That said, one of the biggest features you lose by going with the free version as opposed to the Pro is being able to resize images. With the free version, you cannot change the size of your documents once you create them. There is a workaround though.

If you have the free version of Canva, there is a workaround for resizing documents that involves creating a new document of your desired size and copying and pasting the elements over from your old document to your new document.

[Adventure With Art's](#) article includes the target keyword in the first paragraph

Remember that your content should always sound natural and make sense. Work your keyword naturally into your opening, rather than simply stuffing it into your first paragraph for SEO's sake.

Pay Attention to Word Count

The old saying "content is king" is still alive and well. Google and visitors love high-quality content. It's also generally much better

to [publish long-form content](#) as it's time and time again [proven to win on search engine results pages \(SERPs\)](#).

Another advantage of long-form content is that over time you will also start ranking not only for your focus keywords but several long-tail keyword variations too.

Sometimes this extends to cover hundreds of popular search terms and phrases. The traffic from all the long-tail variations your content includes will be more than that of your focus keyword. More extensive content is a win-win.

It's important to note that should you create longer content, it's best to include [anchor links](#) so that readers can jump to different parts of the post. Here's an example of an anchor link in WP Buff's blog post on [WordPress chatbots](#):

- [What Is a Chatbot?](#)
- [How Does a Chatbot Work?](#)
- [What Are the Benefits of Chatbots?](#)
- [What Is a Chatbot Used for?](#)
- [What Is the Best Chatbot Technology?](#)
- [8 of the Best Chatbots for WordPress in 2021](#)
- [Frequently Asked Questions](#)
- [Wrapping Up](#)

An example of anchor links in [WPBuff's blog](#)

Use Proper Heading Tags

The Google crawler (Googlebot) checks HTML header tags such as H1, H2, H3, etc. to determine the relevancy of your site's content. Generally, the best practice is to have a single H1 tag per post or page and then multiple H2s and H3s beneath that.

Think of this as a hierarchy of importance. The H1 tag is your most important header and should contain your focus keyword. Additional headers could also include your keyword or long-tail variations of it. You can see an example of this in the [New York Magazine article](#) below.

On the other hand, don't abuse headers. These should just be used to split up your content to make it easier for visitors to read, not as a means to stuff keywords into prominent places in your pages.

The Best Planners for 2021, According to Productivity (and Stationery) Experts

By Maxine Builder and Dominique Pariso

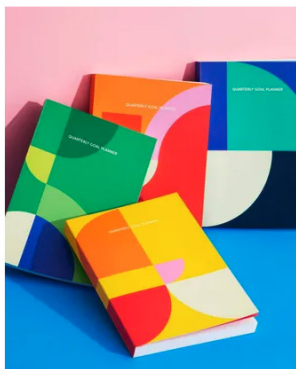


Photo: Courtesy Retailer

Instead of an app or gadget that claims to jump-start your productivity, this year, you should consider investing in a good paper planner. There's plenty of research that shows how actually writing down your to-do list and schedule for the day — rather than typing it out on a laptop or your iPhone — makes you feel more engaged in the task at hand. But also, once the year is complete, a physical planner becomes an artifact, a time capsule, if you will, of all those momentous happenings from that calendar year. To find the best planners for 2021, we talked to 24 productivity experts, life coaches, and people who just love stationery (including a few Strategist

staffers) about their favorites, then culled our archives for standout styles we've written about before. Any of the 32 planners recommended below will surely go a long way to keep you on track this year, but to ensure you find the right one, we broke them down by how they're broken down — whether weekly, daily, or quarterly — and lead each section with the planners that got the most recommendations. The list concludes with a few truly customizable planners we heard about for those folks who relish in obsessing over every last detail.

Best weekly planners



Leuchtturm1917 Weekly Planner + Notebook Medium (A5)

\$24

~~\$28~~ now 14% off

We first heard about German stationery company Leuchtturm1917's weekly planner from self-described “planner power user” Perrin Drumm. As she writes, the planner's “hardback

An example of using proper header tags in a [New Yorker Magazine article](#)

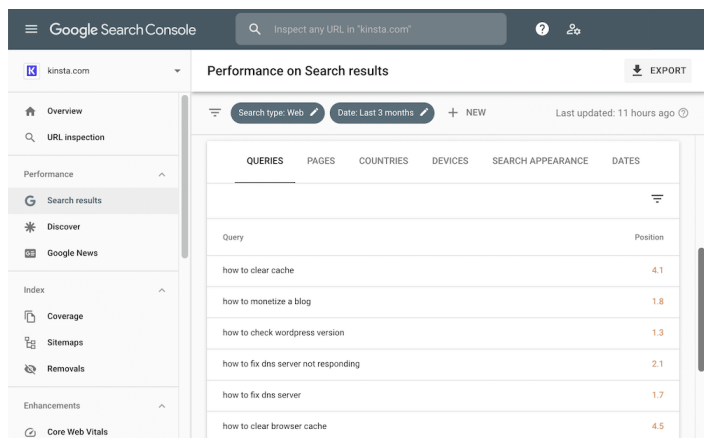
Track Your Keyword Rankings

We mentioned this metric back in Chapter 2. Here's where you can implement it.

Track your keyword rankings to monitor the progress of your focus keywords in SEO campaigns. If you spend time optimizing your posts, then you also need to monitor their progress long-term.

A great strategy that we have had success with is to monitor your keywords that are appearing at the very top of the second page on Google results. Spend some time adding content and images, building backlinks, and other strategies we've mentioned in this post. This should help bump these posts to the first page.

[Google Search Console](#) is great for understanding what keywords your website already ranks for, so head over to the Search results report.



The screenshot displays the Google Search Console interface for the domain 'kinsta.com'. The main section is titled 'Performance on Search results' and shows data for the 'Web' search type over the 'Last 3 months'. The table lists various queries and their corresponding positions on the search results page.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Query					Position
how to clear cache					4.1
how to monetize a blog					1.8
how to check wordpress version					1.3
how to fix dns server not responding					2.1
how to fix dns server					1.7
how to clear browser cache					4.5

Google Search Console Queries report

Write Meta Descriptions to Increase Click-Through Rate

Meta descriptions do not affect your WordPress SEO when it comes to rankings, but they do affect your CTR. A [well-written meta description](#) can entice users to click on your post instead of the one above or below it in SERPs.

The higher your CTR, the more relevant Google will deem your content and the higher it will rank your page.

Check out our [video guide](#) to adding meta descriptions in WordPress:



Name Your Image Files Wisely and Add Alt Text

Images files are more important than most website owners know. With a few correct best WordPress SEO practices,

you can see a nice boost both on SERPs and in Google Image Search.

To improve your SEO:

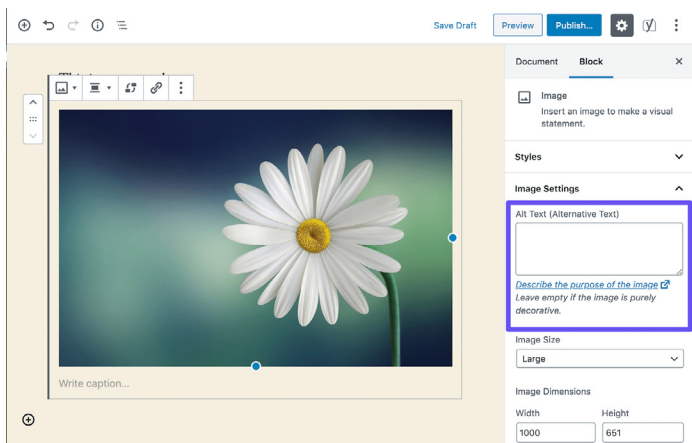
- Name your [image files](#) with actual words related to your content before uploading them to WordPress.
- Include hyphens between words in the image file names so that Google can read it.
- Include your focus keyword if applicable, at least for your featured image.
- Keep your filenames lowercase to keep your image URLs clean and consistent.

Alt text is not only useful for SEO but it's important for website accessibility.

Alt text refers to the alt attribute or alternative text that is applied to images on your site. Alt tags are used by screen readers for visually impaired users, providing extra context for images. They are also used by search engines to get a better understanding of image content and how they relate to the content around them.

With WordPress, you can add alt text by selecting an image in your [Media Library](#) or by clicking on an image within the WordPress editor.

In the Block Editor, you'll find the Alt Text (Alternative Text) field in the Block tab of the sidebar under Image Settings:



Adding alt text in the Block Editor

Publish Evergreen Content

Evergreen content is important when it comes to WordPress SEO and long-term organic traffic. This term refers to content that is always relevant, no matter when you read it.

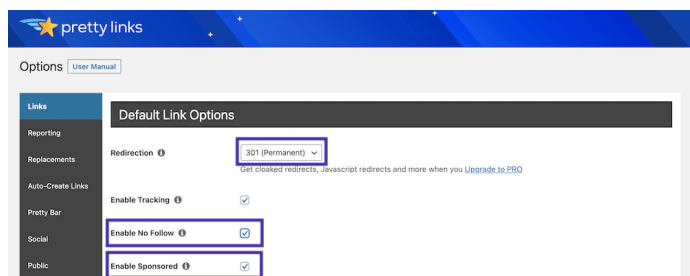
It's advantageous as you can share it over and over again and keep building up backlinks and social signals for it.

Add Sponsored Attribute in Affiliate Links

Affiliate links help you earn money, but unfortunately, Google usually frowns upon them.

To safely use affiliate links, they should always include the “sponsored” attribute. A great way to keep track of your affiliate links and always make sure they use the sponsored attribute is to use an affiliate plugin such as [Pretty Links](#) or [ThirstyAffiliates](#).

Pretty Links enables you to create easy and short affiliate links that include the sponsored attribute and also redirect with a 301. Go to Pretty Links > Options in your WordPress dashboard to enable these settings:



The Pretty Links options page

You can select the relevant redirect type from the dropdown, and select the Enable No Follow and Sponsored checkboxes to make all of your affiliate links include the nofollow and sponsored attributes. The addition of the nofollow attribute will ensure all search engines understand that it’s not a natural link.

Merchant Resources

Most affiliate programs are supported by a team of marketers, designers, developers, and more. Rather than creating your own materials to promote the merchant's products or services, take advantage of some of the content they've already prepared.

Use Merchant Marketing Resources

Many [affiliate programs](#) offer their affiliates promotional materials to use at no extra cost. These assets can include website banners, sell sheets, logos and usage guidelines, email templates, example product copy, and more.

Increase the opportunity to convert by adding these visuals to your website and including a hyperlink to a conversion-optimized webpage. Reach out to the affiliate program coordinator to discuss the best placements on your site.

Kinsta affiliates have access to a [series of website banners](#), each advertising a different feature. You can find these in your [Kinsta affiliate dashboard](#).

In general, stay up to date with affiliate programs by following their [affiliate blog](#).

Affiliate Academy

Take advantage of our affiliate academy channel to quickly increase your referrals and earn more passive income. We share in-depth guides, advanced tips, and interview the top affiliate marketers in the industry.



21 Proven Tips to Increase Your Affiliate Sales in 2021

Discover 21 proven tips and tricks to increase your affiliate sales in 2021. We've included strategies both for merchants and affiliates.



16+ Powerful Affiliate Marketing Tips and Tricks to Increase Your Kinsta Sales

Looking for solid affiliate marketing tips? Check out these proven tactics to earn more affiliate commissions using the Kinsta Affiliate Program!



Affiliate Disclosures — How to Write and Add Them to Your WordPress-Powered Affiliate Site

What is an affiliate disclosure? Check out this in-depth guide to learn what they are, how they work, and how to add one to your WordPress site.



What Is Affiliate Marketing and How Does It Work?

Want to start with affiliate marketing to make passive income? Learn what affiliate marketing is, how to start an affiliate website, and profit from...



How to Make Money from an Amazon Affiliate Website (Case Study)

Making money from your Amazon affiliate website site doesn't have to be complicated. Check out how to do keyword research and create content that c...



Kinsta Affiliate Kingpin: Interview with Matthew Woodward

Check out our interview with Matthew Woodward, a successful UK affiliate marketer, and award-winning blogger that uses WordPress to earn a living o...

Kinsta's Affiliate Academy

Join Merchant Community Groups

Many brands offer spaces where their affiliates can receive resources, meet other affiliates, and learn from peers.

At Kinsta, we invite our affiliates to join our Facebook group [“Make Money with WordPress.”](#) Here, we frequently post Kinsta news and updates, affiliate sales tips, and success stories from well-known affiliate marketers.

Promote Brand Discounts

Need we say more? Deals and discounts are an effective way to encourage sales, especially in affiliate marketing. Depending on the brand you're working with, you could receive campaign goals, target audiences, promotion copy, and visuals in advance of a sale.

Note: At Kinsta, we take a different approach to discounts.

We do not offer coupon codes as we price our plans on quality of service and support. We also prohibit our affiliates from referring to our existing discounts as coupons, deals, or special offers.

That doesn't mean you can't save money on our hosting plans.

We offer two months free when you purchase a year upfront.

We also give nonprofits a 15% discount.

Conclusion

Affiliate marketing is a great way to earn passive income. But like many online ventures, it isn't always as easy as it looks. The more strategic you are, the more you'll earn. We hope the tips in this ebook help you on your way to affiliate marketing success!

If you're looking for a new affiliate program, check out [Kinsta's!](#) We offer up to \$500 for every referral and a 10% monthly recurring lifetime commission, making it one of the hosting industry's best deals.

**Find out how much money you can earn
with Kinsta's affiliate program**



Finally, bring your WordPress blog to the next level with Kinsta's managed hosting services. We run our services on cutting-edge speed and security technology and take support seriously. What does this mean for you? We'll handle your site so you're free to focus on growing your affiliate income.

See why Kinsta's the right hosting provider for you





KINSTA