

The background is a dark blue-grey collage of various web pages and posters. On the left, there are navigation menus with links like 'Inicio', 'Quiénes somos', 'Servicios', 'Contacto', 'Galería', 'Blog', 'Sitemap', 'Política de privacidad', 'Aviso legal', 'Términos y condiciones', 'Mapa de sitio', 'Ayuda', 'Preguntas frecuentes', 'Formulario de contacto', 'Formulario de suscripción', 'Formulario de reserva', 'Formulario de inscripción', 'Formulario de solicitud', 'Formulario de inscripción', 'Formulario de inscripción', 'Formulario de inscripción'. In the center, there is a page titled 'Vasco Núñez de Balboa' with a sub-header '500 aniversario del descubrimiento de la Mar del Sur'. On the right, there are posters for 'XXXI FESTIVAL' and 'TRAHISONS (TRAICION) DE HAROLD PINTER'.

BY HUMAN PROOF DESIGNS

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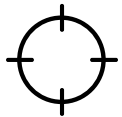
PART 1: BASIC DEFINITIONS



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Basic Definitions

Let's start with some Basic Definitions that you'll surely come by:

- **Affiliate Marketing**
- **SEO**
- **Copywriting**
- **Wordpress**
- **HTML/CSS**

Affiliate Marketing

In its purest form, affiliate marketing is the act of promoting other companies' products, and being paid a commission for doing so.
([Click here for more info on Affiliate Marketing](#))



SEO

Stands for "Search Engine Optimization". It's the skills, tactics, and techniques used to increase your rankings in a search engine - such as within Google. Basically, it's the efforts you take that help you rank higher.

Copywriting

It's the art of writing persuasively in any form of advertising or public material. It's truly something you will need to practice but will be handy for you in this business. Some of the best copywriters will make millions of dollars because they receive royalties from the advertisements that they write for.



Wordpress

This is a content management system that is as necessary as understand Microsoft Word. If you were to apply for any job involved with 'Digital Marketing', Wordpress is surely something you would need to know. It's a management system used by approximately 1/3 of the world's websites.

HTML/CSS

HTML stands for "hypertext markup language" and CSS is "cascading style sheets". Don't worry about memorizing what they stand for because ultimately they are just very SIMPLE sentences that allow you to tell WordPress what you want your website to say and look like. There are so many advances now that **you don't need to know HTML or CSS** in order to become successful online, but it is still a good skill to know to make quick edits. People that know code, still use a product like "Thrive Themes (click here)" in order to design their webpages and make them look really good.





Basic Skills

Basic skills you will need:

- **Tenacity**
- **WordPress**
- **Following Rules**

Tenacity

In other words, you need determination. Being consistent with anything is a skill in itself and building any business, online or offline, will require this type of hard work.



WordPress

We defined WP earlier, but it really is something you are going to have to become familiar with. Learn to use it well, and you will have a great looking website that people will trust. You'll be able to make quick edits without asking someone else and it's a great tool to train VA's in.

Following Rules

Yes, although the internet is almost the wild wild west - you do not want to bite the hand that feeds you. If you are going to be involved in Affiliate Marketing, there will be terms that you'll need to comply with in order to continue benefiting from these programs. For example, Amazon's affiliate program has terms of use that you should follow and it's completely reasonable because they pour millions of dollars into their own sites brand. And you as the affiliate can benefit from a commission without handling any products. It's only fair that you follow their rules.





Necessary Tools

Necessary Tools for Affiliates:

- **Internet Connection**
- **A Website**
- **A Bank Account**

Internet Connection

How can you become an 'Internet Marketer' without the first word in the phrase right?



A Website

This isn't always necessary, but if you plan on making a lot of money through online marketing - you're going to need to create a hub where people can learn about your niche.



A Bank Account

A lot of Affiliate Programs won't pay you through PayPal, and will require a direct deposit into a bank account. I'm guessing you already have at least two of these three tools listed - a bank account and internet connection. Looking for a website? Let us build you one ([click here.](#))



Affiliate Marketing Sites

Examples of Top Affiliate Marketing Sites

Digital Photography School

<http://digital-photography-school.com/>

This is the affiliate website of Darren Rowse of ProBlogger. It's his main website and this is where he teaches people how to use their digital cameras in more creative ways. His site earns affiliate commissions from Amazon but also has a few e-books on sale.



Top Ten Reviews

<http://www.toptenreviews.com/>

This is a general review website that earns plenty of commissions. It's been around for a while and dominates thousands of search pages. Don't let that worry you though, because there will always be more niches and products for you to dominate yourself.

Best Products

<http://www.bestproducts.com/>

This website is owned by Hearst Media. They also run Cosmopolitan, Esquire, Marie Claire, & plenty more. Although those websites mainly earn their money through advertising, BestProducts.com makes nearly all of it through affiliate commissions.



50 East Media

<https://www.50em.com/>

To showcase something a bit different for you, this website is a very simple example of Affiliate marketing for software. The software is fairly complex and not cheap either. So when people are purchasing any of their recommendations, it's going to be a fairly high commission because of the complexity of the sale.

Tim Ferriss

<http://fourhourworkweek.com/ftc-disclosure-blog/>

Of course, even the godfather of the 'Internet Business Lifestyle' is an affiliate. Even though Tim doesn't seem like an affiliate because he's grown such a large brand, he still discloses the fact that he will post affiliate links here and there. The man has to earn a living too right?



What we do

HumanProofDesigns.com



NICHE SITES

Affiliate & AdSense sites ready to go. Save time, money and get started with internet marketing in style.



TRAINING

Everything you need to know about monetizing niche sites and video training to compete with the best.



SUPPORT

Unlimited email support, access to members' area, and ongoing updates.



BEST PLACE FOR NICHE SITES

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