

# AFFILIATE MARKETING COURSE OUTLINE

## INTRODUCTION TO AFFILIATE MARKETING

- What's Affiliate Marketing All About?
- Why You Should Pursue Affiliate Marketing?
- Top Programs & Businesses
- Top 10 Affiliate Networks

## WELCOME TO CPA MARKETING

- What is CPA Marketing?
- Why Should You Use CPA?
- Top 10 CPA Networks
- How to Get Approved on CPA Networks

## THE SECRET FORMULA TO AFFILIATE MARKETING SUCCESS

- Hot Niche Research
- Main Affiliate Product Research
- Squeeze Page Setup & Autoresponder Setup
- Advertising & Attracting Quality Traffic
- Get the Most Out of Your Traffic

## HOW TO DO CPA MARKETING

- Search for a Hot Offer to promote
- Build a Landing Page
- Advertise Your Landing Page
- Analyze Your Results
- CPA Checklist

## BUILD YOUR WEBSITE

- Information Gathering
- Introduction to Blogger and WordPress
- Introduction to Hosting Server
- Building a Website Page
- Building a Website using CMS
- Website Content

## IDEAS TO MARKET YOUR PRODUCTS

- Marketing Techniques for Affiliate Marketing
- How to use Social Networking Sites for Affiliate Marketing
- Introduction to Inbound Marketing
- Introduction to Email Marketing
- Introduction to Blogging
- Solo Ads

## TECHNIQUES TO WRITE CONTENT

- Easy Ways to get Content for Your Site
- Content Creation for Internet and Affiliate Marketing
- Duplicate Content in Affiliate Marketing
- Writing Product Reviews

## FINAL WORDS OF ADVICE

- Common Mistakes to Avoid as an Affiliate Marketer

## INTRODUCTION TO SEARCH ENGINE OPTIMIZATION

- SEO Introduction, Facts and Overview
- Introduction to On-Page SEO to Tweak on Your Site
- Get your website indexed
- Simple Steps to Building Quality Links that Google will Love

## INTRODUCTION TO PAY PER CLICK

- Affiliate Marketing PPC Introduction, Facts and Overview
- Sources of Traffic for PPC
- How to do Keyword Research
- How to Set Up a Google AdWords Campaign
- Increasing Conversion Rates with Bonus Offers
- How Conversion Tracking Works and How to Use it effectively
- Optimizing Landing Pages for Maximum PPC Conversions
- What is Google Quality Score and the Google Slap?

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