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Rules Of Internet Marketing

So you are actually wanting to get into online marketing, and want to know the rules. You have your blog and or blog all set up and ready to go. You have chosen your niche and market that you want to advertise and earn cash off of. You just need links to start earning profits. Promoting others products and services is not something that is difficult to do. However, you will find that with all of the many companies that offer internet programs, and referral options, they all have their own rules that you must follow.

Affiliate internet marketing is pretty easy to follow, that is unless you have many different programs that you are a part of. When you start getting so many that you cannot remember the rules, or the guidelines that you have to follow, you might have a problem. This is because the rules for web programs are as different as the companies. Each company is allowed to make their own rules. However, you might see many similarities. That does not mean that they are copying one another, or cloning their affiliate program so to speak, but yet it means that they have the same rules.

Web marketing rules can be so very different. They can range from not mentioning the brand names that they sell anywhere on your site, to not have that particular market in your site URL. Because they are so different for each program and company that you promote, you are going to have to be sure that you read each one well and make sure that you comprehend it fully. If you all ready have your URL for your blog, you may not be able to participate in some of the online programs. This is because you will not meet what's needed for the rules.

Another rule that you are going to see often when you are into internet marketing is the page rank rule. Some of the companies that will allow you to promote their services or products will not want you to have a higher page rank than they do. Nor will they allow you to have a website that is higher in the search engine rankings. For example, if you were promoting coffee, and you wanted to become an affiliate for Folgers coffee. Your blog would not be able to come up above the official Folgers coffee website in the search engine results when coffee, or Folgers coffee is used as the search term. The companies that have this rule in place for their web marketing programs feel as if your blog were higher than theirs for the product that they are selling, that it would hurt their business tremendously. And, it just might. They would rather have the straight sales any day, than the commissioned sales. Who wouldn't?

Keeping a spreadsheet of the affiliate internet marketing programs that you are a part of and their rules is a great idea. This way you are never confused and know just where you need to stand to be a part of that program. This is the best thing that you can do for your online marketing business. Not only that, you will also find that some of the sites that have broken rules and are actually caught have resulted in lawsuits. Cover your tracks and make sure that you are following the rules that are set by that company for top results.

You will also find that there is a thing that is called affiliate internet marketing software. If you can find a program that fits your needs and will help you keep everything straight, you may not have to worry about keeping track of them yourself. Use your software to keep track and make sure that you are doing your online marketing the right way. Your efforts will pay off eventually, and you will be glad that you went by the book and followed the necessary internet marketing rules.

[Learn Affiliate Marketing](#) and Start Your Own Home Based Business With Free Resources Now!

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