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# **Halloween Super Affiliate - Important Affiliate Marketing Concepts**

Making money on the internet is a smart way to achieve financial freedom because it requires little investment to get started. You can forget about the entire shipping cost and product creation. One great business model that you can try is affiliate marketing.

There are thousands of companies on the internet are willing to pay anyone to promote their products and connect with potential customers. You don't need to present your degree or special certificate in order to become their marketing partners. The best part is you can work anywhere, whether at home, school, office, college or even at hotel as long as there's internet connection.

The following are important concepts that you must understand to create serious income from affiliate programs.

#### 1. Focus on search engine traffic only.

In order to market on the internet, you need to utilize the power of search engines. This is the number one traffic source on the web. Although some people might say that social networking sites like Facebook, Myspace or Twitter could bring you traffic, search engine marketing is the key to make real money online.

Just like the offline world, relevancy is the key to sell something on the internet. In the real world, you can sell digital cameras only to people who are looking for them. The same concept applies on the internet.

The same goes for the internet. People depend on search engines to show them relevant products that they are looking for. Each time one man wants to buy a computer part, he will enter relevant search queries on Google. For example, the computer brand name or the type of computer. This is the key to make real money on the internet. Send him to the right products and you will be credited with commission.

#### 2. Register your own domain name.

If you don't have a domain name you don't own your online business. It's that simple. While you can use free websites like Blogger, Hubpages, Squidoo and OnSugur to publish content, it is still not a smart way to send traffic and make money from them.

One big problem with these websites is the companies own the content and your website. Which means, your account could be terminated without notice. It would be no problem if your website is still new. However, if your blog has thousands of readers or receive hundreds of visitors everyday, it will be a huge loss.

#### 3. Collecting emails will ensure that your business will survive for long term.

For years already, email marketing is the proven way to get rich online. Unlike search engine optimization or PPC, traffic from your own email list is free for life. Which means, you can sell to your subscribers many times without having to deal with search engine's rules.

Halloween Super Affiliate is a good marketing course that shows you how to increase affiliate income with new search engine optimization tactics. It is created by Brian G Johnson, the honest marketer who came up with SEO Press Formula and Commission Ritual. Read this [Halloween Super Affiliate review](#) website if you are interested.

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