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# **Affiliate Programs - Making Your Website A Valuable Tool**

If you promote affiliate programs, I cannot stress enough the importance of owning a website. With the advent of Content Management Systems (CMS) such as WordPress and Joomla!, you need not know the first thing about HTML to create your own website. Realize that your website is the foundation to your affiliate business. This is the tool which you will use to build your customer based. With that being said, I am going to share five tips with you to turn your website into a marketing magnet.

### 1. Keep It Simple

Yes, it is clear that you have the ability to fit a lot of words on a single webpage, conveying all that there is to know about your products or services. While this might seem like a good strategy to some, put yourself in the shoes of your visitor. People looking at your product or services are not interested in what they have, rather, they are interested in what they do. Furthermore, they are not interested in sifting through, what they might consider jargon, to find it. Therefore, you have to provide them with a straight to the point outline of what is in it for them if they take advantage of your offer.

### 2. Do Not Cram Your Pages

The great news is that if you need to add a page to your website, you can easily add a page. If you need to add twenty pages to your website, you can easily add twenty pages. As such, there is no need to cram everything on one page. If you do, people will get turned off. Have you ever attempted to read a lot of information in small font off of your computer screen? Not very much fun is it? Your readers will agree. Therefore, you have to mix things up by adding images to your pages, placing less content on each page, and simply creating more pages for your website. Problem solved.

### 3. Go Viral By Adding Email Buttons

Have you ever heard of viral marketing? Viral marketing can put your affiliate business on a whole different level. This occurs when word of your offer multiplies throughout the internet by one person telling four people, four people telling three people, and twelve people telling six people, etc. Of course, those numbers are arbitrary and for illustrative purposes. However, my point is that you need to provide your visitors with a mechanism to email your page to their friends directly from your website. Both Joomla! and WordPress have a mechanism built in which allow a reader to email your webpage to their friends directly from your website. Thus, had you written a stellar product review for an affiliate product which you are promoting, viewers of this review to email it to their friends directly to their friends.

### 4. Tell The Reader What To Do Next

Here is where you tell your visitor what action they are expected to take. Think of it as a friendly suggestion. For example, I am sure that you have been on a website which you have seen a link which states, "Read More" or a button which states, "Buy Now". Such conveyances simply tell the visitor what they are expected to do next.

### 5. Make Sure That Your Website Has a Blog

A blog on your website serves more than one purpose. First of all, you want your visitors to get to know you. A great way to do this is to keep a regularly updated blog. Keep in mind that people are more apt to purchase products and services from someone who they feel as though they know. Secondly, the search engines like to see regularly updated content which is relevant to your niche market. A blog provides the search engines with just that. This updated content factors in on your rankings in the search engines.

With all of this being said, never lose sight of the end goal which is to get the offers of your affiliate programs in front of your target market. Your website plays a critical role in your being able to do this effectively.

Maximize your profits in the respective [Affiliate Programs](#) by becoming well known in the social media scene . Utilize your popularity to the fullest by becoming a member of an [Affiliate Network](#) and promoting products relevant to your target. Taking these steps will put you in the driver's seat in your target market

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