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Affiliate Programs You Should Join

Affiliate programs have been evolving for more than a decade. Serious bloggers and website owners use affiliate programs for various reasons. Have you been wondering whether affiliate programs would work to enhance the presence and profitability of your blog or website?

As an affiliate, you sign up with merchant that offers to pay you when you display the merchant's advertising and promote the merchant's products on your blog. As an affiliate, you'll receive cut/paste HTML code to display textual or display advertising encouraging your blog's visitors to 'click-through' from your site to the merchant's website.

The merchant's HTML code defines the advertising copy and the appropriate link to the merchant's website. It also contains an affiliate account number to identify your blog as the source of a 'click-through' to the merchant's site. Each time your blog sends a lead to the merchant's site your affiliate code is activated and signals the exact location of where the 'clicked-through' lead came from. You get paid when a person visiting your blog clicks on a merchant's ad and subsequently purchases a product or service from a merchant to whom you're an affiliate.

You have the potential to receive a percentage of the total transaction. Percentages can range as high as 30% or more! Some merchants typically run incentive programs for their affiliates who participate in ad campaigns targeting promotional products for a specified period of time.

Attract higher levels of traffic to your blog and start making money without leaving the house! Become an affiliate simply by signing up at a merchant's site or through a brokerage that matches affiliates and merchants. The program works because it provides the merchant with low cost advertising and the brokerage house ensures that the affiliate's payments are calculated and paid properly.

Even after a merchant has approved you as an affiliate, they can drop your status at any time and for just about any reason. Low volume impressions and click-throughs are the most common reason an affiliate is dropped. Undeveloped websites or blogs that are not updated regularly are the next most common reason an affiliate can lose their relationship with a merchant.

When a merchant approves your website, as a member of their affiliate program, they must be very careful. Your site is essentially hosting the merchant's brand. The merchant, in turn, is essentially providing you/your site(s) with a silent endorsement by allowing their brand to exist on your site(s).

For example, let's say you are specializing in personal technology. Adding a Microsoft or Apple display ad to your site can greatly enhance your authority and presence. Visitors to your site see that large corporations are allowing you to display their brand on your website which adds credibility to who you are and what you do! Choosing a creative format for displaying affiliate ads is also a sign that you have developed a sophisticated approach toward your subject matter versus slapping an ad into a space that may look awkward just because it may happen to fit. Take great care in how you choose to promote the merchants who have taken a risk with you as an affiliate. Never hesitate to reach out and contact the merchant's affiliate contact. Building a relationship with your merchants is an excellent way to add traffic to your site and gain respect as an affiliate.

You may learn more about becoming an affiliate by reviewing some of the larger and more trusted sources for bringing merchants and affiliates together. The two best known brokerage houses are Commission Junction and Linkshare. If you decide to take part in one of the many affiliate programs available, please take great care to understand and adhere to the Terms and Conditions of the affiliate agreements and remember to always cast your merchant in a positive manner. Becoming an affiliate doesn't cost you a dime and with a little ingenuity and dedication you have an opportunity to make serious money from home.

Looking to join [affiliate programs](#)? Get the exclusive low down on how to join the right program instantly in our complete affiliate overview on <http://www.internetmarketingway.net>

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