

# Easy Affiliate Profits



Presented By

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[www.NewToInternetMarketing.com/start.html](http://www.NewToInternetMarketing.com/start.html)

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# What Is Affiliate Marketing?

Affiliate marketing is the process of selling other people's products on the Internet for a commission. It's like becoming a commission only sales person for a company.

It is one of the best ways for a new Internet marketer to start online and is a good way for established Internet marketers to increase their income.

The reason many new marketers start with affiliate marketing is that it is possible to make money without spending any money. How many businesses are there where you can start earning without spending any money?

When you start affiliate marketing you don't need your own domain name or web space or anything, you just need the ability to write (or pay someone to write for you).

If you have your own products or list then you can sell affiliate products to your list or customers as backend products and as a way of increasing your income from them.

Almost every product on the market has an affiliate program these days because product owners have realised that affiliates are an excellent way of making sales and generating income. Even the big sites like Amazon and eBay have their own affiliate programs now.

Even these sites, though they pay a relatively low commission, can be fantastic additional streams of income for a website.

Affiliate products are really useful if you even just need to add some additional streams of income to your website. Not only can you promote big name products from big name sites, you can promote regular affiliate products and add some extra income from them.

Whatever subject you are interested in, whatever niche you want to work in, you can find an affiliate program to promote and earn from.

This course will tell you what affiliate marketing is and how to make money from it. Follow through the course in the order it is presented, taking notes as you go and then watch any videos you feel you need to again. Make sure you grasp all the concepts and then take action.

This really is the key to success.

If you write one article a day promoting affiliate programs in a year you will have 365 articles out there. If you earn an average of \$10 an article, that's only \$3,650.

If you write ten articles a day for a year earning an average of \$10 an article then that is \$36,500 in a year. You may well earn more per article – you could earn a lot more an article.

However, the more you do, the more you learn, the more you will earn.

# Finding A Product To Promote

There are two ways to find products to market as an affiliate marketer.

Firstly, you can pick a subject that you know about and then find a product in that niche.

Secondly, you could find a high paying, good converting product and then promote that.

Which way you do it is up to you – it depends upon your skill, knowledge and what you want to achieve.

Some of the best sources for affiliate programs are :

- Clickbank
- Paydotcom
- Linkshare
- Commission Junction

The other alternative is for you to go to your favorite search engine and type in a keyword relating to your niche and the word affiliate or affiliate program. This will bring up a lot of products that aren't on the major affiliate programs detailed above. This is worth doing as you can often find some good programs this way. Though be aware a lot of these may well be privately run and you need to do a bit more research to ensure it is a legitimate and reliable affiliate program.

You can also type "affiliate directory" into a search engine and you will find hundreds of sites that list people's affiliate programs. You can find lots more ideas here for finding products to promote.

When you are looking for an affiliate program there are a few things you need to think about before picking a program to promote.

## **Regular Payment**

There is nothing worse than waiting for months to get your affiliate commissions. You've worked for them and deserve your payment! With the advent of scripts such as Rapid Action Profits you can now get your affiliate commissions instantly into your Paypal account.

There are some affiliate programs that wait up to 90 days to pay you because they want to insulate themselves against the possibility of refunds, but luckily now these are fewer and far between because people refuse to promote them because of the delay in payment.

Clickbank is a good place to promote affiliate products from because you can amalgamate your commissions from many different programs into one pay check and avoid the issue of not meeting minimum payout thresholds.

## **Good Commission**

You want to work for a decent wage, don't you? If you don't get a good commission then why both promoting the product? The \$7 script business model took the Internet Marketing world by storm and these low cost reports are still a very lucrative front end (if don't properly) but many affiliates, particularly the good ones won't get out of bed for a measly \$7!

The higher the commission the better it is for you when you make a sale, but don't get tied up in finding really expensive products to sell. You can often make more money selling lower priced items.

If you really want a good income, look at promoting sites with recurring commissions. This means that instead of promoting a product for a one off \$20 payment you work to get a \$20 a month payment ... which is much much better for you!

## **No Joining Fees**

No affiliate program should charge you a joining fee. If they do then the program needs some serious evaluation to make sure that it is legitimate.

Some affiliate programs are only open to people who purchase the product. This isn't the same as charging a fee to join the program. It is something product owners do to ensure that the people who promote the program know about it and to retain the value of the program. These people, by the way, often specially invite super affiliates to promote their program because they know it will make them money.

### **Low Payment Threshold**

If an affiliate program has a payment threshold that is too high it may take you some time to meet their requirements to get paid. If it takes you months to meet that threshold, you won't get paid for months.

The lower the payment threshold, the better for you as you will get your money quicker. However, if the payment is by check then be careful of setting it too low as the fees for cashing the check (particularly a US dollar check outside of the US may make the affiliate commission worthless).

This is why Rapid Action Profits is such a popular script is because there is no payment threshold, the money is instantly paid into your account. Clickbank is also popular because it allows you to amalgamate your payments from a number of different payments and bypass the payment threshold issue.

### **Any Payment On Backend Offers / OTO**

This was very popular during the interest in the \$7 script in order to boost affiliate commissions and get people more interested in promoting the program. If you get paid commission on one time offers or the backend offers then that is going to increase your income and may make a lower priced affiliate program an attractive proposition to promote.

### **Reliable Program**

It is important to pick a reliable program. You won't know if a program is reliable unless you do some research. This is one reason why a lot of people promote products that are on Clickbank or powered by Rapid Action Profits. There is no chance of not getting your payment.

## **Training Resources**

If the affiliate program provides training resources for you then that is going to be better for you if you are a new affiliate marketer. The resources may well help you to improve your skills marketing affiliate programs and make more money. This isn't a must have, but is a nice to have feature.

## **Promotional Tools**

Make sure the affiliate program offers your tools to help you promote the product and make money. Look for articles, Adwords ads, banners and more. These will make promoting the program much easier.

If you are planning on promoting the product by writing your own articles then you may not be so worried about the promotion tools. If you are going to put adverts on your web pages then you may well want to use these sorts of resources.

Promotional tools are much more important if you are a new affiliate marketer as they will help you to make sales.

## **Sales Page Conversion Rate**

Not all product owners publish their sales page conversion rates, but you can work it out yourself, which you need to do.

If you are promoting an affiliate program then it needs to be making you sales. If it doesn't then you need to move on to another program as if you are sending traffic to a site and it isn't earning you money then there is no point in you sending traffic to the website.

You need to keep track of the conversion rate you are getting from the programs that you are promoting. If the conversion rate isn't good enough then you need

to either get the product owner to improve their sales letter or move on to a new program!

## **Lifetime or Long Term Cookies**

A cookie is a small file that is dropped on to your computer by a website holding some information. In the case of affiliate marketing it holds your affiliate id. This means that if the person comes back to the website you were promoting the next day (or week) without using your affiliate link you will still get paid the commission.

The longer the cookies remain on the computer the more chance you have of making the sale if they return to the website. Do be aware though that if they click on someone else's affiliate link before they buy the cookie with your affiliate link will be overwritten.

## **Contact With The Product Owner**

This isn't an essential but is a nice to have. It is useful to be able to "talk" to the product owner to be able to ask questions about the product / promotion. Some product owners will run teleseminars and the like for their affiliates, which can be very helpful.

You also need to be aware of a few things when you are looking for an affiliate program to promote. These are some of the main points to look out for when picking an affiliate program. Consider these red flags that mean you must do more research into the program.

## **Long Wait For Payment**

Avoid any affiliate program that is going to make you wait more than 30 days for your payment. In many cases, 30 days is far too long. Good affiliate programs pay instantly or within a week at the most. Waiting too long makes it difficult for you to manage your cash flow.

## **Low Commissions**

Make sure you are getting paid a decent for your work. You would have a minimum amount you are prepared to accept being paid for a job, so don't promote a product unless it is going to pay you a decent commission. Don't get tied up with finding really high paying products as they are less common.

### **AdSense On The Sales Page**

If you find a product that has AdSense on the sales page then avoid it. Thankfully, this is very rare now as people realise that it damages the prospects of making sales. If there are other adverts on the sales page then you are running the risk of the visitors you send clicking on those ads instead of buying the product, which means you don't get paid!

### **More Than One Payment Link**

Some sales pages have multiple payment links for different payment processors. For example, you will find a Paypal button and a 2Checkout button or you may see a Clickbank payment button, a PayDotCom payment button and a direct Paypal payment button.

If the visitor doesn't click on the button that relates to how you are promoting the product then you aren't going to get paid. If you are using Clickbank hoplinks and the visitor clicks on the PayDotCom button – you have just lost your commission.

Always check out the sales page and make sure that there is only one payment button.

### **High Payout Threshold**

Any program that has a high payout threshold may make it hard for you to get your commissions out. Make sure you are happy that you can easily meet the payment threshold and get your payment as quick as possible. This is one reason why instant commissions are so popular.

### **Out Of Date Program**

Some people will leave webpages on the Internet for years and never update them or even pay any attention to them. Websites go out of business all the time.

Check the website and affiliate program is current. You don't want to promote a program and then find out that it is no longer in business and you can't get your payment. If you are in any doubt about whether a program is still active, contact the product owner. If they don't reply, the chances are they aren't active any more!

There are affiliate programs for almost every niche and with a little bit of research you can very easily find the program that you want. The information in this chapter will help you to evaluate the affiliate programs you find and find one that is good for you to promote.

# The Affiliate Marketing Process

Affiliate marketing is a relatively easy process to follow, hence it being a good starting point for many Internet Marketers. The landscape has changed somewhat with the introduction of Web 2.0 technologies, but essentially the process remains the same.

Previously, you would have just promoted your affiliate programs using article marketing. With the advent of sites such as Squidoo and Hubpages, you don't need to just limit yourself to article marketing and can create websites on these sites too.

The most effective affiliate marketers are those who combine article marketing with Web 2.0 technologies whilst building a list.

Before we start talking about how you marketing affiliate products, we need to speak about building a list.

It is vital that you build a list whenever you are working as an affiliate marketer. If you send traffic to a website directly then you have lost that visitor and can't market to them again.

If you capture their email address then you have the potential to not only make the original sale but to also market other products to them and make sales on those too. This means you earn more than once from a person rather than just rely on the single sale.

When you are working as an affiliate marketer you need to make sure you are capturing email addresses. Some of the best autoresponders you can use are Aweber and Get Response.

When we talk about affiliate marketing here we are going to assume that you have an autoresponder but you don't have any webpages or domains. If you do then you can set up sites there to capture email addresses and provide

information, building your own virtual real estate. We are also going to assume that you have picked a niche and product you want to promote. You are also assumed to have done your keyword research and know which keywords to use.

## **Article Creation**

The first step is to create your articles. You can either do this yourself, which many people do as it doesn't cost anything or you can outsource it or you can buy PLR articles.

Your articles need to be based around your keywords. Typically target 1 to 3 keywords in your articles and write naturally for human readers, not search engine spiders. Search engine spiders don't have any credit cards!

Affiliate marketing is a numbers game. If you make \$10 an article (on average) then if you write 1 article a day you will make \$10 a day. If you write 10 articles a day you make \$100 a day and if you make 100 articles a day ... well you can work it out.

In order to get the biggest bang for your buck, I strongly recommend spinning your articles. Yes, this does take some time – it can take up to an hour sometimes in order to really spin it well. However, the time is well spent, after the hour you click a button and you have 50 or more unique articles.

## **Autoresponder Series Creation**

You are going to be capturing leads through your article marketing so you need to create an autoresponder series relating to the niche you have chosen that promotes products. You need to balance information with blatant promotion.

Review products, recommend products and talk about them. If every email is a blatant promotion then you will find people unsubscribe. You've made a lot of effort to get them on your list and you want to keep them there, so long as they are buying.

## **Article Distribution**

Once you have your autoresponder and articles ready you need to start making sales. You need to distribute your article across the Internet so that they will start driving traffic.

If you create some Squidoo Lenses, Blogger Blogs, Wordpress Blogs or anything similar you can use these as the basis of your affiliate marketing campaigns. Create a separate one per niche or product. If you have your own domains, you will use these as the center of your marketing. Remember to have a way to capture their email addresses here to feed people into your autoresponder.

Use some of your spun content and some of specific unique content on these in order to attract the search engines. Remember the focus of your efforts is to make affiliate sales, so don't put distractions on your pages like AdSense, eBay / Amazon products (unless that is what you are promoting). This will take away from the effectiveness of your affiliate marketing.

Once these sites are in place, start distributing your articles to the article directories. Ideally, you want a unique article on each directory, hence the spinning of the articles earlier. Be aware that the article directories can take days or even weeks to approve your articles, so you may not get quick results.

Make sure your article goes to the most popular article directories such as [www.EzineArticles.com](http://www.EzineArticles.com), [www.GoArticles.com](http://www.GoArticles.com), [www.ISnare.com](http://www.ISnare.com) and [www.SearchWarp.com](http://www.SearchWarp.com). There are many others which you can check out and also submit to – just search in Google for Article Directory and you will find them.

## **Your Resource Box**

Make sure you include a resource box that points to your Squidoo lens or wherever you want to direct people. Each article directory has different requirements for the resource box, so make sure you check them out and make sure your resource box confirms.

The point of the resource box is to get the click through to your website. It needs to persuade people to come through to your site. Offer a free report or information, which is delivered by your autoresponder.

Make sure you include your keyword as a hyperlink in your articles and if you can, your direct web address. This will help you in the search engines.

## **Drive Traffic**

Driving traffic to your sites is important for you to keep your earnings up. Submit your Squidoo lenses (and the like) to sites such as [www.OnlyWire.com](http://www.OnlyWire.com), [www.Ping.in](http://www.Ping.in), [www.Digg.com](http://www.Digg.com), [www.StumbleUpon.com](http://www.StumbleUpon.com) and more. These will get traffic to your sites.

Your article submissions will help to improve the search engine rankings of your main site and get you organic search engine traffic (which doesn't cost a penny).

## **Capture Leads**

As you send people to your Squidoo lens (or other site) you are going to have to capture the leads. Make sure you make it very obvious how they sign up and offer them a gift for signing up to your list. This could be a free product or report relating to the niche, which can of course contain affiliate links to make further sales!

The affiliate marketing process is not difficult and once you've done it once or twice you will have got the hang of it and find it easier the next time. As you learn more about the process so you can add to it and refine it even further.

# Affiliate Marketing Tips

This section is going to give you some tips for improving your affiliate marketing efforts and to help you make more money.

When you are writing articles, make them informative. People are typically searching for information to solve a problem, so give them enough information to get them through to your site and buy the products you are recommending.

Articles based around "10 ways to ..." or "7 tips for ..." or "5 top ..." are very successful. People love these types of articles and you can get a really good click through on them. You need to make sure your article title grabs attention like the headline of a sales letter. The title is what entices people in to read more.

There are hundreds of article directories out there and many of them will get you so little direct traffic it isn't worth submitting to them. There are specific niche article directories, which are always worth submitting to.

Submit your article directly to the major article directories and then either don't submit to the rest or use some software to do so. The major article directories are where you will get the majority of your traffic from.

Set yourself a target of writing 10, 15 or even 20 articles a day and stick to it. Spin each one and submit it to the article directories or use it as content on your site.

This sort of article writing schedule will get you earning in the quickest possible time and keep your earnings high. The people who earn the least from affiliate marketing are those who do the least work.

You need to be tracking all your traffic and sales so you know which articles and which sites are generating you the most income. Find out which articles are

earning the most, understand why and then use that knowledge in the rest of your affiliate marketing efforts.

Understand which sites are sending you the most traffic and use them more. The sites that aren't sending you traffic may not work at all or may not work for that niche.

Product reviews are a great way to make sales as an affiliate. You do need some knowledge of the product in order to write an honest review, but that knowledge can give you the edge in sales.

When you write a product review, don't be afraid to write what you didn't like about a product or what you felt was missing. Your readers will appreciate your honesty and you are more likely to make sales this way. Far too many people write gushing product reviews extolling the virtues of a product and people want to know the truth, not have the wool pulled over their eyes.

The next step on from this is to write product comparisons. Take two products, one of a lower value than the other and compare the two. Again, be honest and don't be afraid to point out the negatives.

What you will find with this technique is that your conversion rate increases. Some people buy the more expensive product, others will buy the cheaper. This is obviously better for you.

Ultimately, you will see how this works when you do it and track the results. It does work very nicely though!

# How To Write Articles

Article writing is the cornerstone of affiliate marketing. You use articles to promote products and make sales.

There are three ways for you to get articles:

- 1) Write them yourself
- 2) Outsource the article writing to a freelancer
- 3) Buy PLR articles (which you will have to rewrite)

We're not going to spend much time discussing options 2 and 3, and will focus our attentions on option 1 as this is where many people start out. Writing the articles yourself doesn't cost you anything except your time.

So, how do you write an article?

The first step is to have done your keyword research and to have selected a product you want to promote.

Next you need to write your title. This has to be an eye catching title that grabs people's attention. It's like the headline in a sales letter, it may be the only thing your potential customer sees and so they need to be sucked in by it.

Try to tell people what is in the article without giving away the game. Titles such as "How to ..." or "7 Tips for ..." or "10 Ways to ..." are all good attention grabbers. The step by step approach really helps. Try to include your keyword in your title as it will help you get to the top of the search engines.

Next write out four or five points that you want to cover in the article. These will be you describing and addressing the problem or issue the article covers. These only need to be a sentence long.

Once you have done this you need to write more about each of these points, turning them in to a paragraph or two (or even three!). This is the meat of your article.

Finally, you need to top and tail it with an introduction and an ending. This is where you tell them what you are going to tell them and tell them what you have told them.

And that's your article written. Easy huh? It won't take you long at all!

Your articles want to be between 400 and 600 words long. If you find your articles are longer than this, you want to split them in to two articles. One part may go in an article directory and another on the site you are directing people to, e.g. Squidoo.

When writing your article, write naturally as if you were talking to someone you knew. Don't try to artificially shoe horn keywords in to your article. Pick 2 or 3 keywords and use those in your article. Remember, you are writing for people first and search engines second ... search engines don't tend to have credit cards!

Also make sure that you have your article checked for spelling and grammar. This will ensure that when people read it they are not going to be put off by any mistakes in the article.

It is very important that you create a resource box for your articles if you are going to submit them to the article directories. The requirements for resource boxes vary for the different article directories so it is worth checking them out.

The resource box is the writing at the end of the article which entices people to click through. Many of the big article directories (most notably EzineArticles) don't allow affiliate links in resource boxes, in which case you are going to have to set up a Squidoo lens or a Blogger blog for people to visit from your resource box.

Your resource box needs to include one of your keywords as a hyperlink to your website and your website address. It should also include something that entices people to actually click through to your website.

This may be giving them a preview of what to find when they click through. It may be offering them a free report (and building your list).

It will probably help you if you create a variety of resource boxes of different lengths so that when you submit your article to directories you have your resource boxes ready.

Article marketing is the cornerstone of affiliate marketing and as you bring in more money you may well want to start outsourcing your article writing. You may even want to introduce an article spinner into the equation in order for you to submit unique articles to each site.

# Boosting Conversions

Anything you can do to boost your conversions will be better for you as it will increase your profits, which is obviously better for you!

There is a technique which I am sure you have seen that works very well. Offer a bonus if people buy through your link. Big marketers will do this for big launches as they know they will get lots of people to buy because of the value of the bonuses on offer.

Put together a package that compliments the product you are promoting and offer it as a bonus for people who buy through your affiliate link. Make sure it is something of value, ideally something they can't get from any old Internet Marketer, but only from you.

Though this is commonly used on the major launches, it is rarely used on every day affiliate promotions, which means it will really give you an edge over other marketers and increase your conversion rate.

Another technique which is very effective is to offer a cash rebate. Basically, you offer the buyer some cash back, which comes out of your affiliate commission. Cash is very appealing to a lot of people and so this can work well. Obviously, if the commission isn't very high then this may not be worth doing, but if you can offer a significant amount of cash back then you may well tip the scales in your favor.

The idea behind offering bonuses is to make your affiliate offers stand out in the crowd and to get people to pick your affiliate link over any others that they may encounter.

Another very effective way of boosting conversion rates is to offer an e-course.

This lets you capture their email address and not only market the original product to them but market other related products as well.

You offer a course teaching people something about your niche and helping them solve a problem. The idea is they read the course which soft sells the product and then they buy the product. After they have finished the course you can still email them promoting other products, and further boosting your conversion rates.

Free reports are yet another way of boosting your conversion rates. If you allow people to give these away then you can quickly get a viral product on your market. If you want to see a prime example of this, search for "SEO Made Easy" in Google and read the e-book – it is one of the best examples of viral marketing ever.

Write a report on the niche giving valuable information whilst promoting (but not being too pushy) the product (or products) you want to sell. These are very effective methods of promoting products, particularly in non Internet Marketing niches as people are obsessive about knowing everything about their hobby or interest.

Your report doesn't have to be very long, it can be 20-25 pages or shorter, depending on what you are trying to communicate in it.

These techniques will help you to boost your conversion rates, which means more sales and more money in your pocket. The better you can convert people into buyers, the better it is for your bottom line.

# Classified Ads & Affiliate Marketing

Classified ads can be a good way to make sales of affiliate products. It is vital that if you are doing this you are tracking your results so you know which sites are sending you traffic that is giving you results. If you are paying for adverts then this is doubly important to do to ensure your advertising budget is getting you the best results.

There are a lot of classified ad sites out there that you could use. The big ones are Yahoo! Classifieds, Gumtree, eBay and Craigslist, though there are many others. A quick Google will find these all for you.

If you are paying for adverts then be wary about spending money on sites you haven't heard of. If you haven't heard of the site, do a search in Google and see what you can find out about it and whether it is worth spending the money on it.

You will need to test multiple adverts to see which ones converts the best. You always want to make sure you are working to improve your adverts so you get the highest possible conversion rate.

There are a lot of niche sites that will also accept classified ads, and these are worth checking out. Of course, the next step from classified ads is to find sites that will accept adverts directly (blogs are always good for this) and advertise directly on niche sites. You can also look at advertising in newsletters or ezines – these publications are always looking for adverts and can provide direct access to your target market.

With classified ads you are not focusing on making the sale, you are focusing on getting them to click through your website. That is the purpose of the advert. When they have clicked through, then you need to make the sale.

So your advert is focused on getting the prospect to click through to your website and your website is focused on making the sale. Whether the sales is signing up to your list or actually buying a product is up to you, but the website

the prospects go to should be focused laser like on a single purpose in order for you to achieve maximum results.

It is essential that you use a tracking code in your classified advertising so that you know which websites and adverts are sending you details. The format for a tracking code is

<http://www.yourwebsites.com/?=code>

The code can be anything you want. It is best to keep it simple, letters or numbers or abbreviations all work very well. However, whatever you use, make sure you keep a track of them somewhere so that you know which code relates to which advert or site.

When you look at your webstats you will be able to determine which websites sent you which traffic. If you integrate this with something like Google Analytics for more advanced tracking you will be able to track exactly which adverts are making you the sales.

If you do not do this then you will not know which adverts are making you the most money. You need to be able to do more of what is working and less of what isn't working in order to maximize your earnings. The tracking code allows you to do this. The most effective and most profitable affiliates track their traffic obsessively and know exactly which is the most effective.

These tracking codes must be used in ANY advertising you do, free or paid, whether it is blogs, classifieds, eBay, ezines or anywhere. The data you get from this tracking will be invaluable in improving your profitability.

When you are writing an advert you know you are focusing on getting them to click through to your site, so it is very important that you demonstrate the benefits to your reader.

Make the first line a quantifiable benefit, e.g. "How You Can Lose 36lbs In 2 Months" or "How To Earn \$2,359.58 Every Week Working Just 2 Hours A Week".

It has to have figures in it so people can see exactly what they are getting. If I wrote the headline "How To Earn Some More Money Working Just A Little Every

Week”, does that grab your attention as much as “How To Earn \$2,359.58 Every Week Working Just 2 Hours A Week?”

The latter is much more attention grabbing than the former and this is what you need to try to emulate.

State something unique about the product. Why should they listen to you and not to the many other classified ads they are seeing? What is so special about you and your advert? Demonstrate it to them.

And remember, use as few words as possible. Be as succinct as you can in your advert as it will make your advert much more powerful than one that waffles on for pages and pages.

Classified advertising, both online and offline (remember newspapers and magazines take adverts) is a very powerful way to generate sales of affiliate products. Remember to track your traffic and you will know exactly which promotional campaigns are the most effective so you can do more of them and increase your profits.

# Pay Per Click & Affiliate Marketing

Pay per click or PPC as it is known is a form of advertising where you pay a fee each time your advert is clicked. The best known PPC engine is Google Adwords. You see these adverts in your results every single time you do a search.

Yahoo! and Microsoft have released their own PPC engines and there are plenty of other PPC engines run by less well known companies.

The basic premise of PPC is you bid for an amount you are willing to pay for a keyword and then every time someone clicks on your advert you are charged a few up to that amount, depending on how much other people have bid.

Google, being the biggest and best known, can be very expensive for highly competitive keywords. If your keywords are very competitive then you need to look at smaller PPC engines where you can still get a decent amount of traffic and the keywords are cheaper.

If you are using PPC then you MUST track your results and be very conscious of what is happening with your advertising campaign. If you do not do this, you will not know which keywords are earning you money, which aren't, which to drop from your campaigns and which to spend more money on.

It is important that you test different adverts for maximum results. You are focusing not only on getting the click (which will cost you money) but on getting the "sale" on the other side – whether this is an actual sale or a list sign up is up to you.

You must also test different keywords and combinations of keywords in order to ensure that your adverts and keywords are most effective.

In depth training of PPC is beyond the scope of this program. However, I can share with you some of the top tips from my experiences with PPC marketing. I

will be talking specifically about Google Adwords, though the techniques apply in a similar fashion to most other PPC engines.

Within Google Adwords you can bid a different amount for the content network (Adsense sites) compared to the search engine listings. Always set your bid for the content network much lower than for the search engine listings. The quality of click is not always as high in the content network. Depending on your niche you may even want to disable this feature all together.

You must always set a daily spend amount for your PPC account. Make sure you work this out on a monthly basis and ensure you can afford the amount. You may think you can afford \$100 a day, but in a month that's \$3,000! Set it to something that isn't going to break the bank.

With your testing and tracking of your PPC spend you will know how much money you are making from PPC and so you can calculate how much you can afford to spend. If you are not doing this tracking then you will be unable to accurately calculate how much you can spend on your PPC campaigns.

You need to continually test your adverts to try and improve them so you get a better quality of click throughs and more profit. Test different headlines, capitalization, including the price, and so on.

Google Adwords allows you to test different adverts against each other automatically. Use this feature and continually work on improving your adverts.

PPC is a great way to send traffic to a website very quickly, without waiting the weeks or even months for your site to appear in the organic search engine results. It can give you highly targeted traffic that converts very well into buyers.

# Viral Marketing

Viral marketing is really one of the best ways for you to effortlessly promote your site. Done well, it is a scarily effective method of generating highly targeted and motivated traffic.

The key is to do your viral marketing correctly so that it does this.

Your viral product can be anything, a video, a joke, a cute powerpoint presentation, a book, or even a complete product. It doesn't matter what it is so long as it is something that promotes products and earns you money.

As an affiliate marketer, your viral product would be full of links to products you are an affiliate for.

You must never make your viral product a sales message. Provide valuable information in it and then recommend or mention products for further information. Trying to make a viral product salesy will doom it to failure, unless it is an incredible product. Try to demonstrate in the viral product why the products you are promoting are a good idea and help make the readers life easier by solving the problems they are facing.

When you are creating your viral product, make it focused on a single niche or product and base it around the problems the people in that niche are facing. Don't try to write about too many subjects in one product. Create multiple targeted viral products if you need to.

If you want your viral product to succeed then you need to make it as easy as you physically can for them to send to their friends. Don't make them jump through hoops or anything, make it one click if you can.

Make sure you reassure people that you don't keep their email addresses and will not send any other messages to them. A lot of people are wary about

handing their email address over and this small reassurance can make sure your product is distributed widely.

When you have created your own viral product the question to ask yourself is "Would I send this on to my friends?".

You have to make sure that your viral product is the sort of thing that people will want to pass on. Is it valuable? Does it provide useful information? Does it solve a problem the people in the niche face and offer a solution (the recommended products)?

Viral products are an excellent "set and forget" type of marketing and will get you some good traffic. You have to do it right though – a lot of viral marketing products fall on their face because they are either hard to distribute or aren't valuable.

Make your viral product valuable and easy to distribute and you could end up with a hit that will bring you traffic and make you sales for months or even years.

# Endnote

Affiliate marketing is an excellent way to start to make money online. It's a great no money down business that allows you to earn whilst you learn. Many marketers will start as affiliates whilst they build their skills and create their own products. Many established marketers will promote affiliate products to increase their earnings.

Your next step now is to take the knowledge that you have learnt in this course and to apply it and make money. Start with identifying a product to promote and then take action and promote it.

Remember that affiliate marketing is a numbers game. The more articles and more information you have on the Internet promoting products, the more chance you have of making sales.

Get writing articles and creating pages from them, as well as distributing them to the article directories.

Build in a method from the beginning of tracking your traffic so that you know what actions are bringing you the most traffic. This will help you to improve your profitability.

Good luck with your affiliate marketing career – get promoting products and look forward to getting your very first commission check!

Sandy Luoma

# Glossary

The following are some of the more important terms used in affiliate marketing. This will help to ensure you understand the terms that you hear when working as an affiliate marketer.

<b>Ad Blocking</b>	Method of blocking website advertisements in image formats
<b>AdWords</b>	Google's Pay Per Click (PPC) advertising program.
<b>Affiliate</b>	An individual, web site owner or company that market sand promotes products or services for a merchant for acommission rate for referring clicks, leads, or sales.
<b>Affiliate Agreement</b>	Terms that governs the relationship between a merchant and an affiliate.
<b>Affiliate Link</b>	Usually a piece of HTML code place on an affiliate website letting the merchant know that an transaction or visitor has been sent to the website
<b>Affiliate Marketing</b>	A revenue sharing arrangement between online merchants and distributors (affiliates) in which the affiliate earns a commission for producing a sale, lead or click for the merchant's site
<b>Affiliate Network</b>	A third party providing services to affiliate merchants and affiliates, including tracking technology, reporting tools, and payment processing.
<b>Affiliate Program</b>	Any arrangement through which a merchant pays a commission to an affiliate for generating clicks, leads, or sales from links located on the affiliate's site. Also known as associate, partner, referral, and revenue sharing programs.
<b>Affiliate Program Directory</b>	Information about a collection of affiliate programs. Directories include information about commission rate,

	number of affiliates, and commission structure.
<b>Affiliate Program Manager</b>	The person responsible for administering an affiliate program. Duties should include maintaining regular contact with affiliates, program marketing and responding to queries about the program.
<b>Affiliate Solution Provider</b>	Company that provides the software and services to administer an affiliate program.
<b>Affiliate URL or Link</b>	Special code in a graphic image or text link that identifies a visitor as having arrived from a specific affiliate site.
<b>Animated GIF</b>	Graphic image in GIF98a format with a movement effect applied
<b>Associate</b>	Synonym for 'affiliate'
<b>Auto – Approve</b>	Term used during the application process where all applicants are automatically approved for an affiliate program
<b>Auto Responder</b>	Software or online application that sends replies automatically, without human intervention. For example, if you had a page of marketing information, you could ask prospects to send email to "info@yourname.com," the address of your auto responder. The auto responder will automatically email the person your information document. Many auto responders will, at the same time, send an email to you, listing the requester's address tool for conducting online commerce.
<b>Banner Ad</b>	A graphic image used for advertising in various sizes. One of the most popular forma of website advertisement
<b>Blog</b>	Acronym for 'web log', a blog is basically a journal that is available on the web. The act of updating a blog is referred to as 'blogging' and those who keep blogs are known as 'bloggers'.
<b>CJ</b>	Commission Junction. An Affiliate Network
<b>Click Fraud</b>	Click fraud, also called pay – per – click fraud, is the practice of artificially generating traffic to advertisers' sites either manually or through the use of automated

	clicking programs (called hitbots). The advertiser pays for this traffic, which has no potential for generating revenue; however, the scammer receives a percentage of the pay – per – click fees paid by the advertiser.
<b>Click Fraud Detection/Monitoring</b>	Service that provides independent monitoring of clicks from your PPC campaigns. If you notice fraudulent activity, Google or Yahoo!/Overture may provide a refund.
<b>Click Through</b>	When a user clicks on a link and arrives at a Web site.
<b>Click Through Rate/ Ratio (CTR)</b>	Percentage of visitors who click through to a merchant's Web site. Also used to identify how often a visitor makes a sale or order after clicking through.
<b>Clickbank</b>	Popular online billing and marketing service for the development of affiliate programs, and the largest distributor of digital information products on the Internet. One of the easiest affiliate marketing programs to use.
<b>Cloaking</b>	Hiding of page content or affiliate linking code.
<b>Commission</b>	Also known as a bounty or referral fee, the income an affiliate is paid for generating a sale, lead or click – through to a merchant's web site.
<b>Conversion</b>	When one of your visitors makes a purchase on the merchant's site... i.e. converts from 'visitor' to 'buyer'.
<b>Conversion Rate (CR)</b>	The percentage of visits to your site that convert to a sale. I.e. If 1 person in every hundred visitors to your site makes a purchase; your conversion rate is 1:100 or 1 percent.
<b>Cookie</b>	A cookie is a piece of information sent by a Web Server to a Web Browser that the Browser software is expected to save and to send back to the Server whenever the browser makes additional requests from the Server. You may set your browser to either accept or not accept cookies. Cookies can contain user preferences, login or registration information, and/or "shopping cart" information. When a cookie has been saved to a visitor's computer, the browser sends a request to a Server; the Server uses the information to return customized information. Cookies are stored as text files on the visitor's computer to keep track of information relevant to merchant website.

<b>Cost Per Acquisition/Action (CPA)</b>	The amount you pay to acquire a customer.
<b>Cost Per Click (CPC)</b>	The amount you pay when a surfer clicks on one of your listings.
<b>Cost Per Lead (CPL)</b>	The amount you pay to acquire a lead
<b>Cost Per Order (CPO)</b>	The amount you pay to process and delivery an order
<b>Cost Per Thousand (CPM)</b>	The amount you pay per 1,000 impressions of a banner or button.
<b>Creative</b>	The promotional tools advertisers use to draw in users. Examples are text links, towers, buttons, badges, email copy, pop – ups, etc.
<b>Cross Linking</b>	Linking a group of domains, usually your own, to each other for the purpose of increasing its popularity with search engines. Excessive cross – linking may lead to your site being penalized by Google or Yahoo!
<b>Conversion Rate/Ratio</b>	Percentage of clicks that result in a commissionable sale or lead
<b>Disclaimer</b>	A disclaimer states the terms under which the site or work may be used and gives information relating to what the copyright owner believes to be a breach of his/her/their copyright. In some cases you may wish to permit certain activities, in others you may wish to withhold all rights, or require the user to apply for a license to carry out certain actions.
<b>Domain Name</b>	The unique name that identifies an Internet site that is linked to a specific IP address. URLs to identify particular Web pages. Every domain name has a suffix that indicates which top-level domain (TLD) it belongs to. There are only a limited number of such domains. For example:  .com – Commercial business  .org – Organizations (nonprofit)  .net – Network organizations  .ca – Canada

	Because the Internet is based on IP addresses, not domain names, every Web server require a Domain Name System (DNS) server to translate domain names into IP addresses.
<b>E-mail Link</b>	An affiliate link to a merchant site contained in an email newsletter or signature file.
<b>E-mail Marketing</b>	Promotion of products and service with email
<b>Email Signature</b>	Also called a "signature file", this is a brief message embedded at the end of every email that a person sends.
<b>Endorsement Letter</b>	Also known as a "product review", an endorsement is a promotional statement outlining features and benefits for a particular product or service.
<b>EPC</b>	Term used by the Commission Junction affiliate network, this is your 'average earnings per 100 clicks'. This number is calculated by taking commissions earned divided by the total number of clicks times 100.
<b>Exclusivity</b>	A merchant that that stipulates 'exclusivity' in their affiliate agreement usually prohibits the affiliate from promoting competing products on their site.
<b>Ezine</b>	The short term for an Electronic Magazine, a web site that is modelled after a print magazine. Some ezines are simply electronic versions of existing print magazines, whereas others exist only in their digital format. Most ezines are advertiser – supported but a few charge a subscription.
<b>FFA</b>	Free for all links, also referred to as "link farms". A bulletin board style listing of website links organized into categories.
<b>File Transfer Protocol (FTP)</b>	A method or protocol for exchanging files over the Internet. FTP works in the same way as HTTP for transferring Web pages from a server to a user's browser and SMTP for transferring electronic mail across the Internet in that, like these technologies, FTP uses the Internet's TCP/IP protocols to enable data transfer.
<b>Google Adsense</b>	A Pay Per Click affiliate program that uses contextual and graphic image ads that are linked to targeted page content.
<b>Hit</b>	A hit is a single request from for a single item on a web server. To load a page with 5 graphics would count as 6

	'hits', 1 for the page plus 1 for each of the graphics. Hits therefore are not a very good measurement of traffic to a website.
<b>Impression</b>	An advertising metric that indicates how many times an advertising link is displayed.
<b>IP Address</b>	A unique number consisting of 4 parts separated by dots, e.g. 165.115.245.2. Every machine on the Internet has a unique IP address.
<b>JavaScript</b>	A programming language developed by Sun Microsystems designed for writing programs that can be safely downloaded to your computer through the Internet and immediately run without fear of viruses or other harm to your computer or files. Java requires a browser compatible with Java. Using small Java programs, Web pages can include animations, calculators, and other features.
<b>Joint Venture (JV)</b>	A general partnership typically formed to undertake a particular business transaction or project rather than one intended to continue indefinitely.
<b>Keyword</b>	The search term that a user may enter at a search engine. For example, someone who wants to find a site that sells printer paper might enter 'printer paper' at a search engine.
<b>Keyword Density</b>	The ratio between the keyword being searched for and the total number of words that appear on your web page. If your keyword only occurs, say, once, in a page that has twenty thousand words, then it has a density of 0.005 percent.
<b>Keyword Selector Tool</b>	Displays how many times a certain keyword was searched for at Overture (Yahoo! Search Marketing) during a given month.
<b>Lifetime Commissions</b>	An affiliate program that pays a commission on EVERY product or service that the customer buys from the merchant, once you've sent the referral, i.e. the customer is yours 'for life'.
<b>Lifetime Value</b>	The total amount of money that a customer could possibly spend with a particular company during his or her lifetime.
<b>Mailing List</b>	A Mailing List is a collection of names and addresses used

	by an individual or an organization to send material to multiple recipients. The term is often extended to include the people subscribed to such a list, so the group of subscribers is referred to as "the mailing list", or simply "the list".
<b>Manual Approval</b>	Affiliate applicants are manually approved, usually by affiliate manager, for the affiliate program.
<b>Merchant</b>	Also known as an advertiser. The business or online vendor of products or services that offers an affiliate program.
<b>Meta Tags</b>	Information placed in the header of an HTML page, which is not visible to site visitors.
<b>Multilevel Marketing (MLM)</b>	Selling products by using independent distributors and allowing these distributors to build and manage their own sales force by recruiting, motivating, supplying, and training others to sell products. The distributors' compensation includes their own sales and a percentage of the sales of their sales group also called a "down line."
<b>Newbie</b>	A person who is inexperienced in a particular endeavor.
<b>Niche Marketing</b>	Refers to the technique of focusing on a narrowly defined target market segment.
<b>Opt - in</b>	Consent given to receive information by e-mail such as newsletter or ezines.
<b>Paid Inclusion (PI)</b>	Guaranteed listing is a search engine for a fee
<b>Parasite</b>	A system or affiliate that overwrites other affiliate cookies to steal their commissions.
<b>Pay Per Click (PPC)</b>	One of the first affiliate marketing compensation where an affiliate receives a commission for each click (visitor) they refer to a merchant's web site.
<b>Pay Per Lead (PPL)</b>	An affiliate program in which an affiliate receives a commission for each sales lead that they generate for a merchant web site. Examples include completed surveys, contest or sweepstakes entries, downloaded software demos, or free trials.
<b>Pay Per Sale (PPS)</b>	Programs in which the affiliate receives a commission for each sale of a product or service that they refer to a merchant's web site.
<b>Payment Threshold</b>	Minimum amount of commission earned before payment

	is made.
<b>Pop Under Ad</b>	Advertisement displayed in a new browser window behind or underneath the current browser window
<b>Pop Up Ad</b>	Advertisement displayed in a new browser window
<b>Portable Document Format (PDF)</b>	A distribution format developed by Adobe Corporation to allow electronic information to be transferred between various types of computers. The software that allows this transfer is called Acrobat.
<b>Profit</b>	The amount of money you earn from your sales. For example, if you sell 10 videos at \$47.00 each, and each costs \$10 to produce and ship, your profit would be \$37.00 per video or \$370.00 total.
<b>Plug -In</b>	A small piece of software that adds features to a larger piece of software.
<b>Privacy Policy</b>	A privacy policy establishes how a company collects and uses information about its customers' accounts and transactions.
<b>Raw Visitor</b>	The term used for every time a page is viewed.
<b>Reciprocal Linking</b>	The process of exchanging links with other websites to increase search engine popularity.
<b>Recurring Commissions</b>	Earn commissions both on the initial sale and subsequent purchases of the same product or service. Examples of affiliate programs that may pay recurring commissions are online dating services and web hosting services.
<b>Referring URL</b>	The website address where the visitor came from to reach your site.
<b>Residual Earnings</b>	Programs that pay affiliates for each sale a shopper from their sites makes at the merchant's site for every purchase made by the customer.
<b>Return on Investment (ROI)</b>	Return on Investment. Percentage of income earned vs. total investment.
<b>Revenue</b>	Total income for your sales. For example, if you sell 50 e – books at \$27.00 each, your revenue would be \$1350.00.
<b>ROAS</b>	Return on Ads Spent. Percentage of income vs. expenses

	generated by advertising.
<b>SEM</b>	Search Engine Marketing.
<b>Search Engine Optimization (SEO)</b>	The process of choosing keywords and keyword phrases relevant to your site or page on your site, and placing those keywords within pages so that the site ranks well when those keywords are searched upon.
<b>Search Engine Results Page (SERP)</b>	The position or listing a search engine returns in response to a search query.
<b>SPAM</b>	The term that is used to describe unsolicited commercial e-mail. Also "junk" e-mail to equate it with the paper junk mail that comes through the US Mail. In response to the overwhelming number of complaints about unsolicited e-mail, the CAN-SPAM Act was passed in 2004 which sets specific guidelines for commercial mailers. For a complete description of the rules, regulations and penalties related to the sending of e-mail for marketing purposes.
<b>Spyware</b>	A program hidden within free downloaded software that transmits user information via the Internet to advertisers, also known as "adware".
<b>Super Affiliate</b>	Term used to describe an affiliate earning over \$10,000 a month. These are the top 1 or 2% of affiliates that generate approximately 90% of any affiliate programs earnings.
<b>Targeted Marketing</b>	The process of distinguishing the different groups that make up a market, and developing appropriate products and marketing mixes for each target market involved.
<b>TOS</b>	Terms of Service or Affiliate Agreement.
<b>Tracking Method</b>	The system an affiliate program uses to track sales, leads or clicks from an embedded referral link. Some programs use cookies for the same purpose.
<b>Tracking URL</b>	A web site URL, <a href="http://www.awebsite.com">http://www.awebsite.com</a> , with your special code attached to it, i.e. <a href="http://www.awebsite.com/?myID">http://www.awebsite.com/?myID</a> . Visitors arriving at the site are tracked back to you through your special code.
<b>Two -tier</b>	A compensation plan structure where affiliates earn commissions on their conversions as well as conversions of webmasters they refer to the program.

<b>Unique Visitor</b>	A term used to describe the process of tracking the amount of traffic on a web site; it refers to a person who visits a web site more than once within a specified period of time. The software program tracks and counts the visitor traffic to your web site are designed to distinguish between visitors who only visit the site once and unique visitors who return to the site. Different from a raw visitor or <a href="#">page views</a> , which are measured by the number of files that are requested from a site, unique visitors are measured according to their unique <a href="#">IP addresses</a> , which are like online fingerprints, and unique visitors are counted only once no matter how many times they visit the site. There are some <a href="#">ISPs</a> that use <a href="#">Dynamic Host Configuration Protocol</a> , such as <a href="#">AOL</a> and cable modem providers, which use different IPs for every file requested, making one visitor look like many. In this case, a single IP address does not indicate a unique visitor.
<b>Viral Marketing</b>	A concept where an advertising message propagates itself through a variety of contacts and emails.
<b>Virus</b>	A computer virus is defined as a set of commands, created intentionally, that will do some level of damage to a computer. A computer virus does not float around in cyberspace, but is always attached to something. That 'something' could be a text file (MSWord document), an email, a photo, a music clip or a video clip. Your computer must receive one of these 'carriers' in order to get a computer virus.
<b>Web Host</b>	A business that provide storage, connectivity, and services necessary to serve website pages and files.
<b>Web Site</b>	A specific location (site) on the World Wide Web. Each Web site contains a home or "index" page, which is the first document users see when they enter the site. The site might also contain additional documents and files. Each site is owned and managed by an individual, company or organization.
<b>World Wide Web (WWW or web)</b>	A system of Internet servers that support specially formatted documents. The documents are formatted in a markup language called HTML (Hyper Text Markup Language) that supports links to other documents, as well as graphics, audio, and video files. This means you can jump from one document to another simply by

	<p>clicking on hot spots. Not all Internet servers are part of the World Wide Web. There are several applications called Web browsers that make it easy to access the World Wide Web; Two of the most popular being Firefox and Microsoft's Internet Explorer. The World Wide Web is NOT synonymous with the Internet.</p>
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# Classified Ad Directory

The following is a list of classified ad sites together with their Page Rank and Alexa Rank. The lower the Alexa rank the more popular the site is. The higher the Page Rank the more popular it is. This is not a complete list but details some of the more popular sites. All sites were live at the time of writing.

- 1) [www.craigslist.org](http://www.craigslist.org) – Page Rank 8 ; Alexa Rank 47
- 2) [www.backpage.com](http://www.backpage.com) – Page Rank 6 ; Alexa Rank 2340
- 3) [www.Kijiji.ca](http://www.Kijiji.ca) – Page Rank 8 ; Alexa Rank 30,192 ; Popular in Canada
- 4) [classifieds.yahoo.com](http://classifieds.yahoo.com) – Page Rank 8 ; Alexa Rank 1
- 5) [base.google.com](http://base.google.com) – Page Rank 7 ; Alexa Rank 3
- 6) [classifieds.myspace.com](http://classifieds.myspace.com) – Page Rank 7 ; Alexa Rank 6
- 7) [expo.live.com](http://expo.live.com) – Page Rank 7 ; Alexa Rank 5
- 8) [www.adlandpro.com](http://www.adlandpro.com) – Page Rank 5 ; Alexa Rank 3431
- 9) [www.usfreeads.com](http://www.usfreeads.com) – Page Rank 5 ; Alexa Rank 4261
- 10) [www.oodle.com](http://www.oodle.com) – Page Rank 6 ; Alexa Rank 10,050
- 11) [www.adpost.com](http://www.adpost.com) – Page Rank 5 ; Alexa Rank 9933
- 12) [www.freeadvertisingforum.com](http://www.freeadvertisingforum.com) – Page Rank ? ; Alexa Rank 31,660
- 13) [www.sell.com](http://www.sell.com) – Page Rank 6 ; Alexa Rank 24,388
- 14) [www.InetGiant.com](http://www.InetGiant.com) – Page Rank 4 ; Alexa Rank 26,756
- 15) [www.adquest3d.com](http://www.adquest3d.com) – Page Rank 5 ; Alexa Rank 76,455
- 16) [www.recycler.com](http://www.recycler.com) – Page Rank 6 ; Alexa Rank 28,649
- 17) [www.chooseyouritem.com](http://www.chooseyouritem.com) – Page Rank 5 ; Alexa Rank 31,495
- 18) [www.domesticsale.com](http://www.domesticsale.com) – Page Rank 5 ; Alexa Rank 35,045
- 19) [www.epage.com](http://www.epage.com) – Page Rank 8 ; Alexa Rank 40,443
- 20) [www.classifiedsforfree.com](http://www.classifiedsforfree.com) – Page Rank 4 ; Alexa Rank 31,133
- 21) [www.postaroo.com](http://www.postaroo.com) – Page Rank 6 ; Alexa Rank 76,006
- 22) [www.TheFlyer.com](http://www.TheFlyer.com) – Page Rank 5 ; Alexa Rank 196,733
- 23) [www.salespider.com](http://www.salespider.com) – Page Rank 6 ; Alexa Rank 31,208
- 24) [www.ozfreeonline.com](http://www.ozfreeonline.com) – Page Rank 8 ; Alexa Rank 80,028
- 25) [www.ClassifiedAds.com](http://www.ClassifiedAds.com) – Page Rank 5 ; Alexa Rank 93077
- 26) [www.gumtree.com](http://www.gumtree.com) – Page Rank 7 ; Alexa Rank 975 ; Popular in UK
- 27) [www.isell.com](http://www.isell.com) – Page Rank 6 ; Alexa Rank 119228