

Affiliate Program Checklist

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- Finding an Affiliate Program
 - Check affiliate company clearinghouses - sites that aggregate affiliate programs.
 - Check affiliate program directories.
 - Do a search for a product or company name and affiliate program.
 - Think of some specific companies or types of companies whose offerings could fit in with your website.
- Selecting an Affiliate Program
 - Find the best deal by doing a comparison.
 - Check the incentives and commission rates.
 - Check if the program offer fit into your business.
 - Check the program purpose.
 - Determine if you can trust the business initiating the program.
 - Check if the business have a history of successes.
 - Check if the program is honest and realistic.
 - Contact current clients and ask for their opinions.
 - Check how often payments are sent out.
 - Check out what is the minimum payout level.
 - Determine how targeted is your product.
 - Determine how much traffic you should generate so as to earn a commission from the sale.
 - Perform a quality analysis on the products your are promoting.
 - Check the customer support service and their responsive to you and your customer.
 - Make sure a merchant uses affiliate tracking software which ensures safety of both parties.
 - Make sure a merchant provides all the necessary affiliate marketing tools.