

# Affiliate Program Checklist

By Jake R Brady

- 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.