

Affiliate Classroom

Affiliate
Summit East
2006 Update

The journal of affiliate marketing and management best practices

What Color Is Your Hat?

**5 (Almost)
Foolproof
Steps to
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**What Can
You Learn
From the
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Volume 2, Number 9

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AUGUST 2006

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Top 5 Affiliate Programs



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Featured Program – MPORT

<http://trk.mptrack.com/m/g.php?z=a&x=001zc>

MPORT, an AzooogleAds Company, is dedicated to providing a robust affiliate marketing network that will enable merchants of all sizes access to a vast array of opportunities to generate sales and/or leads. MPORT provides the tools and intelligence necessary for its partners to achieve the best performance possible in affiliate marketing. Provides a user-friendly web-based interface, as well as a consolidated reporting and payment system.

Top 5 Programs: August 2006

EAD Exchange

http://www.eadexchange.com/cqi-bin/new_agent.pl?parent=13802

EAD Exchange has a brand new image and is more than ready to take the industry by storm. They only take 25% which allows you to earn even more revenue. With over 250 unique and hand-picked campaigns, EAD Exchange provides a program that fits every unique web avenue.

Complete in-house statistical reporting and graphing, allows you to carefully observe your account activity and make necessary changes to maximize profits. For publishers, their service is completely free of charge with unlimited technical and sales support. On-time instant publisher Payments via PayPal only put the icing on the cake at eAdexchange.com.

If you don't see a program you want, all you need to do is let them know what you're looking for, and they will find it for you!

Expert Satellite

http://www.expertsatellite.com/exp_affiliate.php?pg=join&exp_affil=aff

One of the best DIRECTV affiliate programs out there. Expert Satellite pays out \$125 per sale. They have features that include great DIRECTV deals, free marketing materials, on-time payments and toll-free support. Expert Satellite caters to their affiliates through personal affiliate support and by having the top DIRECTV offers available.

AFFILIATE PROGRAM ANNOUNCEMENTS

Joe Bucks

<http://www.joebucks.com/?aid=399852>

There are a lot of herbal affiliate programs out there, but very few that can pay you up to \$120 per sale plus 5% down line. Joe Bucks allows you to market and promote the world's leading health products. You can choose from over 20 sites offering safe and effective herbal supplements to meet the demand of any type of traffic you may have. They will help you to customize your site to make it more interactive and user friendly. Joe Bucks does whatever it takes to meet the needs of their affiliates through patience and total dedication.

Action Gold

<http://www.actiongold.com/affiliate/join.php?pid=2789>

ActionGold.com offers up to 50% commissions on gross revenue and up to \$100 CPA. Their system provides state of the art statistics and reports for your campaigns. They will also provide you with a personal Affiliate Manager, who will assist you with any questions, requests for information, banners and marketing needs. ActionGold.com is focused on building a business relationship that is based on honesty and integrity. They provide you with all the tools necessary to help you make the money you want.

Hotel Club

<http://www.hotelclub.com/enter.asp?id=2580&ru=Affiliates%2Easp>

The travel industry can be extremely competitive with lots of different programs to choose from. HotelClub.com has offers that put you in front of over 20,000 discounted hotels worldwide. You can earn up to \$100 per booking, because they have already negotiated the best rates with hotels. Since they have done all the hard work for you, it means higher margins and more commissions to you. This is one travel program you want to find more about!

Until next time...

Check us out in our [Industry Watch Newsletter](#)

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In our newsletter you can find all the latest industry news, tips, and tools. Communicate with our team of experts through in-depth articles and free online resources. These resources will help you to dramatically, increase your knowledge of affiliate marketing. Here is a place where you can receive the guidance and support you need to reach your potential.

COVER STORY

SEO — What Color Is Your Hat?

by Jeffrey Perren
Associate Editor



Affiliate marketers engaged in SEM or SEO sometimes seem reluctant to accept that search engine companies have very different goals from them. Sometimes those goals overlap to a greater degree than at other times. But they are rarely perfectly in sync, because the interests are so essentially different.

Affiliate marketers find it hard to accept that search engine companies have very different goals from them. Sometimes those goals overlap more or less, but they are rarely perfectly in sync.

Affiliates want to drive traffic to their own and other sites, to generate sales for which they receive a commission. A noble undertaking and one that generates a third of sales for a wide variety of merchants both large and small.

But search engines have only a very peripheral interest in whether affiliates achieve that goal, and often seem

downright hostile to it. Search engine companies want their users to perceive their engine as providing them with relevant URLs on the first few pages. The more relevant, the closer to the beginning of the list.

Whether organic or paid, the URLs are supposed to offer customers sites they are likely to be interested in clicking on, based on the search terms they entered now or in the past. Sometimes extra hints are provided in the form of demographics — geography, gender, and other attributes the search engine may be able to guess or has learned in the past.

Make It Relevant

The more relevant, and more often they succeed (from the surfer's perspective), the better the reputation of the engine. And, like any other business, reputation — in the long run — is enormously important for anyone who wants to stay in business. Even if, like Google and others, they get rich and popular, they can only stay that way if they keep providing customers/users with what they want.

And they have to keep doing it better and better all the time. Otherwise, their competitors will literally eat their lunch before long. Remember how invincible Microsoft seemed 10 years ago? They've been sliding and slipping and struggling over the past few years to stay relevant. The same thing could happen to Google. Many once famous business names are now known only to historians or eons.com users.

All that doesn't sound a lot like something that has much to do with White Hat and Black Hat SEO. So, here's the punchline...

SEO/SEM evolve, both from the engine's perspective and from the optimizer's perspective. Techniques that once were the perfect methods to rank high, now can get you banned in a heartbeat. Methods that were formerly considered the slow way to the top are now the only way to the first few pages.

The engineers and others at Google, MSN, Yahoo!, et al are smart people. They have to use those smarts to evolve or die. Their goal is to keep their ultimate end-users happy. Pleasing affiliate marketers, even those who pay for PPC, etc is necessarily fairly far down the list of priorities.

So, how does an affiliate marketer maximize the odds of overlapping their legitimate goal to drive sales with the engine's goals to provide searchers with relevant results? By engaging in website design and SEM/SEO that will satisfy both. How?

First, you have to know what constitutes white hat, black hat, and in between. (Gray, after all, is only a mixture of black and white.) Before you decide whether ethical business practices are practical, or whether "evil" is effective, you have to have a "code of the West."

White Hat and Black Hat Defined

It's sometimes said that White Hat optimization techniques basically boil down to following the rules established by the search engines. Black hatters, so the story goes, tend to ignore them. Another way to make the same point is to reverse the statement. White hatters, in a sense, ignore the rules while black hatters pay very close attention to them.

White hatters ignore the rules by focusing on content and relevant back links, practices intrinsic to their business. Make your site and your service so compelling that visitors will naturally want to buy and other sites will spontaneously want to link to your site. Ignore the rules by focusing, not on optimization directly, but by creating a site that search engine users will want to visit because it provides something they are looking for.

A contrarian view of SEO/SEM:

White Hatters ignore the rules, Black Hatters pay too much attention to them.

Black hats, on this contrarian view, look very carefully at the rules in order to dissect them. They try to reverse engineer what the search engine wants, not what their potential visitors might want. The search engine becomes the end, rather than the site.

How do the black hats become black? They try to discover, through examining patent filings, reading forums, and by experimentation how sites get to rank high on SERPs (Search Engine Results Pages). Using the results, they carry out a number of artificial techniques to jerry-rig the results.

They prefer (what they believe is) a shortcut. Rather than rely on the natural, spontaneous

process of acquiring links from those who value their content, design, product, or service, they manipulate the technology to rank high. Rather than rely on content that was written to inform or design made to attract, they design content in order to rank.

Several techniques for this are widely known.

Keywords

Carefully adjusted keyword densities is one common practice. Keyword density is the percentage of page content made up of selected keywords. In a 500 word article, if 50 words are a single keyword/keyphrase — such as "private jet" — the keyword density is 10%.

It may seem surprising, but in an article of 500 words it's highly unnatural for the keyword to appear 10% of the time. Re-writing to artificially produce a keyword density of 10% or more is one form of keyword stuffing. In the past, some claim it would help you rank highly. (2% is closer to white hat, though there is a spectrum.)

Creating HTML that contains a high density, but doesn't actually appear on the visible portion of the page — through the use of white fonts on white background and other methods — is one way to take the technique to an extreme.

Another way to jockey the content results is to place text in bold or use other format highlighters. Humans naturally, and engines by design, regard

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this as text the author regards as important and needing emphasis.

But bolding content solely to get an engine to regard that text as more important, when the highlight really has nothing to do with natural emphasis, is considered black hat.

White hats look for natural link associations, black hatters just seek traffic from highly trafficked, highly ranked sites.

Back Links

There are dozens of other on-page techniques for attempting to artificially increase rank. But there are also off-page techniques. Gaining links through buying, trading, or begging is a common strategy.

One factor that Google and others employ in order to decide the how to rank sites is to examine the number of links to a site from other

sites. These are called backlinks. Once this became known, or suspected, optimizers sought out other sites — regardless of content or type — to buy or request a link.

Google, Yahoo!, et al quickly grew wise to the practice and altered their algorithms to attempt to judge not just the number of links but their quality and relevance.

If the Beer of the Month Club links to Beer Advocates, the similarity of their content makes the link a natural one. If Beer Advocates bought or begged a link from Bicycle Accident Victims.org the association is a stretch. If Beer Advocates somehow managed to get one from IBM, most would regard that as an entirely irrelevant partnership.

Redirect no-no: Bait-and-switch links is a violation of all the engines' terms of service and they look for practices of this sort when indexing sites.

White hats look for natural link associations, black hatters just seek traffic from highly trafficked, highly ranked sites.

Redirects

Black hatters sometimes perform artificial redirects. By "artificial", I mean placing and designing a URL whose sole purpose is to direct the clicker to another page or site. If I click on a link whose anchor text says "Trappist Beers", but it leads to an herbal supplement advertisement, the link is misleading.

Bait-and-switch links is a violation of all the engines' terms of service and they look for practices of this sort when indexing sites.

A white hat redirect would consist, for example, of directing a user from a now obsolete URL to a valid one that contains the expected and desired content. Relevance is the key.

COVER STORY...

Summary

There's a continual response-counter response dance between black hatters and search engines, similar to the one that occurs between virus writers and virus combaters.

Search engine algorithms evolve. As some SEO'ers engage in keyword stuffing, reciprocal link programs, and other techniques employed only to gain rank and thereby traffic, engines look for ways to keep their results relevant to end-users.

The risk in paying too close attention to the way search engines create their results is that an

There's a continual response-counter response dance between black hatters and search engines, similar to the one that occurs between virus writers and virus combaters.

update can wipe out months of carefully crafted effort. That can happen anyway, but the odds are much lower if you focus on creating a site that visitors will naturally want to visit.

Manipulating the results using black hat techniques can also get a site de-

indexed. It's sometimes difficult to know where to draw the line, but it's generally agreed that staying far on one side is the safer bet.

The rules of search engines evolve, both as a result of combating what they perceive as black hat techniques and from applying the results of research. Google, Yahoo!, and the rest undertake in-house research and gather the results of end-user surveys in an effort to continually make their rankings closer to what that audience wants. If they didn't, they'd lose market share. (How well they achieve this is another discussion.)

As those algorithms evolve, black hat optimizers must spend an enormous amount of time and brain-power to keep up. Otherwise, a good ranking today may disappear tomorrow.

Whether it's worth the effort is not ours to judge.

But the white hat alternative, though sometimes slower, is by far the less risky and more stable over time. A site with compelling content, or a desired product or service — as judged by the number of visitors and the number and type of one-way links — is virtually guaranteed to rank well throughout updates.

Beyond good content there are white hat techniques, even the most stringent would agree, that can help engines place you in the correct category and rank you appropriately. Keyword appropriate titles and meta tags, for example.

As visitors tell their friends, traffic goes up. Links from other sites follow. Clicks abound and high sales result. That's far from easy and never automatic. But it's the scenario all the engines promote in order to achieve a good rank; to continue to be found by new searchers who haven't heard of you by word-of-mouth.

Which is the only reason search engines exist in the first place.

SEO Expert

5 (Almost) Foolproof Steps for Great SEO

By Brad Callen, <http://www.seoelite.com>

Creating and managing a successful Internet business requires you to develop an effective search engine marketing strategy. But there's a lot of bad advice being passed around on Internet forums from 'self-appointed' experts. It's hard to know what will get you top 10 rankings and what will get you banned from the search engines.

I know, you might be thinking that based on your experience, SEO is really, really hard.

The big secret about search engine optimization / marketing, or SEO/SEM, is that there are no special tricks or hidden magic involved, just common sense. In fact, in SEO there are NO secrets – only simple, easy to understand steps that if you follow, will give you high search engine rankings, as sure as clockwork.

When [Nick Wilson says that getting search engine traffic is easy](#) (as long as you follow the steps he outlines), the audience falls mostly into two camps. The experts nod in agreement, while those of us still working hard and not seeing such successful results retaliate and argue that SEO is indeed quite difficult and complicated.

What Determines Success?

Your success in it is determined through this rough formula:

Luck – 10%

Process – 60%

Skills – 30%

Luck plays a role, but not so much so as following the right process (which is absolutely critical for your success). Thing is, you could follow the right process and still be unsuccessful, which is where your skills come in.

Nick Wilson (and other successful bloggers / SEO experts) achieve success because they can control 90% of the outcome – by following the right process and by developing their skills to an advanced level.

And when other marketers and webmasters fail to achieve the same level of success they often blame the process, when they should be spending more time developing the skills and acquiring the knowledge they need to be at par with the 'experts'.

Here, I'll cover the most important part of search engine marketing – the process. As for the rest – luck we cannot control, and skills can be developed only through practice and time (and you can learn them through my [free SEO course](#)).

SEO Expert... Continued

5 Steps For Successful SEO

Think long-term. The credibility of a website is a function of time and quality – the longer you are in business (and the better you are at it), the more trust you can garner from your customers. Search engines (to varying degrees) understand this. Therefore, if you want persistent top-10 rankings for your websites, you will have to adopt a long-term approach to SEO. This means that you should budget time before your website starts to show good search engine rankings and starts to earn revenue.

You will also have to account for considerable investment (and therefore a loss) for your project for several months before you start seeing returns.

Smart Site Structure. Don't make the mistake of overlooking on-page SEO, no matter what everyone says about link-building or content being king. Search engines look for certain elements in your site design (so it makes sense to optimize them). In addition, there are several things that can impact your search engine rankings.

What should you look out for? Make sure that your Title, Meta Description and Meta Keyword tags are optimized. Also, make sure that you create clean code (i.e. all scripts and styling info should be in external files) and that you use URL rewriting to eliminate duplication caused by 'www' and non-www issues.

Make sure that your Title, Meta Description and Meta Keyword tags are optimized.

Produce Quality Content. There are three metrics of quality that I look at: good titles, focused writing, and useful information. A good title will help you in many ways. Including your keywords in the page title (i.e. your title tag) will help with search engine rankings, but writing strong, attractive titles will also make your pages more 'link-worthy'.

The page title is the first thing (and often the only the thing) that a reader sees on your site – you have to make sure it counts. For more help on writing good titles, read Brian Clark's '[Magnetic Headlines](#)' series. By focused writing I mean picking one topic and sticking to it on a page / article. By following this approach you will ensure that your pages have a naturally high keyword spread. For a web page to attract links, it must be immediately useful to the reader.

One way to do that is to provide something unique that no one else is offering. The second approach is to provide something so useful that readers feel compelled to share your words. (A good example of this is [Steve Pavlina](#)'s work.)

A Sustainable Promotion System. The bulk of SEO work traditionally revolves around building links. to improve search engine rankings, but the main point that I want to drive home here is sustainability. (Link building, by the way, is an important example of why SEO is a long-term commitment) Setting up a sustainable promotion / link building campaign means that you can devote the necessary resources week in and week out to continue promoting your website.

SEO Expert... Concluded

Not only do you have to be careful about the money you are spending, but also the effort you are putting in. It might be ok to spend 10 hours every week sending link requests, but a) that's a bad way of getting links quickly and b) it's a pain to keep doing that for a month, let alone the whole year.

Here are some basic tips for building a sustainable promotion system:

Focus on creating linkable content, i.e. [linkbait](#). This is a skill that you can only learn with time and practice. And as you get better at it, you will find link building to get easier and easier.

Network in your niche. Participate in forums if you have the time, otherwise contact and stay in touch with lead bloggers and site owners in your niche. This will not only get you links, but will also allow you to stay in touch with the latest developments in your niche.

Once you have the right tools and the right strategy, it's only a matter of time.

Before long you will develop the necessary skills to make ordinary websites into traffic magnets and turn your revenue streams into overdrive.

Learn to ask nicely. A well-written link request (that invites the recipient to read something interesting that might also be valuable for their readers) works much better than a link request which directly asks for a link exchange.

Find the right links. You want links from "trusted", "authority" and "related" sources. This means that you will have to learn how to seek out these potential links, and then learn how to get them.

STUDENT PERSPECTIVES

Black Hat Marketing, And How NOT-To

by Evelyn Grazini

<http://www.reawakener.com>



When I first heard the term “Black Hat marketing” I had no idea what it meant. The only image I could conjure up was that of gun-slinging marketers trying to figure out how to kill the competition. Though the term has become familiar, the line is still sometimes hard to draw between white hat and black hat practices. Some areas are gray.

One description is as follows:

Black Hat marketing is performing any SEO/SEM activity that is not ethical, and therefore is frowned on by search engines. In particular, using hidden text, keyword stuffing, sneaky redirects, link-farms etc.

By all means learn as much as you can about search engines, in order to optimize your rankings. But keep your practices above board.

Black Hat marketing is performing any SEO/SEM activity that is not ethical.

Most marketers use Search Engine Optimization (SEO) as a strategy to get more traffic. Some might consider even that as black hat marketing. But the key is in how you go about it.

For now, let's concentrate on some known black hat techniques in an attempt to learn from their aggressive use of systems, automation, etc. Then let's see if we can't find a better way to use these techniques to gain legitimate traffic, but eliminate the risk of getting blacklisted.

Hidden or Tiny Text

This is an old technique, but one still used sometimes by those who haven't caught on that it can get you banned from search engines indexes. It involves making text invisible in any of a few different ways: making the text the same color as the background; using an extremely small font size; hiding text behind pictures, and other methods.

I tried this about seven years ago after getting advice from a respected marketer. That was long before the search engines started banning sites for the practice. If you are still doing this, or are working with an SEO company that advises this practice, run the other way as fast as you can. This is definitely a black hat technique.

Keyword Stuffing

We all know the importance of keywords when trying to get high Search Engine Results Placement (SERPs). Black hatters will “stuff” their keywords into their meta tags or use repetitive keywords in their content until it is almost unreadable.

Not a good practice.

It may get you higher SERPs briefly, but it will also put up a big red flag to search engines, saying “Banish me!”. Instead, give your visitors quality content and concentrate on finding better keywords combinations.

You are probably targeting a keyword that you think is a frequently searched word. (Perhaps you found it by using WordTracker). Unfortunately, you could be targeting the same word that thousands of others are using. As an alternative, try to find something unique about your site and develop your keyword around that uniqueness.

Black hatters will “stuff” their keywords into their meta tags or use repetitive keywords in their content until it is almost unreadable. Not cool.

Web Templates

You may have seen these pre-designed web templates. The black hat template designers usually label them as “AdSense Ready” or “AdSense Compatible,” or “Full Website Templates.” The best way to identify these is by their hefty price tag. You can buy a regular web template for around \$30.00, or use FrontPage or XSitePro to build your sites. The “special” templates sell for \$97.00 - \$147 or more.

Not all of these templates are bad. They will save you programming time, and might help you make a quick buck. They are also sold to thousands of other people. This will not give your site uniqueness or originality.

Machine-generated pages

Some content generating software is black hat, some is more gray. Definitely in the black hat area are the programs that go out and scrape sections of sites that have a particular keyword in them. What ends up on the content page is just a bunch of paragraphs taken from different places, in no particular order. It's basically unreadable (and uninteresting) to a human.

The use of that software has only one purpose: to get high rankings, and possibly AdSense income. It may work for AdSense, but there will not be anyone bookmarking your page, or returning to your site in the future. So if you're trying to do AdSense arbitrage, a practice in which you try to get paid more from showing the ad on your site than you pay AdSense for advertising, it will probably work for a short while. But, you will need to continually spend more advertising dollars to get new visitors.

Then there's software that searches through article sites and inputs articles based on your keywords. This software is much more reasonable, and more in the gray hat area. These programs made a lot of money for people when they were first released. But, Google got smart and started to penalize people for duplicate content.

The white hat way to do this would be to buy an easy site-maker program, like XSite Pro. Then, get a membership at one of the PLR sites (such as Stefan Everaet's Niche Content Packages) where you can get Private Label Articles. These articles can be revised and re-written to add your particular slant and personality. (For some tips on how-to, see Affiliate Classroom Magazine last month.) They do not require an author's reference box. You can use your own after you have revised them .

With doorway pages, the main goal is to attract search engine spiders that are looking for pages to index. They give incorrect results for keyword phrases, and then send users to a different page.

Doorway pages/Sneaky redirects

With doorway pages, the main goal is to attract search engine spiders that are looking for pages to index. They give incorrect results for keyword phrases and then send users to a different page.

These may have attracted the spiders in the past, but Google and others have recently cracked down on these types of pages. The black hats that are using these techniques suddenly experienced a steep drop in their rankings.

Those who were using name capture pages were also affected. These pages are used to build a subscriber list and offer no real content. In a recent forum post, someone asked Rosalind Gardner if she had been "hit." Her response was that the landing page form was "not the problem."

Anyone who is having a "problem" with Google at the moment, needs to take another look at their landing page content and its relevance to his or her ad. Google is very clear about their requirement to make pages that are relevant to the keyword, title, and description used in an ad. When Google's manual raters review affiliate sites, they're looking for added value.

Take a good look at your site and see what would happen if all of the affiliate links were removed. Do you have what is called a "thin affiliate site" which redirects people to a number of affiliate programs without providing any added value? If all of the affiliate links were removed, would your content still make sense, or would you be left with a lot of white space and gibberish? If the latter, it's time to re-think your marketing methods.

Link Farms or Selling PageRank

Link Farms are another way to rig search engine results. They consist of a link directory page on the web site that has hyperlinks pointing to every other page in the directory. Most of these links have been purchased from link farms or "free for all" sites and do not point to relevant content. The link pages are messy and unorganized. Selling text links to advertisers or partners in order to get both parties a higher page rank is also entirely black hat.

Again, Google caught on to this a while ago and started ranking based on the **relevancy** of the links. You will be fine if you have resource or links pages on your site that contain links to other sites with complementary information. Just be sure not to overload your pages with links, and limit the number of links per page. A couple of inbound links from quality sites will get your site indexed, crawled and ranked faster than putting a lot of unrelated links on the site.

As you can see, almost all of the current black hat techniques were good for a while, then quickly became money-losers. Search engine cheaters never prosper. Not for very long, anyway. Sooner or later they get caught, and when they do, they risk losing everything.

Personally, I do not want to put my time into something that only makes money for a short time. I do not want to be continually updating software and deciding what tricks I need to use now to fool the search engines.

Four tips for White Hat marketing: Develop a subscriber list. Write good content. Develop a blog. Branding is key.

Here are a few basics that will keep your hat white while you grow to making a steady, increasing income every month:

Start developing a subscriber list by sending your traffic to your newsletter sign-up page. Give your subscribers quality information as part of your marketing strategy so they feel like they are your friends.

Write good content for your web sites and include links in the text to other pages on your site. If you offer affiliate programs, put these programs on the last page, so visitors have to click on several links to get to them. This will keep visitors on your site longer, and increase your quality score.

Develop a blog or forum and let visitors participate in it. This will keep visitors coming back to your page and increase your traffic rank.

Most importantly, focus on increasing your brand recognition by concentrating on natural search methods and pay-per-click traffic. Your brand is the one thing that will help you soar above the competition!

Evelyn Grazini is an Affiliate Classroom student and the Author of "Directed Dreaming, Success From The Subconscious." Her specialty is Self-Help information, including Dreaming, Hypnosis, and Stress Relief. Her writings effectively condense volumes of professional research into one succinct resource. Find free reports at: http://www.reawakener.com/free_gifts.htm

NEWS FOR AFFILIATE MARKETERS

AC Connects with Affiliates and Merchants at Affiliate Summit East 2006



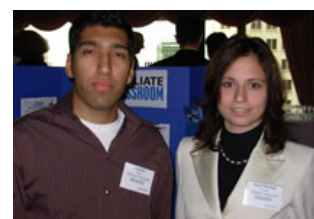
Representatives from management firms discuss AC's new affiliate manager course.

Affiliate Classroom's booth attracted hundreds of affiliates and managers during Affiliate Summit East 2006, held in Orlando Florida July 9 - 11, 2006.

Shawn Collins (of <http://www.shawncollinsconsulting.com>) and Missy Read once again organized a show full of opportunities. Affiliate Summit is the only trade and networking event focused solely on the affiliate marketing industry.

"The hallway conversations alone make this one of the best opportunities for affiliates as well as managers, micro-companies, and networks," said Anik Singal, Founder and CEO of Affiliate Classroom, Inc.

He added, "Affiliate Summit is where you develop those first-name relationships with the biggest players in the industry. That's why I feel it's becoming an important event for super affiliates, multi-merchant affiliates, and anyone interested in affiliate management as a career." You can view more comments from Singal on video at:



Ankush Nayar and Sara-Michele Lazurus were among AC staffers at the Summit in Orlando.



With the launch of its affiliate manager training course, AC expanded its booth space and staffing. Six AC representatives were in attendance, including Founder and CEO Anik Singal.

http://www.youtube.com/watch?v=QookJ4r5I_o

Because of the recent launch of its acclaimed affiliate management course (see story on the next page), Affiliate Classroom doubled the size of its booth this year. Hundreds of visitors stopped by to learn more about the course, which has been praised by both working affiliates and top managers (<http://www.amclassroom.com/testimonials.html>). As in prior Affiliate Summits, interest in the Affiliate Classroom members training center (<http://www.affiliateclassroom.com>) was at a record high.

This Affiliate Summit also included a wide variety of presentations on topics affecting all sides of the affiliate industry. To view selected Affiliate Summit East presentations, visit http://www.affiliatetip.com/affiliatesummitblog/archives/affiliate_summit_2006_east_presentations.html

The one thing heard over and over again from affiliates, merchants, managers, and exhibitors was "Affiliate Summit is a must-attend event." To make sure you don't miss your chance to attend the next Summit, visit <http://www.affiliatesummit.com> for updates.

WINNER'S CIRCLE

Top Marketers Win Big In Affiliate Manager Course JV Competition



Luck and hard work are not exclusive alternatives. In fact, they're partners... as many of our lucky, hard working Joint Venture partners found out during Affiliate Classroom's recent Joint Venture Partner contest.

The top three JV winners:

**John Reese won the Las Vegas trip.
Ewen Chia captured the Plasma TV.
Jeff Johnson claimed the Dell laptop.**

Some of the industry's most successful super and power affiliates participated in our last sales competition. They promoted our latest course, called "The Affiliate Manager, 1st Edition."

Based on the management principles of the highest affiliate revenue merchants, this comprehensive training program teaches affiliate managers how to recruit, activate, and retain a strong affiliate sales force.

The much-anticipated product launch led to strong and steady sales by more than 25 joint venture partners. The three top JV sales figures were racked up by names that are well known in the affiliate marketing community.

John Reese of Traffic Secrets fame (<http://www.trafficsecrets.com>) won an all expense paid luxury vacation for 2, valued at \$10,000, to the Wynn Las Vegas. The prize includes airfare for 2, hotel accommodations, fine dining, a choice of shows, limousine and chauffeur, and \$3,000 for gambling chips or cash.

Ewen Chia (<http://www.ewenchia.com>) captured the 50" Panasonic Plasma TV and Onkyo Home Theatre System valued at \$4,500 and given the highest rating by Consumer Reports. **Jeff Johnson** (<http://www.searchenginevoodoo.com>) claimed the Dell XPS M1710 Laptop, a powerhouse notebook computer valued at \$2,600. The other winners were:

Christopher Knight (<http://www.ezinetips.com>) - IBM X41 Tablet PC with Docking Station

Jason Gazaway (<http://www.home-business-top-picks.com>) - iMAC Apple Computer

Rosalind Gardner (<http://www.netprofitstoday.com>) - Dell OptiPlex GX620

Michael Cheney (<http://www.adsense-videos.com>) - Garmin NUVI 350 Navigation Unit

Brad Callen (<http://www.seoelite.com>) - 60 Gig Video iPod

Rob Taylor (<http://www.megastep.com>) - Tom Tom Go 300 Model Navigation Unit

John Delavera (<http://www.turboreferer.com/turbozine>) - Canon PowerShot SD450

Congratulations to all our winners who earned their prizes through their expert marketing efforts. All of us at Affiliate Classroom are grateful for their assistance in making the launch of The Affiliate Manager (<http://www.amclassroom.com>) such a success.

THANKS FOR READING! In our next issue... We devote September to a hot niche topic: Self-Help and Health. Find out how to market to this high ROI area... without becoming a Viagra spammer!