

How to make money with online affiliate marketing

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Affiliate marketing is a great way to generate an income online. It requires no specific skills or knowledge. All the information you need to make money as an affiliate marketer can be found online. This document is meant as an introduction to get you on your way to success.

I know, it is a long document, but I suggest you read it – it might change your life, the same way becoming an affiliate changed mine!

As a matter of fact, in Kenya (or in Africa in general), less people seem to know about affiliate marketing, while everybody seems to know what an influencer does ...

I do wonder why that is so – and I hope that this document will help you understand the many chances that affiliate marketing can offer Kenyans to generate an income online.

What is affiliate marketing?

Affiliate marketing is a form of online marketing used by many companies (vendors) to promote their products or services. To that end, they offer people the opportunity to become their sales and marketing partners (also called affiliates), on a commission basis.

So those companies set up an affiliate marketing program - you may also find the term partner program, which means the same thing.

After you have signed up to the vendor's affiliate program, you become that vendor's affiliate. Signing up with such a program is always free of charge – it is a form of partnership solely based on success.

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Affiliates typically promote the vendor's products through their website, blog, or social media platforms. Among other things, they create content like reviews, tutorials, or product comparisons, and provide links to the website of the vendor that sells the actual product.

Example:

Your website contains a link (see image below) that leads to the website of the company whose product is being promoted.



When a customer clicks on the affiliate link and makes a purchase, the affiliate earns a commission on that sale. Note the format of the link the customer has clicked on? It contains a code that tells the sales website which specific affiliate who sent that customer to their website.

What are the advantages of being an online affiliate marketer?

Affiliate marketing is a great business to be in – actually, in my opinion, it is the best business for anyone who wants to get started with an online business of their own, without having a product of their own. Here are some of the main upsides of being an affiliate:

1. You can start with almost zero investment (as little as KSh 3,000.00 will get you started with a domain and web hosting plan).
2. Your own success depends only on how much work you put in, and on smart planning
3. You are your own boss
4. You can decide when you do your work (as long as you do the work eventually).

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5. You can do your work from anywhere – all you need is access to a laptop and an internet connection (this is my personal favourite. I travel a lot, and there is nothing better than working while sitting on a beautiful beach!)
6. Most affiliate marketers are one-person type of operations (although you can always outsource some tasks to freelancers if you want).
7. You can start small and invest only a part of your time, and grow bigger later.
8. All the information you need to get started and to get better at affiliating is available online, and most of that information is available free of charge.
9. There is no limit to the potential income you can generate. Some affiliates make millions of dollars per year!

Who can become an affiliate marketer?

Basically, everybody can become an affiliate and be successful in this business.

Most affiliates start out with affiliating as a “side hustle”, and for many of them it stays a side hustle that generates an extra income. But a large part of those who start affiliating, at some point, will become full-time affiliates.

Important: Do not give up too soon!

Not everybody will be successful right away though. It cannot be stressed enough that being successful at affiliating requires the will to continuously learn new skills, the energy to put in the necessary work, and a certain amount of patience to wait for your work to bear fruit.

Do not expect to be rich next week. It may take some time before you see money coming in. But once you have the necessary skills, you will be in a great position to create a long-term income. With the right kind of skills, you will be able to help sell anything that can be purchased online. You may even decide to have your own product at some point in the future and use your marketing skills to sell that product of yours instead of somebody else's!

Being an influencer vs. being an affiliate

Nowadays, everybody wants to become an influencer and get paid big money, just for promoting products or services. But one of the main downsides is the fact that an influencer only gets paid once. The payment depends on the number of followers the influencer has. But it often happens that their audience gets smaller over time, and so does their ability to generate an income.

Being an affiliate offers the possibility to create a permanent income. At some point, it may even become what is called a “passive income”, meaning the amount of money you make does no longer depend on how much work you put in your business.

The reason for this is that once your website has a certain amount of traffic, it will keep referring new customers to the affiliate programs you are promoting, whether you post fresh content or not.

That said, you should not totally neglect your website – if you do, your daily visitor numbers will go down after a while.

Let's take a look at a typical affiliate scenario:

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You have a website that gets 100 visitors per day. A certain percentage of the visitors then go and buy the products you promote, and they go on buying other products over some time. Because you first referred those customers to the program, you get paid commissions on all of those sales.

And more importantly, because your website keeps sending new customers to the sales website, the number of active customers sent by you keeps going up. Even considering that some of “your” customers may stop buying there at some point, as long as you send more new ones compared to the number of lost customers, your income will go up, month over month.

And as long as your website keeps getting the same number of visitors, this trend will likely continue. Plus, if you manage to increase the number of visitors to your website, the number of new customers referred by you will go up as well. And that means an even stronger increase of your commissions!

It is easy to see how the affiliate model is clearly more sustainable, compared to the influencer model. The affiliate model is based on an actual long-term business partnership. The more money your customers spend, the more money you will make.

It is not uncommon for an affiliate to get lucky with one of the customers he sent to a sales partner spending \$5,000 on a website in one session, meaning if your commission were 10% on the sales, you would be making \$500 in commissions from just one customer!

Things you need to get started

- The willingness to learn new skills, and to keep learning
- The willingness to invest time you need to get set up
- The willingness to put in the necessary work (writing content, getting links)
- The patience to keep going until you see first results

Things you do NOT need to get started

- A specific set of skills or work experience (no coding/programming skills required)
- An office
- A big budget to invest
- A product of your own

What is an affiliate program?

In order to help sell their own products, companies selling products or services often set up an affiliate program.

How do you find an affiliate program that you should promote?

If you find a website that sells products that you want to promote, check the footer area of the site. Often, you will find a link to an affiliate program there. Or you can use Google to find websites selling to your audience and have an affiliate program.

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If the site sells a physical product, make sure that your visitors can order it to be delivered to their home address. For example, if your website has visitors from Kenya, it does not make sense to promote a vendor that does not ship to Kenya.

If the product is a digital one, then that is not an issue. But you should try to be sure that your visitors will find a payment method for their purchases that is convenient for them. And that means that, if your visitors are mainly from Kenya, they should at least have an option for credit card payment, or better still, Mpesa.

You can find some examples for affiliate programs at the end of this document.

Either way, the type of product you want to promote should be something that matches the interest of your visitors. Of course, some products are of interest for almost any of your visitors, no matter what your website is all about. More about this later.

Commission type - Revenue Share vs. Cost Per Acquisition

This is an extremely important matter. CPA (Cost Per Acquisition) means that you get a one-time fixed amount for each new customer you refer to the affiliate program. Most of the time, the CPA gets released after a new customer has made one or multiple purchases, or generated a certain minimum amount of revenue. Once this CPA has been paid to you, you will not receive any more commissions for that referral.

Revenue Share or MGR (Monthly Gross Revenue), on the other hand, means that you earn commissions on all subsequent revenues generated by this customer over a longer period of time (defined by the affiliate program). With some affiliate programs, you have to make this decision at the beginning when creating the affiliate account and cannot revise it later.

Some affiliate programs also offer so-called Hybrid Deals, which means for your referrals you get one (lower) fixed payment, plus a lower percentage of the subsequent revenues generated by your referral.

Some affiliate programs only have one deal on offer, some have two or three deals that you can choose from. Before you choose one of the available solutions, think about whether your customers are likely to buy that product only once, or whether they may be recurring customers. Then make your choice accordingly.

In general, revenue share is preferable. But watch out: some affiliate programs only pay you commissions on the first sale, and if the customer returns and buys more articles, you will not get commissions!

How do I start promoting?

Once you have signed up with an affiliate program (by registering an account with the affiliate program), you usually have to wait 24-48 hours until your account has been approved.

After approval you can log in to your account. You will find an area where you can copy a link with a tracker code to use on your website. The tracker code makes sure that when one of your visitors clicks on it, the affiliate program knows that that person was referred by you. That customer is now marked as “your” customer in the vendor’s affiliate platform.

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You can create multiple different links, in order to use them for different purposes. That way, you can tell which one of your marketing activities has generated how many customers or revenues.

Most of the time, you can also download “creatives”, i.e. banners, images etc. – you can use those to better promote the product on your website.

Be careful about using too many banners – your visitors may ignore them (“banner blindness” is a real thing). Often enough, a strong “call to action” line of text combined with a link works better than any banner.

[How do I know how much money I have made?](#)

After logging in to your affiliate account, you can see your commission reports, as well as how many visitors you sent, how many of them signed up etc. The info you can see varies depending on the software platform the affiliate program uses.

[How do I get paid?](#)

Usually, you get paid once per month, for example on the 15th you get paid for the revenues of the past month. Affiliate programs have multiple ways to pay their customers – like bank transfer, Paypal, crypto currency, and if it is a Kenya-based program, they will usually also have MPesa.

[When you already have a website and/or a social media presence](#)

Do you already have a website? Great! Does your website have a lot of traffic? Even better!

If you have an existing social media presence, then you can use that too.

If you already have a big audience (a website with a lot of traffic, or you have lots of followers on social media) then you can start promoting right away.

For an existing website, you should select an affiliate program for a product that is a good fit for your audience. For example, if you have a website about fashion, find an online vendor for clothing and/or accessories.

Some products appeal to any audience, which makes them ideal for promotion on existing high-traffic websites (Kenya’s best lottery, LottoPawa is one such example, see the last chapter of this document).

Of course, you can promote multiple products from different categories on the same website. Actually, it is a good strategy to work with more than one affiliate program. It is very important not to depend on one vendor for 100% of your income!

[When you do not have a website or a strong social media presence yet](#)

In that case you will have to start from scratch, by building a new website, or expanding the reach of your social media presence.

[Select a topic and an audience](#)

If you want to build a new website, you have two choices:

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You can try to build a website that covers multiple topics. That allows you to add content on a lot of topics, meaning you can attract visitors interested in a wide range of information. The downside is that it is a lot of work to add the necessary content for such a website, and to get the necessary number of visitors.

You can build a website with detailed information on a specific topic (a “niche” site). This is a lot easier, but you should strive to cover every aspect of that topic. Your content should really offer great value to your visitors!

For example, you could choose a topic that you already know a lot about and/or one that you are passionate about. Share your detailed knowledge with your future visitors, and make your website the premier source of information on that specific topic.

If you are not the top expert on any topic, choose a topic you like, do your research and become that expert, then build and expand your website.

Select the right products to promote

One thing is very important: if your website is very topic-specific, you should ask yourself this: What products would my visitors potentially buy? The products that you promote should match the topic of your website.

That means that you should consider starting a website on a topic about which you can provide great info, and with a specific product or range of products you can promote on that website.

Example:

You are an expert gamer – so go ahead and start a website focussed on your favourite game, and monetize your website by promoting similar games.

Create your first website - choosing and registering a domain name

To start your first website, you need two things: a registered domain, and hosting. This is usually done by signing up with a web space provider such as hostpinnacle.co.ke, where you can do both: register a domain and get the webspace to host it on. A package for both will cost you from just KSh 2999 per year. Make sure you do not forget to pay your yearly fee for the renewal of your domain and hosting package!

If you want to build a new website, you need to think about what your topic will be, and then choose a domain name that is available and suits your topic. Or you can use a catchy and “brandable” name with no reference to your topic (example: jiji.co.ke).

If your audience is going to be Kenyan visitors only, you can go for a .co.ke domain, but generally I would prefer a .com domain name, especially if you do not want to limit yourself to promote within Kenya, or to Kenyan-orientated products and affiliate programs.

There is one thing you need to consider when selecting a domain name though. Among the factors that Google’s algorithm takes into consideration for which website will rank for any search term are these two:

- How long has the domain been around?
- How many other websites have linked to that domain?

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Obviously, if you register a new domain, the answer to the two questions above is zero. There is a solution to this problem that can give you a better start - you can buy an aged domain from some other webmaster, or you can try to get hold of an expired domain. There are a number of services out there where you can get lucky, but you will have to invest a little more money for a good domain. The main upside of starting out with such a domain is not so much its age, but mainly that it will already have a number of other websites linking to them.

But you should try to make sure that that domain name does not have too many links that Google considers "toxic" (i.e. detrimental to your success). Google has a tool to find out which websites link to any domain. Take a look at those linking websites to evaluate their quality.

How to build the website itself

If you know how to write code, you could build a website by writing your own code. But even the best coder will agree that, in order to manage a larger website with a lot of content, this is not a good option. Instead, you should use a Content Management System, such as WordPress (that is the CMS that I would recommend).

Most CMS are easy to set up, and you can learn the basic functions of managing a CMS-based website in a few hours.

Once you have registered your domain, your hosting provider will have a very convenient one-click tool to set up your first site, using a free Content Management System such as WordPress.

What is a Content Management System (CMS) and why you should use it

The easiest and best way to set up and manage an affiliate website is to use a so-called content management system. A content management system or CMS is a great solution even for users who have little or no knowledge of HTML. Most CMS are freeware, i.e. free of charge. Very well-known ones are WordPress and Joomla, but there are many others. A CMS, once installed, allows you to manage your website online in the so-called administration backend.

There is no need to install any kind of software on your computer. The complete CMS installation can be done by a one-click installation function provided by your hosting company.

Learning to manage your website's most basic functions only takes two or three hours. There are lots of tutorials for that out there, including videos.

Once you have started working with a CMS, you will quickly become more proficient in managing your website, and it actually is fun to learn how to add more and more stuff to your site.

The system (the backend of the website) can be accessed via a URL, your username and a password (both will be set during the one-click setup of the CMS). an internet browser from any computer with an internet connection. – the admin area is accessible online via a URL,.

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This means that you can use a CMS to flexibly work on your website from at home or from an internet café, or from anywhere on the road – well, actually from anywhere in the world!

A CMS allows you to conveniently manage your content, to add new pages or posts, as well as to change the layout.

For the look and design you can use so-called themes, which are ready-made designs you can choose from. Many of them are free of charge, and can be installed with just a few mouse clicks.

Tip: Make sure your theme is “responsive”, meaning it has different layouts for different devices such as computers, tablets and mobile phones!

One of the most powerful characteristics of a CMS, with WordPress being by far the most popular one, is the availability of plugins. A plugin is a tool that adds functions and problem solutions that make it easier for you to manage your website and/or add more powerful functions. There are thousands of plugins available, often for free, and the installation is easily done from the administration backend.

Some plugins let you build all kinds of websites with specific purposes, such as an online shop, a directory, discussion forums and many more.

Two plugins that are great and add more practicality to WordPress are Yoast (to manage the SEO aspects of your pages), and WPML (for multilingual websites).

More “traffic” means more money in the bank – how to drive traffic to your website

Once you have set up your website, you have to find ways to let people know about it. That can be quite challenging in the beginning. Here are some things you can do:

- You can use social media or just word of mouth to tell people about your website.
- You can join suitable online communities to spread the word about your website.
- You can produce videos about your website and post them on YouTube, Instagram etc.
- You can even spend money on online advertising on platforms such as Facebook or Twitter

But the most powerful and most sustainable tool at your disposal is Search Engine Optimization, or SEO, as described in the next chapter!

Your most important tool: Learn Search Engine Optimization (SEO)!

SEO is basically the art of creating and optimising your website and your content in a way that the pages on your website will rank in the top results when people search for specific keywords or keyword combinations consisting of multiple words (key phrases).

For example, if you had a website that ranks in the #1 spot of a Google search for the search term “loans”, or even for a longer term like “low-interest loans”, I can guarantee that you would be making an enormous amount of money by promoting financial products on a commission basis.

But obviously, you will face fierce competition from other webmasters for such lucrative keywords. That means, you have to learn about the key factors that Google uses to determine how to rank a website or a single page of a website in their search results.

This is a complex topic, and you will have to spend some time to master it. And even then, Google changes the rules all the time, so you need to stay on top of the topic of SEO and be on the lookout for new developments all the time.

In this document, we give you some basic pointers about the most important factors for SEO.

If you want to get more details, [click here to see Google's SEO guidelines for webmasters](#) – they are a great place to start.

On-page SEO

This is the first aspect of SEO, and as the title suggests, it is about how the setup and content of your website influences your rankings in the Search Engine Result Pages or SERPs.

A great introduction on On-Page SEO can be found here: <https://backlinko.com/google-ranking-factors> - scroll down to the chapter “Page-level Factors”.

Here is a short summary of some of the most important details deciding on the rankings of your website and its pages:

1. **Meta page title** – this is THE most important factor. It is the text you will see in the tab at the top of your browser. It should contain the keyword you are trying to rank for.
2. **Meta description** – this one should also contain your keywords. The meta description will appear on the page with Google's search results, and it has a strong influence on whether people will click on the link to your website after searching.
3. **Keyword density** – how often do the keywords appear in the text of the page?
4. **Length of text** – longer articles have a better chance of ranking (for a larger range of keywords).
5. **H1 headers and H2 sub-headers** – give your article a good structure and make sure some of the headers contain your keywords.
6. **Good grammar and spelling** – good readability is important!
7. **Mobile usability** – make sure your website looks good both on a computer and a mobile phone (so-called “responsive” themes for your CMS usually take care of that issue).
8. **User signals** - Google monitors how much time visitors spend on your website, whether they click to view other pages on your website, whether they come back often etc. Good user signals are taken as a sign that your website has good content, and that will improve your rankings. That means that you should try to keep users on your website.

Come up with an SEO plan and build your website according to that plan

Before you even start writing content, make a list of keywords that you want to rank for (see the following chapter for tips on how to come up with keywords).

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Then, decide on which main keyword combination you want to optimise your homepage for. Your homepage has a better chance of ranking for keywords of higher value, compared to your “inner pages. That is because you will normally get more websites linking to your homepage than to your inner pages.

Next you should build a page structure for the other pages on your website. Start with the remaining keywords, and plan to dedicate a separate page for each of the keyword combinations you want to rank for. Then, start adding those pages and make sure your website grows over time.

Content is king – what to write about

Great content drives a website's success. Give your visitors the information they are looking for, present it in a compelling way and make it easy to read, and your website will be a success.

Make sure you write fresh content on a regular basis, and update existing content from time to time when necessary. Google likes websites that get updated and fresh content regularly!

But all that said, it is important to work on keywords – orientated. That means you should constantly ask yourself “what type of search terms do people use in a Google search?”. Then write an article that relates to that search term.

Find keywords for new content

This is an essential factor for the success of your website. Finding the right keywords is not easy. At the beginning, just use your own imagination to come up with ideas.

But you should also use keyword research tools. Google Keyword planner – [click here](#) - is one of them, and it is free.

When you do keyword research, just enter one main keyword in the search area and the tool will give you a list of related keywords that you can consider for your website.

Set up an Excel file with the keyword suggestions, and do not forget to add two decisive metrics, which are:

- Search volume for that keyword combination
- Difficulty or Competitiveness for that keyword

Select your keywords wisely!

Of course, your first instinct will tell you to go after keywords with high search volume. Obviously, ranking for those would bring a lot of visitors. But there is a huge problem in doing so. And that is because for obvious reasons, lots of webmasters will try to run for those search terms.

Given the fact that your website is relatively new, and probably still has less backlinks compared to your competition, your website has very little chances to rank for those competitive, high-volume keywords.

That is why you are better off trying to target such keywords that are less difficult to rank for, but have a smaller search volume. Once your website has a better “reputation” with

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Google (i.e. more backlinks), you may have a better shot at ranking for the “bigger” keywords.

At the end of the day, it is a simple maths problem. Let me give you some simple examples:

Your target keyword combination A, which has a search volume of 10000 searches per month, but is very difficult to rank for. Your website ranks on page 3 of the Google search results. Only very few searches actually check anything beyond page one, so you can consider yourself lucky to generate 2 visitors per month from that ranking position.

You target keyword combination B, which has a search volume of 100 searches per month, and medium difficulty to rank for. Your website ends up being on the first page of the Google search results, in 8th position. Studies are showing that 4% will click the link in 8th position. So that will give you 4 visitors per month.

You target keyword combination C, which has a search volume of 20 searches per month, and a low difficulty to rank for. Your website ends up being in the top three of the first page of the Google search results. Those links will get clicked 70% of the time. So that will give you 14 visitors per month.

All that means that it makes more sense to focus on “low-hanging fruit”, by targeting easier keywords. You will often hear the term “long-tail keywords”, which means the same thing.

In consequence, you are better off to begin by creating a lot of content for a lot of those easier keyword combinations. All those articles targeting easier keywords and search terms will add up to more traffic for your website.

[Set up a Google Analytics account](#)

You should definitely exploit all the information and insight that Google Analytics offers.

While it may be a little confusing, especially if you are new to it, it is still a worthwhile tool.

[Using paid SEO tools to find new keywords, and more](#)

There are lots of very powerful SEO tools out there. The downside is that most of them are not free. But they are a very good investment, because they offer a number of services such as:

- Finding and analysing a larger number of keywords
- Offering more precise data on search volume and competitiveness
- Researching keywords your competitors use
- Monitoring your rankings for a list of your keywords
- Auditing your website in order to find issues that can have a negative effect on your rankings

SERanking is one of those tools, and it is priced reasonably. You can try it for free:

[remarks: enter the following banner into the pdf]

```
<a href="https://seranking.com/easy-to-use.html?ga=802642&source=banner"></a>
```

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Write compelling content and keep visitors on your website

Now that you have come up with a list of keywords and keyword combinations to help drive traffic to your website, start writing content and publish it on your website.

Let's assume you have decided to write an article for your website, targeting a specific keyword combination.

Here are some tips on how to do this, in order to have a chance to get good Google rankings:

- The first thing you should do is to give it a headline describing the topic of the article.
- Then, before you start writing the actual text, create at least 3-4 sub-headlines or sub-topics. Giving the article a clear structure before starting to write is a great way to come up with ideas on what to write. At the same time, it makes sure that you cover the main topic in its entirety, and that you cover all different angles of the main topic.
- Watch out for keyword density, but do not overdo it. Try to keep it natural. Instead of writing an article purely for Google's sake, write for your visitors!
- Do your research. The more useful information your page contains, the more likely visitors will be to stay on your website, click through and read other articles as well. This will help establish your website as an authority source for information, and Google will love you for that.
- **NEVER** copy any text from third-party websites. Google hates "duplicate content" and your entire website may get penalised for plagiarism, thus destroying your traffic!
- Create bullet lists like this one – they are great for readability, and Google loves them as much as your visitors do.
- Add images and visual aids that explain what you are talking about (add an alternative image text explaining what the image is about – having a keyword in there cannot hurt either).
- Add links from the current page to other pages on your website – internal links will keep your visitors engaged, thus producing valuable user signals which Google picks up.
- Add in some articles that are not optimised for any keywords at all, like news articles.

PRO TIP: Run a Google search on your main keywords. Then check the pages in the top 3 ranking positions (ignore all paid ads!), see how many words the article has, how often the keywords are used in their body text, look at the way they write their meta page title and meta description etc. This will give you a good idea for the "metrics" of your own article. Emulating those metrics will give you a better chance to rank for the keywords you are targeting!

Off-Page SEO

This is an extremely important part of search engine optimization.

Google evaluates your website in order to determine how your pages should rank in the search results for the keywords you target. One of the main factors is whether other websites link to your website. Every link pointing to your website is considered as a "vote of

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confidence" in favour of your website, and the value of that vote depends on the quality of the website that links to you.

Without any pages linking back to your website, it will be difficult to achieve good search result rankings for profitable keywords.

But how do you get such links?

- The best way is to create quality content (articles) on your website – the kind other webmasters might link to because the content of your page can be of interest for their own visitors. This type of link is what we call "organic" links, they are the best you can get!
- Another way is to approach webmasters and suggest a link exchange (you link to them, and they link to you). This type of link is less effective though, because Google puts less value in such a link.
- One more effective method is to contact webmasters who have websites with similar topics to write a great article for their website, under the condition that he will link back to your website from that article. Content writing is a tedious task, and webmasters will often be willing to give you a backlink in return for your work.
- At some point, you may have to buy links from other webmasters. Although Google's guidelines consider this an unacceptable link building strategy, it is still a commonly used strategy that works. But if you do it, you must not get cheap links just because they are cheap. One quality link from a strong website with great content is worth more than 50 cheap links bought in bulk from a so-called SEO service!

Some more tips on link building:

- Do not buy backlinks from link farms.
- Do not buy links from sites that use "black hat" techniques such as white writing on a white background, keyword stuffing etc. on their pages.
- Do not buy links from sites with weak content.
- Do not buy links in bulk. Continuous link building over time is better than a dozen links in one go. Too many new links to your site popping up within a short time frame can easily raise a red flag for the Google algorithm.
- Mix your links between links to the main page of your site, and your inner pages.

Other off-page SEO factors

There are a number of other factors that have an influence on your website's reputation. Here is a list of the most important ones:

Page load speed – some webspace providers are better than others when it comes to server speed.

SSL secure protocol – make sure your website is https:// instead of http://. Nowadays, most hosting providers offer a free SSL protocol as part of their basic hosting package.

Become and affiliate by registering at PawaPartners.co.ke

Monitor your traffic and its sources

You can use Google Analytics to do that, but there are other tools that make this task a lot easier. One of the best is Clicky – [follow this link to get set up free of charge for a single website.](#)

Reasons why you need to join affiliate communities and forums

Especially as a beginner in this business, a good affiliate community can be of great help, and a great source of information for you. You will find out that most affiliates will just love to share their experience with you (well, they may decide to keep some of their most coveted trade secrets for themselves).

Take a look at existing forum threads, create new ones to start discussing topics you are interested in, ask questions, and you will be able to get help from experienced operators.

Some affiliate programs you can easily promote to the Kenyan market

[LottoPawa](#)

This is a great affiliate program from Kenya to get started with. Everybody loves to play the lottery, and this lottery is the best on the market because with a single KSh60 ticket, players can actually win KSh 200 million.

This lottery is rather new on the market. It is a fully legal lottery, and it is approved and monitored by the Kenyan government.

The upside for the affiliate is that not too many people have an account with LottoPawa yet, which means that you have an excellent chance of converting your visitors to active LottoPawa players.

The good thing about a lottery as an affiliate program is that once people start to buy lottery tickets, they tend to stick with it and buy tickets on a weekly basis.

[The LottoPawa affiliate program](#) offers 10% of all the revenue generated by your referred customers during the first 24 months after the first purchase.

Popular online sales websites for Kenya

Websites and/or apps like Jumia and Kilimall have some kind of affiliate program as well.

At the time when this document was written, Jumia was paying 3% on all sales, but all those sales have to be processed through you. Also, you have to consistently bring in new sales, or they will close your account. That said, it is not a great program to work with

[Kilimall](#)

Kilimall is supposed to have an affiliate program, but when I tried to access their website <https://kilimall.com/affiliate>, the signup function was not working. Well....

[Babbel.com](#)

This is one of the best websites out there to learn a new language. Their online courses are not for free, and they will pay you a nice commission for every new customer that you bring.

Become and affiliate by registering at PawaPartners.co.ke

Fiverr.com

Fiverr is a website where people can both offer or find all kinds of services, like content writing, consulting, web design, coding and many more.

They offer the following commission deals:

A CPA-only commission deal where you get between \$15 and \$150 per paying customer, depending on how much that customer spends on his first purchase

A Hybrid deal with \$10 CPA fixed plus a 10% share on all revenues generated by your referred customers (limited to 12 months)

RedFoxLotto

This is a website that allows lotto fans from all over the world to order lottery tickets for huge lotteries such as the US Powerball and Mega Millions, or Euromillions, Eurojackpot, El Gordo and many more. It is a great product to promote to a Kenyan or to an international audience. The prices for the tickets are quite high (usually around €5.00, which corresponds to KSH 700). But they will pay you 20% on the revenues generated by your players.

The upside is that their players tend to be very loyal and you can generate a substantial long-term income once you have referred a significant number of clients to their website.

[Click here to sign up with their affiliate program.](#)



LottoPawa