

How To Succeed with Poker Affiliate Programs, Part 9: Choosing the Right Affiliate Programs

Your spreadsheet is now full of potential poker affiliate programs, but how do you choose which ones are the 10-15 you want to use on your website? Read on to learn how.

Take a look at each affiliate website, and make notes on the following:

- Each of the items or services that you are promoting on your website should be of a high-caliber and high-quality. If you cannot assure yourself of this, don't bother with what the affiliate is offering.
- How does the site present itself? It is professional, clean and easy to read? Since your visitors will have to go to that site in order to make a purchase, once again, you want their experience to be a high-caliber, positive one.
- Check the payment options. How do you earn money with this particular affiliate? Pay-per-click and pay-per-sale are what you are looking for for the most part.
- How long does it take for you to receive payment from the affiliate?
- What kind of support does the affiliate offer? Do they have real-time reporting (always a bonus), detailed traffic statistics, forums for questions, notification of when you've forwarded a buying customer, and professional marketing materials?
- Can you link to direct products, or do you have to link to a generic URL? Visitors don't want to search for what they need. If you make them, they won't bother buying anything. Period.
- Do they pay a good commission? Compare this to the other sites in your list. Sometimes, this is the deciding factor between two, almost identical affiliates.
- Does the affiliate charge you to join their program? If so, leave immediately.
- How long can customers return to the site and you still get the affiliate commission? Look for lifetime cookies here, if at all possible.
- Some affiliate programs offer a two-tier payment system, where you earn a commission on anyone who signs up for an affiliate account through your links. Although this isn't mandatory, it is quite nice.
- Read over the affiliate agreement closely. If there is something unacceptable to you in it (sometimes you are not allowed to sign up with competing affiliate programs, for instance), then look elsewhere.

Also, go back to the Specialized Affiliate Directories we talked about in this article [link], and sign up for the forums. Look and see if any of the potential poker affiliates on your short list are in the Warnings lists. Unfortunately, some affiliates sell their email lists to spammers, or spam themselves – checking this little tidbit out first can save you an awful lot of heartache and time down the road.

Once you've looked through all of your affiliates using this system, you're ready for the last step in the poker affiliate success program. Are you ready? [link]