

The Profit Protection Report

Not Seeing Any Profits? It's Not Your Fault! Unbeknown To You, Commissions Are Being Lifted From Right Under Your Nose, Taking \$XXXX Out Of Your Bottom Line – And What You Can Do Immediately To Safeguard Your Profits From Now On

Dear Online Entrepreneur,

Yes it's a fact.

It hit me hard when an affiliate marketer told me that one of the main reasons for my failure as an affiliate marketer (that's when I first started out) was that I was doing things the "average joe affiliate" way, and allowing my commissions to be taken away from me with ease.

I would get my raw affiliate links and just paste them into my articles, my website landing pages, and other marketing channels, and then sit around hoping for commissions. I was using those raw Clickbank, Commission Junction and Shareasale affiliate links in all my activities, and I saw little return.

Not seeing any success I was bewildered. "What on earth is going wrong" I kept saying to myself. Here I was running around like a headless chicken, getting traffic to my sites, and sending traffic to the merchants but seeing nothing but big fat zeros in my sales statistics.

I had to learn the long and hard way. Two years later, when I finally started receiving checks from Clickbank and other affiliate networks for four and five figures a month, ***I looked back and only wished I had started out on the right footing***, with an actual plan, with an actual strategy and *set things up the right way*.

I learned the difference between the super affiliates who were doing at least five figures a month, and others who were scraping along, barely reaching three figures a month, if that.

When you start seeing results ...

You start seeing results when you don't present yourself as an affiliate marketer in your online marketing efforts. This has implications on how you market online and the type and nature of your websites and landing pages.

You see consumers nowadays are more wary, they are better educated and more aware about online commerce and online revenue models.

To the extent that you do not give yourself away as an affiliate marketer who is out to make a profit from your website visitor to that same extent will you see an increase in your revenue.

There are many aspects to this strategy and many ways that collectively make up the implementation of this strategy. In this report, I want to concentrate on one that ranks amongst the most important ones:

Not using raw affiliate links in your marketing efforts.

In other words, never link directly to your affiliate link from your website, or landing page. To understand why you need to learn why and how you are losing commissions.

How you are losing commissions ...

There are a number of ways this happens.

Firstly: The vast majority of affiliate links given to you by merchants or affiliate networks **are just plain obvious affiliate links**. More and more people are becoming aware of affiliate link URLs and recognizing them instantly. Do these look familiar:

<http://affiliate.merchant.hop.clickbank.net>

<http://www.merchantsite.com/?affID=323213>

<http://affiliate-provider.com/script?a=147321&Id=73A467F892B689C>

One effect is that **this makes potential customers wary of buying** and they might **totally ignore your link and bypass it**. This means a lost sale!

Secondly: Other affiliates are able to steal your commission. As your naked affiliate link has revealed the network you are part of, they can take advantage of this to **replace your affiliate link and thereby take your commission**.

Thirdly: Google does not look too favorably at affiliate marketers. They have certain policies in place in their Adwords system that limits your ad from being displayed if there are other naive affiliates using the same raw affiliate link that is very similar to yours.

This means you get less traffic and exposure, thereby reducing overall sales.

The solution ...

To put an end to commission loss through this route, the solution is to “cloak” your affiliate links.

Cloaking is when you hide the address (URL) of a page that you want to direct visitors. This can be done in a number of ways such as using hidden frames, or using a meta redirect. Why would you want to cloak your links? There are a number of reasons:

- Make your destination URLs to appear more professional and clean looking
- If it is an affiliate link where you are recommending someone else’s product for a commission, you can prevent people from potentially stealing your commissions

How it’s done, the manual way ...

For each affiliate product you are promoting, create a HTML file within which you place “redirect code”. This new file will immediately redirect the visitor to the destination page. Whenever you want to place your affiliate link in your page, use the link to the new HTML file that you created, not the direct affiliate link.

Let say your website is:

<http://www.cooldogtrainingreviews.com/>

And you are promoting a Clickbank product called “Dog Tricks” whose affiliate link is as follows:

<http://yourcbID.dogtricks.hop.clickbank.net>

Instead of linking to this affiliate URL in your pages directly, you can create a HTML file and call it “dog-tricks.html” and within this file simply put the following code:

www.samuraistealthcloaker.com

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">
<html>
<head>
<meta http-equiv="Refresh"
content="0;URL=http://yourCBID.dogtricks.hop.clickbank.net">
<script>
location.href = "http://yourCBID.dogtricks.hop.clickbank.net";
</script>
<title>Dog Tricks</title>
</head>
<body>
</body>
</html>
```

Then you can upload this file to your website.

Whenever you want to link to the merchant product site through your affiliate link you can use:

<http://www.cooldogtrainingreviews.com/dog-tricks.html>

This way, your affiliate link is “cloaked”, i.e. hidden from view. When the visitor puts their mouse over the link text, all they will see is the above link in their status bar, and not the affiliate link.

There are different ways to cloak and some of them are more secure and protective. This is merely an example of the most basic form of cloaking, and it’s called a “redirect”.

When you change all of your affiliate links in your website pages or articles in this way, your outward links appear more professional, and it creates a sort of uniformity in your presentation. In other words, all of your links appear to be internal links and the site looks clean and neat in its structure.

How it’s done the super affiliate way ...

If you are promoting a few products, the above solution is a fair one, but it does not give you maximum protection.

In addition, when you are promoting tens, hundreds or even thousands (yes, that can be done simultaneously) of affiliate products, then creating a new HTML file each

time and uploading to your server is simply not the way to do things. It's not very efficient to say the least.

There is a strategy that I use and I'll reveal it to you in my next report available in a few days time ...

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