

# 10 MUST-HAVE AFFILIATE TOOLS TO OPTIMIZE YOUR BUSINESS



By Chad Portnova & Mike Murphy

As an affiliate blogger your costs are going to be pretty low to get you started and to continue running and profiting from your blog. However, there are some things you're going to need and some things you're going to want to make creating content and employing marketing strategies.

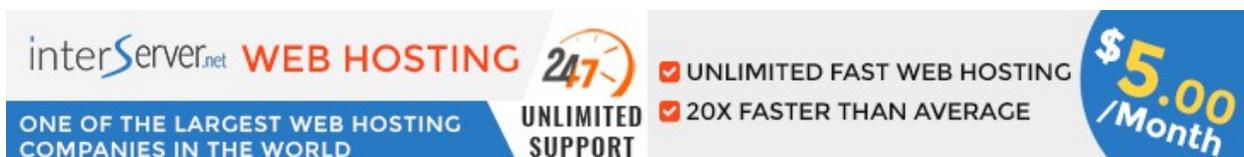
Here's a list of the main resources and tools you'll need as a beginner affiliate blogger and even some that you advanced affiliate bloggers will want to take a look at.

## Domain Names

I get all of my domain names from GoDaddy because they are the cheapest around and have proven to be very reliable in my experience. There are a lot of registrars out there, but make sure you are buying from only one of them (to keep yourself from getting confused where everything is) and you pick one that has been around for a long time.

## Hosting

This is something you want to be really careful with. Never pick a host because they are the cheapest. Pick a host because they are the best. I have had some serious issues with hosts (even losing entire businesses because of issues), so this is an important decision to make.



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## WordPress

WordPress is a script that you install that will allow you to have your affiliate blog setup and running. It's an industry standard and there is absolutely no other blogging system that I recommend. Just use this from the start, and you'll thank me later.

## WordPress Plugins And Themes

"Out of the box" WordPress is just a simple blogging platform, but there are thousands upon thousands of plugins and themes you can use to make your blog look about any way you want and/or do just about anything you want.

There are just too many plugins and themes to recommend here, but I do suggest you do a Google search for affiliate marketing WordPress themes and affiliate marketing Wordpress plugins to see what's available for your use.

## **Analytics**

Tracking everything in your affiliate marketing business is incredibly important. You need to track many different metrics like clicks, where your traffic is coming from, bounce rates and more.

If you've installed your blog using WordPress, you'll be able to find plugins that allow you to easily track all kinds of different metrics. Do your research and find the best one for you.

## **Keyword Research Tool**

Keyword research is vital to the success of your blog. You have to know what your audience is searching for and give it to them in order to be successful with your affiliate marketing.

I use and recommend Ubersuggest from Neil Patel. I recommend it because not only can you do all the keyword research you need to do, but you can also see the most popular content for your niche. This tool does all kinds of things related to research and is my top recommendation for the price.

## **Grammarly**

You don't have to be a perfect writer to find success as an affiliate blogger, but you do need to have correct spelling, punctuation, and grammar for the most part. Grammarly is a tool that will allow you to make sure all of your content is at it's best in many different ways.



## Autoresponder

Yes, I know you're an affiliate blogger, but you really need to be building an email list too, so that you can contact your readers anytime you want. As soon as you make a blog post you could email your list about it and have a ton of traffic to your new post immediately.

There are many different services out there and you need to make sure you pick a good reliable one. The only one I recommend is Aweber because of the ease of use and the reliability.

Imagine building a list with a service that isn't reliable? Your emails may never get delivered to your readers and/or you could lose your list at any time. This is why it's so important when making your decision on what service to go with.

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## Page Builder

While you can easily build pages with your blog in WordPress, there are going to be certain pages you want to build that you can have total design control over. That's where a page builder comes in.

For example, I offer bonuses for a lot of things that I promote as an affiliate, and I like to build a nice looking page listing the bonuses and then place a button on the page that has my affiliate link in it. With the standard WordPress pages that can be hard if you're not really techy.

I use OptimizePress to build any kind of marketing page I need in my affiliate marketing business.

Again, there are a lot of options out there for page builders and I have tried many of them. Most don't work, many are hard to use, and none of them compare to the ease of use and the amazing templates that come with Optimize Press so I recommend you save your time and just use OptimizePress.

## **Video Equipment and Software**

One of the best tactics you can use in your affiliate marketing is to incorporate video. Be it you doing screencast videos where you're just showing your computer screen to doing videos with you actually in them. Videos make for great content and amazing for pulling traffic in via different strategies.

To do this though you're going to need some equipment such as Camtasia for screen recording, a good camera or a good cell phone with a camera, video editing software, etc.

My advice is to define your video strategy, and then determine the equipment you'll need to carry out that strategy. It's going to be different for every person and every strategy.

Now I've only given you 10 resources here, but almost all 10 of these are vital to your affiliate blogging success. My biggest piece of advice is to start from the top and work your way down over time.

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## Conclusion

If you're just getting started don't worry about advanced stuff like doing video marketing. Focus on getting your blog setup correctly, work on finding good topics to create content around, work on creating high quality content, and what you can do to get traffic to your blog.

Don't get lost in what tools you're going to need. That's the downfall for most people who are trying to get started with their affiliate blog. Focus on doing and as time goes on you'll know when it's time to start looking for additional tools.