

# How To **PROTECT** Your Affiliate Commissions?

(...and stop losing **40%**  
of your money)



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Guide to affiliate programs



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See Chapter 8 for details.

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And finally, if you have any comments or opinions about this e-book, please share them with me at:

[Wojciech@TopAffiliateResources.com](mailto:Wojciech@TopAffiliateResources.com)

Thank you! 😊

Wishing you great commissions,

Wojciech Spytka

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# 1. Introduction – the idea of affiliate link cloaking

“Is this guy nuts? As far as I know, I’m NOT losing 40% of my affiliate commissions!”

Wait. Are you sure?

You might be losing money. You might be losing up to 40% (or even more) of your affiliate commissions. And most affiliates ARE in this “danger zone”.

It’s hard to imagine how much money all those affiliates lose every day. And it drives me mad...

...because I know that it can be easily avoided – with less than 15 minutes of work!

PLEASE don’t make the same mistake that almost everyone makes. Most of my serious affiliates already know how & why they MUST avoid it...

...but I’m sick of seeing the majority of “regular” affiliates ignore my advice. Looks like they just want to lose their money. Oh well.

But you should BE SERIOUS about your affiliate business. Heck, I’m sure you already are. So now...

...STOP losing your hard-earned commissions – CLOAK your affiliate links!



The whole idea of cloaking has much to do with people’s thoughts, reactions and nature. In fact – it’s ALL about psychology.

I’m not a psychologist (some guys wanted me to, but no thanks – I really enjoy affiliate marketing 😊)...

...but at this moment I can predict your reaction with 100% accuracy. Watch this:

[http://www.the-ultimate-widget.com/?affiliate\\_id=57486](http://www.the-ultimate-widget.com/?affiliate_id=57486)

And now this:

<http://www.the-ultimate-widget.com>

Well, we've just seen some pure psychology in action. Tell me...

...why does the second link look and feel better? Why IS it better?

Why DOES it get the click while the first one doesn't?

That's right. The second link doesn't look "affiliatish". It doesn't resemble a referral URL. In other words...

*... "that unknown individual from the other side of the net won't make money on MY purchase!"*

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Please don't say you're not like that. Don't say you've never wanted to remove that "annoying affiliate code" from someone else's link.

It just happens...

...and it happens often. Much TOO often.

Matt Gill (a very successful affiliate and expert marketer – check out his free ["What works NOW"](#) newsletter) had studied this topic intensively for some time.

According to his research, affiliates who use regular links lose up to 40% of their commissions – solely because people don't want anyone else to make money on their purchase!

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Yes, I agree – this is ridiculous, selfish and ignorant. And it's hard to admit...

...but that's exactly the way people act. They have a "coded procedure" in their subconscious minds that MAKES them avoid affiliate links.

Of course you can't change the way people think and act. But you CAN – and definitely SHOULD – do something to protect your affiliate commissions.

And although you can't modify every single mind (at least not yet)...

...you CAN switch those "security alerts" off! 😊

That's where affiliate link cloaking strikes with its full power.

## 2. 3<sup>rd</sup> best method – directory redirect

This one is simple, pretty effective – and it costs you nothing.

Here's what to do:

- 1) Connect to your web server (use your FTP client or another server / file management program)
- 2) Create a properly named directory (if you promote “33 ways to kill your tax problems”, name that directory “33ways”).
- 3) Create a single index.html (or index.htm) file. If you don't have a HTML editor, don't worry – your Notepad will do just fine.
- 4) Edit that file, so it contains this exact code:

```
<HTML>

<HEAD>
<TITLE>Page Title goes here</TITLE>
</HEAD>

<FRAMESET>
<FRAME SRC="Your affiliate URL goes here">
</FRAMESET>

</HTML>
```

It's generally OK to copy your merchant's page title (the one that appears on top of your browser's window when you go through your affiliate link).

And double-check your affiliate URL – it MUST be correct. No typos allowed here!

- 5) Place the index.html (or index.htm) file in your new directory (“33ways” in our example).

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And that's it! Your affiliate link is now cloaked. Instead of...

[http://www.33ways.com/?affid=67452&some\\_more\\_stuff](http://www.33ways.com/?affid=67452&some_more_stuff)

...you can use:

`http://www.yourdomain.com/33ways`

You have to admit – it looks, feels and sounds MUCH better. And so think your visitors.

I'm not saying it's "a perfect solution". Some suspicious "techies" might look inside your redirect and see your real affiliate link – but the vast majority of your visitors won't even try to do it - even if they realize that it's an affiliate link.

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Another advantage of this method – and the two more advanced solutions presented in this e-book – is a frame-based redirect.

A frame-based redirect uses frames to stay "on top" when your visitors clicks. So when he goes through your affiliate link...

...it stays in his browser's address bar. Guess what happens when the visitor bookmarks one of your merchant's pages to come back later?

Bingo – he bookmarks your affiliate link! 😊

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Creating a simple redirect is easy – but in fact the more affiliate links you have, the more time-consuming it gets.

Mark Idzik's [Affiliate Profit Guard](#) is a cool piece of software that lets you create and manage lots of affiliate redirects. This solution is especially useful if you promote multiple products (like hundreds of books) in various locations.

Note that Affiliate Profit Guard creates slightly different redirects – separate HTMLs instead of directories. That's pretty much the same, maybe even more effective (redirects look like they're pointing to product reviews). 😊

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Directory redirect works well in most cases, but in fact this method of cloaking is "only regular".

Let's move on to the more advanced stuff...

### 3. 2<sup>nd</sup> best method – subdomain redirect

I wonder if that “anti-affiliate psychology” works here...

`http://www.even-better-widget.com/?affiliate_id=86537`

and

`http://www.yourdomain.com/widget`

and now

`http://widget.yourdomain.com`

Wow! The third URL looks pretty professional – especially with that “.com ending”. 😊

And that’s the main advantage of a subdomain redirect...

...it gives you a credibility boost. It can be slight or significant, but it’s always there. Plus, your affiliate link looks even less “affiliatish”.



How to create a subdomain redirect?

That depends on your web host’s individual rules and configuration. In general you have to create a directory (sometimes in a specific location) and then use your host’s server tools to set a subdomain on that directory.

Then you put the index.html (or .htm) file in the directory your new subdomain points to. The HTML code doesn’t change – it’s exactly the same code that we used in our directory redirect.

Nothing terribly complicated – but if you encounter any problems, your web host’s support will surely be able to help you out (if they won’t, change your host ASAP! 😊).



I strongly recommend using subdomain redirects rather than “regular” directory redirects. Subdomains are just more effective – they generally produce better results...

...and they still cost you nothing to create.

If you want to promote multiple products, make sure your web host gives you unlimited subdomain support.



That was even better: improved effectiveness + some extra credibility. The subdomain redirect is always a nice solution...

...but here comes your final degree in affiliate link cloaking!



## 4. THE best method – separate cloaking domain

Already tired with those URL examples? Hang on, here comes another one...

`http://www.even-better-widget.com/?affiliate_id=86537`

and

`http://www.yourdomain.com/widget`

and

`http://widget.yourdomain.com`

**AND**

`http://www.even-better-widget-revealed.com`

Huh? Now what's that? It's not an affil...

You bet it IS! But at the same time it's just a standard, separate domain. I've registered it...

...and now it "covers" a subdomain or a directory (that again depends on your web host's rules).

But the most important thing is that it doesn't look like an affiliate link anymore!

Guess what? A 100% effective protection for your commissions...

...AND a HUGE credibility boost! 😊

*"Whoa, looks like this guy is NOT going to earn a commission on my purchase. All right!"...*

...says your visitor's subconscious mind. You've just made an extremely powerful, positive impression!



Your visitors don't feel "pitched" with URLs any more. Their "mind brakes" are off. And that results in an open-to-buy mindset...

...better Click-Through Rates (CTR), better Conversion Rates (CR) – more sales and higher commissions! 😊

.com - type domains are cheap and widely available, so there's really not much to calculate. I use separate cloaking domains myself and I watch some successful affiliates using this clever technique as well.

It ALWAYS works. Every single affiliate using this method of cloaking notices more sales and higher commissions. And the boost is greater than with directory or subdomain redirects.



A great tip:

Use free [NameBoy](#) domain name suggestion tool. Check the "allow hyphens" box and type in words that your merchant's domain name consists of.

For example, if the "normal" URL is:

`http://www.nittygrittyproduct.com`

type "nitty gritty product".

NameBoy will generate hundreds of names for you to choose from. It's an excellent brainstorming tool.

Always choose the name that creates a “total illusion” (or something very close to “total”). The best variations include adding hyphens...

`http://www.nitty-gritty-product.com`

...or registering an identical .net domain...

`http://www.nittygrittyproduct.net`

...or both:

`http://www.nitty-gritty-product.net`

Develop your own domain name brainstorming techniques. Your goal is to make your cloaking domain look “corporate”, as if your merchant has really chosen it for his product!



The HTML code doesn't change at all – it's identical to the one we used before, so it gives you that additional “bookmark bonus” and “address bar cover”.

All in all, using a separate domain is like driving a “Cloaking Ferrari”. Or Mercedes. Or Bentley. Or any other top-notch car you admire the most. 😊

And to make it EVEN better – here's an all-in-one solution for affiliate link cloaking...



## 5. My tool of choice for deadly-effective cloaking

[NameStick](#) is a great web service that will register your domain and automatically cloak your affiliate link with it.

The whole process couldn't be easier. After you brainstorm your domain name, NameStick does all the rest. You don't even need a website to have your affiliate links cloaked – this service uses its own servers for domain hosting. So again, no “techie stuff” to worry about!

It's a reliable and deadly-effective solution – and its price is nothing compared to the “commission boost” you'll experience.

And here's a great proof. One of my best affiliates once called me and said:

*“My \$30 is back in my wallet after something like 45 minutes from spending it on NameStick. Just wanted to say thanks, Wojciech.”*

My reaction? Well, I was impressed. And of course I congratulated that clever affiliate. 😊

[Click here](#) to visit the NameStick website.



## 6. Summary

Well, that just about covers the topic!

I'd like to thank you for downloading and studying this little e-book. I hope you now understand that effective cloaking is vital to your affiliate business...

...and I'm sure you're already brainstorming some cool ideas for your own cloaking strategy.



I also want to say a big “thank you” to Jason Potash and his “affiliate guru” friends.

Their impressive affiliate marketing [webcast](#) was a great source of inspiration – I've brainstormed several ideas thanks to it, and all of them have already boosted the results and commissions of my affiliates (well, this e-book is one of these ideas 😊).

The broadcast and its transcript are now available as “The Proven Formula To Making \$100,000+ a Year With Affiliate Programs” – one of the best and most

useful affiliate resources I've ever seen (and heard). Excellent stuff – get your copy [here](#).

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And here's my final piece of advice...

**While you're reading this, you might be losing your affiliate money.**

**STOP that. Be serious about your business.**

**CLOAK YOUR AFFILIATE LINKS.**

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## 7. Free “TOP Affiliate Resources” newsletter

This question is definitely one of the “Affiliate FAQs”...

*“There are so many affiliate experts with their e-books, courses, reports...*

*How do I know which resources to choose?”*

As an affiliate manager, I've seen most (if not all) of the affiliate gurus' infoproducts.

I never miss a chance to learn something new - and then teach my affiliates in order to improve their performance. This approach is very effective.

I watch thousands of affiliates in action every day. That's why I know exactly what works and what doesn't – I receive reports directly from the “affiliate battlefield”. 😊

Don't waste your precious time and money on "average" or "just fine". Make sure you choose the best money-making minds and their pure-gold infoproducts.

[Click here to subscribe to TOP Affiliate Resources FREE!](#)



## 8. Make serious money with this e-book

This e-book is brandable – you can brand it with your own affiliate links to products that I mention. This process is easy and fully automated thanks to a great free branding tool – PDFBrand.

You may distribute your branded version in any (legal!) way you want...

...so the more copies you give away, the higher your profits. That's the true power of viral marketing.

Plus, you can include this info on the first page of your branded version:

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