“BUILDING AUTHORITATIVE LINKS WHEN YOUR BRAND IS PART OF AFFILIATE PROGRAMMES”

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AFFILIATE LINKS
BUILDING LINKS WHEN YOUR BRAND HAS AFFILIATE PROGRAMMES
AFFILIATE LINKS

TALKING POINTS

• What is an affiliate link
• How to build links when your brand has an affiliate programme
• Why affiliate links are not all that bad
WHAT IS AN AFFILIATE LINK

An affiliate link is essentially a tag that allows publications to make commission from any sales made through that link.

The survey was carried out by a research company for Cartwright and Butler, makers of luxury food and gift
WHAT IS AN AFFILIATE LINK

Affiliate links basically don’t allow any SEO value to pass due to the fact they’re listed as no-follow and also go through a series of redirects.
HOW TO GET AROUND AFFILIATE LINKS
AFFILIATE LINKS

1. UNDERSTAND EXACTLY WHERE YOU HAVE AFFILIATE PROGRAMMES
2. FIND JOURNALISTS FROM DIFFERENT NEWS TEAMS

Try and find other journalists from different news teams, for example, if you’ve been focusing on the consumer news team and find they’re giving affiliates, try shaping the story for lifestyle journalists at the same publication.
3. BROADEN YOUR STORIES TO FOCUS ON NICHE TITLES

When ideating new campaign ideas, think about broadening out your stories so that they can focus on more niche publications that won’t typically give you affiliate links.
4. THINK OUTSIDE OF THE BOX

Can you reach out to business sites, university blogs or perhaps local directories?
POSITIVES TO AFFILIATE LINKS
1. YOU’RE STILL PUTTING YOUR BRAND IN FRONT OF POTENTIAL CONSUMERS
AFFILIATE LINKS

2. AFFILIATE LINKS ARE STILL MEASURABLE
3. They can help in getting mentioned in important product roundups

70 Best Gifts for Any Kind of Woman In Your Life

Whether she's in her 20s, 30s, 40s, 50s or beyond, you can't go wrong with one of these thoughtful and budget-friendly ideas this upcoming holiday season!

By Amanda Garley and Annie O'Sullivan Updated: Jul 25, 2022

90 Top Valentine's Day Gift Ideas For Her and Him

Get ready, because they're gonna love your gift.