Template: Affiliate Marketing Setup Checklist

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Based on Article: "Leveraging Affiliate Marketing: A Comprehensive Guide for Bloggers"
Website: https://scaleblogger.com

A practical checklist to guide bloggers through the essential steps for setting up an effective affiliate marketing strategy.

Checklist Items:

☐ **1. Secure Domain and Hosting**
Own the domain for your blog and acquire a reliable hosting account with necessary access (FTP/cPanel).
Reference Section: Prerequisites & What You'll Need

☐ **2. Set Up Admin-Level CMS Access**
Create an admin user on your chosen CMS (preferably WordPress), and install key plugins for SEO, caching, and link management.
Reference Section: Prerequisites & What You'll Need

☐ **3. Configure Google Analytics (GA4)**
Create a GA4 property, install the tracking code or set up through Google Tag Manager, and verify that events are being tracked properly.
Reference Section: Prerequisites & What You'll Need

☐ **4. Establish Email Capture Mechanism**
Set up an account with an email service provider (ESP), create a segmented list, and develop a welcome email automation to collect and nurture leads.
Reference Section: Prerequisites & What You'll Need

☐ **5. Register for Affiliate Programs**
Complete registration with chosen affiliate networks (e.g., Amazon Associates, ShareASale) and verify tax and payment details.
Reference Section: Prerequisites & What You'll Need

☐ **6. Select Profitable Affiliate Programs**
Research potential affiliate programs based on niche relevance, brand reputation, and conservative revenue estimates, and prioritize accordingly.
Reference Section: Step-by-step: Selecting Profitable Affiliate Programs

☐ **7. Create High-Converting Content**
Develop content that aligns with audience intent and integrates affiliate links naturally, ensuring that monetization feels native to the reading experience.
Reference Section: Step-by-step: Creating High-Converting Affiliate Content

8. Implement Tracking and Optimize

Track performance of affiliate links and content using GA4, and analyze the data to optimize strategies for better conversion rates.

Reference Section: Step-by-step: Tracking, Analytics & Optimization

9. Start Scaling Affiliate Revenue

After testing and finding successful strategies, expand efforts to diversify and scale your affiliate income through more targeted content clusters.

Reference Section: Step-by-step: Scaling & Diversifying Affiliate Revenue