

How to Create Affiliate Links

After registering as an affiliate at AssessmentDay.co.uk you will want to publish your affiliate links and start earning commissions. This walk-through document will explain how.

Overview of how AssessmentDay affiliate tracking works

The concept of an affiliate link is straight-forward. When a visitor clicks on an affiliate's link, a cookie is created on the visitor's computer, their IP address is logged on our server and the visitor is automatically re-directed to a new webpage, all without them noticing. The visitor now has a cookie on their computer so if they make a purchase at AssessmentDay.co.uk anytime within the lifetime of the cookie (30 days), a commission will be attributed to the affiliate. Once the cookie has been created, the visitor does not have to come back through your link for the commission to register; it will still work if they come directly to AssessmentDay.co.uk days or even weeks later, up to a maximum of 30 days.

Step 1) Your affiliate linking code

Login to your affiliate control panel by going to <http://www.assessmentday.co.uk/idevaffiliate/>. You will see at the top right of every page there is your Standard Linking Code. In the example below, the code ends in /100.html, your link will have a different number unique to you. When visitors click on your link, they will be re-directed to our 'buy now' page: http://www.assessmentday.co.uk/aptitudetest_buy.htm

If you are happy for your visitors to land on our standard buy now page, you can start adding your Standard Linking Code to your site now. We also recommend you follow step 3 below. You can now make your Standard Linking Code the target of text links, banners, Facebook posts, Tweets...anything. As soon as your visitor clicks on your link a cookie will be created and 50% of all consequential sales will be yours.

Affiliates who have had a bespoke landing page created for them should continue reading and pay particular attention to Step 4.



Your online resource for test practice

Affiliate Home · Signup Now · Manage Account · Contact Us

Welcome, testtest - Logout Here

Total Transactions	59
Standard Earnings	£210.50 GBP
Tier Earnings	£0.00 GBP
Recurring Earnings	N/A
Total Earned To Date	£210.50 GBP

Standard Linking Code - Great For Use In Emails!
`http://www.assessmentday.co.uk/100.html`
Copy/Paste The Above Code Into Your Website or Emails

1. Your standard linking code

Step 2) Banners

A quick way to publish banners is to click on Banners on the left hand side and scroll down until you reach the Marketing Group called "Default". You can ignore any other Marketing Groups. Find a banner you want to use and copy the Source Code into your site where you want the banner to appear.

src="http://www.assessmentday.co.uk/idevaffiliate/banners/wjbox_numericaltest.gif" width="160"

Marketing Group: Default

Scroll down to find "Default"

Banner Size: 468 x 60
Banner Description: job tests blue 468x60
Target URL: http://www.assessmentday.co.uk/aptitudetest_buy.htm



Source Code - Copy/Paste Into Your Website

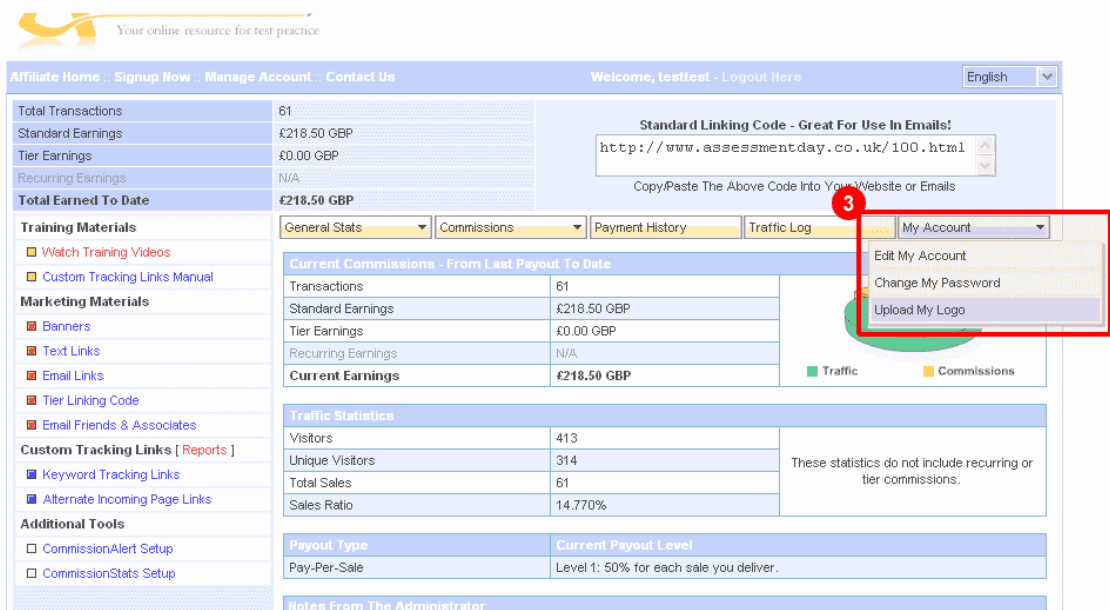
```
<a href="http://www.assessmentday.co.uk/100-0-1-66.html" target="_blank">.

So another way of adding banners to your site is to copy them from that page and make the target link your Standard Linking Code.

There is also other promotional material on this page you can use such as sales copy and HTML email templates. If you download any of the email templates make sure to overwrite the template link with your own Standard Linking Code to ensure you are properly attributed with all sales you generate.

### Step 3) Adding your logo to our pages

Login to your affiliate control panel at <http://www.assessmentday.co.uk/idevaffiliate/>. Hover your mouse pointer over My Account and then click Upload My Logo. Your logo will then appear on our purchase page to anyone who has your tracking cookie. This reassures them and generally results in higher conversion rates.



The screenshot shows the affiliate control panel for AssessmentDay. The page title is "Your online resource for test practice". The user is logged in as "testtest" and is viewing the "My Account" page. The page displays various statistics and options. A red box highlights the "My Account" dropdown menu, which includes the following options: "Edit My Account", "Change My Password", and "Upload My Logo". The "Upload My Logo" option is highlighted in blue. A red circle with the number "3" is placed over the "Upload My Logo" option. The page also displays a "Standard Linking Code" and a "Current Commissions" table.

| Current Commissions - From Last Payout To Date |                    |
|------------------------------------------------|--------------------|
| Transactions                                   | 61                 |
| Standard Earnings                              | £218.50 GBP        |
| Tier Earnings                                  | £0.00 GBP          |
| Recurring Earnings                             | N/A                |
| <b>Current Earnings</b>                        | <b>£218.50 GBP</b> |

| Traffic Statistics |         |
|--------------------|---------|
| Visitors           | 413     |
| Unique Visitors    | 314     |
| Total Sales        | 61      |
| Sales Ratio        | 14.770% |

Notes From The Administrator

### 3. Upload your logo to our pages

You can make as many changes to your uploaded logo as you wish; if it's not quite right, upload it again. When you upload your logo it will go to us for approval, which we normally do within a few hours.

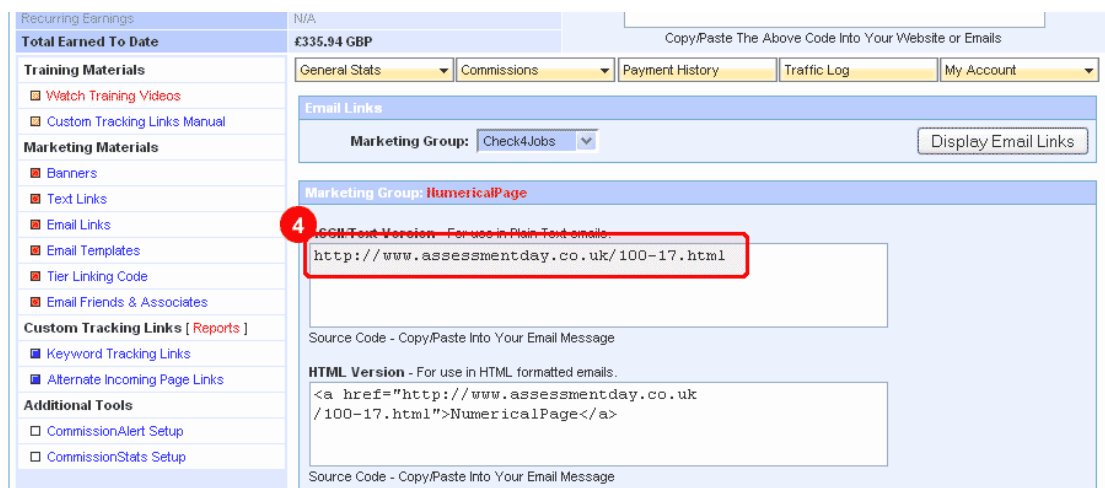
## Step 4) OPTIONAL: Changing where your visitors land when they click your affiliate link

By following the steps above you have been using your Standard Linking Code. When clicked on, the visitor will be re-directed to our 'buy now' page: [http://www.assessmentday.co.uk/aptitudetest\\_buy.htm](http://www.assessmentday.co.uk/aptitudetest_buy.htm). This is fine for most affiliates but here's how to change what page your visitors land on, should you want to.

If you are an affiliate for whom we have created a co-branded or bespoke webpage this step is also for you.

Click 'Email Links' on the left hand side. From the Marketing Group drop-down menu select which page you would like to send visitors to. If we have created a co-branded page for you, this will also be displayed in the list. Once selected, click 'Display Email Links'.

Your affiliate link for that particular landing page will be displayed in the box. It will look a bit like your Standard Linking Code but with a few extra credentials. In the example below we have chosen NumericalPage because we want to send visitors to [http://www.assessmentday.co.uk/aptitudetests\\_numerical.htm](http://www.assessmentday.co.uk/aptitudetests_numerical.htm). You can see where this link will take your visitors by visiting it yourself or by clicking 'Test Link' toward the bottom of the page.



The screenshot shows the 'Email Links' section of the dashboard. The 'Marketing Group' dropdown is set to 'NumericalPage'. The 'ASCII Text Version' of the link is highlighted with a red box and a red circle containing the number 4. The 'HTML Version' is also visible below it.

### 4. Change where your visitors land when they click your link

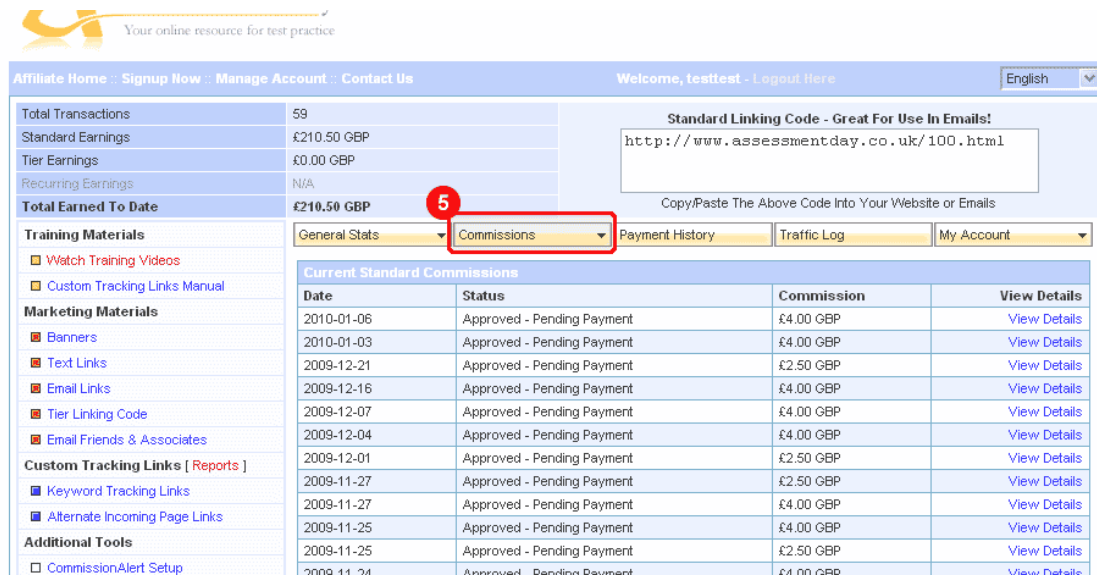
As with your Standard Linking Code, this link can be used however you see fit. You can make it the target of text links, banners, blog posts...anything. It will work in just the same way with the only difference being the webpage your visitors land on once clicked.

**Additionally** you can send visitors to ANY of our webpages even pages which aren't in the Marketing Group dropdown. To do this click "Alternate Incoming Page Links" on the left of your affiliate area. This will allow you to send visitors to any of our pages and still earn commission.

## Step 5) View your stats and commissions

Your affiliate control panel is found here: <http://www.assessmentday.co.uk/idevaffiliate/>. You can view traffic and conversion statistics.

You can also see the sales for which you have been awarded a commission. Click on Commissions to see a list of your commission earnings. You will automatically be paid at the start of each month, for the previous month's earnings.



The screenshot shows the affiliate control panel for AssessmentDay. At the top, there is a navigation bar with links for 'Affiliate Home', 'Signup Now', 'Manage Account', and 'Contact Us'. The user is logged in as 'testtest' and the language is set to 'English'. The main content area is divided into several sections:

- Earnings Summary:** A table showing 'Total Transactions' (59), 'Standard Earnings' (£210.50 GBP), 'Tier Earnings' (£0.00 GBP), and 'Recurring Earnings' (N/A). The 'Total Earned To Date' is highlighted as £210.50 GBP, with a red circle and the number '5' next to it.
- Standard Linking Code:** A box containing the code 'http://www.assessmentday.co.uk/100.html' and instructions to copy/paste it.
- Navigation Tabs:** A row of tabs for 'General Stats', 'Commissions', 'Payment History', 'Traffic Log', and 'My Account'. The 'Commissions' tab is selected and highlighted with a red box.
- Current Standard Commissions Table:** A table with columns for Date, Status, Commission, and View Details. It lists various commission entries from 2010-01-06 to 2009-11-25, all with a status of 'Approved - Pending Payment' and commissions ranging from £2.50 to £4.00 GBP.
- Left Sidebar:** A menu with categories like 'Training Materials', 'Marketing Materials', 'Custom Tracking Links', and 'Additional Tools'.

### 5. View your commissions and other statistics

Good luck! If you need any help setting up your affiliate links we will gladly help; just drop us an email at [os@assessmentday.co.uk](mailto:os@assessmentday.co.uk).