



Thirty Day Challenge 2009 – Training – Day 07

2009TDC07d: WPD Pretty Links

Running Time: 8mins



Intro

Hi everyone, it's Anthony from the Noble Samurai team here again, and in this video I'd like to show you how to **create trackable links for your Affiliate Ads** using **Market Samurai** and **WordpressDirect**.

One of the biggest problems with Affiliate Marketing **in the past** was that it was **difficult to track** the **performance** of your **ads**.

While you could track the number of sales you made, it was not always easy to find out **how many people had actually clicked on your Affiliate Links** in order to generate these sales.

Fortunately with **Market Samurai's Monetization Module** you can now return **accurate information** about **how many people are clicking on your Affiliate Links**. This in turn allows you to **test** and **compare** different Affiliate Offers until you find the combination that delivers you the **most profitable result**.



Activating the Pretty Link Plugin

[Starts at 00:00:56]

In order to generate a trackable Affiliate Link the first thing I need to do is to **log in to my WordpressDirect** account and to **activate the Pretty Link plugin**.

In case you're new to the world of blogging, a **plugin** is a **way to add additional functionality to a blog**. The **Pretty Link** plugin allows us to **shorten and track our Affiliate Links**.

So here I am at the WordpressDirect Home Page:

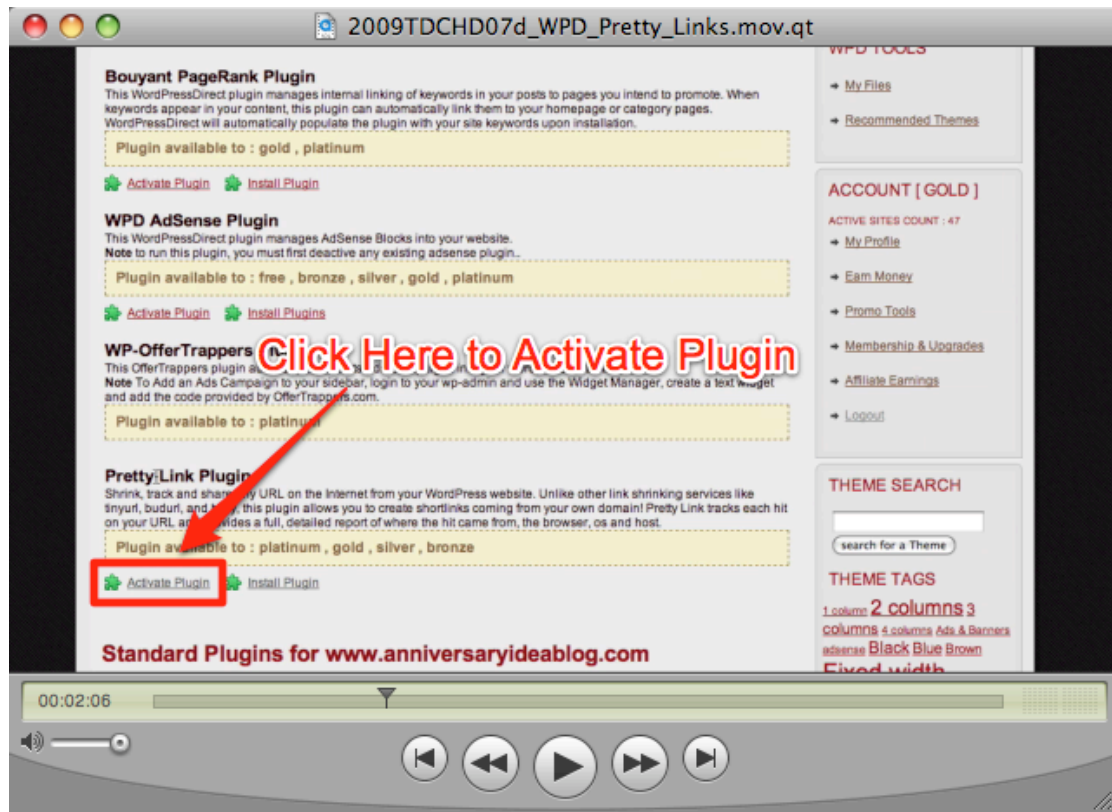
<http://30dc.wpdirect.com/>

To access my account I just click on the **Login** link [top right of the Page]. I then enter my **email address** and **password** and click the **Login** button.

[List of Web Sites inside of **WordpressDirect Account** is displayed]

Here is a list of some of our test Web Sites. The website I'm going to use for this example is this **Anniversary Ideas blog**. To **activate the Pretty Link plugin** I first need to click on the **Manage Plugins** link [under **Options**, to the right of the chosen Blog].

Now I can **scroll down** this list until I see the entry for the **Pretty Link plugin**. To activate the plugin all I need to do is just come down here and click the **Activate Plugin** option.





You'll notice that if I scroll down to the **Pretty Link plugin** again the available **options** have now changed to include **Disable Plugin**, which shows me that the plugin is now **active**.

Having **activated** the **Pretty Link plugin** I can **now log out** of my **WordpressDirect** account.

Using the Pretty Link Plugin

[Starts at 00:02:36]

Creating a Link

As I mentioned previously, the site I'm going to use as an example is my **Anniversary Ideas** blog. What I'd like to do is create an **Affiliate Ad** in the **Sidebar** of this blog, displaying a product that is related to the **Relationship niche**.

So using the **Market Samurai Monetization** module I was able to find an **eBook** called "**The Romantics Guide to Popping the Question**".


I have selected a **heading**, an **image** and a **sentence** of text and now all I need is a **More Information** button, which I can add by just **clicking** and **dragging** it over to the end of my ad.

[All of this is covered in the previous video by Brent]

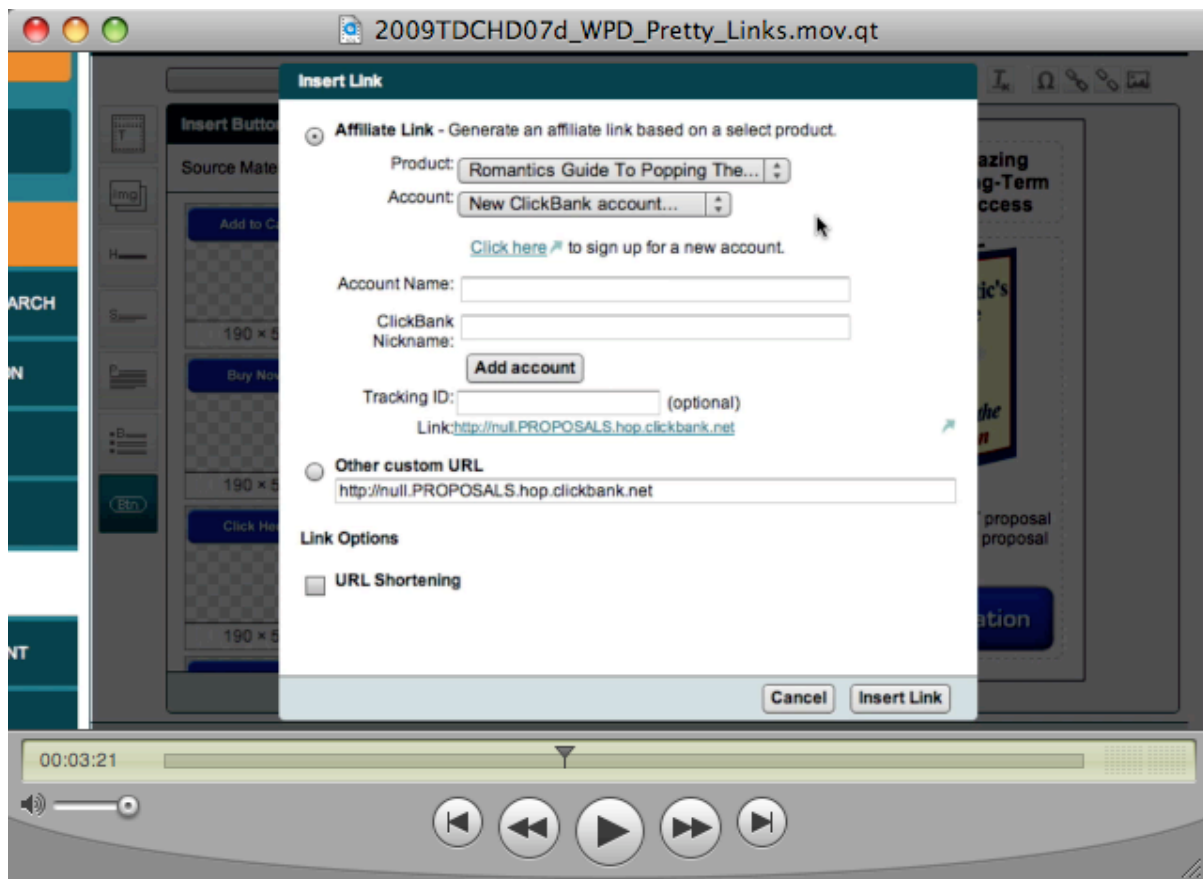




Market Samurai then [automatically] displays the **Insert Link** dialog box which allows me to set the properties for my button.

[Note: these options are **also** available if you add a link by **selecting text** in your ad and clicking the  Link button in the Formatting Toolbar, as Brent did in the last video – it's not just for buttons]

Adding Clickbank Account Details



[If you haven't used the **Monetization Module** before to create Affiliate Links, you'll have to **set up a few things**. First of all, you will need to set the appropriate Account Details for the Product you are offering. In this case, Anthony's offer is from **Clickbank**, so he needs to give his **Account Details** to Market Samurai so it can create the appropriate Affiliate Link]

[For Example, to create a new **Clickbank Account Reference**, select **New Clickbank Account...** from the **Account** drop-down in the **Insert Link** dialog box, then fill out the **Account Name** and **Clickbank Nickname** boxes]

The **Account Name** field is just the **internal name** for my Clickbank account [a reference to help you remember – in case you have more than one], so I'm just going to type in **Anthony's Clickbank Account**.

The next field is my **Clickbank Nickname**, which is the **name I selected when I registered** as an Affiliate with **Clickbank**.



And now all I have to do is click the **Add Account** button, and you'll notice that **Anthony's Clickbank Account** now appears as an option in the dropdown box.

[Next time you use **Insert Link**, your **Clickbank** Account details will be available by selecting them from the **Account** drop-down – no need add the details each time]

Shortening URLs



What I really want to show you in this video is the **URL shortening** section [of the **Insert Link** dialog], which is the option we use to **shorten our Affiliate Link** and **make it trackable**. [Ticks **URL Shortening** box in Insert Link dialog]

From the **Account** dropdown box I'm going to select a **New WordpressDirect account**. Once again, this **Account Name** field is just my **internal reference** to my WordpressDirect account, so I'll just call it **Anthony's WPD**.

Then I can enter my **Username** and **Password** [for **WordpressDirect**] and click the **Add Account** button.

I can now click the **Retrieve Blogs** button to **obtain a list of all my WordpressDirect blogs**. From this list I'm going to **select** the **Anniversary Ideas** blog (When you're doing this step, just select your own **blog** from the list) .

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Now the next field is called the **Slug** and this allows me to specify the text I want for my shortened link. For this example I'll just use the text **Proposal** [this text becomes part of the overall link]

I can now click the Shorten URL button.

Market Samurai now logs into my WordpressDirect account and uses the Pretty Link plugin to create a shortened, trackable link - and here is my new link.

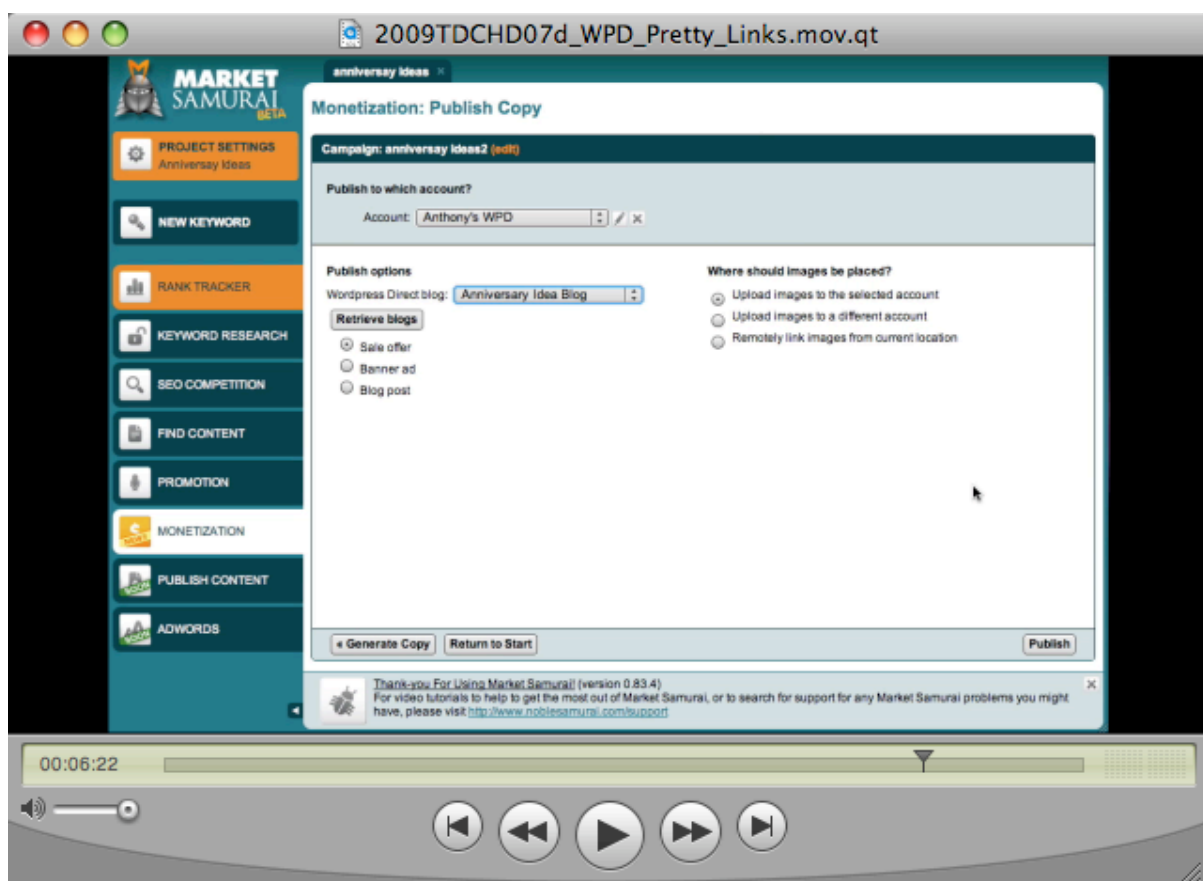
<http://www.anniversaryideablog.com/proposal>

[Notice how the **Slug** text has been used]

To associate this link with my button, all I have to do is click the **Insert Link** button and now I can publish my ad to my blog.

Publishing an Ad

[Starts at 00:05:49]



To get started all I have to do is [clicks **Publish** button at the **bottom-right** of the Ad Creation Module – Screen displays Publish Settings].

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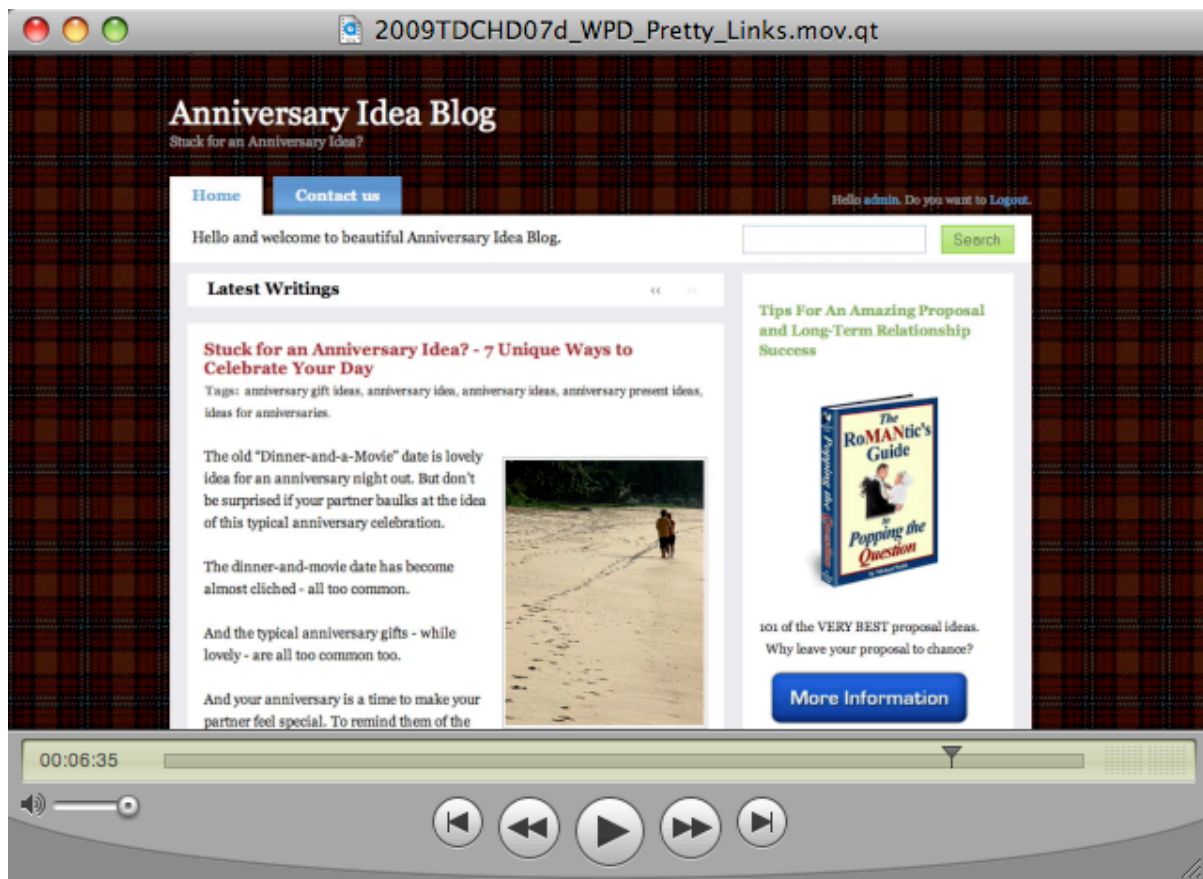
[Anthony's WPD – the **WordpressDirect Account Reference** we set up previously – is already selected in the **Account** drop-down at the top]

Now from [the **WordpressDirect Blog**] dropdown box I just have to select which blog I want to publish to [selects **Anniversary Idea Blog** from dropdown].

I want this to be a Sidebar Ad, so I'll accept the default option here of **Sale Offer**, and I'll also accept the default option [under **Where should Images be placed?**] to have the images uploaded to my blog.

So the only thing left for me to do is to click the **Publish** button [clicks **Publish** button at **bottom-right** of Module].

Market Samurai tells me that my ad has been published and I can click on the link to view my site [confirmation dialog appears with **Sale Offer published Click Here to view it** – and a **link** to the Page – clicks link]



Here is my **live site** with my newly published ad.

Let's just click on my button to check that the ad actually works [clicks **More Information** button on Ad – we are taken to another site with a **Sales Page**] - and as expected, I'm taken through to the **Product Sales Page**.



Checking Click-Through Data

[Starts at 00:06:50]

To access my click-through data all I have to do is **log into the administration area of my blog** – [this is the **Admin Area** of your **Wordpress Blog** – **NOT** your **WordpressDirect** Account]

For example, in this case I just go up to my website address and add **/wp-admin** [types in address bar of Web Browser]

<http://www.anniversaryideablog.com/wp-admin>

[To get to your **Wordpress Admin page**, either type in **your Blog address** into a Browser Address box and add **/wp-admin** to it, or **use the link inside your WordpressDirect** account]

I can then log into the administration account and here, at the top of the screen I can see a link for my **Pretty Link** data.

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Dashboard

Anniversary Idea Blog [Visit Site](#)

Write Manage Design Comments cformsll **Pretty Link**

Pretty Link Add New Link Groups Hits Options

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★ [Add a Pretty Link](#) | [Options](#)

Name	Hits / Uniq	Group	Created	Links
proposal	1/1		2009-08-06 18:12:41	http://www.anniversaryideablog.com/proposal <small>Target URL: http://ilgimark.PEDPOSALS.pop.clickbank.net</small>

Thank you for creating with WordPress | [Documentation](#) | [Feedback](#) | [Get Version 2.8.3](#)

00:07:22

I can see the link that I just created and I can also see that I've had one hit, with one unique user - which would have been the test click-through that I just did.

So there we have it - we now have a **trackable link** that we can use to **measure the effectiveness of our Affiliate Marketing**.



Summary:

Activating the Pretty Link Plugin

- **Log in** to **WordPressDirect**
 - o Go to <http://30dc.wpdirect.com>
 - o Click **Log In** (top-right)
- Click on the **Manage Plugins** (under **Options**) for your Blog
- **Scroll down** to the **Pretty Link** plugin
- Click **Activate**
- **Log Out**

Using the Pretty Link Plugin

- Creating a Link (works for **buttons** and for a **normal Link** via the Toolbar)
 - o **Create your Ad**
 - o Drag a **Button** into your Ad
 - o **Add/Select Affiliate Site Account Details**
 - e.g. **Clickbank**
 - **Account Name** is for your reference
 - **Clickbank nickname** is your **registered** Clickbank **user name**
- Shortening Urls (in **Insert Link** Dialog)
 - o Tick **URL Shortening**
 - o Select **Account Details** from dropdown
 - o **Retrieve** Site Details - Click button
 - o **Select Site**/Blog Name from dropdown
 - o Enter **Slug** (text for the end of the link)
 - o Click **Shorten URL** button
 - o Click **Insert Link** button

Publishing an Ad

- Click the **Publish** button
- Select **Account** details from dropdown
- Choose **Publish** settings
- Click **Publish** button

Checking Click-Through Data

- **Log in** to the **Administration area** of your **blog**
 - The **Admin Area** of your **Wordpress Blog** – **NOT** your **WordPressDirect** Account
 - e.g. <http://www.anniversaryideablog.com/wp-admin>
 - Or use the link inside your WordPressDirect account
- Click the **Pretty Link** Tab

Links:

Market Samurai - <http://www.marketsamurai.com/thirtydc>

Market Samurai Support - <http://www.noblesamurai.com/support/>

Wordpress Direct - <http://30dc.wpdirect.com/>

Wordpress Direct Support - <http://www.wpdirect.com/support>