

Highlights

- [Direct Links](#)- Get commissions on all inks to Killer Guides, even without tracking codes (see page 6 - Direct links).
- [Best Converting Products](#) - Our class guides and new games (see page 11 - FAQs)
- [Reviews/Previews](#) - Get help with preparing reviews or previews. (see page 11 - FAQs)

Affiliate Guideline

This affiliate guideline addresses killerguides.com affiliates and provides a general guideline for getting started.

For specific questions which are not covered in this guide, please feel free to contact

mediateam@killerguides.com anytime. Included in this guide are:

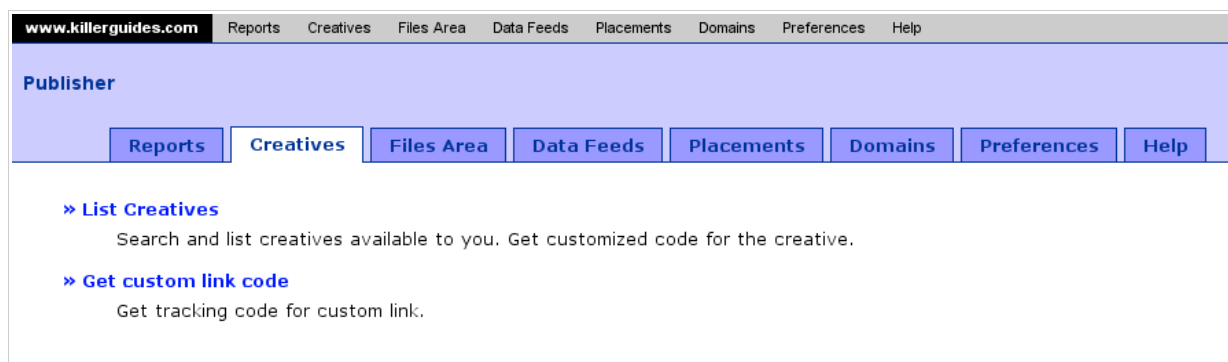
- [Registration and Logging In](#) page 1
- [Earning Strategies](#), page 2
- [Setting up Affiliate Banners](#), page 4
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1 Registration and Logging In

- 1 You can register for an affiliate account at <https://roia.biz/ts/join/a/g95bg2v0>
 - 1.1 Specify the payment method you prefer. Please check beforehand whether your country of origin allows PayPal before choosing that as your payment choice.
 - 1.2 You will receive a confirmation email to activate your account.
 - 1.3 All available affiliate banners and links will already be in your account on registration and at your disposal.
- 2 After activating your account, you can log in from <https://roia.biz/ts/publisher/g95bg2v0?lang=en>
- 3 Use the username and password you registered for to log in.
- 4 The first page displayed after logging in is the 'Publisher' page. In other words, your account homepage.
 - 4.1 The Publisher page provides your account and performance summary as well as a graphical representation of your account's statistics.
 - 4.2 The page also includes links in the content area for linking to different pages of the affiliate system.

The description of each page is provided under each link. Note that you could also navigate through the system using the menu on the very top of the window. The links in the content area of the Publisher page and the ones in the menu are the same.

4.3 If you have navigated to a different part of the system and would like to come back to the Publisher page, click on the 'Publisher' link that will appear at the top left corner of the page when you navigate away from the Publisher page (see figure 1).



- Figure 1 -

2 Earning Strategies

Finished sign-up? Don't have a website or a newsletter? Use these hints to earn commissions fast:

Strategy 1: Write a review

Write a review on one of our guides (or even better - a game category) and include an affiliate link to the product.

- Send the review to article sites like <http://www.ezinearticles.com>, <http://www.goarticles.com> and <http://www.searchwarp.com>. They attract millions of readers and rank well in search engines. No additional marketing or promotion required.
- Mail your review to news and community sites for the game. The smaller the site, the bigger the chance it will be accepted. A great source to find small community sites is the Open Directory at <http://www.dmoz.org>. Just search for the game of your choice and contact smaller community sites listed in its category.
- Post your review on forums and guild message boards. Again, the smaller the board, the higher the chance that your review will be accepted. The Open Directory at <http://www.dmoz.org> should be your first stop to find them.
- Got a few reviews together already? Start a "lense" on Squidoo at <http://www.squidoo.com> or create your own content site with <http://www.wordpress.com>. This requires more content and work than single reviews, but also pays off better.

- Do you speak Spanish, French, German or Japanese? Write a review in your own language and you will reach readers with little competition from other affiliates.
- Investment required: \$0. Time requirement: 6-10 hours.

Strategy 2: Create a Blog

It's way easier than it sounds. Write down your thoughts on a guide, describe your personal game experience , post news on a specific game - it's completely up to you which focus you choose. As long as you provide useful content and include an affiliate link you can't do anything wrong.

- You can get started within 5 minutes: Create a blog on <http://www.blogger.com/start> - it's owned by Google and tends to rank well with them. After a few blog posts and using the hints below you will get your first repeat visitors.
- Got a particularly interesting blog post? Submit it as article (of course including an affiliate link and a link to your own blog) to the article sites mentioned earlier (<http://www.ezinearticles.com>, <http://www.goarticles.com> and <http://www.searchwarp.com>). Chances are, your article shows up on Google within 2 days.
- Submit your blog to free directories. A massive list of them can be found at the Directory Critic: <http://www.directorycritic.com/free-directory-list.html>. This is an excellent strategy to improve the ranking of your blog on Google.
- Sign up with <http://www.pingomatic.com> and <http://www.technorati.com> to gain great exposure for your blog fast.
- Investment required: \$0. Time requirement: 4 hours.

Strategy 3: Post Ads

Why not write your own ads for the guide? We advertise our products and so can you (and get 40% of the revenue... which is more than we get!)

- There are tons of sites where you can post free classifieds: Again a Google search (free classifieds) and the Open Directory (http://dmoz.org/Shopping/Classifieds/Free_Classifieds/) are great resources.
- You can head over to [UsFreeAds](http://www.usfreeads.com) to start posting ads right away.
- Know of a website that offers banner advertising? You can get real bargains there by buying banner space cheap and using our ready-made banners with your own affiliate link. Forums like <http://www.somethingawful.com> offer great advertising deals to their members.
- Investment required: \$0. Time requirement: 2-5 hours.

Strategy 4: Help Others

The best way to place your affiliate link is getting people to ask for your help.

- Contribute to forums, post comments on blogs (you can find blogs on a specific game at <http://blogsearch.google.com>). Include a link to a review you wrote or a blog you maintain.
- Answer questions on <http://answers.yahoo.com>. You'd be surprised how many easy to answer questions get posted for games you probably know a ton about. It's another good place to drop your link.
- In-game websites and profiles. Some games allow you to create descriptions for your own character or display in-game websites. Be helpful, have people seek you out and use that exposure to promote your affiliate link.
- Investment required: \$0. Time requirement: 3 -8 hours

Strategy 5: Use your exposures

Do you have a MySpace page? Are you posting reviews on shopping and customer sites? Do you run a guild website? Are you active in forums or on mailing lists? Without knowing, you might have build up a great future revenue source

- A combination of strategies (e.g. a review blog you can link to) tends to work exceptionally well.
- Use your exposure to promote your affiliate link. Do it in ethical ways. Don't lie, but recommend what you think is going to help people.
- Do you run a guild website? One affiliate banner can easily pay for your hosting, DSL and monthly fees for guild mule accounts.
- Placements can be made in the form of signatures, reviews, rants, comparisons and strategy advice.
- Investment required: \$0. Time requirement: 5 minutes: You just sign up and use the exposure you get anyway

Looking for more hints and advice? We will gladly help you out. Just send an e-mail to mediateam@killerguides.com and we will get back to you - usually within 24 hours.

3 Setting up Affiliate Banners and Links

1 Affiliate banner and Links:

- 1.1 To search for the banner or affiliate link of the product you want to advertise, click on the creatives link in the content area in the Publisher page, or go to the top menu and click on the 'Creatives' menu.
- 1.2 You will be directed to the Creatives page (refer to figure 1). The active page you are on is depicted by a white tab as opposed to a purple tab.
- 1.3 Click on the 'List Creatives' link. A list of all available affiliate banners and links should show.
- 1.4 The table will show 7 main columns, Name, Creative Type, Image, Tracking Code, Dimension,

Updated

- (a) Name: This is the name of the creative, used for identifying just within the affiliate system. It will not be displayed anywhere else.
 - (b) Creative Type: This distinguishes whether the creative is an affiliate banner or an affiliate link.
 - (c) Image: This is the actual banner image that will show when implementing the banner code. Note that there will be no image shown for affiliate links.
 - (d) Tracking code: This is the code that you will use to place in your site's html code to display the banner or link. The tracking code will track the creative's click and conversion data which is then updated in your affiliate account.
 - (e) Dimensions: This column defines the banner type and size. For affiliate links, this column will show as 'Text only'.
 - (f) Updated: This is the date the creative was updated.
- 1.5 Look for the creative you're interested in. Note that the creatives are listed in more than one page.
- 1.5.1 After you have found it, copy the the code in the Tracking Code field. This is the tracking code that you can use to paste into the html code and will keep track of the statistics that will be updated in your affiliate account.
- 1.6 If you scroll down to the bottom of the page, there is a search box. Use it to narrow down your search.
- 1.6.1 To display only affiliate link codes, in the search box: 'Creative Type' field, select 'Regular Link' and click on the Search button.
 - 1.6.2 To display only affiliate banner codes, in the search box: 'Creative Type' field, select 'Static Image' and click on the Search button.
- 1.7 Once you've found the creative you want to promote, copy the tracking code for the creative from the 'Tracking code' column and paste it into the html code of your page.
- 2 Custom link code
- 2.1 You can also customize the affiliate tracking link code if you want to. Click on the 'Get custom link code' tab.
 - 2.2 The custom link code page will display.
 - 2.3 Fill in the 'Landing Page' field with the specific killerguides.com page.
e.g. <http://www.killerguides.com/guides/ffxi/guide/final-fantasy-xi>
 - 2.4 Select regular for the 'Linking mode' and other optional settings as needed.
 - 2.5 Then click on the 'next' button.
 - 2.6 The custom tracking link will show.

4 Direct Links

This is a viable option for affiliates wishing to use only direct links. By registering a specific domain in your affiliate account, all incoming traffic to killerguides.com from that domain would be updated into your affiliate account. You can also register for more than one domain. The use of domain registration has proven beneficial in many cases. The more obvious benefits are:

- Use of direct links: affiliate links no longer need to appear as affiliate links to your site visitors.
- Hassel free: a one time registration for placing numerous links and banners. You could avoid having to retrieve each individual banner code/tracking link and then having to come back and check if they are properly set-up.
- Conversion count guarantee: by registering a domain, any conversion from any link in that domain will be counted and reflected in your affiliate account.

1 To register a domain:

- 1.1 Click on the 'Domains' link in the Publisher page and then on the 'Register New Domain' link in the following page or go to the top menu and hover the cursor over the 'Domains' menu. A sub-menu will appear. Select 'Register New Domain' from the sub-menu.



- Figure 2 -

- 1.2 An 'Enter domain information' window will appear.
- 1.3 Fill in the domain you would like to register to get referral credits for in the 'Domain name' field.
- 1.4 Then select how you would like to get confirmation, via email confirmation or by temporarily inserting a system generated comment on the homepage.
- 1.5 Then click on the 'next' button to complete the registration.

2 Check performance:

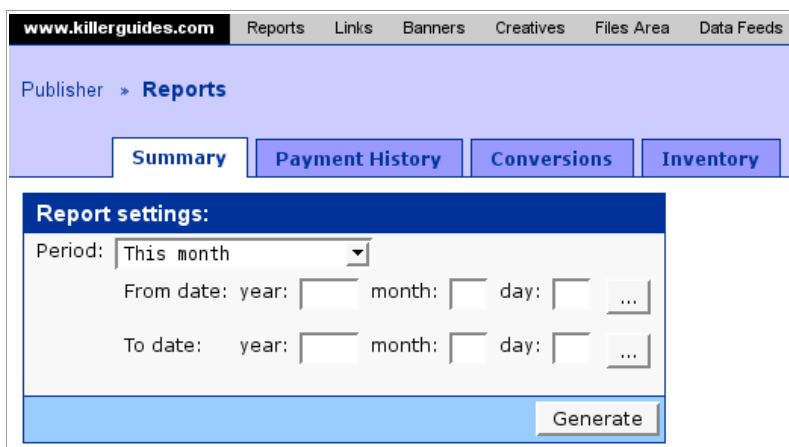
- 2.1 Click statistics from either direct links with domain registration or from the traditional banner codes and tracking links are shown in combination under 'Reports'.

5 Performance Report

A general overview of your affiliate account performance is displayed on the right hand side of the Publisher

page when you log in. More detailed reports are also available in the report area under report 'summary', 'payment history', 'conversions' and 'inventory'.

- 1 Report summary: This report provides a summary of your account's performance including drill-down reports.
 - 1.1 On the Publisher page, either click on the 'Reports' link in the content area and then click on the 'Summary' link in the next page or go to the 'Reports' menu. A drop down menu will appear. Then click on 'Summary'.
 - 1.2 A 'Report setting' window will appear. Note that from here you can also navigate to all other reports using the tabs on the top of the form.



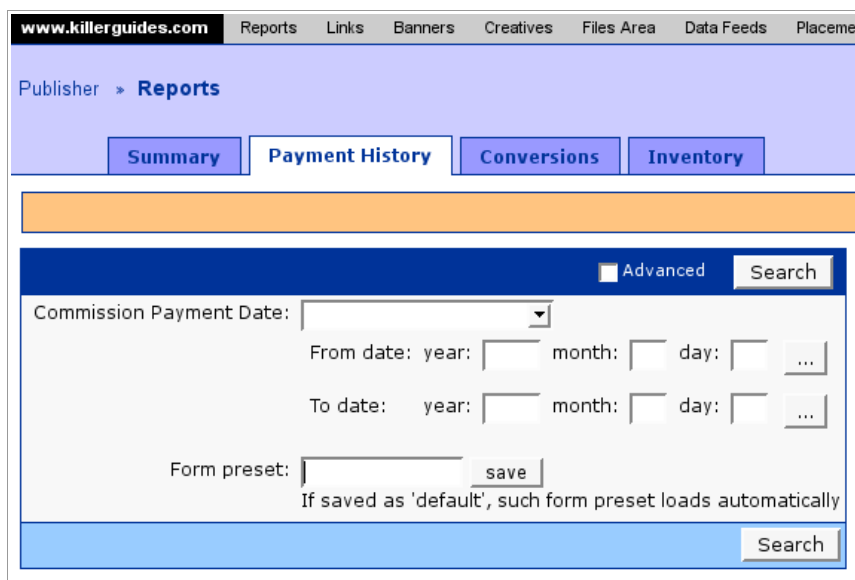
- Figure 3 -

- 1.3 Specify the period for which you wish the report to generate statistics for. Then click on the 'generate' button.
 - 1.4 A summary report for the selected period will show with 4 tables (Commission, Impressions, Clicks and Conversions).
 - 1.5 You can change the period by clicking on the 'Period' field in this page and select a new period. Then click on the 'regenerate' button.
 - 1.6 At the bottom of the Summary report page are options to further drill down into the reports by conversions, banners, channels, days, placements, links and sub-IDs. Note that these are the same reports with those under 'Inventory'.
 - 1.7 Click into the drill down reports for more information (conversions, banners, channels, days, placements, links and sub-IDs)
 - 1.8 There will be many options for setting the data you would like to see for each of the reports. If you encounter any problems here, please contact either distribution@killerguides.com or mediarelations@killerguides.com.
- 2 Payment history: This report list out your account's payment history.
 - 2.1 On the Publisher page, either click on the 'Reports' link in the content area and then click on the

'Payment History' link in the next page or go to the 'Reports' menu. A drop down menu will appear. Then click on 'Payment History'.

2.2 The 'Payment History' window will appear. Note that from here you can also navigate to all other reports using the tabs on the top of the form.

2.3 To filter payment record for a certain period, fill in your search criteria in the search box and click on the 'search' button.



- Figure 4 -

2.4 The search result will be listed.

3 Conversions: This report lists out your account's conversion history.

3.1 On the Publisher page, either click on the 'Reports' link in the content area and then click on the 'Conversions' link in the next page or go to the 'Reports' menu. A drop down menu will appear. Then click on 'Conversions'.

3.2 The 'Conversions' window will appear. Note that from here you can also navigate to all other reports using the tabs on the top of the form.

3.3 Fill in the search criteria to list out your account's conversion date. Search either by date to get a list of conversions during that period or specify the ID number if you are looking for a specific conversion record you already know of. Then click on the 'search' button.

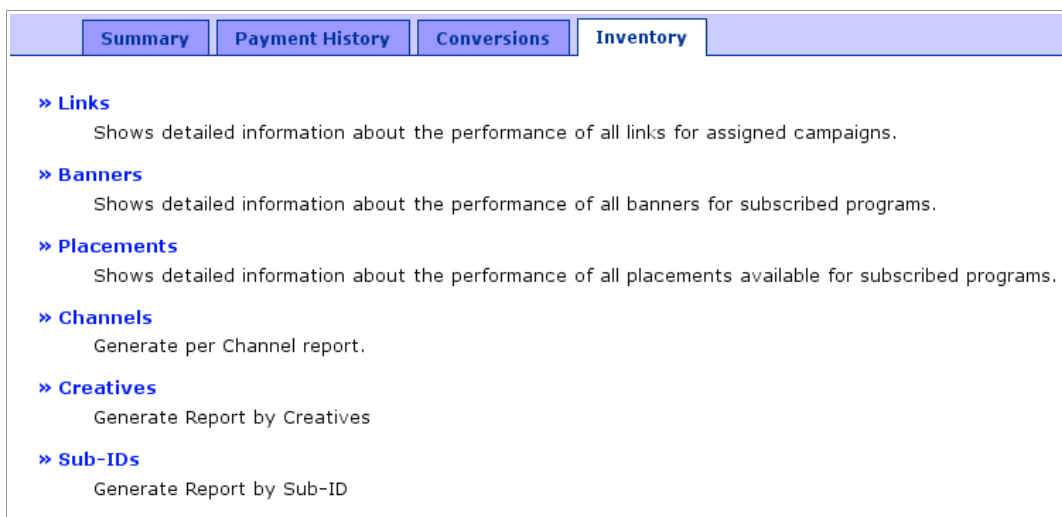
4 Inventory: This report is similar to the report breakdown from the 'Summary' report.

4.1 On the Publisher page, either click on the 'Reports' link in the content area and then click on the 'Inventory' link in the next page or go to the 'Reports' menu. A drop down menu will appear. Then click on 'Inventories'. Alternatively, if you want to go directly to the inventories subpages, a second sub-menu will appear when you point your mouse at 'Inventories' under the 'Reports' menu.

4.2 The 'Conversions' window will appear. Note that from here you can also navigate to all other reports

using the tabs on the top of the form.

4.3 The details for each of the Inventory reports are displayed in the Inventory page (refer to figure 5).



- Figure 5 -

4.4 Clicking into each of the sub-inventory (links, banners, etc) will display a 'Report Setting' box to fill in the report criteria for generating the report.

4.5 Fill in your criteria (e.g. Period, etc) and click on the 'Generate' button.

4.6 The report will be generated according to your criteria and the results shown. If you encounter any difficulties with setting the report options, please contact distribution@killerguides.com or mediarelations@killerguides.com.

6 Profile and Password

- 1 To update your profile:
 - 1.1 Go to 'preference' on the top menu and then in the sub-menu, select 'Edit profile' by clicking on it.
 - 1.2 After editing your account information in the 'Edit your information' window, click on the 'save' button
- 2 To change your password:
 - 2.1 Go to 'preference' on the top menu and then in the sub-menu, select 'Change login/password' by clicking on it.
 - 2.2 After editing your username and password in the 'Change your login/password' window, click on the 'update' button.

7 Payment Details

- 1 Payment report:
 - 1.1 To look up payment status and other information, refer to the 'Account Summary' table which is displayed in the 'Publisher' page or go to the 'Payment History' report.
- 2 Payment Method and Schedule

2.1 Payment Method: When registering for an affiliate account, the payment method selected during your registration will be employed. There are two choices you could select from, which are to receive commission payments by Check or PayPal.

2.2 Schedule: For every calendar month, commission payments are sent out every end of the following month. Please note that payment processing might take a few days.

8 FAQs

- 1 The payment status shows as 'paid' but I haven't received any commission.

Payment status 'paid' means the payment amount has been finalized. Actual Checks and PayPal transactions go out four weeks after the end of the period.

- 2 Can I change how I would like to receive payment?

Yes you can. You could do that by going to 'preference' in your account and click into 'edit profile'. There you can select between PayPal and Check and then click on the 'save' button.

- 3 Why is there a \$1 commission when the guides are priced at \$29.99?

When customers buy in bundles, the discount offered sometimes allows customers to buy at prices that can be lower than the product price when bought individually. However, the minimum commission value must always be \$1, thus there is a \$1 commission shown.

- 4 Why is there a commission of more than \$1 but less than the least possible commission for the purchase of one guide being shown?

We sometimes offer an after purchase discount for the next purchase, thus for customers who bought a guide using the discount coupons, an irregular commission amount would be incurred.

- 5 What if I cannot find a specific banner size or format that I need in the system?

If there is a specific banner size or format you need that is not available in the affiliate system, please send in your request to distribution@killerguides.com or mediarelations@killerguides.com and we will prepare it for you.

- 6 How come the affiliate links do not show the same ID as my publisher ID?

The publisher ID and the ID displayed in the links are not the same by default. Nevertheless, traffic from any tracking link you copy from your affiliate account to place in websites will be tracked back to your account.

- 7 Where can I get free review copies of the guides I would like to promote?

For free review copies, please specify which guides you would be working on and send in your

request to distribution@killerguides.com or mediarelations@killerguides.com.

- 8 Is it possible to get a summary of the guides for preparing reviews?

You could send an email to distribution@killerguides.com or mediarelations@killerguides.com with your specific request. In the past Killer Guides representatives have actively worked with affiliates in preparing previews/reviews on different concerns.

- 9 Do you provide an overview of each guide's previous performance in terms the affiliate program?

Each guide's previous performance would be considered other affiliates private information and are thus not publicly available. However, we can provide you with performance information on a broader scale. Our best performing guides so far would be the class guides, which tends to convert better. Those include, WoW, AoC and other game specific guides we offer. New games also starts of with high conversion rates. Patterns have shown that ad or links placed above the fold tends to convert better as well. So far, links placed in menus and in parts of reviews have performed better than miscellaneous placements.