



Checklist 6 - Reviewing CPA Offers On Your Blog

Project Name: _____

Date: _____

Yes No

CPA (Cost per action) marketing is an affiliate marketing model, in which the affiliate is paid a commission when a specific action such as a purchase or watching a video is taken. Marketers and organizations look for affiliates/bloggers with an established following to market their products and services. Here are things to consider when reviewing CPA offers in your blog:

Step 1 – Researching The Best Offers

- 1 Use tools such as Google Analytics, Alexa, Quantcast to determine the best offers.

- 2 For higher conversion rates, you have to decide the service or product you are advertising.

- 3 Carefully analyze the CPA offer documents.

- 4 Be keen on the rules and regulations of the offer.

Notes



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- 5 Select CPA networks that are reputable.
- 6 Analyze the terms of payment carefully.
- 7 Analyze the creatives to optimize clicks and conversions.
- 8 Consider the different business seasons when reviewing an offer.
- 9 Test the prelanders and landing pages.

Step 2 – Connecting With Your Network

- 10 Select the 'Join the Network' CPA button on the offer page.
- 11 Fill in the affiliate form provided to legitimize your identity in the network.

Notes



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Step 3 – Integrating The CPA Offer On The Website

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Incorporate native advertising in your website.

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Maintain simple advertising and avoid messy banner adverts.

Step 4 – Increasing Traffic And Conversion Rate

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Use tools such as social media and SEO to drive traffic to your website.

Notes