

MAKEWEBBETTER

AFFILIATE PROGRAM GUIDE



BY

MAKEWEBBETTER

www.makewebbetter.com

WELCOME TO MAKEWEBBETTER

Dear Partner,

At MakeWebBetter, we always focus on growth and strive for improvement through constant learning. And our idea of success is inclusive – We want to achieve success by making others successful.

We would like to humbly invite you to the [MakeWebBetter Affiliate Program](#) - a way for you to grow, work together and achieve success with us. Your commitment to promoting our products will ultimately dictate your rate of success in our program but rest assured, we are here to help you every step of the way.

And as the first step towards an excellent partnership, we have created this guide to help you learn every detail of the MakeWebBetter affiliate program and introduce you to all possible ways of promoting our products. Ultimately, making it easier for you to join and excel at our affiliate program. If you still have any questions left after reading this guide, please [get in touch](#) with us. Our eventual job is to help you throughout your affiliate journey.

Kind regards,

Anees Ahmad


MakeWebBetter Affiliate Manager

aneesahmad@makewebbetter.com

ABOUT MAKEWEBBETTER

MakeWebBetter came to life in 2016 with the skillful hands of Himanshu Rauthan and Abhishek Jaiswal. From the very beginning, we have maintained a standard of excellence and worked hard to provide the best in class eCommerce products and services.

We Say It Because We've Proved It

4th time Deloitte Fast 50 Winner with 29th Rank in 2019	HubSpot Certified Premier Integration Partner	 The logo is a teal square with a white hexagonal border. Inside the hexagon, the HubSpot logo is at the top, followed by a red banner with the word 'Platinum' in white. Below the banner, it says 'SOLUTIONS PARTNER PROGRAM'. Below the hexagon, the text 'HubSpot Platinum Solutions Partner' is written in white.	ISO 9001:2008 certified organization	NASSCOM Accreditation Holder
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In 2017, we became the premier integration partner of HubSpot. Our HubSpot WooCommerce integration became one of the top integration products and it has over 10,000 active installations.

Eventually, we started offering HubSpot Solutions and have helped more than 2000 businesses to this date. Our continued efforts resulted in us becoming a **HubSpot Platinum Solutions Partner**, in 2021.

We have over **50+ WordPress/WooCommerce extensions**, offer several **custom eCommerce solutions** as per client requirements, have maintained an impressive **WordPress.org profile**, and contribute 40 hours per week to the open-source community.

MakeWebBetter is **an Elite and Featured Author at CodeCanyon**, having sold more than 125,000\$ there and even have several products ranking among the weekly top sellers.

We have been able to achieve all this because we always focus on the growth of our community along with personal development.

Our heartiest thanks to everyone who has contributed to our spectacular journey. We will continue to grow and prosper, live up to our business values and keep helping the global eCommerce community.

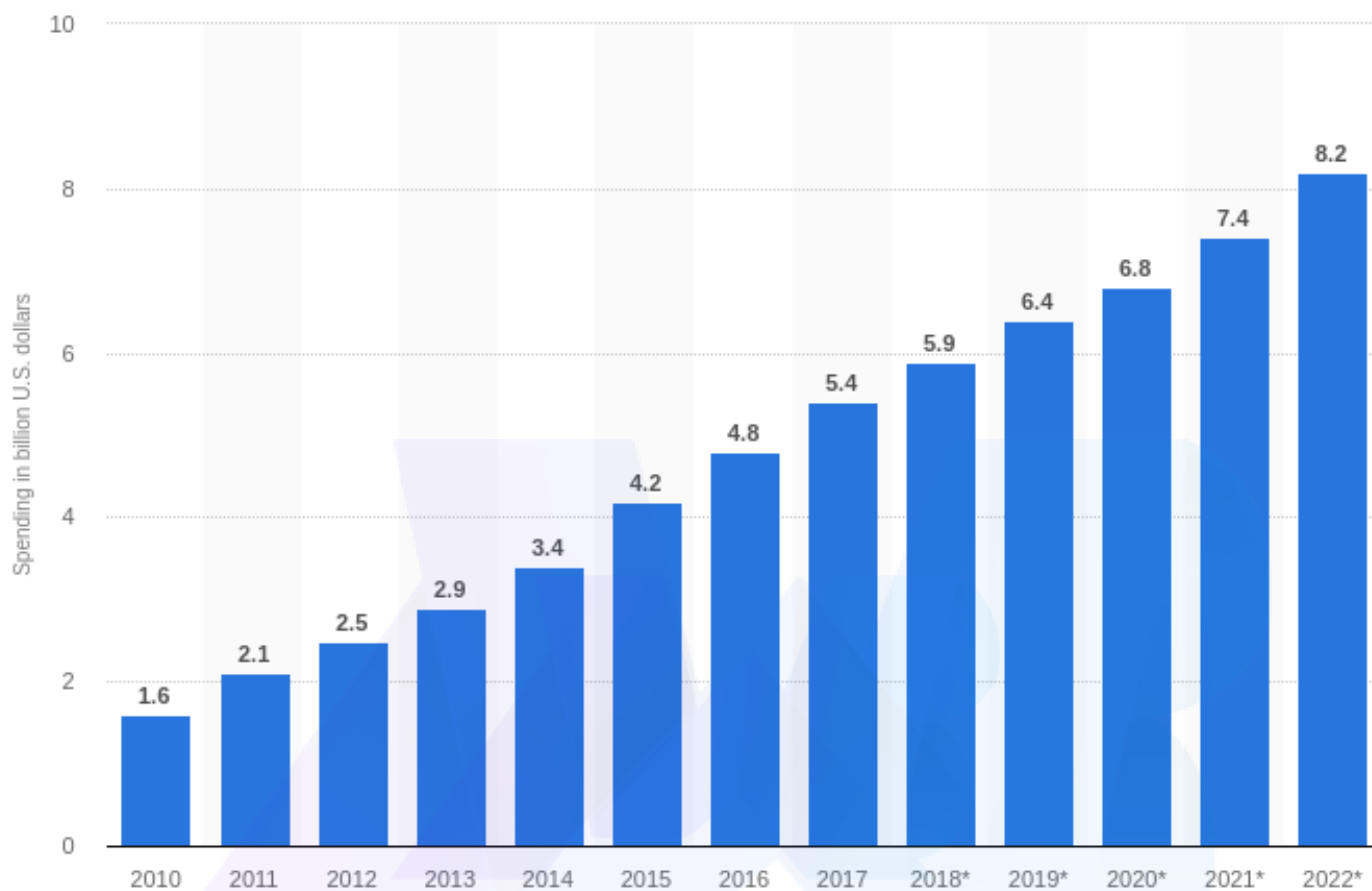
WHAT IS AFFILIATE MARKETING?

If you are exploring this guide, I trust that you have a pretty fine idea of what affiliate marketing is but here is the proper definition for those readers who are still doubtful.

Affiliate marketing is the process of earning money by promoting a company's products or services. You can select a company or companies to partner with, market their products on different mediums, and earn commission on every purchase made through your link.

Affiliate marketing is a popular and profitable business.

In fact, the U.S. affiliate marketing spend is due to reach **8.2 billion** U.S. dollars by 2022, up from 5.4 billion recorded in 2017.



Now, that's what we call a "Booming Business". Affiliate marketing has changed the lives of so many people as it is one of the best ways to ensure a passive income.

And about **48.36%** of affiliate marketers are earning \$20k per year. While only 3% are earning over \$150k per year. Affiliate marketing is work that keeps on paying.

Affiliate Marketing can be done in two ways:

Affiliate Network: An affiliate network functions as an intermediary between affiliates and affiliate program owners. It's a platform where promoters can select a suitable merchant and join their affiliate program.

In-house Program: An in-house affiliate program is created and managed by the merchant itself and there is no third-party involvement. It acts as a platform for affiliates and the program owner only.

MAKEWEBBETTER AFFILIATE MARKETING PROGRAM

MakeWebBetter has **an in-house affiliate program** that is controlled and managed by the company itself without the aid of any third-party network. There is no intermediate commission. You make the sale, you get the cut.

Our affiliate program is based on the Pay-Per-Sale model. So, all you have to worry about is promoting our products and getting sales. We have a **range of plugins for WordPress** and WooCommerce and marketing automation integrations. and that makes us a niche business but the potential for sales is huge in this field.

MakeWebBetter Affiliate Program

Join our affiliate program and spread the word for **MakeWebBetter** and share prosperity with us. Promote your favorite products and services and earn up to **50% commission** on your affiliate sales.

[Start Earning](#)

Already an affiliate? [Log In](#)



WordPress is by far the most popular CMS with 60.4% of the market share. This is 39.9% of all websites in the world. And on WordPress, exists the most popular open-source eCommerce platform - WooCommerce. It powers **27.88%** of all eCommerce websites.

Bottom line: You have got a colossal customer base.

It's our responsibility to provide you with affiliate links, customized banners, and coupon codes, and any other help you require in your affiliate journey.

You only have to take care of the marketing part and so you are free to promote any of our plugins on your preferred channels and earn up to 50% commission on sales.

AFFILIATE COMMISSION STRUCTURE

Here is a detail of the commission structure of the MakeWebBetter affiliate program.

Total Affiliate Earnings	Commissions	Rank/Tier/Level
Below \$1k	25%	1
\$1001-2k	35%	2
\$2001-3k	40%	3
\$3k and above	50%	4

Your commission percentage and rank will increase with the increase in your total affiliate earnings. 50\$ is the lowest payout value but there is no upper limit. The more you sell, the higher the payout.

The applicable payment method is PayPal and you'd need to set up your PayPal email address to receive payments.

The payment(of the last month) will be accumulated with MakeWebBetter and will be transferred to the affiliate's account in the mid of the subsequent month when the amount is greater or equal to \$50.

The affiliate can also request payment by emailing us at affiliates@makewebbetter.com. All govt. taxes will be applicable as per the legal framework for redeeming the commission.

So, if you want to join our program then **sign up**, use our affiliate links and banners along with your content and earn some good bucks.

BENEFITS OF JOINING OUR AFFILIATE PROGRAM.

1. MakeWebBetter is a well-trusted and top-rated agency over various review platforms like TrustPilot, G2Crowd, GoodFirms, Capterra, and many more.
2. We support our affiliates by providing professionally designed banners, coupon codes, content ideas, custom affiliate links, and any required assistance throughout their affiliate journey.
3. Our affiliate program's commission structure is best-in-class and is designed to empower our affiliates. That's why the highest commission rate offered by us is 50%.
4. We believe our affiliates play an important role in boosting our growth. Thus, fast compensation is just a small gesture of returning the favor.
5. Lastly, Our Payout model is fast, secure and at par with industry standards.

GETTING STARTED WITH THE MAKEWEBBETTER AFFILIATE PROGRAM

The signup process is effortless. Just follow these step to join our affiliate program:

- Visit our affiliate program page, and click “**Start Earning**” to go to the signup page.
- Fill in the affiliate registration fields with valid data.
- Accept “Terms & Conditions” and click on Register.


*Make sure to provide the links of the promotion mediums you are going to use. The account approval process might take some time because we will verify the data you have entered and then choose to accept or reject your affiliate registration.

You can successfully log in and access the dashboard after your account gets approved by us.

Affiliate Registration

<input type="text" value="*Username"/>	<input type="text" value="*Email"/>
<input type="text" value="*First Name"/>	<input type="text" value="*Last Name"/>
<input type="password" value="....."/>	<input type="text" value="*Confirm Password"/>
<div style="text-align: center;"><div style="width: 100px; height: 10px; background: linear-gradient(to right, #00ff00 50%, #ccc 50%); margin: 0 auto;"></div><p>Strong</p></div>	
<input type="text" value="Company Name"/>	<input type="text" value="Website"/>
Country	
<input type="text" value="Select Your Country"/>	
*Promotion Platforms	
<input type="text" value="Blogs
Social Media Channels
YouTube
Online Communities/Email
Other"/>	
*Promotion Platform Details (e.g., website url, channel name etc.)	
<input type="text"/>	

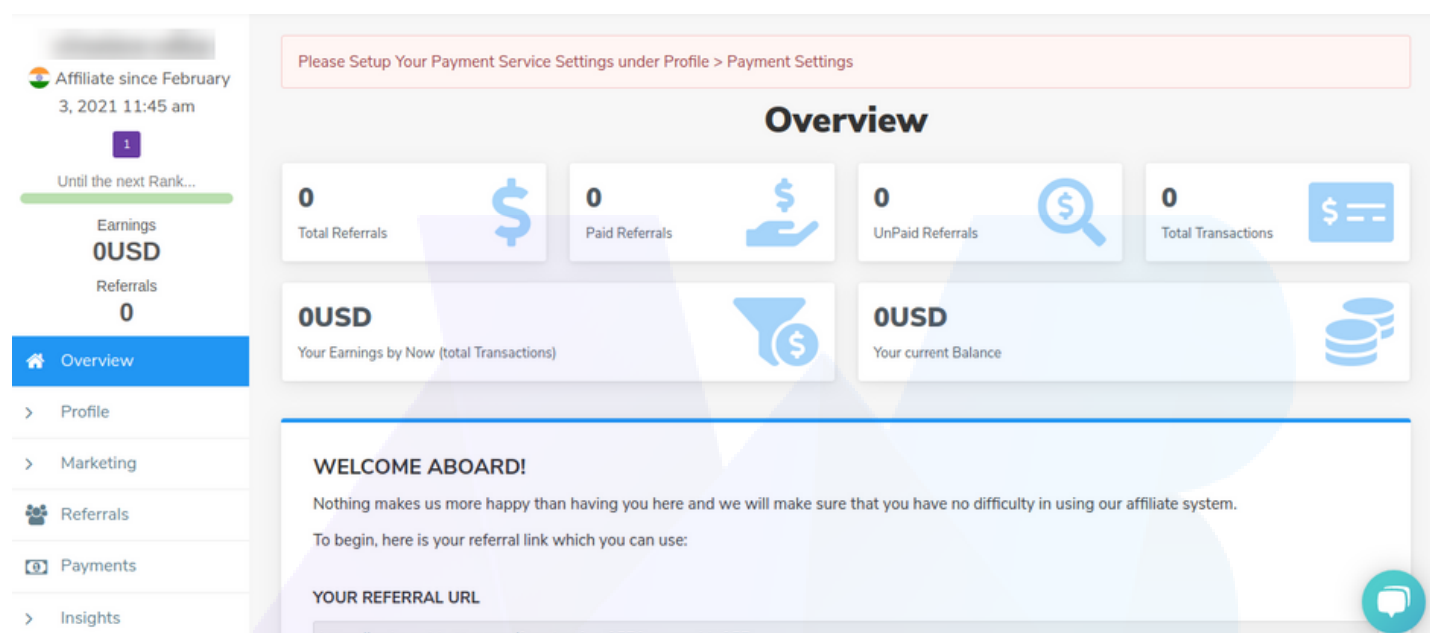
[Accept our Terms & Conditions](#)

<input type="checkbox"/> I'm not a robot	 reCAPTCHA Privacy - Terms
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Register

KNOW YOUR AFFILIATE DASHBOARD

Your affiliate dashboard will display the most vital marketing details.



Total Referrals: Total numbers of sales made through your affiliate links. It displays the total number of conversions gained from your affiliate URL.

Paid Referrals: Number of conversions for which you have received the payout.

UnPaid Referrals: Number of conversions for which haven't received the payout.

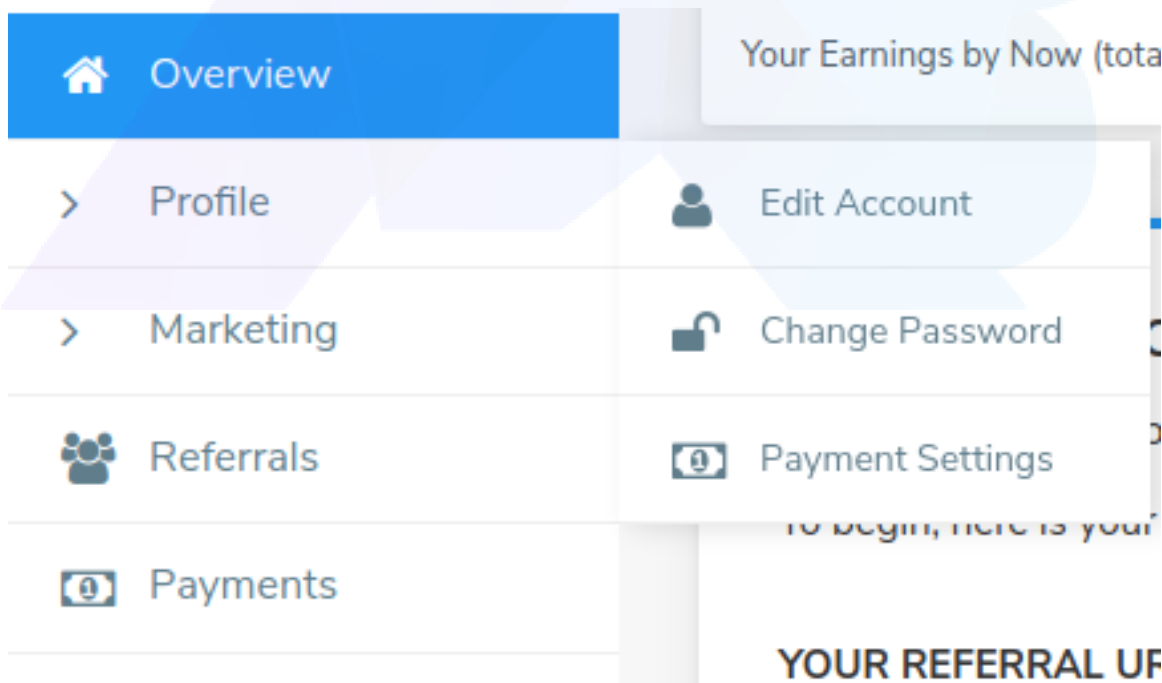
MANAGE YOUR PROFILE

Change is the universal constant. That's why we have added the options for you to edit your profile details, change passwords and payment settings.

Hover your mouse over the Profile tab and a list of these subsections will appear:

- Edit Account
- Change Password
- Payment Settings

Just click on any of the subsections to open them.



Edit account: It allows you to edit all account details. Modify the information you want to but make sure it is valid. And then click on **Save Changes**.

The image shows a screenshot of an account editing form. The form is contained within a light gray border and has a white background. At the top, there are three empty text input fields. Below these are three more text input fields, each with a label: "Company Name", "Website", and "Country". The "Country" field is a dropdown menu with "India" selected and a small "x" icon to its right. Below the "Country" field is a section titled "*Promotion Platforms" with a red asterisk. This section contains a list box with the following options: "Blogs", "Social Media Channels", "YouTube", "Online Communities/Email", and "Others". Below the list box is another section titled "*Promotion Platform Details (e.g., website url, channel name etc.)" with a red asterisk. This section contains a single text input field. At the bottom of the form is a blue rounded rectangular button with the text "Save Changes" in white.

Change Password: It enables you to change your password.

Change Password

Old Password

New Password

Repeat New Password

Save

Payment Settings: The applicable payment method is PayPal. So, in case, you ever change or delete your in-use PayPal account, you can update the new one here and keep receiving the payouts.

Payment Settings

Payment Type

PayPal▼

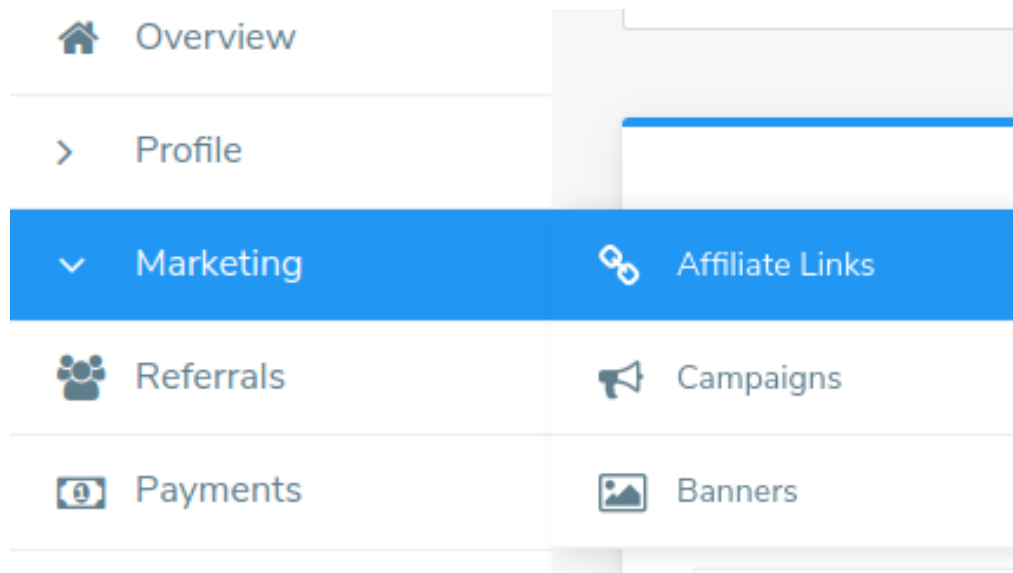
PayPal E-mail Address

Save

MARKETING TOOLS

If you partner with us, marketing our products is all you have to do. And to aid your affiliate marketing journey, that you can use for promoting our products

Hover over the Marketing tab, it will display the following subsections:



- Affiliate Links
- Campaigns
- Banners

Affiliate Links: In this subsection, your Affiliate ID is displayed along with your referral URL. Notice that your referral URL link contains your affiliate ID to track the sales that come from your end.

Affiliate Links

Your Affiliate ID is:

Your referral URL is:

<https://makewebbetter.com/>

Affiliates can also generate referral links of specific product pages, services, etc. that they feel like promoting as a part of their affiliate campaign.

Just paste any URL from our website into the referral link generator and click on **Generate Link**.

You can also generate specific URLs for specific campaigns. The conversion data will be listed according to the campaign for which you generated the specific URL.

Link Generator

If you'd prefer to append your own affiliate links with an alternate incoming URL, use the following structure. To build your link, take the following URL and append it with the Alternate Incoming URL you want to use.

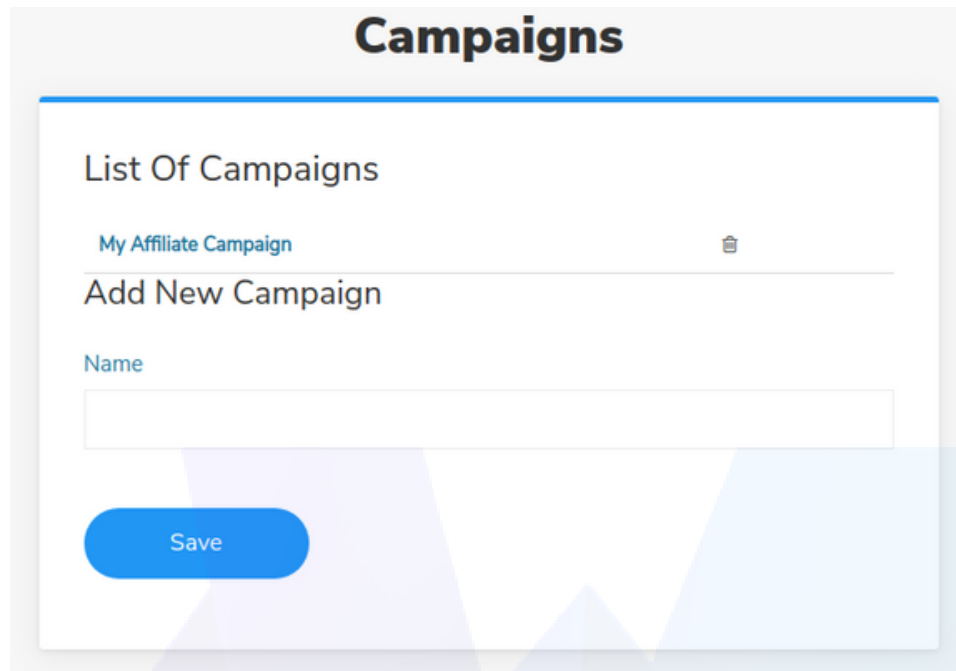
Campaign:

Specific URL:

Enter any URL from this website in the form above to generate a referral link!

[Generate Link](#)

Campaigns: You can choose to create marketing campaigns for festive seasons or for any specific cause you deem worthy.



The screenshot displays a user interface titled "Campaigns". It features a "List Of Campaigns" section with one entry, "My Affiliate Campaign", which includes a trash icon. Below this is a section titled "Add New Campaign" with a "Name" label and an empty text input field. A blue "Save" button is positioned at the bottom of the form area.

Banners: You can use our professionally designed banners on your website to promote our products. To embed our banners, copy and paste the banner source code on your website.

We have created banners of different sizes so you have the option to apply them to various spaces of your website. If you have any specific banner design in your mind, then contact us and we will let you collaborate with our designers to create the banner of your choice.

Ultimate WooCommerce Gift Cards



Description: Ultimate WooCommerce Gift Cards helps merchants to create, sell & manage gift cards. Plugin offers easy template customizations. Sending Gift Card Coupon Codes as QR Codes/BAR Codes, Reusable Gift Cards, balance notifications and offline use are the popular features.

Banner Size: 1080px x 1080px.

Target URL:
https://makewebbetter.com/product/giftware-woocommerce-gift-cards/?mwb_afm=257&wpam_id=257

Copy & Paste this Source Code Into Your Website:

```
<a href="https://makewebbetter.com/product/giftware-woocommerce-gift-cards/?mwb_afm=257&wpam_id=257" target="_blank"><img src="https://mwbilve-0obrejwqde.netdna-ssl.com/wp-content/uploads/2019/09/HubSpot-WooCommerce-
```

REFERRALS


This section showcases the list of all the sales generated through your affiliate links. The data will be segment based on conversions made during specific campaigns. Moreover, the lists will display both verified sales and pending sales.


It will help you analyze the performance of your affiliate marketing campaigns and see the status of the sales generated through your affiliate links.

PAYMENTS


(YOUR EARNINGS)

Payments

0USD 
Total Transactions Amount

0 
Total Transactions

From - mm/dd/yyyy - To - mm/dd/yyyy ...

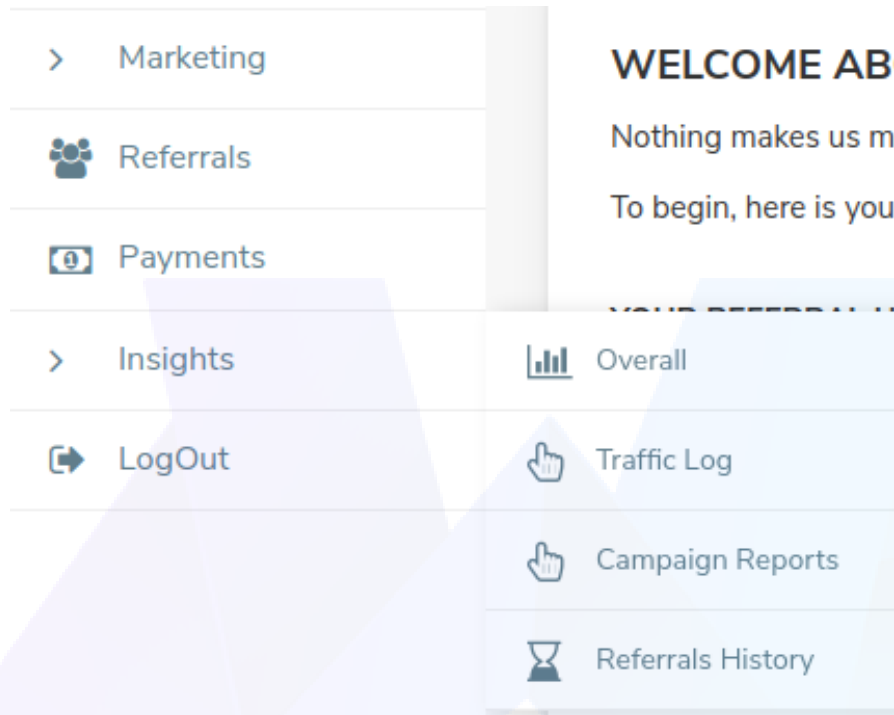
Apply 

Here, you can see the number of total transactions and the total amount of those transactions.

You can segment this data according to specific dates and status of transactions: i.e. Fail, Pending, and Complete.

INSIGHTS

Insights help you analyze and strategize your marketing efforts and display information beyond the basic data points. It reflects what your visitors are thinking.



Hover your mouse over the **Insights** tab, it will display these subsections:

- Overall
- Traffic Log
- Campaign Reports
- Referrals History

Overall: This section displays total visits and all your achievements.

Overall

2

Total Visits



Your Achievements


On February 3, 2021 11:45 am You moved from None to 1.

Traffic Log: This section shows the total number of visitors, conversions, and success rate of your affiliate marketing campaign. You can segment this data according to specific dates.

Traffic Log


2

Total Visits




0

Conversions



0 %

Success Rate



-

Apply

REFERRING URL	BROWSER	DEVICE	DATE	CONVERTED
https://makewebbetter.com/	Chrome	web	February 5, 2021 8:10 am	No
https://makewebbetter.com/product/woocommerce-points-and-rewards/	Chrome	web	February 4, 2021 10:29 am	No

REFERRING URL

BROWSER

DEVICE

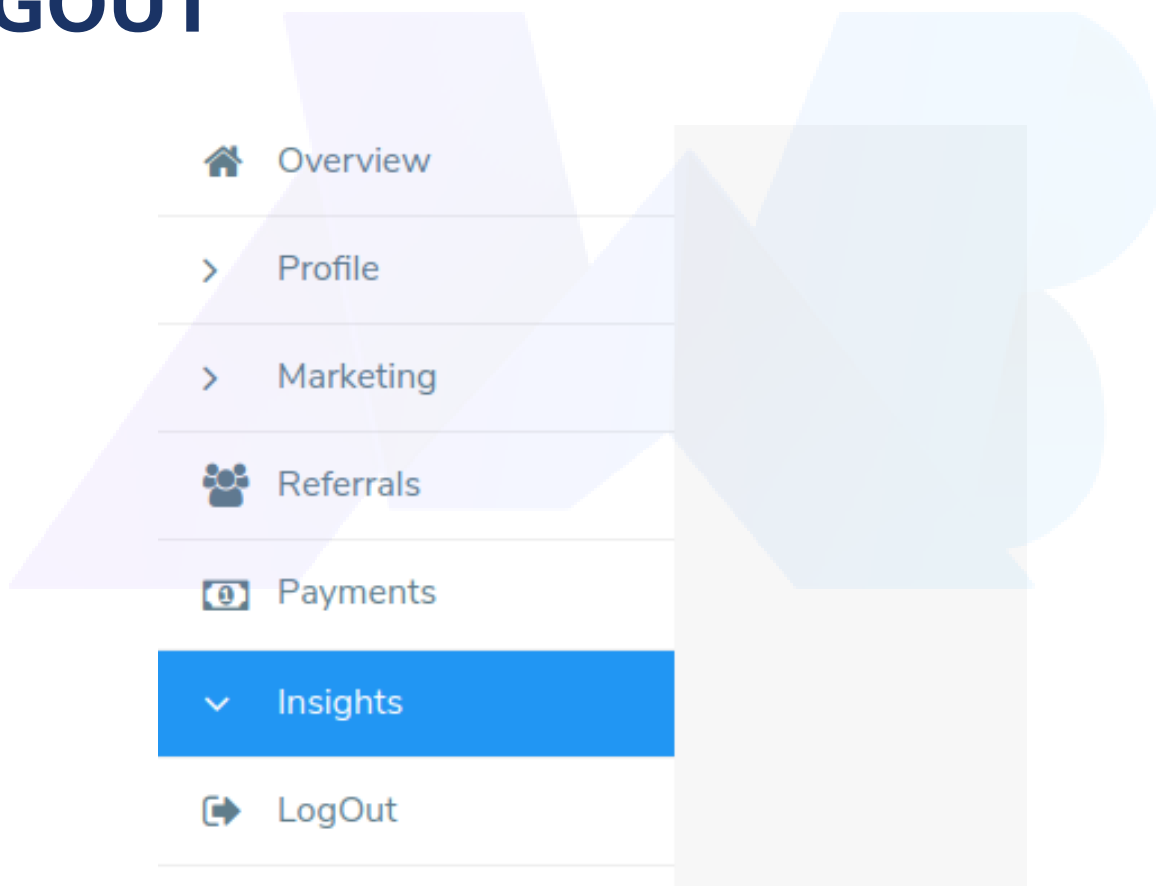
DATE

CONVERTED

The table above shows the performance of your Referring URL. It displays the date on which the referral URL was used by a customer along with the browser and device used to access the URL. And the last column shows if the visitor converted to a customer or not.

Referral History: Displays the details of every conversation made through your affiliate URLs.

LOGOUT



To log out of your affiliate account, scroll down and click on the [Logout](#) tab.

WAYS TO PROMOTE OUR PRODUCTS

You have our marketing tools at your disposal and you can utilize those marketing tools to promote our products and services on multiple platforms.

Blog or Website

Blogging is the third most popular source of traffic for affiliate marketing. 64.48% of the affiliate marketers blog to generate traffic. Here is how you can use blogging to promote our products:

- Write detailed eCommerce articles that show the usability of our products.
- Write about the common issues encountered by WooCommerce stores and how our plugin can resolve those issues.
- In every article you write, make sure to highlight the affiliate products but be original.
- You can use our professionally designed banners on your web pages.
- Distribute our affiliate coupon codes to your readers.
- You can also write dedicated articles on any of our plugins.
- Write a product review article for any of our products.

YouTube

YouTube is a video platform that has become the second largest search engine. People search for all kinds of solutions on YouTube and so there is huge scope for promoting our plugins. Our products are solutions to eCommerce issues.

- Create How-To videos on WooCommerce issues and present our plugins as solutions.
- Use tutorials to demonstrate the workflow of our plugins.
- Highlight the advantages of using our plugins with comparison videos.
- Organize a podcast and talk about our products.

Note: Make sure to tell your viewers to purchase through your affiliate links. Add the affiliate link in the YouTube video description or pin it in the comments section.

Social Media

Social media sites are a boon for affiliate marketing. The possible ways to promote your affiliate links on social media are numerous and the sheer number of monthly active users makes it more reliable.

The power of top social media platforms:

- Facebook has **2.74 billion monthly active users**.
- Over **1 billion people** use Instagram every month.
- Twitter has more than **330 million** active monthly users.
- Quora has **300 million** monthly active users.
- Pinterest has over **376 million** monthly active users.

As you can see, the potential for promotion is phenomenal.

Facebook: You can create your own Facebook groups or join the already existing ones. Create a Facebook page and promote affiliate links with your loyal followers.

Instagram: On Instagram, you can use influencers to promote affiliate links. You can promote it yourself if you have a large and loyal follower base. Also, use proper hashtags and post affiliate links in the comments.

Twitter: As Twitter is a microblogging site, you can increase brand awareness by promoting the benefits of your affiliate products and add relevant hashtags in your tweets. Reply to tweets and offer the affiliate product as a solution. And build engagement through one-on-one interaction with potential customers.

Quora: Answer the questions asked by people that are related to your niche and add your affiliate link in that answer. But make sure to keep the answers original and well-formed so they will look more professional and engaging.

Quora has a Spaces feature that allows you to create a community of users interested in common topics. So, create a community of users interested in WooCommerce and WordPress. Actively interact with users and promote our products by answering their questions.

Pinterest: Recommend products on Pinterest to your followers, add an infographic or any other informative image to make your post more engaging.

Note: make sure to disclose the nature of your promotion in all of these mediums. Let your followers know that you are sharing an affiliate link with them.

Ebooks

E-books are one of the most popular digital products. Write ebooks on relevant topics that highlight the use of the products you are promoting and make sure to offer your ebooks for free.

Email Marketing

Using email campaigns for affiliate marketing is an effective strategy. Sending emails to quality leads ensures a higher rate of conversion.

You can use affiliate links in your email signatures but make sure to send them to relevant and segment audiences that are interested in your niche.

Webinar

Webinars are the best way to educate potential customers about the products you are promoting and request them to buy through your affiliate link. You can even have a Q&A session with the visitors and clear their doubts which would increase the chances of getting sales.

FAQS

1. I only have a YouTube channel? Can I still join your affiliate program?

Answer: Yes, you can. But you'd have to provide us the URL of your YouTube channel so we can review it.

2. What skills do I need to promote your product?

Answer: You don't need any specific skills to promote our product. However, it would be helpful for you if you know how to manage social media, websites, YouTube channels, etc.

3. How do I join the MakeWebBetter affiliate program? How long does it take to get the affiliate account approved?

Answer: The registration process is simple and only takes a few minutes. Go to our affiliate registration page to [sign up](#).

Affiliates are required to provide:

- Valid contact details
- Website or YouTube or any other channels

The review process takes up to 1-2 business days.

4. How will I receive the payments?

Answer: We use PayPal to transfer commissions. So, you need to provide a PayPal ID in order to receive the payouts. After your affiliate registration is accepted, hover your mouse over the **Profile** tab, click on **Payment Settings**.

5. What is the commission structure?

Total Affiliate Earnings	Commissions	Rank/Tier/Level
Below \$1k	25%	1
\$1001-2k	35%	2
\$2001-3k	40%	3
\$3k and above	50%	4

6. Why can't I log in to my account?

Answer: You might be entering incorrect login credentials or your account may have been terminated by our affiliate marketing manager for violation of **Affiliate Terms**.

7. Are my earnings taxable?

Answer: All govt. taxes will be applicable as per the legal framework for redeeming the commission.

8. How and when will I get paid?

Answer: You will get paid through PayPal and the payment(of the last month) will be accumulated with MakeWebBetter and will be transferred to the affiliate's account in the mid of the subsequent month when the amount is greater or equal to \$50.

9. Am I allowed to create custom affiliate links?

Answer: We have in place a link generator feature to create custom affiliate links.

- Hover over the **Marketing** tab and click on the **Affiliate Links** section.
- Put the Specific URL you wish to use as an affiliate URL
- Select a **Campaign** or continue without selecting one.
- Click **Generate Link**.

10. How many affiliate links am I allowed to use on my website?

Answer: You can use as many affiliate links as you want to use on your website.

11. Am I allowed to create and publish my banners?

Answer: No, you are not. You are only allowed to use professionally designed banners provided by us.

12. What if a referred customer gets a refund from MakeWebBetter?

Answer: Our refund policy only allows refunds within 30 days from the purchase date. So, if a preferred customer gets a refund within 30 days after purchasing the product through your affiliate link then the payout will not be given for that sale.

13. What is the minimum payout for the MakeWebBetter affiliate program?

Answer: The minimum payout value is 50\$.

14. Am I allowed to use social media to promote the MakeWebBetter Affiliate links?

Answer: Yes, you are free to promote Affiliate links on your various social media platforms.

15. What actions may result in the termination of my affiliate account?

Answer: These actions may result in termination of your affiliate account:

- Using pay-per-click(PPC) advertising.
- Purchasing products via your own affiliate links.
- Using copied or plagiarised content to promote products or services.
- Using affiliate links on sites containing sexually explicit or other violent content

Please read our [Affiliate Terms](#) for more information.

DOS AND DON'TS

Do's	Don'ts
Do disclose that you are promoting an affiliate product.	Don't hide or cloak the affiliate links.
Purchase and try our plugins, it will help you create better promotional content.	Don't purchase our products through your own affiliate links
Promote our products on different social media platforms.	Don't use pay-per-click ads to promote our products.
Use your aforementioned channels to market our products.	Don't spam anyone with your affiliate links.
You must use original content to promote our products.	Don't use plagiarized or copied content to promote affiliate products.
Be reliable and accurate while describing the function and features of our products.	Don't mislead, deceive, or confuse your audience.
Do use our professionally designed banners on your website.	Don't use your own banners for affiliate promotion.
Create content that is relevant to the products you are promoting.	Don't use sexually explicit content to promote our products.

For more details, please read our [Affiliate Terms](#).

ON A FINAL NOTE

MakeWebBetter's affiliate marketing program is an opportunity for you to make big money with small efforts. As an affiliate, you will always have our pre-designed banners, coupons, custom affiliate links, and full marketing support at your disposal.

All you have to do is sell our products. You can use blogs, YouTube channels, social media sites, webinars, ebooks, and even email marketing for product promotion.

Our primary objective is to make it easier for our affiliates to earn money, help them excel at affiliate marketing, and lead them towards an excellent partnership.

Our in-house affiliate program is trustworthy, secure, and free of any intermediary. You sell, you earn. Moreover, the process to join and work in our affiliate program is effortless.

Begin your affiliate journey with [MakeWebBetter Affiliate Program](#).

REACH OUT TO US

We sincerely hope this guide has helped you understand our affiliate program. If you have any queries regarding MakeWebBetter's Affiliate program then please read our FAQs or contact our affiliate manager at affiliates@makewebbetter.com.

