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# **Typical 4 Mistakes of Affiliate Marketing - Affiliate Marketing Basics**

In most of the cases people who do not succeed with affiliate marketing do that because of ignorance. This word sounds drastic, but it is like it is - affiliate marketing is not a game of chance. This is online business and as any business it has its own rules that help to maximize success. And it has its typical mistakes that you would surely like to avoid.

### **Affiliate marketing mistake #1**

Lack of knowledge about this business. For example, online affiliate marketing involves advertising through the Internet and getting good positions in search engines for the necessary keywords. Without becoming a friend of search engines affiliate will need to spend money on getting traffic, all the time. Instead of pay once and get the position for the keyword. Of course, not in all niches getting 1st page in search engines is realistic, but once again this refers to the question of knowledge.

### **Affiliate marketing mistake #2**

Stuffing affiliate sites with banners does not mean that they will be clicked. The best way is to provide good content that is hand-in-hand with such banners or simply write something and give a text link for more details. When people read (and liked what they have read) they will click the text link.

### **Affiliate marketing mistake #3**

Promoting of just one product is not enough. Look at it from the point of view of your visitors - customers are not given enough options to choose from. They think you are pushing them for a deal. Surely providing more options can lower the numbers of sales of each of the products, but in total - you will earn a lot more.

### **Affiliate marketing mistake #4**

This is the twin mistake of #3 promoting too many products. This is not a joke, just put yourself into the shoes of your visitor. A list of 20 products is already something that can get you lost. And now imagine - more offers, this will look hilarious.

Avoid these mistakes and you will save you from big troubles and from losing big money in affiliate marketing.

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