

Top Beginner Affiliate Questions

1. I opened an affiliate account, now what do I do? What are Hoplinks and where do I put them?
2. As an affiliate, do I need to make a Thank You Page? Also, what is my Hoplink Target URL?
3. Where are the Hoplinks I created? Do you have a list of them?
4. As an affiliate, do I need to submit my Hoplinks for product approval?
5. What is the difference between the two Hoplinks automatically generated when you use the link "create hoplink" in the Marketplace?

#1: I opened an affiliate account, now what do I do? What are Hoplinks and where do I put them?

Thank you for creating an affiliate account with ClickBank. ClickBank affiliates earn a commission for every sale they successfully promote.

As an affiliate, your next steps are:

1. Choose which products you want to promote
2. Create correctly formatted Hoplinks
3. Place your Hoplinks to promote your chosen products

Step 1: Choose which products you want to promote

To choose which products you want to promote visit the [ClickBank Marketplace](#). You can either use the "Search the ClickBank Marketplace" box, click on a main category in the "List of Categories" box, or click on the green arrows next to the main categories to browse the products by subcategories.

Step 2: Create correctly formatted Hoplinks

A ClickBank Hoplink is the method ClickBank uses to successfully track the sale and give the proper affiliate credit. The Hoplink transfers (or links) potential customers from your promotion to a publisher's website while automatically crediting you, the affiliate, with the referral. If the customer then buys the publisher's product you will receive a commission for the sale.

After you choose a product in the Marketplace you want to promote, the next step is to create a correctly formatted Hoplink. The simplest way to create Hoplinks is to visit the [ClickBank Marketplace](#). ClickBank will automatically generate the Hoplink necessary for you to promote any of the products listed.

Simply find a product you want to promote and click on "create hoplink." Upon clicking "create hoplink," a window will open prompting you to enter in your ClickBank nickname. Enter your nickname and hit "Submit."

After hitting "Submit" a window will appear with your properly formatted Hoplink created. The format for the Hoplink is: <http://AFFILIATE.PUBLISHER.hop.clickbank.net>. When using the "create hoplink" feature in the Marketplace, **AFFILIATE** will automatically be replaced with your affiliate nickname and **PUBLISHER** will automatically be replaced with the nickname of the publisher of the product you are promoting.

In addition, below the properly formatted Hoplink an example of that same Hoplink in HTML is provided. When using Hoplinks on your own web site you utilize HTML. Here is what a properly formatted ClickBank Hoplink looks like in HTML (with no line breaks):

```
<a href="http://AFFILIATE.PUBLISHER.hop.clickbank.net" target="_top">CLICK HERE</a>
```

Again, when using the "create hoplink" feature in the Marketplace, **AFFILIATE** will automatically be replaced with your affiliate nickname and **PUBLISHER** will automatically be replaced with the nickname of the publisher of the product you are promoting. You must replace **CLICK HERE** with any promotional text or image you prefer. Also, it's important to make certain that the publisher's web site either opens up completely in the current window or in a new window. To ensure the publisher's site completely fills the current window regardless of whether you are using frames, keep `target="_top"` in your HTML code. To open the publisher's site in a new window (or tab), include `target="_blank"` instead.

For example, an affiliate with the nickname **JANE1** wants to promote an e-book about dog training written by a publisher with the nickname **JOHN2**. If **JANE1** clicked on "create hoplink" in the Marketplace under **JOHN2**'s listing the following Hoplink would be generated: <http://JANE1.JOHN2.hop.clickbank.net>

There are some methods of promoting Hoplinks, for example, paid search engine marketing, which require inputting the Hoplink without HTML. However, if **JANE1** wanted to promote the dog training e-book on her



personal website, she would mostly likely utilize HTML. JANE1 would then use the example provided of her Hoplink in HTML, replacing CLICK HERE with promotional text of her choosing:

```
<a href="http://JANE1.JOHN2.hop.clickbank.net" target="_top">How to Train Your Dog</a>
```

If customers clicked on the link *How to Train Your Dog* and purchased the e-book from JOHN2's web site then JANE1 would get a commission on the sale.

A common mistake new affiliates occasionally make, is using the target URL (or publisher's pitch page) in their promotions instead of a Hoplink. For example, the Hoplink from the example above (<http://JANE1.JOHN2.hop.clickbank.net>) ultimately takes the customer to JOHN2's target URL with the affiliate nickname noted at the end ([http://www.johnexamplesite.com/?hop= JANE1](http://www.johnexamplesite.com/?hop=JANE1)). If you use the target URL instead of the Hoplink in your promotions the sale will not be tracked and you will not earn a commission.

Additional mistakes new affiliates make include using misspelled or incorrect nicknames in the Hoplink, promoting Hoplinks with typos (for example using <http://> instead of <http:///>), and using clickbank.com instead of clickbank.net. We strongly recommend that you test all of your Hoplinks before you start your promotions. ClickBank can not transfer commissions from one account to another, and can not award commissions that are not automatically tracked by the system.

For every product you choose to promote you must create a properly formatted Hoplink. Please save each Hoplink upon creation, for example start a spreadsheet or other type of document that has a list of all the Hoplinks you plan to use in different promotions. ClickBank does not store Hoplinks for affiliates.

Step 3: Place your Hoplinks to promote your chosen products

The next step is getting your Hoplinks in front of customers who are interested in the products you have chosen to promote. Affiliates use primarily web-based marketing methods to target potential customers and direct them to products.

There are a variety of internet marketing methods used by affiliates to get their Hoplinks in front of potential customers. The list of possible options is too exhaustive to be covered here. Some popular methods include paid search engine marketing, content and niche sites (for example product review sites), personal web sites or blogs, and email marketing. Be sure the ways you choose to promote products is in compliance with our [Client Contract](#) and our [Network Abuse Policy](#). All ClickBank clients are prohibited from using our services in conjunction with any form of network abuse, spamming, spyware, denial of service, or other illegal activity. Sending any email to purchased lists or lists obtained by any other method (such as harvesting) is not acceptable. Clients may only send email to recipients who have joined mailing lists directly from their own web site.

If you are new to affiliate marketing and are unfamiliar with the above internet marketing methods there are numerous web sites with content (both free and paid) that focus on how to get started in affiliate marketing. The best way to find these sites is to do a search on "affiliate marketing" or any of the other terms above, for example "search engine marketing."

Since your success as an affiliate is important to ClickBank, we have also collected some resources that you might find helpful in understanding how to maximize your opportunities. For more information, please visit our [Affiliate Resources](#) page.

You can also browse the [ClickBank Marketplace](#) for help. Under the category "Business to Business" and "Marketing and Ads," there are several ClickBank publishers who offer products you can purchase that provide assistance to beginner affiliates.

#2: As an affiliate, do I need to make a Thank You Page? Also, what is my Hoplink Target URL?

Affiliates do not need to make a Thank You Page or set up a Hoplink Target URL. A ClickBank account is set up to be used by both a publisher and an affiliate. As such, there are some settings within the account that are only relevant to the publisher. Specifically, clients who wish to be affiliates only do not need to fill out the information requested on the "My Site" and "My Products" links under the "Account Settings" tab.

As an affiliate, you only need to create your Hoplinks and start promoting them.



Please note, a “Hoplink” is different than a “Hoplink Target URL.” A Hoplink is the method ClickBank uses to successfully track a sale and give the proper affiliate credit. A Hoplink Target URL is the pitch page, or sales page, for the publisher’s product. When a customer clicks on an affiliate’s Hoplink they are taken to the publisher’s Hoplink Target URL.

For more information about how to create and promote Hoplinks see the answer to [question number 1](#) and/or visit the [ClickBank Affiliate FAQ](#) and the [Hoplink FAQ](#).

#3: Where are the Hoplinks I created? Do you have a list of them?

ClickBank does not keep a list of the Hoplinks affiliates create. As such, you are not able to view your Hoplinks within your ClickBank account. When you create Hoplinks, we recommend that you save them somewhere you can reference them, for example in a document file on your computer.

#4: As an affiliate, do I need to submit my Hoplinks for product approval?

As an affiliate you do not need to submit your Hoplinks for product approval.

Since there is no approval process for Hoplinks, you must be certain that your Hoplinks are formatted properly before you start your promotions.

You can verify that your links are set up correctly by following the steps outlined below:

1. Enter your Hoplink into a new browser window, and hit “Enter.”
2. Click on one of the publisher’s ClickBank order buttons.
3. Scroll to the bottom of the ClickBank order form. You should see your account nickname listed as the affiliate. For example, [affiliate = jane1].

This test proves that your link is set up correctly. It also ensures that your account will be credited with any commissions earned from customers who order as a direct result of your referral.

Remember, ClickBank does not keep a list of all Hoplinks affiliates create. As such, you are not able to view your Hoplinks within your ClickBank account. When you create Hoplinks we recommend that you save them, for example in a document file on your computer.

#5: What is the difference between the two Hoplinks automatically generated when you use the link “create hoplink” in the Marketplace?

When generating a Hoplink via the ClickBank Marketplace, you are presented with seemingly two options. However, the Hoplinks are both the same. The one on top is simply your properly formatted Hoplink in the following format: <http://AFFILIATE.PUBLISHER.hop.clickbank.net>.

The one below is an example of that same Hoplink in HTML. You must utilize HTML when using Hoplinks on your own web site. The ClickBank Hoplink in HTML looks like this (with no line breaks):

```
<a href="http:// AFFILIATE.PUBLISHER.hop.clickbank.net" target="_top">CLICK HERE</a>
```