

Top Beginner Publisher Questions

1. I opened a publisher account, now what do I do? What is a Pitch Page? A Thank You Page?
2. How do I get my product approved? I submitted my approval weeks ago, but have gotten no response.
3. As a publisher, how do I attract affiliates?
4. How do I protect my Thank You Page so that people won't be able to just go the page and download my product without first purchasing it?
5. As a publisher, how do I pass parameters from my Pitch page?

#1: I opened a publisher account, now what do I do? What is a Pitch Page? A Thank You Page?

Thank you for creating a publisher account with ClickBank. ClickBank publishers have a digital product or service to sell. In order to sell that product or service with ClickBank, there are certain steps a publisher has to take, including creating both a Pitch Page and a Thank You Page.

A ClickBank Pitch Page is a web page where you describe your product to the customer, convince them to purchase, and provide them with a link to purchase the product (called a Paylink). A ClickBank Thank You Page is the web page customers see after they purchase a product and their purchase has been approved. The Thank You Page is used to fulfill orders.

You are responsible for creating and hosting both the Pitch Page and the Thank You Page. ClickBank does not accept Pitch Pages or Thank You Pages hosted on free sites and ClickBank does not provide hosting. If you are unfamiliar with building and hosting web pages, we have collected some resources that you might find helpful in understanding how to maximize your opportunities. For more information, please visit our [Publisher Resources](#) page.

For further information about getting started with a publisher account, please visit the [Getting Started Selling](#) section of the ClickBank Web site.

#2: How do I get my product approved? I submitted my approval weeks ago, but have gotten no response.

Occasionally our clients do not take the last step necessary to submit their product for approval. After you set up your Thank You Page URL(s) you must click on the request approval link in order to truly request product approval.

In order to submit your product for approval, take the following steps:

1. Log into your ClickBank account
2. Click on the "Account Settings" tab and then on the "My Products" link
3. To the left of each of the products you have listed, in the column titled "Actions," there is a small button in the shape of a piece of paper with a green check mark in it – the hover text reads "Submit product approval request for this product." You must click this button for every product you wish to have approved.

#3: As a publisher, how do I attract affiliates?

ClickBank has over 100,000 active affiliates that are skilled at driving traffic to your digital products and services. Learn how to leverage these affiliates and you can watch your sales multiply.

In order to entice affiliates to market your product you need to do the following steps:

1. Establish a commission rate
2. Ensure your product is listed in the Marketplace
3. Set a clear Marketplace Title and Marketplace Description

Step 1: Establish a commission rate

First, you need to establish a commission rate for all sales that result directly from an affiliate's referral. (Note, for recurring billing products, affiliates earn this same commission percentage for each rebill.) You can set a commission rate between 1% and 75%. Most successful publishers offer commissions of 33% to 75%. Please keep in mind that these affiliates are providing you with potential customers you might not have found otherwise, so it pays to be generous.



To set or change a commission rate for your product log in to your ClickBank account and click on the "Account Settings" tab. Then click on "My Site." In the box with your product information there is a field called "Commission." Enter a value to establish or alter the commission set for your product.

Step 2: Ensure your product is listed in the Marketplace

Second, you should ensure your product is listed in the Marketplace. Refer to the [Marketplace FAQ](#) for more information about how to make certain your product is listed.

Step 3: Set a clear Marketplace Title and Marketplace Description

Third, you need to set a clear and descriptive Marketplace Title and Marketplace Description for your site. By using a clear and descriptive title and description potential affiliates will know exactly what your product is and what types of customers might be interested. For examples of effective Marketplace Titles and Marketplace Descriptions refer to the top listings in each category of the [Marketplace](#). To set or change your Marketplace Title and Marketplace Description log in to your ClickBank account, click on the "Account Settings" tab, and then click on "My Site." In the box with your product and site information there are fields for both "Marketplace Title" and "Marketplace Description." Enter your desired title and description in these fields. Be sure to save your changes when you are finished.

You may also choose to recruit affiliates directly from your web site with ClickBank's Join My Affiliate Program (JMAP). To recruit affiliates via this program place the JMAP link on your web site. If a potential affiliate clicks on the JMAP link the following occurs:

1. We ask them for their ClickBank nickname. If they have no nickname, we direct them to the ClickBank sign up form so they can set up a ClickBank account, which is FREE for affiliates. Keep in mind that affiliates are required to establish a ClickBank account so that we can track their sales, send them checks, and provide them with needed information to sell and refer potential customers to your products.
2. We show them how to make a Hoplink to promote your products.
3. We close our JMAP window so they end up back at your site.

Your JMAP links must be targeted to a new window, and should be in the following format (with no line breaks):

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

Here's how to make it work:

1. Replace PUBLISHER with your publisher nickname
2. Replace CLICK HERE with any promotional text or image you prefer
3. Leave target=jmap alone -- this is what makes the link open in a new window

For example, if a publisher with the nickname JOHN2 wants to attract more affiliates to promote his book about dog training, he could put a JMAP link on his web site promoting his affiliate program. In this example, JOHN2 would put the following HTML code on his web site (with no line breaks):

```
<a href="http://JOHN2.jmap.clickbank.net" target="jmap">Sign up to make money promoting my e-book on dog training </a>
```

#4: How do I protect my Thank You Page so that people won't be able to just go the page and download my product without first purchasing it?

Protecting your Thank You Page and download URL is a concern publishers often raise. Below are two simple methods to prevent consumers from finding your Thank You Page without first purchasing your product.

1. Place the following HTML code inside the <HEAD> element on your Thank You Page to prevent a robot from indexing that page or following links on that page:
META name="robots" content="noindex, no follow"
2. Give your Thank You Page URL an obscure file name. It does not have to be thankyou.html. In fact, we suggest you use something less easy to guess.

For those of you with programming ability you can use the [ClickBank Link Security Script](#) to verify a customer's successful completion of the purchase process before allowing him or her access to the Thank You Page.



In addition, there are third party products designed to protect your Thank You Page that may be worth investigating. Visit the Business to Business/Web Design section of our Marketplace to learn more.

#5: As a publisher, how do I pass parameters from my Pitch page?

Some publishers collect information on their pitch page that they use to pre-populate the order form. For example, a publisher may collect a customer's name on their pitch page and then pass that name to ClickBank when the customer clicks on the "buy" button (known as the payment link). The customer's name will then appear in the "Your Name" field on the order form.

If you have programming experience, you can pass the following QUERY_STRING parameters via the payment link and they will pre-populate the order form:

1. name = customer name
2. email = customer email address
3. country = customer ISO-31666 country code
4. zipcode = customer postal code
5. detail = product title

Keep in mind that for recurring billing products you do not have to pass a product title ("detail") through your payment link since a product title and product description are saved within your account for all recurring billing products. As such, the product title and product description will automatically appear on the ClickBank order form without passing them via QUERY_STRING parameters.

The proper format for a payment link is: <http://ITEM.PUBLISHER.pay.clickbank.net/>
ITEM must be replaced with the item number for the particular product being sold through that payment link. So, for example, if a publisher with the nickname **JOHN2** is passing his customer's name and postal code to the order form for item number **1** the payment link would be:
<http://1.JOHN2.pay.clickbank.net/?name=Sam&zipcode=83706>

Occasionally, publishers also pass their own variables via the payment link through the order form and to their Thank You Page. You can pass up to 128 characters of your own variables via the payment link. One way this could be utilized is if you are split-testing two pitch pages - you can have one pass "&Pitchpage=1" and the other pass "&Pitchpage=2" to determine which converts better.

If **JOHN2** wants to test two pitch pages, in addition to passing the customer's name and postal code to the order form, his payment link would be:
<http://1.JOHN2.pay.clickbank.net/?name=Sam&zipcode=83706&Pitchpage=1>