

Building Your First Landing Page

Key Terms:

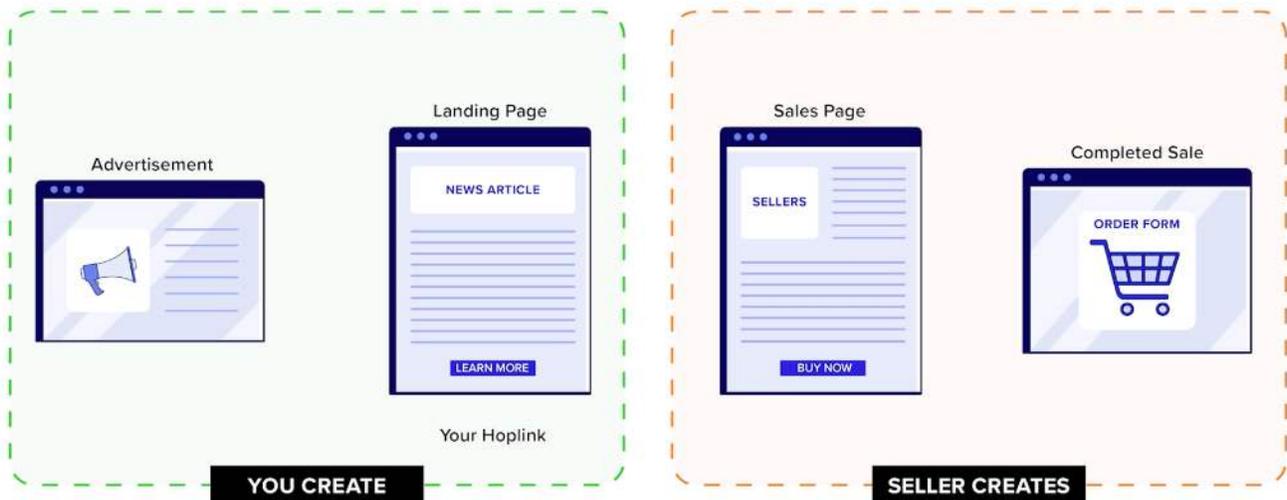
- **Landing Page** - A standalone web page, created specifically for a marketing or advertising campaign – or in this case, your affiliate marketing efforts.
- **"Call to Action" Button** - This is where you will put your affiliate link. You will also want to include your affiliate link in any emails you send the potential customer.
- **Headline** - Attention-grabbing, action-oriented, and very relatable to the problem the customer has that the product solves.
- **VSL** - Video Sales Letter
- **Copy** - Another word for body text or writing. This is where you continue to sell the product. Things like testimonials, social proof, and bullet points work very well here.
- **CTA or Call to Action** - What you want the consumer to do. Usually in button format, brightly colored, with a clear reason to click.
- **Email Swipes** - Email swipes are essentially copy-and-paste text that is guaranteed to convert.
- **WYSIWYG Editor**- "What You See is What You Get" Editor. It shows you what would be on the page as you add content to it.

What is a Landing Page?

A landing page is where a customer is sent after they click on your ad or the content that you've created. It is a stand-alone web page that guides a customer to a specific desired action.

Simple Affiliate Funnel Example

Simple Affiliate Funnel



Pro Tip:

Landing pages are used by almost every successful affiliate. They have the power to make or break campaigns.

Landing Page: What It Is & What It Is NOT

It is:

- A method to warm up a potential buyer to a sale
- A problem-solving or storytelling page
- A single "call to action" page

It is not:

- A sales page
- A regular webpage with navigation tools

How does Accelerator help?

Accelerator is ClickBank's very own custom funnel generator. This tool comes with pre-made templates that are niche and traffic source-specific. It allows you to build, launch, and manage

your funnels; create blogs, or websites; and grow an email list all from one single platform. It also lets you connect automation, tag/organize your leads, and connect custom domains, all while monitoring your funnel's performance.

[Accelerator](#)

Where does your affiliate link go?

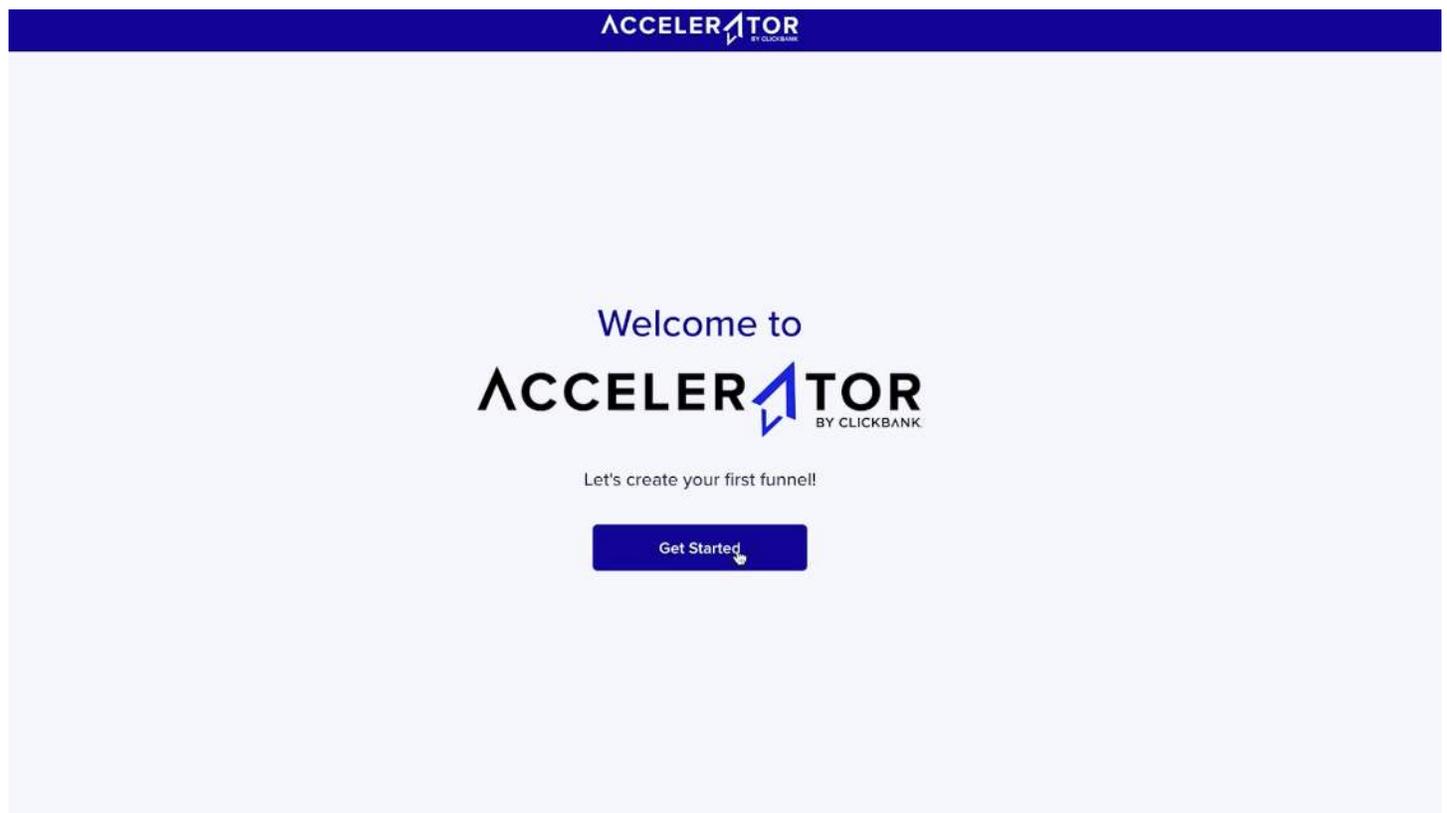
An affiliate link should be embedded into any CTA that links to the seller's sales page, often on the thank you page, as well as any emails you send promoting a product.

Pro Tip: Always test your link to make sure it is tracking to the correct page. Practice your entire funnel!

Create Your Funnel:

Log into Accelerator and navigate through the onboarding wizard.

- You are going to use Accelerator as an **affiliate** to promote products.



How do you plan to use Accelerator?

As a product owner to sell products.

As an affiliate to promote products.

- **Select the niche you will be promoting products in.** You can always come back and change this later.

What niche will you be promoting products in?

Pick one to start. If you're not sure, select the category that is most interesting to you.

CBD

Crypto

Diet/Weightloss

eBusiness/eMarketing

Health/Fitness

Personal Development/Self Help

Pet Products

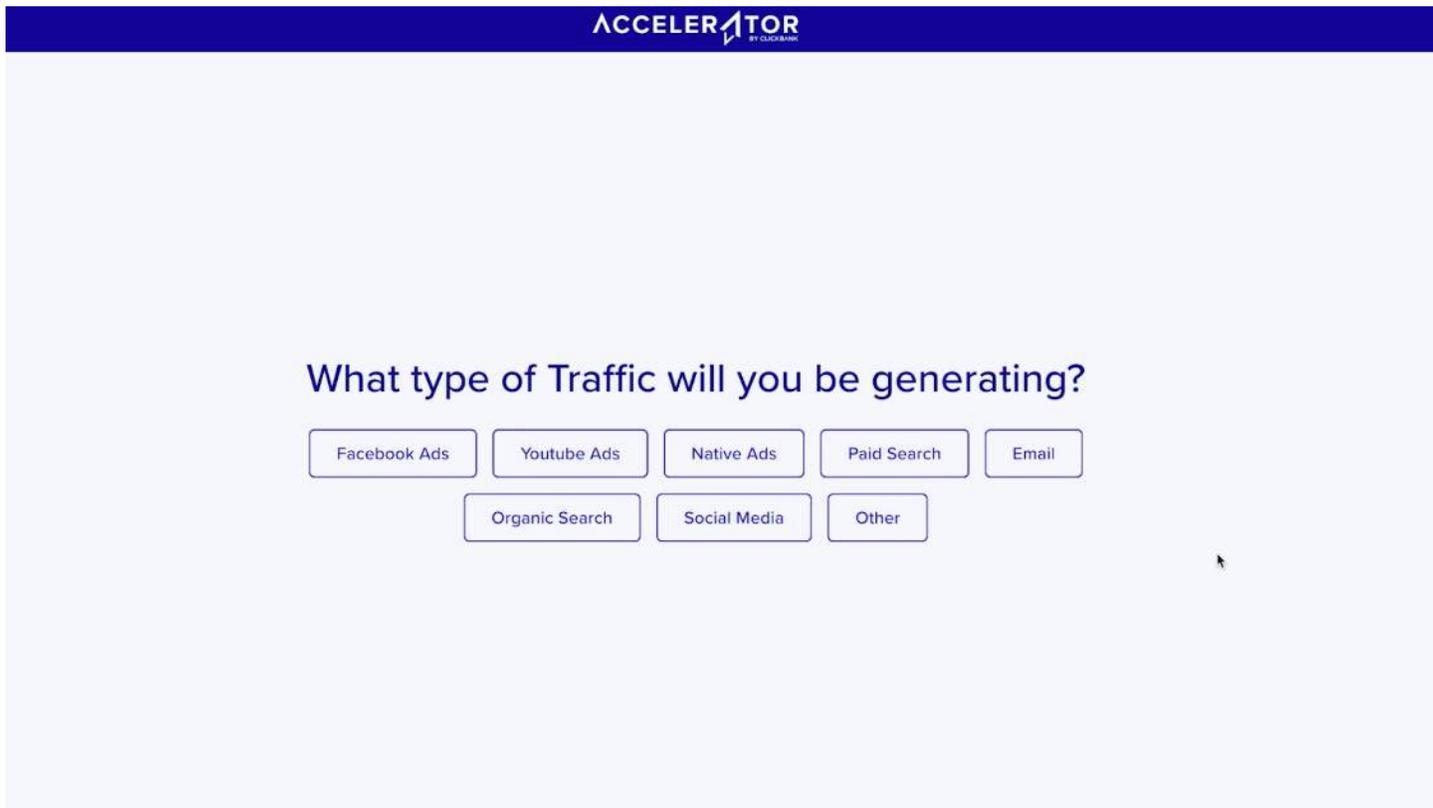
Spiritual/Alternative Beliefs

Survival/Politics

Womens Health/Beauty

Other

- **Select your traffic source.** If you aren't sure what kind of traffic source you want to use yet, that's okay. You can select one now to practice making your funnel and come back to change it later.



The screenshot shows a dark blue header with the 'ACCELERATOR' logo. Below the header, the main content area is light blue and contains the question 'What type of Traffic will you be generating?' in a dark blue font. Underneath the question, there are eight buttons arranged in two rows. The top row contains 'Facebook Ads', 'Youtube Ads', 'Native Ads', 'Paid Search', and 'Email'. The bottom row contains 'Organic Search', 'Social Media', and 'Other'. All buttons are white with a thin blue border and rounded corners.

- **Name your workspace.** This can be your name or your niche. Just remember, this is the web address you'll use to access your Accelerator Dashboard. This is not your site's public URL - we'll set that up later.

Name your Workspace

This is the web address you'll use to access your Dashboard.

This is not your site's public URL – we'll set that up later.

.cbaccelerator.com

- **Next, choose the color theme that you want your funnel to look like.** This is always changeable.

Choose your theme

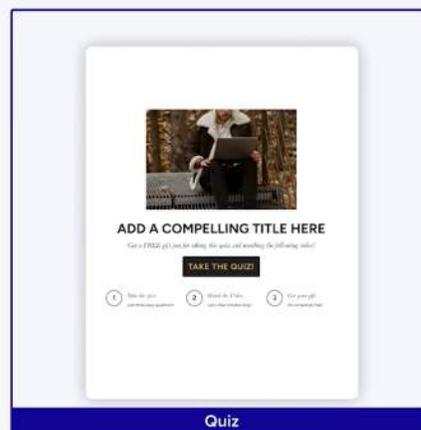
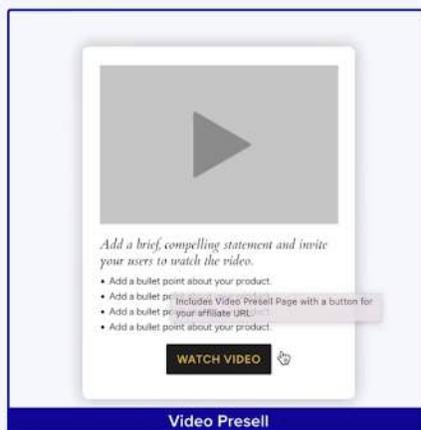
We'll use these styles to define your site's default colors, fonts, and buttons. You will be able to customize these as much as you want later.



- **Now, select your funnel.** Use the information and resources provided on your seller's affiliate tools page to help you make this decision. Taylor selected **Video Presale** because it is one of the simplest funnels, and it is a great place to start if you are not sure. If you select a different funnel, the same principles will apply.

Funnel Suggestions

Pick a suggested funnel to get started. We'll apply the color and font combination you selected and populate with images based on your niche.



- **Your funnel is just about ready!** Head to the editor!

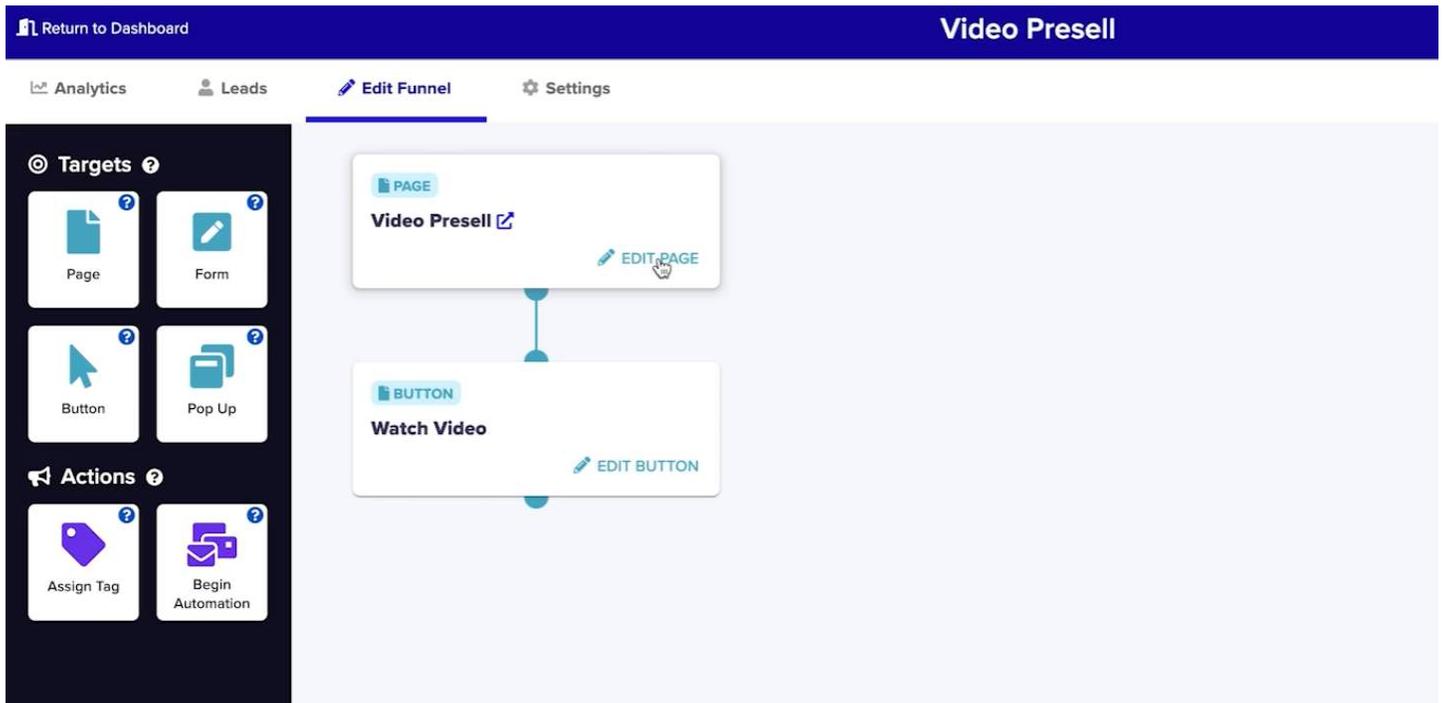
Your first funnel is almost ready!

We're creating your first funnel based on your chosen niche, traffic source, and layout. You'll be able to start customizing it inside the Funnel Manager as soon as it's ready.

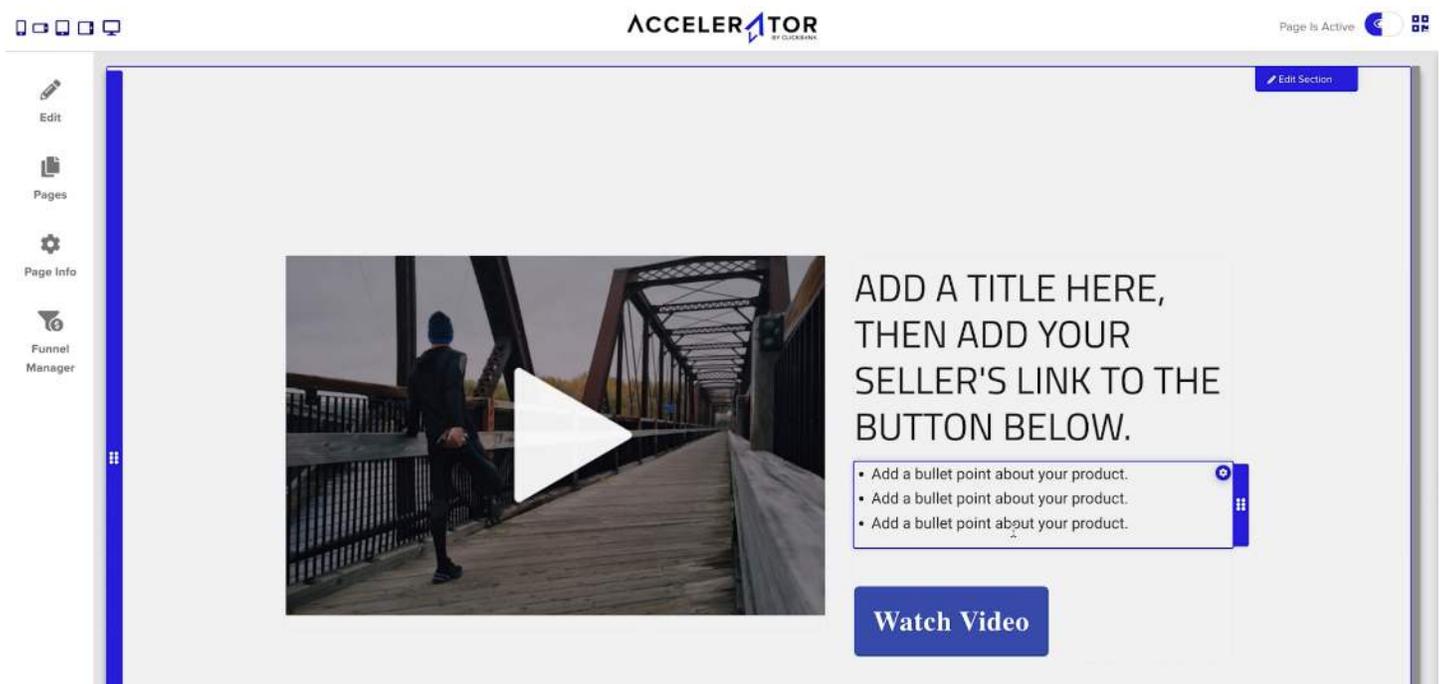
[Launch Funnel Editor](#)

Edit Your Funnel

- **First, start by editing your page.** Click **Edit Page** to go to the editor.



- **Remember!** This page needs to be simple and get people to do your desired "call to action" (also known as a CTA).



- **Navigate to the ClickBank Marketplace and find your seller's affiliate page.** This is where you can find inspiration for the kind of copy to use on your landing page.

business / Investing (82)
 Computers / Internet (14)
 Cooking, Food & Wine (27)
 E-Business & E-Marketing (183)
 Education (27)
 Employment & Jobs (18)
 Games (8)
 Green Products (40)
 Health & Fitness (742)
 Home & Garden (93)
 Languages (9)
 Mobile (3)
 Parenting & Families (20)
 Politics / Current Events (30)
 Reference (20)
 Self-Help (426)
 Software & Services (51)
 Spirituality, New Age & Alternative Beliefs (234)
 Sports (47)
 Travel (8)

Affiliate Resources ▾
 Language(s) ▾
 Billing Type(s) ▾
 Commission Type ▾
 Product Type ▾
 Mobile Friendly ▾
 Requires Approval ▾
 Gravity ▾
 Avg \$/Conversion ▾
 Initial \$/Conversion ▾
 Recurring \$/Rebill ▾

Top Offers

2220 results

Sort results by Rank: High-Low ▾

<p>Alpilean</p> <p>en English</p> <p>Health & Fitness - Dietary Supplements</p> <p>Promote The Hottest New #1 Diet Offer On ClickBank! Crazy High EPCs + 85% Revshare Available! Go To https://alpilean.com/affiliates/ To B Read more</p> <p>Upsell Flow Physical Product One-Time Recurring CPA Affiliate Tools Mobile Friendly</p>	<p>Gravity score 849.34</p> <p>Initial \$/conversion \$134.43</p> <p>Recurring \$/rebill \$0.03</p> <p>Avg \$/conversion \$134.44</p> <p>Promote</p> <p>CPA Contact seller to request CPA payouts</p> <p>Affiliate Page Seller Contact</p>
<p>Ikaria Juice Text</p> <p>en English</p> <p>Health & Fitness - Dietary Supplements</p> <p>White Hot Weight Loss Offer Is Crushing It Going STRONG in 2023! Get Started Now! Go here https://theikariajuice.com/affiliates</p> <p>Upsell Flow Physical Product One-Time CPA Affiliate Tools Mobile Friendly</p>	<p>Gravity score 771.01</p> <p>Avg \$/conversion \$135.87</p> <p>Promote</p> <p>CPA Contact seller to request CPA payouts</p> <p>Affiliate Page Seller Contact</p>
<p>Cortexi - Hearing, Tinnitus, Brain, Memory</p> <p>en English</p> <p>Health & Fitness - Dietary Supplements</p> <p>New winner in a proven niche. From the team that brought you multiple top 10 winners before. Start promoting before everybody else. Go to Read more</p>	<p>Gravity score 560.45</p> <p>Avg \$/conversion \$113.56</p> <p>Promote</p>

- Typically the affiliate tools page will include email swipes.
- Email swipes are essentially copy-and-paste text that is guaranteed to convert.
- Your seller's version may look a little different.

Ikaria Lean BELLY JUICE
Get links Demographics Copy ideas Install pixels Email creatives Images Contact

7. Affiliates may not link directly to the Ikaria Lean Belly Juice order form. Direct linking to cart or order forms from any ads or landing pages is not allowed and will result in permanent banning.

8. Affiliates are not authorized to collect payments or sell any Ikaria Lean Belly Juice products from other websites as a "reseller". Affiliates are not authorized to sell products claiming to be Ikaria Lean Belly Juice, or promoting Ikaria Lean Belly Juice on retail sites such as eBay, Amazon, or any sites that fall into the category of retail sites.

9. Ikaria Lean Belly Juice will be solely responsible for all customer service.

Any affiliate caught breaking any of these terms will be immediately banned, and will not be eligible for reinstatement.

[Get Your Email Swipes](#)

Swipes are constantly updated for highest performance.

>> [Click here to get immediate access to high-converting swipes](#)

In the emails, make sure you replace "xxx" with your own Clickbank affiliate ID or nickname. And insert your own tracking reference following the "tid=" (optional).

NOTE: We only allow you to promote to opted-in subscribers. No spamming is allowed. You will be blacklisted immediately if you send unsolicited emails.

[Demographics](#)

CLICKBANK LINKS:

High-converting VSL:

<https://hop.clickbank.net/?affiliate=xxx&vendor=lbjuice&pid=16&tid=123>

xxx: replace with your own affiliate ID

123: replace with your own tracking ID (optional)

**copy these emails into your own document to edit them and add your links ([do not request to edit this doc](#))

Email 1

From: menopause tummy

From: big stomach

Subject: drink this "belly fat Drāno" juice to lose 28 lbs in 21 days?

Weight loss stuck? You may have a toxic fatty acid that blocks weight loss.

According to Newcastle University in England, this fatty acid forces fat cells to stream into your blood...

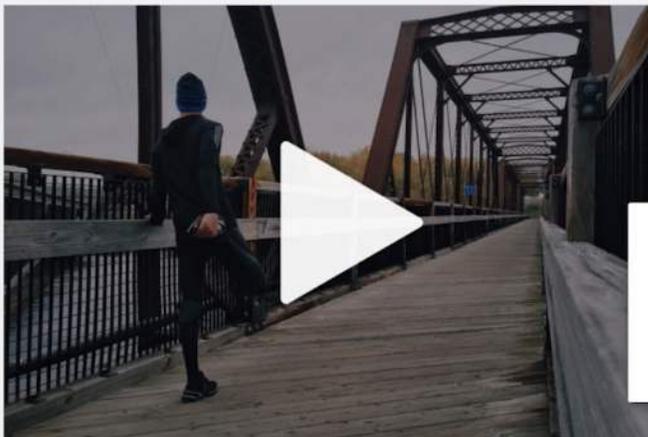
And causes your body to pack on internal visceral fat.

Once this happens, your fat-burning metabolism slows down to a crawl... your hormones completely shut down... and your body stores fat instead of burning them as energy.

Fortunately, a renegade doctor from Japan has uncovered a **natural "belly fat Drāno" juice** that flushes out this toxic fatty acid from your body.

Create Your Headline

- Use your seller's copy and update your headline.
- Update your headline to make it attention-grabbing and to make certain words stand out. In Accelerator, do this by highlighting the text and editing it.

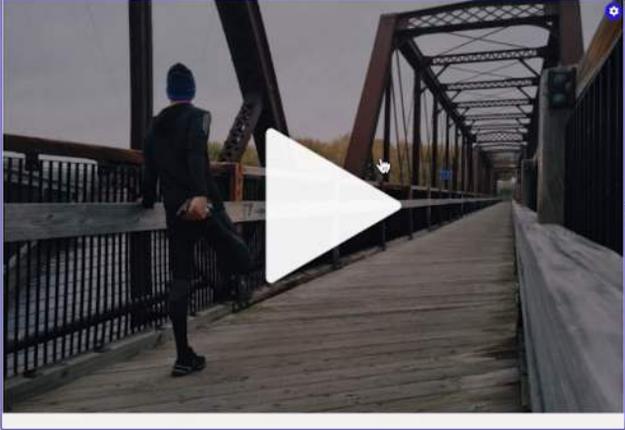


Renegade Doctor from Japan Has Uncovered a Natural "Belly Fat Drāno" Juice That Flushes Out This Toxic Fatty Acid From

Watch Video

Bullet Points or Body

- **Next, update the body copy or bullet points on your landing page.** Use your seller's tools like the email swipes page to help you do this.



Renegade Doctor from Japan Has Uncovered a Natural “Belly Fat Drāno**” Juice That Flushes Out This **Toxic Fatty Acid** From Your Body.**

- Drink 1 cup every morning to lose “spare-tire” belly in record time
- Dissolves” 62LBs in 7 weeks
- 93% success rate
- You can still eat pizza, pasta, donuts and ice cream...

[Watch Video](#)

Imagery & Visual Assets

- **Find imagery for your landing page on the seller's affiliate tools page.** For the video presale, find an image that has a "Play" button on it. This not the actual video, but it will direct the potential buyer to the sales page to watch the VSL.
- Screenshot or save the image you would like to use.
- *To screenshot on a Mac, press **Shift-Command-4**, then move the crosshair pointer to where you want to start the screenshot. Press the mouse or trackpad button, drag over the area you want to capture, then release the mouse or trackpad button.*
- *To screenshot on a Windows use the snipping tool.*

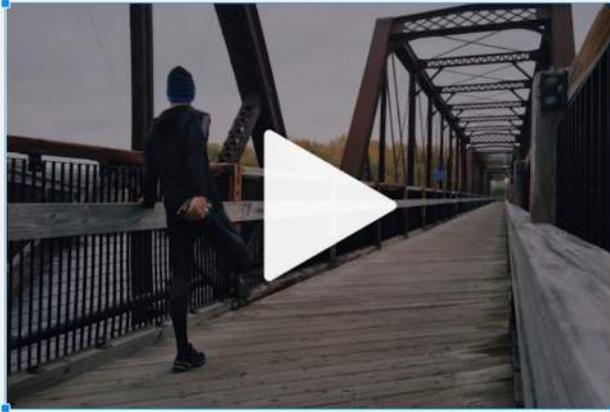


67,129 folks are drinking this delicious juice every morning...

And they're losing an average of 28 lbs – in as little as 21 days!

>>> drink 1 cup every morning to lose “spare-tire” belly in record time

- Once you have your image, head back to the editor and click **Replace**.

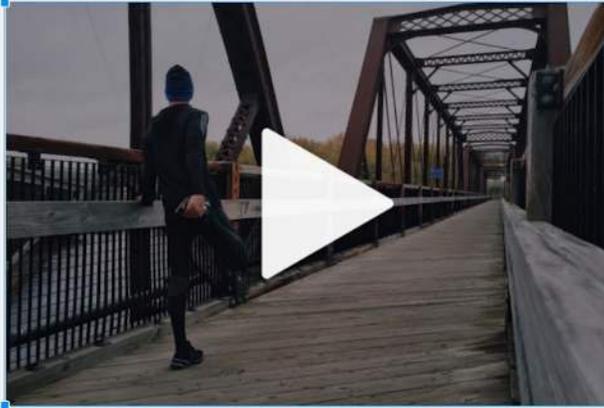


Renegade Doctor from Japan
Has Uncovered a Natural **"Belly
Fat Drāno"** Juice That Flushes
Out This **Toxic Fatty Acid** From
Your Body.

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[Watch Video](#)

- Then, drag and drop the image you want to use.

[Edit Section](#)

Renegade Doctor from Japan Has Uncovered a Natural “**Belly Fat Drāno**” Juice That Flushes Out This **Toxic Fatty Acid** From Your Body.

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[Watch Video](#)

- Adjust to your desired size.

[Edit Section](#)

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- Drink 1 cup every morning to lose “spare-tire” belly in record time
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[Watch Video](#)

IMPORTANT: How to Add Your HopLink

- The best place to put your HopLink in inside the CTA button. For this example, place it inside the "Watch Video" button.
- If you are using another tool, make sure you have a large CTA button that describes your desired action.
- Select the button on the template and go to the button settings.

ACCELERATOR BY CLICKBANK

Page Is Active

Edit Section



Renegade Doctor from Japan Has Uncovered a Natural “Belly Fat Drāno” Juice That Flushes Out This Toxic Fatty Acid From Your Body.

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Watch Video

Button Settings
Remove From Page
I Need Help

- Return to the ClickBank Marketplace listing and either get your HopLink from the listing, or use the seller's HopLink generator. If you use the seller's HopLink generator, make sure you go back to the HopLink tools section in your ClickBank account and encrypt your HopLink!

Step 3 - Get Your Affiliate Links Below!

Enter your Clickbank ID and tracking ID (optional) below to generate your own personalized affiliate link. Then just start to send traffic to earn big payouts!

Note: affiliates must comply with the terms below . No bidding on brand terms (product name) is allowed, and no deceptive, misleading, untruthful, unsubstantiated, or otherwise fails to comply with applicable federal and state consumer protection laws, regulations, and guidelines.

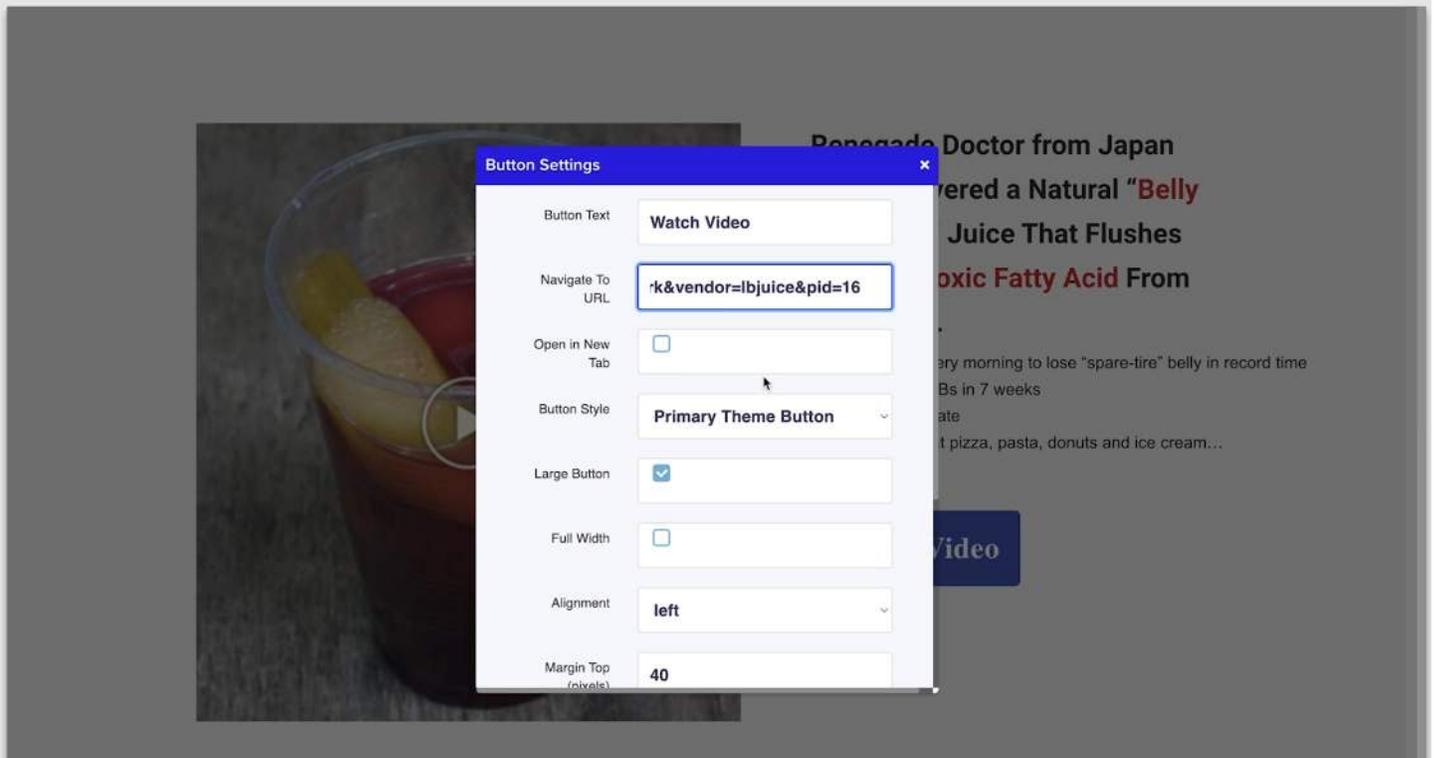
HOPLINK GENERATOR

My ID	Tracking ID
<input type="text" value="cbspark"/>	<input type="text"/>
Landing page:	
<input type="text" value="Default VSL"/>	
<input checked="" type="checkbox"/> I agree to the terms of service	
<input type="button" value="Generate hoplink"/>	
https://hop.clickbank.net/? affiliate=cbspark&vendor=lbj Juice&pid=16	
<input type="button" value="Copy to clipboard"/>	

[Tracking Pixels](#)

ClickBank allows you to place all your tracking pixels (such as Facebook, Yahoo, Google, Voluum and more) right from you ClickBank account.

- Copy your HopLink and take that back to your landing page editor.
- Paste your HopLink URL and click **Save**.



- Make sure your image with the play button is clickable by selecting the image and opening the link editor.



**Renegade Doctor from Japan
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[Watch Video](#)



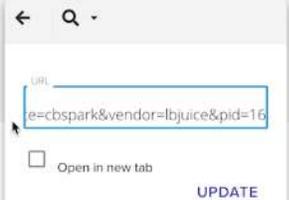
- Paste your HopLink and click **Update**.



Renegade Doctor from Japan Has Uncovered a Natural “Belly Fat Drāno” Juice That Flushes Out This Toxic Fatty Acid From Your Body.

- Drink 1 cup every morning to lose “spare-tire” belly in record time
- Dissolves* 62LBs in 7 weeks
- 93% success rate
- You can still eat pizza, pasta, donuts and ice cream...

[Watch Video](#)



Congrats! You have successfully created your first landing page!

Remember, no matter what editor you use, you only need these things:

1. A header
2. Bullet point text for your body
3. Imagery
4. Two touchpoints for the potential buyer to follow the desired CTA and be directed to the sales page

Check your HopLink

- Make sure you follow the CTA links all the way to the order form.
- Test your encoded affiliate HopLink ID using the HopLink tools.

Make Sure Your Page is Active

- In Accelerator, go to **Page Info** on the left menu.
- Make sure **Page is Live** is checked.

Renegade Doctor from Japan Has Uncovered a Natural "Belly Fat Drāno" Juice That Flushes Out This Toxic Fatty Acid From Your Body.

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- 93% success rate
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[Watch Video](#)

Pro Tip:

If you ever want to update your page URL, you can do that in the SEO section of **Page Info**.

That's it! Your Landing Page is Live!

Let's recap the core foundations of a good landing page:

1. A high-converting, interest-peaking headline
2. A few bullet points to back up your headline
3. An image with your HopLink embedded
4. A strong CTA with your HopLink embedded

Dont forget to test our your entire funnel and make sure your HopLink is on the order form.

Your Action Items

- Figure out your traffic source and niche
- Build your first landing page
- Test your funnel

You've got this!

This is one of the hardest steps in your affiliate journey. It is normal to struggle. Use your resources and reach out for help in the Discord community. If you are not ready to build your landing page yet, that is okay, go ahead and take your traffic course and then come back to this lesson!

You should now know:

- What a landing page is
- What a landing page looks like
- How a landing page works in your funnel
- The fundamentals of how to build a landing page
- What goes inside your landing page
- Where to put your HopLink

Notes

Use this area to take notes on what stood out to you in the lesson: