

SEO Best Practices for Affiliates - Mini Guide

1. **Social Media Links** on header and footer. Check to see if these links open in a new tab. If they don't, this is bad for SEO as they may click on it right away exiting your website which will increase your bounce rate.
2. Same is true for any **third party link**. They should always be open in a new tab. So affiliate links, external links etc.
3. **Anchor text**. Anchor text is the highlighted text when linking to a page regardless if it's an internal page or external page. The actual text matters for SEO, so when linking to yourself or doing a guest post and getting a link back to your website. Don't use generic words like:
 - Here
 - Blog post
 - Here
 - Contact
 - Read
 - Review

- Ideally you should link to the title of your own blog post and or have a keyword. For example, check out this Amalfi Hotel. Link the words **Amalfi hotel**.
4. **Image alt text**. Image SEO is so important as your photos can show up in Google results under images. So you should be adding an ALT text to each image file on your blog post. I typically will name one of my files the main idea of my blog post aka focus keyword.

Rome with Teens and in the rest I will describe the photo, experience, place etc.
5. **H2 and H3 Headings** should not be generic, but should have keywords and there should be several headings in a long form blog post.

Examples - <https://passportsandgrub.com/is-durban-safe-south-africa-travel-advisory/>

- a. Headings are used to format a blog post into sections

- b. Headings ideally should not be over 60 characters but I personally break this rule at times

For internal linking it should have keywords. For external linking for affiliates, it can be action focused. (**Check Availability, Book Now etc**)

6. **SSL certificates. Always make sure your SSL certificate is up to date.** You can get this with your hosting provider.
7. Broken links in footer and for social media icons. I find these to be frequent so make sure they are working and also should open in a new tab.
8. Mobile friendly test. Google has switched to mobile ranking first so it's important that websites pass this test - <https://search.google.com/test/mobile-friendly>. Test yours today.

<https://wpengine.com/resources/make-wordpress-site-mobile-friendly/>

9. When checking your blog on mobile, make sure there isn't a paragraph with more than 3 sentences. I know it's weird but the mobile world just works differently.
10. Follow/ No Follow/ Rel Sponsored links.. Any money making link should be **Set to Sponsored**. Which means any affiliate booking links should be set to sponsored.

For Amazon links: There are some conflicting views on this but it seems the following to be true.

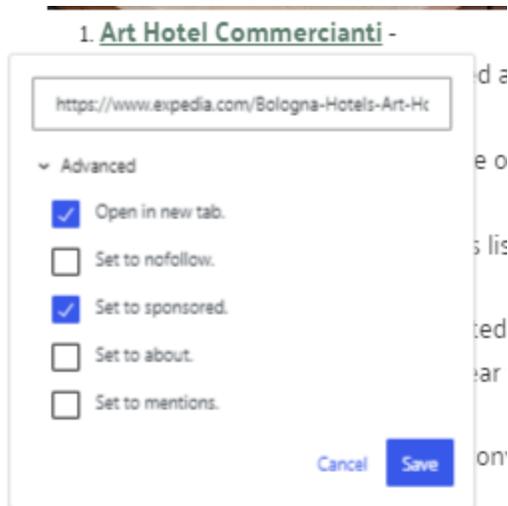
“ The nofollow attribute was previously recommended for these types of links and is still an acceptable way to flag them, though sponsored is preferred. Amazon affiliate links are NOT paid links – Amazon does not pay you to simply place the links. You get paid only after an affiliate conversion takes place.”

I also see some people saying you can use both but check out this article:

<https://www.searchenginejournal.com/using-nofollow-sponsored-ugc-links/389902/#close>

<https://developers.google.com/search/docs/crawling-indexing/qualify-outbound-links?hl=en>

I, Feuza, won't be going back and changing my booking affiliate links to rel/sponsored as they are set to no follow, but will start using the sponsored option moving forward.



11. Maps don't perform well if they are all the way at the bottom so moving it up is better for conversions.
12. Keyword research using sites like keysearch.com and finding longer tail keywords for example: Is Barcelona worth visiting (too competitive and likely won't get bookings) better to find Barcelona Hotels with Pools, Barcelona Hotels for Families, Barcelona Hotels for Couples etc. It is great to find less competitive keywords in order to rank easier and faster.
13. Don't use links on headings as it is a bad SEO practice. They are meant to format a page/post. Instead, if you want your links to be more visible, you can use buttons which are meant to be action oriented.