

CPA/Affiliate Programs

As Domainers develop more of their domains you'll find resources here to help. Also check out the blog [DomainerSEO](#) for a rich media look at the interface between domaining, SEO, and Internet Marketing.

Most parking services pay whenever someone clicks on a sponsored link. CPA-based programs, on the other hand, pay only when someone takes an action. Generally these programs require you to have some content on your site, and then ad ads to it.

Click Bank is the premier program for information products. These products often have a 50% or higher commission rate because once an information product is created it costs the author less and less to sell each one. Some domainers simply redirect their domain to the Click Bank landing page that is automatically created by the system. Others use links or banner ads to direct people to Click Bank products. You can make even more money by selling your information product [here](#).

LinkShare.com is an affiliate management program that includes advertisers such as [Flowers.com](#) and [Omaha Steaks](#). AzooglesAds is a similar program.

Auction Ads is a new eBay affiliate system developed by Jeremy "ShoeMoney" Shoemaker. eBay has always had an affiliate program, but it was cumbersome to join through Commission Junction, and it only paid when someone new to eBay signed-up for an account. Recently eBay liberalized their payments, but didn't simplify their process. ShoeMoney's new Auction Ads product is as easy to use as AdSense, but actually pays better than eBay's own program. This is because Jeremy splits his higher tier revenue from eBay, without taking a cut (at least for now). Ads are geo-targeted, so people in different countries are taken to their own version of eBay when they click on an ad.

You can run Auction Ads on the same page as Google's AdSense ads, since the ads look very different. You can see examples of Auction Ads at [Psychology.info](#) (at the top) and [SeniorCenters.com](#) (on the right). These ads are great for domains that you are developing rather than parking. As with AdSense, you should probably avoid creating "made for Auction Ads sites" that have little other content. The ease-of-use and revenue potential of Auction Ads will make this one of the top income streams for many domainers who are moving beyond parking for some of their domains.

Affiliate Summit is the conference to attend to learn more about monetizing domains through affiliate marketing. Meet the people who manage affiliate programs, learn more about monetizing websites, and attend some great parties.