



## Checklist 6 - Reviewing CPA Offers On Your Blog

Project Name: \_\_\_\_\_ Date: \_\_\_\_\_

Yes No

*CPA (Cost per action) marketing is an affiliate marketing model, in which the affiliate is paid a commission when a specific action such as a purchase or watching a video is taken. Marketers and organizations look for affiliates/bloggers with an established following to market their products and services. Here are things to consider when reviewing CPA offers in your blog:*

### Step 1 – Researching The Best Offers

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Use tools such as Google Analytics, Alexa, Quantcast to determine the best offers.          | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | For higher conversion rates, you have to decide the service or product you are advertising. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Carefully analyze the CPA offer documents.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Be keen on the rules and regulations of the offer.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Select CPA networks that are reputable.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Analyze the terms of payment carefully.   | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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7 Analyze the creatives to optimize clicks and conversions.

8 Consider the different business seasons when reviewing an offer.

9 Test the prelanders and landing pages.

### Step 2 – Connecting With Your Network

10 Select the 'Join the Network' CPA button on the offer page.

11 Fill in the affiliate form provided to legitimize your identity in the network.

### Step 3 – Integrating The CPA Offer On The Website

12 Incorporate native advertising in your website.

13 Maintain simple advertising and avoid messy banner adverts.

### Step 4 – Increasing Traffic And Conversion Rate

14 Use tools such as social media and SEO to drive traffic to your website.

*Notes*



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*Notes*