

↗ **CamAffiliateHub**

FREE STARTER KIT

The Affiliate Marketing Starter Kit

Eight practical tools to help you choose a niche, find the right programs, and get your first traffic — no fluff, no unrealistic income claims.

WHAT'S INSIDE

1. Affiliate Niche Checklist
2. Affiliate Program Research Checklist
3. SEO Checklist
4. Keyword Research Worksheet
5. Content Planning Template
6. Traffic Generation Checklist
7. AI Prompts for Affiliate Marketers
8. Affiliate Disclosure Checklist

Affiliate Niche Checklist

Work through these before committing to a niche. A niche that only passes one or two of these is still a real risk — the strongest niches pass most of them.

Genuine interest and knowledge

- ☐ I already know this topic well enough to write about it without extensive research for every post
- ☐ I could keep producing content on this topic for a year without running out of angles
- ☐ I'd stay interested in this even if it took 6–12 months to see meaningful traffic

Commercial viability

- ☐ There are real affiliate programs in this niche — not just one or two, several genuine options
- ☐ The products/services people buy in this niche have a reasonable price point (low-ticket-only niches need much higher traffic to earn the same income)
- ☐ At least some programs in this niche offer recurring commission, not only one-time payouts
- ☐ I've checked that top-ranking content in this niche is beatable — not dominated entirely by massive, unbeatable sites

Audience and search demand

- ☐ People actually search for information in this niche (not just buy on impulse via ads with no research phase)
- ☐ There's a mix of informational content opportunities (guides, comparisons) and commercial ones (reviews, "best of" content)
- ☐ The audience has disposable income or a business budget for what's being promoted

Competitive reality check

- ☐ I've searched my 5 most likely target keywords and reviewed who's actually ranking
- ☐ I have a genuine angle or specificity that existing top content doesn't cover
- ☐ I'm not choosing this niche purely because "everyone says it's profitable" — I've verified it fits me specifically

Rule of thumb: a good niche sits at the overlap of what you can credibly write about, what people actually search for, and what has real affiliate programs behind it. Missing any one of the three makes everything downstream — content, traffic, conversions — harder than it needs to be.

Affiliate Program Research Checklist

Before you build content around any affiliate program, verify these directly on the program's own official terms page — never rely on a secondhand summary, including this one, without checking the source.

Commission structure

- ☐ I know the exact commission — flat rate, percentage, or tiered — and what triggers it
- ☐ I know whether it's a one-time payout or genuinely recurring
- ☐ If recurring, I know whether it's capped at a certain period (e.g. 12 months) or truly uncapped
- ☐ I've checked whether commission is confirmed at sale, or held pending a return/refund window first

Cookie and attribution

- ☐ I know the cookie duration (30, 60, 90 days, etc.)
- ☐ I know the attribution model — first-click or last-click — since this affects whether my content gets credit if a reader compares multiple sites before buying

Payment terms

- ☐ I know the minimum payout threshold
- ☐ I know the accepted payment methods (and whether they're available in my country)
- ☐ I know the payment schedule (monthly, Net-30, Net-45, etc.)
- ☐ I've checked for any minimum sales/conversions required before the first payout is released

Program rules and restrictions

- ☐ I've read the actual affiliate agreement, not just a summary
- ☐ I know whether paid advertising is allowed, and any restrictions on bidding on the brand's name
- ☐ I know whether self-referrals are prohibited
- ☐ I understand what would get my account suspended or terminated

Verify, don't assume: affiliate program terms change more often than most content accounts for. A commission rate or cookie window that was accurate six months ago may not be accurate today — recheck before publishing, and periodically after.

SEO Checklist

The fundamentals that matter for almost every piece of affiliate content, before you worry about anything more advanced.

Before you write

- ☐ I've identified the actual search intent behind my target keyword (informational, commercial, transactional)
- ☐ I've checked what's currently ranking and identified a genuine gap or angle I can fill
- ☐ I know roughly how comprehensive my content needs to be to compete

On-page basics

- ☐ Title tag includes the primary keyword and stays under ~60 characters rendered
- ☐ Meta description is written to earn the click, 120–158 characters
- ☐ One clear H1, with a logical H2/H3 structure beneath it
- ☐ The direct answer to the core question appears early, not buried at the bottom
- ☐ Internal links point to genuinely related content, not stuffed in for their own sake
- ☐ Images have descriptive alt text

Technical fundamentals

- ☐ Page loads reasonably fast on mobile (check Core Web Vitals)
- ☐ Page is actually crawlable — no accidental noindex or robots.txt block
- ☐ URL is clean and descriptive, not a string of parameters
- ☐ Content is included in the XML sitemap

For AI-search visibility (2026 addition)

- ☐ The direct answer appears in the first 1–2 sentences after each subheading, not just somewhere in the paragraph
- ☐ At least one claim per page is backed by a specific number or original detail, not a generic statement
- ☐ Structured data (Article, FAQPage where relevant) is implemented and matches the visible content

Keyword Research Worksheet

Print this or copy it into a spreadsheet. Fill it out for every content idea before you write — it takes ten minutes and saves hours of writing content nobody searches for.

Target keyword	Search intent	Est. difficulty	What's currently ranking	My angle / gap

Questions to answer for each keyword before writing

- ☐ Is the searcher looking to learn, compare, or buy? (Match your content format to this.)
- ☐ Does an affiliate program genuinely fit this content naturally, or would it feel forced?
- ☐ What would make my piece more useful than what's already ranking — original data, more current info, a angle nobody else has covered?
- ☐ Is this a keyword I can realistically compete for at my site's current authority level?

Content Planning Template

A simple monthly structure — enough to stay consistent without over-engineering your workflow before you have the traffic to justify a complex system.

Week	Post title / topic	Content type	Target keyword	Affiliate tie-in	Status
1					
2					
3					
4					

A balanced monthly mix to aim for

- ☐ **1-2 comparison or "best of" posts** — highest commercial intent, usually your strongest converters
- ☐ **1-2 single-program reviews** — deep, specific, genuinely useful for a reader close to a decision
- ☐ **1 how-to or educational guide** — builds topical authority and earns links, even if it converts less directly
- ☐ **Ongoing refreshes** — revisit and update 1-2 older posts each month rather than only ever publishing new content

Traffic Generation Checklist

You don't need to run every channel at once. Pick one or two that genuinely fit your niche and content strengths, and get them working before adding a third.

SEO (organic search)

- ☐ Technical foundation is solid (see the SEO Checklist)
- ☐ Publishing consistently, not in bursts followed by silence
- ☐ Building genuine backlinks — digital PR, resource pages, broken link outreach — not just internal links

Social and community

- ☐ Chosen the platform(s) that actually fit the niche — visual niches to Pinterest, discussion-heavy niches to Reddit, demonstrative niches to YouTube
- ☐ Genuinely participating (not just dropping links) if using community platforms like Reddit
- ☐ Consistent posting cadence, not sporadic

Email

- ☐ Capturing subscribers with a genuine lead magnet, not just a bare "subscribe" button
- ☐ Domain authentication (SPF, DKIM, DMARC) set up correctly
- ☐ Sending consistently, with mostly value and only some promotion

Paid (once organic is working)

- ☐ Landing page built and compliant before running any ads — never link an ad straight to a bare affiliate offer
- ☐ Small test budget defined with a stop-loss, not open-ended spend
- ☐ Tracking all the way to actual affiliate conversion, not just clicks

AI Prompts for Affiliate Marketers

Starting points, not finished answers — always fact-check anything an AI tool generates before publishing, especially commission rates, program terms, or statistics.

Content research

NICHE VALIDATION
"I'm considering [niche] as an affiliate marketing focus. What are the realistic pros and cons, typical commission structures in this space, and what would make a beginner's content stand out from what's already ranking?"

CONTENT GAP ANALYSIS
"Here are the top 5 ranking articles for [keyword]: [paste titles/URLs]. What are they missing that a genuinely more useful article would cover?"

Writing support

OUTLINE GENERATION
"Create a detailed outline for an article titled '[title]' targeting the keyword '[keyword]'. Include H2/H3 structure and note where a comparison table or FAQ section would genuinely help the reader."

HONEST REVIEW FRAMING
"Help me write a balanced pros/cons section for [product/program], based on these facts I've verified: [paste your researched facts]. Keep it honest — include genuine drawbacks, not just soft-pedaled ones."

Optimization

READABILITY PASS
"Review this draft for clarity and flow. Flag any sentences that are unnecessarily complex, and suggest a more direct way to state the same point: [paste draft]"

FAQ GENERATION
"Based on this article [paste content], generate 5 genuinely useful FAQ questions a reader would still have after reading, with concise, specific answers."

Reminder: AI tools are a starting point for structure and speed, not a substitute for your own testing, experience, and fact-checking. Content that reads as generic AI output — without genuine specificity or a real point of view — tends to underperform, both with readers and with search engines.

Affiliate Disclosure Checklist

This is general informational guidance, not legal advice — consult a qualified professional for advice specific to your situation and jurisdiction.

On every page with affiliate links

- ☐ Disclosure is clear and conspicuous — not buried in a footer link only
- ☐ Disclosure appears before the reader encounters the first affiliate link, not after
- ☐ Plain language is used — "we may earn a commission," not vague legal-sounding phrasing
- ☐ Disclosure is present on every page with affiliate content, not just a single sitewide policy page

General principles worth knowing

- ☐ Disclosure should be understandable to an ordinary reader, not require legal knowledge to parse
- ☐ "Affiliate links" should be disclosed even when a product is genuinely recommended and would be recommended anyway
- ☐ Different countries and regions have their own specific requirements — what satisfies one jurisdiction's guidance may not satisfy another's
- ☐ Disclosure requirements can apply to social media and video content too, not just blog posts

This is a starting checklist, not a compliance guarantee. Regulations and guidance change, and requirements vary by country. If you're building a business around affiliate content, it's worth having an actual conversation with a qualified legal professional about your specific disclosure obligations.