

SEOPress

Affiliate master guide

LAST UPDATE AUGUST 2022



The beginning of a great adventure

We are pleased that an affiliation with SEOPress has caught your attention. This is where the adventure begins, we hope you will enjoy it!

Affiliation is a partnership; we provide you with **banner ads** or **links** you can use online and tools that help to **effectively track your results**. In addition, for each sale generated by your efforts you receive a **20% commission**.

This guide will help you understand how to **become an affiliate within SEOPress** and how to **evolve as an affiliate** once the registration is confirmed.

If you encounter any difficulty or if you are missing information, we will be happy to respond quickly.

We look forward to having you in our affiliate program.

Enjoy reading and see you soon on SEOPress.org!

Benjamin Denis
SEOPress CEO

Table of contents

Welcome

4

What is SEOPress?

SEOPress is a WordPress SEO Plugin

How to register?

1. Sign up

2. Confirmation

3. Affiliation

How to sign in?

How to log in to your affiliate area?

How to use your affiliate links?

What is an affiliate link used for?

What's a custom affiliate link?

How to create custom link campaigns?

Where to use your affiliate links?

Creatives

9

How to use our promotional banners?

How do I choose the right banner format?

How to integrate banners on my site?

How to create content?

Channels you can use to promote SEOPress

Tips and tricks for writing content that converts

Affiliation

13

How do commissions work?

How do I get paid?

What are the commission status?

What is a rejected commission?

What is an unpaid commission?

What is a paid commission?

Set up your affiliate account

Edit your payment email

Legal information

For all affiliates

EU Entities

Statistics

17

Understand your activity

1. Statistics

2. Graphs

3. Referrals

4. Payouts

5. Visits

Welcome

What is SEOPress?

SEOPress is a WordPress SEO Plugin

SEOPress is a **powerful WordPress SEO plugin to optimize your SEO**, boost your traffic, improve social sharing, build custom HTML and XML Sitemaps, create optimized breadcrumbs, add schemas / Google Structured data types, manage 301 redirections and so much more.

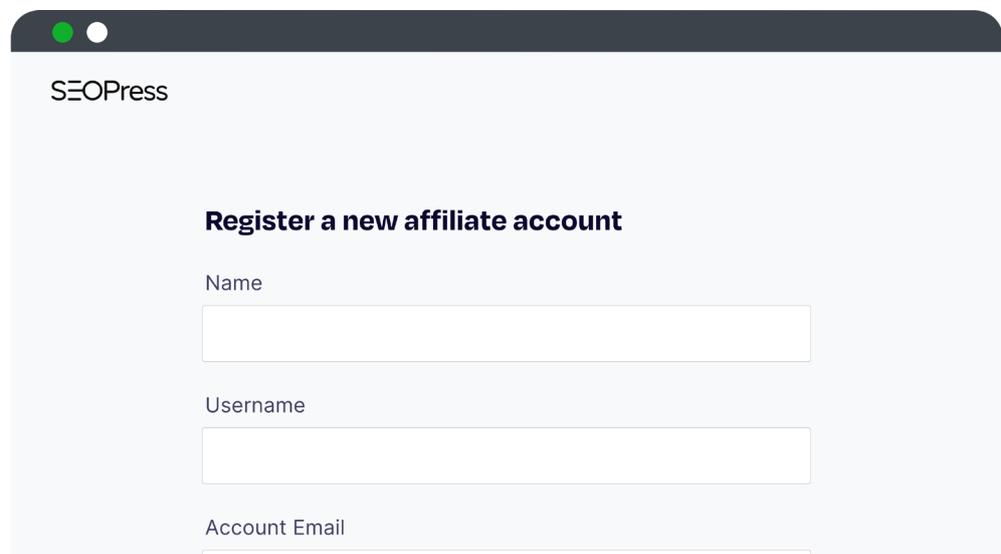
- No advertising, no footprints, white label, in backend **AND** frontend,
- **Content analysis** to help you write content optimized for search engines,
- **Import your post and term metadata** from other plugins in 1 click,
- Trusted by over **250,000 WordPress** websites since 2017.

How to register?

Not registered yet? Follow this section to know exactly how to register as a SEOPress affiliate. If you are already subscribed, congratulations! You can skip this part and go "[How to sign in?](#)" or "[How to create custom link campaigns?](#)".

To register, you can click on the footer link "Affiliate area" on our website, or follow this link:

<https://www.seopress.org/affiliate-program/>

A screenshot of a web browser window showing the SEOPress affiliate registration form. The browser's title bar shows the SEOPress logo. The page content includes the SEOPress logo at the top left, followed by the heading "Register a new affiliate account". Below the heading are three input fields: "Name", "Username", and "Account Email". Each field is represented by a white rectangular box with a thin border. The "Name" field is the first, "Username" is the second, and "Account Email" is the third. The form is centered on the page.

1. Sign up

To register, complete the form at this address:

<https://www.seopress.org/account/register/>

2. Confirmation

Once you get our **manual approval**, we will send your registration confirmation to your e-mail address.

3. Affiliation

Congratulations and welcome to the SEOPress affiliate program! You can start anytime by using your affiliate links. ([How to create your dedicated affiliate link](#)).

How to sign in?

How to log in to your affiliate area?

After registering you will be able to log in with:

- “Login to your account” from the main menu of SEOPress’ website.
- “My account” from the footer.
- or using this link:

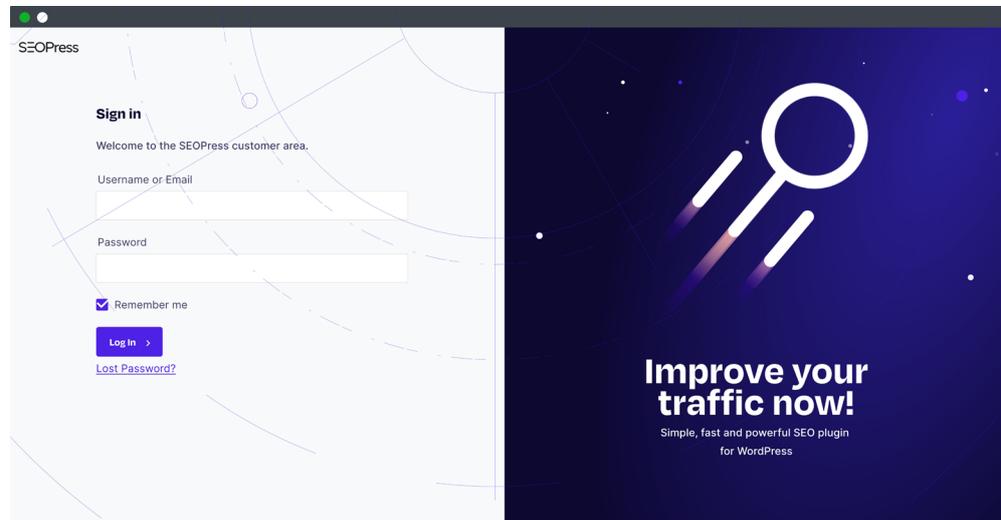
<https://www.seopress.org/account/>

This will open a login box, enter your e-mail and personal password.

If you have forgotten your password, please click the “Lost Password?” link or the one below:

<https://www.seopress.org/wp-login.php?action=lostpassword>

How to use your affiliate links?



What is an affiliate link used for?

Unique to each affiliate, with the unique identifier it contains. An affiliate link is used to link a purchase and therefore a commission to an affiliate account.

What's a custom affiliate link?

A custom affiliate link is your affiliate link plus a **tracker to segment your campaign actions** so you can track them more easily.

You can use a custom affiliate link to **analyze the origin of your sales** through our interface or Google Analytics.

How to create custom link campaigns?

Nothing is easier, you have to:

- Be [connected to your affiliate area](#) then go to the “**Affiliate URL**” tab.
- Copy and paste the chosen **destination URL**, it can be the home page or any specific page.

- Fill in a **campaign name** if you wish. It is advisable to fill it in explicitly using either theme, objective or date. You also need to avoid capital letters, spaces and special characters.
- Then click on “**Generate URL**” and you’re done! Now, integrate this link into your content.

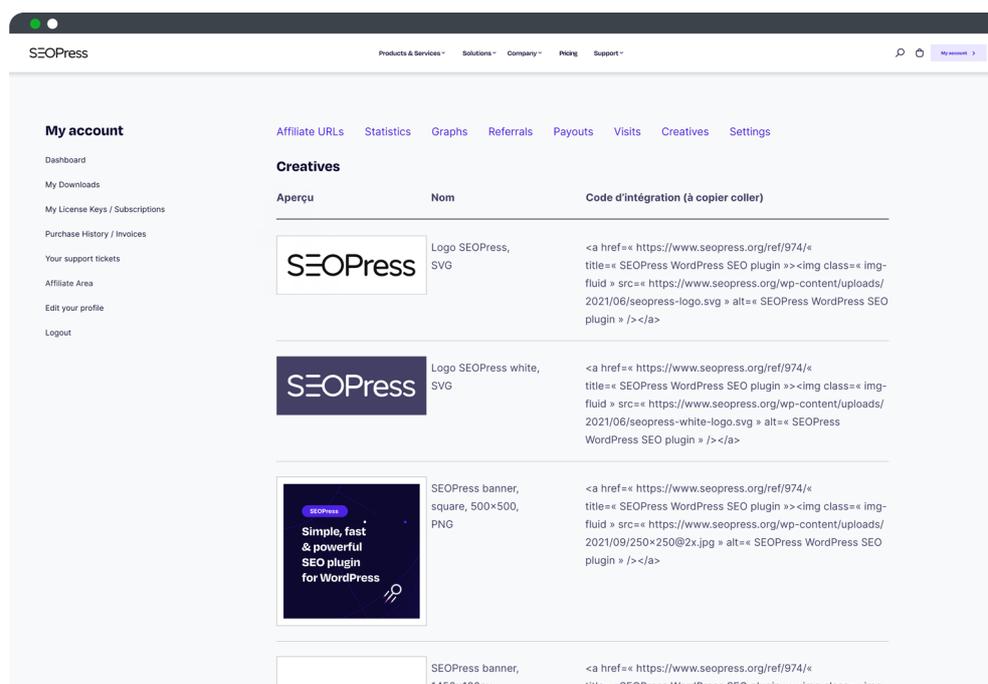
Where to use your affiliate links?

You can **integrate your affiliate links** wherever you wish: on your blog, on your website, in the content or descriptions of your videos... ([more examples](#)).

Creatives

In your affiliate area “Creatives” menu, you will find several versions of the SEOPress logo and five banner ads in different sizes that respect our brand guidelines.

To recommend SEOPress on your website, we provide you access to banners from the “Creatives” menu. The banners are designed to fit with our brand guidelines. **Use these in multiple locations to increase revenues.**



The screenshot shows the SEOPress affiliate dashboard. On the left is a 'My account' sidebar with links like Dashboard, My Downloads, My License Keys / Subscriptions, Purchase History / Invoices, Your support tickets, Affiliate Area, Edit your profile, and Logout. The main content area has a top navigation bar with links for Affiliate URLs, Statistics, Graphs, Referrals, Payouts, Visits, Creatives, and Settings. Below this is a 'Creatives' section with a table listing available creatives.

Aperçu	Nom	Code d'intégration (à copier coller)
	Logo SEOPress, SVG	<code>></code>
	Logo SEOPress white, SVG	<code>></code>
	SEOPress banner, square, 500x500, PNG	<code>></code>
	SEOPress banner, 1456x180px	<code>><img class="img-</code>

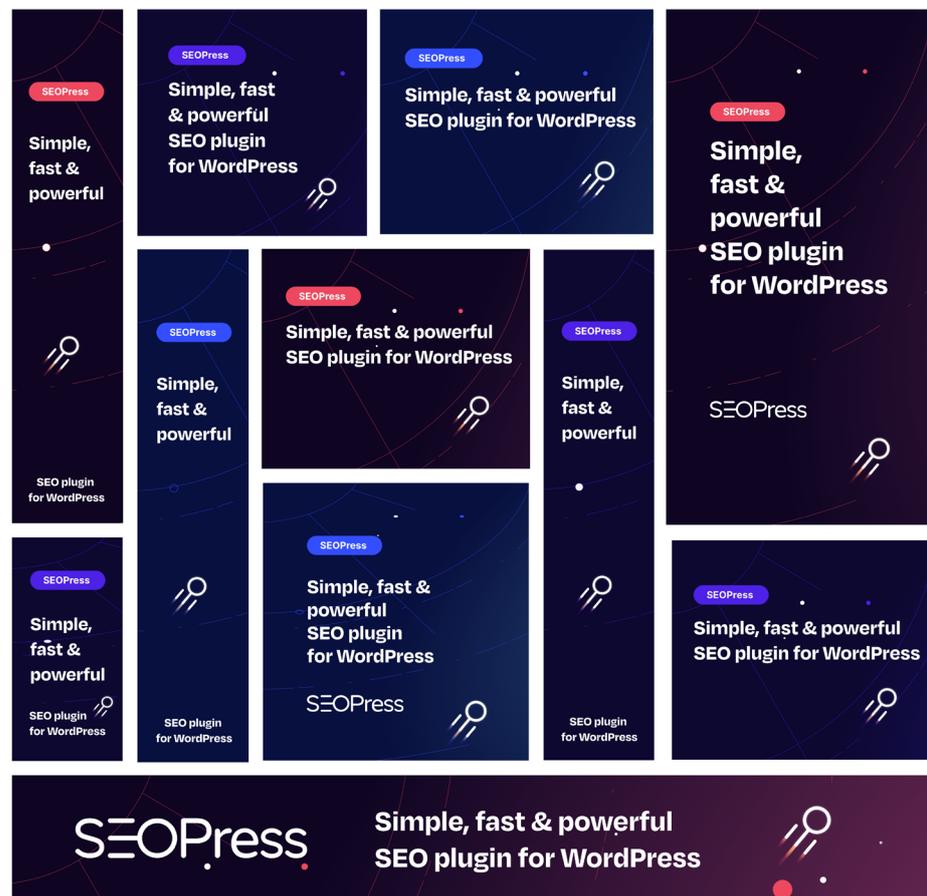
Affiliate area, “Creatives” tab

How to use our promotional banners?

How do I choose the right banner format?

For more flexibility, we have created different banner formats, so they will adapt perfectly to your website.

The predefined dimensions are currently considered the **most popular and effective** in web design. Of course, the **larger and more visible** the banner is, the more likely it is to generate income.



The five banner formats based on Google Ads

How to integrate banners on my site?

Integrating a banner on your site is very simple. Just copy (CTRL+C for Windows or CMD+C for MacOS) the code under the banner and paste it (CTRL+V for Windows or CMD+V for MacOS) to the location of your site that you have chosen.

How to create content?

Channels you can use to promote SEOPress

You can use banners wherever you like:

- On your **website, blog, e-commerce**...
- In your **e-mail** content or signature,
- On your **social networks**: lives, profiles pages, groups, ads...
- In your **videos**,
- With your **online courses**.

Tips and tricks for writing content that converts

You need to understand that to write **effective content**, you need to **multiply the points of contact**, but also **diversify your topics**.

For example, you can start a series of articles in which you explain how your visitors could optimize their visibility, analyze their traffic more easily, increase the speed of their site, improve UX, etc. You can cite SEOPress together with your affiliate link in all these articles.

Still looking for inspiration? Here are some more content ideas:

- Write an in-depth review of SEOPress.
- Create a "Why I switched to SEOPress" post, a comparative with a competitor's solution or a performance test before / after switching to SEOPress.
- Create a tutorial about "How to use SEOPress" or "How SEO works" including our plugin.
- Add SEOPress to your resources page.
- Include SEOPress in a related content item or recommendation list.
- Promote new features and updates of SEOPress.

Affiliation

How do commissions work?

You earn 20% of each sale generated through your affiliate link. There are two ways to award you a sale.

- **With your unique identifier**, present in your affiliate link. This marker certifies the origin of a purchase and assures your commission.
- **With a cookie with your identifier**. After a click on your affiliate link a cookie is saved for 30 days on the user's computer. If a purchase comes from a machine carrying your cookie then the commission is allocated to you.

How do I get paid?

Once the sale is completed, the transaction is saved to your affiliate area. Four states are possible:

- **Pending**: the transaction has been generated and has not yet been confirmed.
- **Rejected**: the commission was rejected ([see reasons](#)).
- **Unpaid**: the commission is confirmed and waiting to be paid to you.
- **Paid**: the commission has been paid to you.

All commissions start with a "Pending" status and are then upgraded to one of the other three statuses. A "Pending" referral means that the transaction is on hold while it is being confirmed.

What are the commission status?

What is a rejected commission?

A commission has the “Rejected” status if the corresponding user’s order has been either canceled, refunded or deleted.

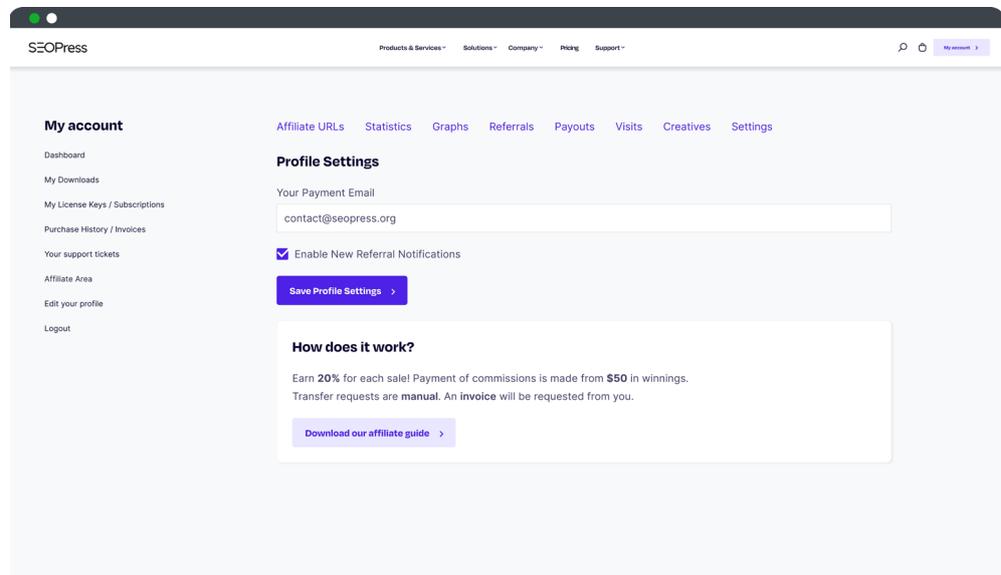
What is an unpaid commission?

A commission has the “Unpaid” status when the end user’s order has been successfully completed. An unpaid commission is due, you can contact us to receive payment.

What is a paid commission?

The commission takes the “Paid” status as soon as the payment is made to you. Once tagged “Paid”, a commission is considered closed and no further change of status can be applied.

Set up your affiliate account



Affiliate area, "Settings" tab

Edit your payment email

You can change your payment e-mail address anytime from the "**Settings**" menu in your affiliate area.

Affiliate commissions are paid via **PayPal**. It is the affiliate's sole responsibility to have **an active and valid PayPal account** on file. Only this, will guarantee the successful proceeding of your commission.

Commission payments are made from \$50 of earnings.

Legal information

Depending on the country, **additional documents and/or tax informations** may be required to be submitted before we can proceed the payment of your commission.

For all affiliates

Regardless your country of residence, or legal status you will have to include this information in your invoices.

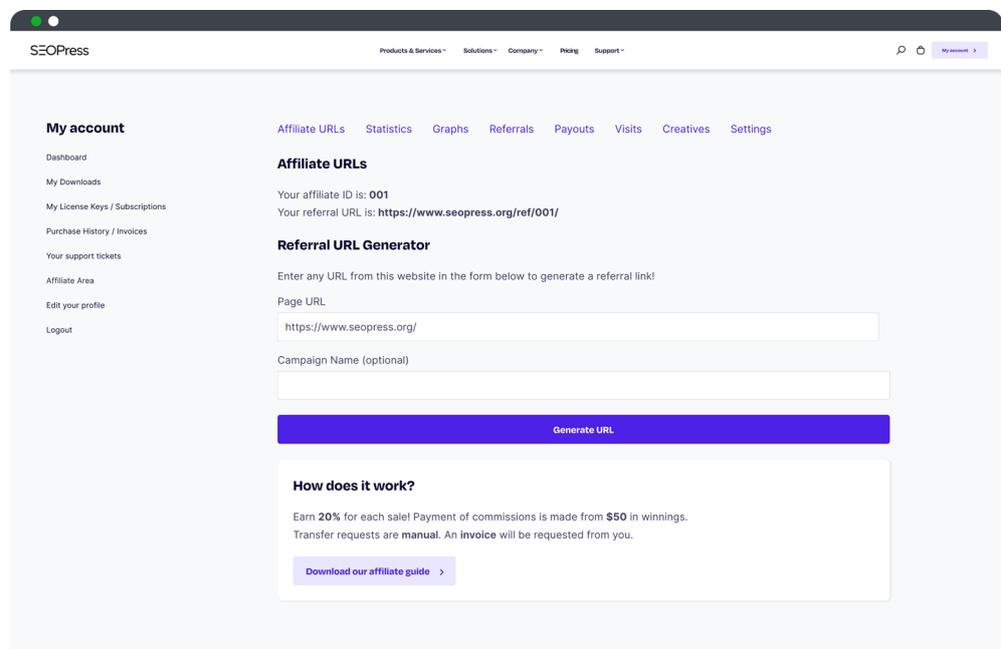
SEOPress SASU, 26 allée de Cantau, 64600 Anglet, France
VAT number: FR55843629643

EU Entities

All businesses and individuals must provide their VAT or TAX ID number.

Statistics

Understand your activity



Affiliate area

Creating and promoting content is the affiliate's main job. **To improve your performance**, we provide you five analytics views:

- Statistics,
- Graphs,
- Referrals,
- Payouts and
- Visits.

You can find all of them from your affiliate area.

1. Statistics

The screenshot shows the SEOPress affiliate dashboard. The left sidebar contains a 'My account' menu with options like Dashboard, My Downloads, My License Keys / Subscriptions, Purchase History / Invoices, Your support tickets, Affiliate Area, Edit your profile, and Logout. The main content area has a top navigation bar with 'Affiliate URLs', 'Statistics', 'Graphs', 'Referrals', 'Payouts', 'Visits', 'Creatives', and 'Settings'. The 'Statistics' tab is selected, showing two summary tables. The first table displays 'Unpaid Referrals' (0), 'Paid Referrals' (0), 'Visits' (0), and 'Conversion Rate' (0%). The second table displays 'Unpaid Earnings' (\$0.00), 'Paid Earnings' (\$0.00), and 'Commission Rate' (20%). Below these is a table for campaign statistics with columns for Campaign, Visits, Unique Links, Converted, and Conversion Rate, followed by a message: 'You have no referrals or visits that included a campaign name.' A 'How does it work?' section explains the 20% commission structure and includes a 'Download our affiliate guide' button.

"Statistics" page, affiliate area

Statistics offers the widest view of your activity. All of your actions since the beginning of our partnership are listed here.

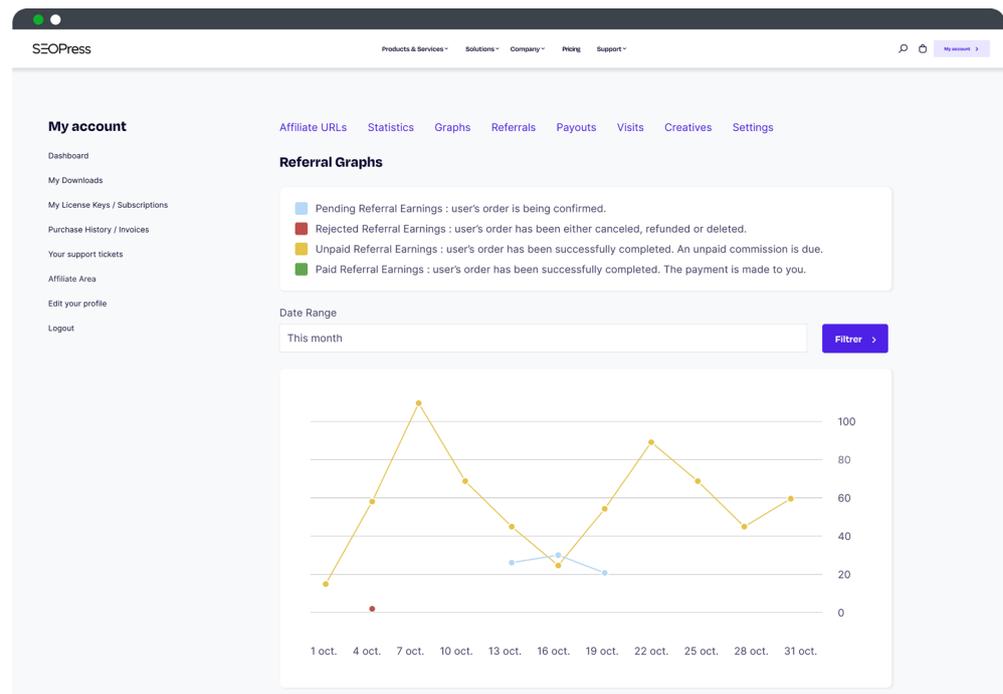
- **Unpaid referrals:** number of your unpaid commissions.
- **Paid referrals:** number of referrals already paid.
- **Visits:** number of visits associated with your affiliate link.
- **Conversion rate:** percentage equal to the number of referrals divided by the number of visits.
- **Commission rate:** 20% for every affiliate. You will earn 20% of the sales generated by your affiliate link.

The following table lists your statistics by campaign and owns 5 columns:

- **Campaign:** the name you gave to [your affiliate link](#).
- **Visits:** number of users who visited thru your affiliate links.
- **Unique links:** number of times an affiliate link has been visited, this number does not increase when the same person uses the link multiple times.

- **Converted:** number of users who have bought one of our products.
- **Conversion rate:** percentage of your conversions on the number of users who clicked on your affiliate link.

2. Graphs



“Graphs” page, affiliate area

Get an easy view of your commissions with the Graphs tab. You can see four colors on this graph:

- **Orange** stand for “Unpaid”,
- **Blue** stand for “Pending”,
- **Red** stand for “Rejected”,
- **Green** stand for “Paid”.

You can refine this view to match your needs using the date filter, to get the precise information you are looking for.

3. Referrals

The screenshot shows the SEOPress affiliate dashboard. The main navigation includes: Products & Services, Solutions, Company, Pricing, Support, My account, Affiliate URLs, Statistics, Graphs, Referrals, Payouts, Visits, Creatives, and Settings. The 'My account' sidebar lists: Dashboard, My Downloads, My License Keys / Subscriptions, Purchase History / Invoices, Your support tickets, Affiliate Area, Edit your profile, and Logout. The 'Referrals' section contains a table with the following data:

Reference	Amount	Description	Status	Date
1	\$7.80	SEOPress PRO — 1 year of updates and su...	Payed	October 1, 2021 10:00 pm
2	\$7.80	SEOPress PRO — 1 year of updates and su...	Payed	October 3, 2021 10:00 pm
3	\$19.80	SEOPress PRO — 1 year of updates and su...	Payed	October 8, 2021 10:00 pm
4	\$19.80	SEOPress PRO — 1 year of updates and su...	Payed	October 10, 2021 10:00 pm
5	\$19.80	SEOPress PRO — 1 year of updates and su...	Payed	October 11, 2021 10:00 pm
6	\$7.80	SEOPress PRO — 1 year of updates and su...	Payed	October 15, 2021 10:00 pm
7	\$19.80	SEOPress PRO — 1 year of updates and su...	Payed	October 16, 2021 10:00 pm
8	\$24.75	SEOPress PRO — 1 year of updates and su...	Payed	October 17, 2021 10:00 pm

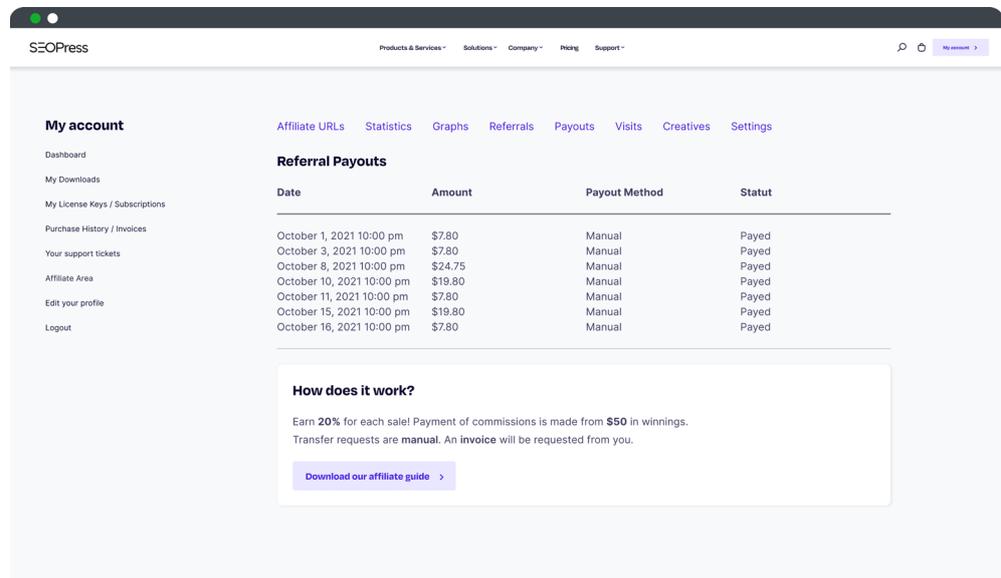
Below the table is a section titled 'How does it work?' with the following text: 'Earn 20% for each sale! Payment of commissions is made from \$50 in winnings. Transfer requests are manual. An invoice will be requested from you.' A button labeled 'Download our affiliate guide >' is located below the text.

"Referrals" page, affiliate area

In Referrals you will find the list of products sold thru your links, in a table with five columns:

- **Reference:** unique ID for each commission.
- **Amount:** total of your earnings.
- **Description:** description of the product that generated the commission.
- **Status:** can be [one of the four status presented](#).
- **Date and time** of the transaction.

4. Payouts



The screenshot shows the SEOPress affiliate dashboard. The top navigation bar includes links for Products & Services, Solutions, Company, Pricing, and Support. The left sidebar contains a 'My account' section with links for Dashboard, My Downloads, My License Keys / Subscriptions, Purchase History / Invoices, Your support tickets, Affiliate Area, Edit your profile, and Logout. The main content area has a navigation menu with links for Affiliate URLs, Statistics, Graphs, Referrals, Payouts, Visits, Creatives, and Settings. The 'Payouts' tab is active, displaying a table titled 'Referral Payouts' with the following data:

Date	Amount	Payout Method	Status
October 1, 2021 10:00 pm	\$7.80	Manual	Payed
October 3, 2021 10:00 pm	\$7.80	Manual	Payed
October 8, 2021 10:00 pm	\$24.75	Manual	Payed
October 10, 2021 10:00 pm	\$19.80	Manual	Payed
October 11, 2021 10:00 pm	\$7.80	Manual	Payed
October 15, 2021 10:00 pm	\$19.80	Manual	Payed
October 16, 2021 10:00 pm	\$7.80	Manual	Payed

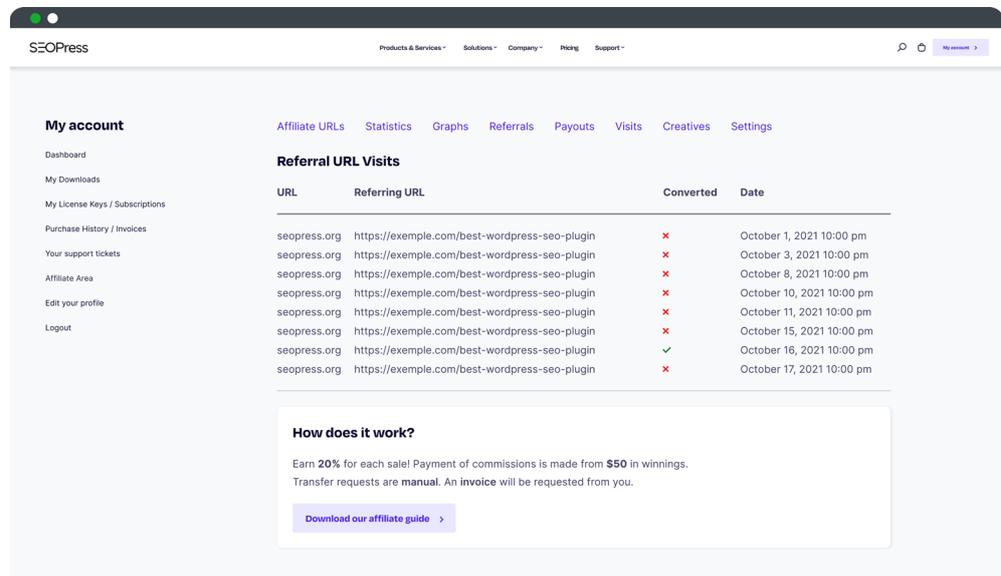
Below the table is a section titled 'How does it work?' with the following text: 'Earn 20% for each sale! Payment of commissions is made from \$50 in winnings. Transfer requests are manual. An invoice will be requested from you.' A button labeled 'Download our affiliate guide' is located below the text.

"Payouts" page, affiliate area

You will find your paid commissions in this tab. Payouts is a four columns table:

- **Date and time** of the payment.
- **Total Amount** of the transaction (can include multiple sales).
- **Payout Method**, always "manual".
- **Status** can be one of the [four available status](#).

5. Visits



The screenshot shows the SEOPress affiliate dashboard. The main navigation menu includes: Affiliate URLs, Statistics, Graphs, Referrals, Payouts, Visits, Creatives, and Settings. The 'Visits' tab is active, displaying a table titled 'Referral URL Visits'. The table has four columns: URL, Referring URL, Converted, and Date. The data rows show visits from seopress.org to https://example.com/best-wordpress-seo-plugin, with conversion statuses ranging from failed (red X) to successful (blue checkmark).

URL	Referring URL	Converted	Date
seopress.org	https://example.com/best-wordpress-seo-plugin	✗	October 1, 2021 10:00 pm
seopress.org	https://example.com/best-wordpress-seo-plugin	✗	October 3, 2021 10:00 pm
seopress.org	https://example.com/best-wordpress-seo-plugin	✗	October 8, 2021 10:00 pm
seopress.org	https://example.com/best-wordpress-seo-plugin	✗	October 10, 2021 10:00 pm
seopress.org	https://example.com/best-wordpress-seo-plugin	✗	October 11, 2021 10:00 pm
seopress.org	https://example.com/best-wordpress-seo-plugin	✗	October 15, 2021 10:00 pm
seopress.org	https://example.com/best-wordpress-seo-plugin	✓	October 16, 2021 10:00 pm
seopress.org	https://example.com/best-wordpress-seo-plugin	✗	October 17, 2021 10:00 pm

Below the table, there is a section titled 'How does it work?' with the following text: 'Earn 20% for each sale! Payment of commissions is made from \$50 in winnings. Transfer requests are manual. An invoice will be requested from you.' A button labeled 'Download our affiliate guide >' is also present.

"Visits" page, affiliate area

Find your most efficient campaigns with the Referral URL Visits table. This view contains four columns:

- **URL:** the address on the SEOPress site where the visitor arrived.
- **Referring URL:** the URL where your affiliate link was clicked.
- **Converted:** the status of the visit, this can have one of two statuses:
 - A **red cross** means the action was unsuccessful.
 - A **blue tick** means you have obtained a commission!
- **Date and time:** when the user clicked on your affiliate link.

SEOPress

SEOPress.org

SEOPress is a WordPress SEO Plugin for your website.

Simple, fast & powerful.

Copyright 2017 - 2022 SEOPress - All rights reserved

