Beware of Affiliate Spamming!

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The modern variation of the practice of paying finder's-fees for the introduction of new clients to a business is a popular method of promoting Internet businesses called affiliate marketing. An affiliate marketer is paid for every visitor, subscriber, or customer provided to an Internet business because of his efforts. The affiliate marketer earns compensation based on a certain value for each visit (Pay per click), registrant (Pay per lead), or a commission for each customer or sale (Pay per Sale), or any combination.

You can see where an affiliate marketer would be sorely tempted to send out email advertising the products he makes money on for promoting. This resulted in so much SPAM being generated that anti-spam laws were enacted. Spammers are severely fined and the newest twist in the anti-spam laws are that the merchants whose affiliates spam are being held responsible for the spamming as well. So caution is well advised to merchants.

Merchants who are considering adding an affiliate strategy to their online sales channel should research the different technological solutions available to them. As affiliate marketing has matured many affiliate merchants have refined their terms and conditions to prohibit affiliates from spamming. Some types of affiliate management solutions include: standalone software, hosted services, shopping carts with affiliate features, and third party affiliate networks.

Spamdexing or search engine spamming is the practice of deliberately creating web pages which will be indexed by search engines in order to increase the chance of a website or page being placed close to the beginning of search engine results, or to influence the category to which the page is assigned.

Right now there is a lot of debate about the affiliate practice of Spamdexing and many affiliates have converted from sending email spam to creating large volumes of automatically generated web pages each devoted to different niche keywords as a way of search engine optimizing their sites. This is sometimes referred to as spamming the search engine results. Spam is the biggest threat to organic Search Engines whose goal is to provide quality search results for keywords or phrases entered by their users.