

## Where to position your free reports in your site to pro...

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There are so many ways to promote products in the marketing affiliate world. Some marketers have even gone to the extent of establishing ridiculous and weird promotional strategies for their products. Although it might be true that these strategies work, for the better part, to successfully promote in the affiliate marketing world need not be that extreme. All you need are to establish the right kinds of non-extremist strategies of promoting, push through with them, and you will soon have success at the tips of your fingers.

It is an established fact that affiliate marketers do not sell as much by trying to convince prospective buyers to purchase your product just once. Affiliate marketing finds its success in follow-ups and consistent promotions, and what better way to do this than free reports?

Prospects subscribe to your free reports due to the following reasons: first, is that before subscribing, they aren't exactly sure if they want the product just yet, however, they might consider buying if they found something about the product that would be of benefit to them; and second, is that they are planning to buy the product, however, they want to know more about it before they do. Either way, your free reports have goals, and those are to promote your product and convince your prospects to buy them.

This might lead you to think that by making your free reports, you should focus on the content and nothing more. However, the positions of your free reports on your affiliate marketing sites are just as important as the content. Of what use would the content of your free reports be if your prospects have no means of getting to them? The strategies you employ in positioning your free reports should be as extensive as the strategies you employ in making them. This article will guide you through the most strategic places for you to position your free reports on your affiliate marketing site.

### **POSITION YOUR FREE REPORTS AT THE UPPER PART OF YOUR PAGE**

Prospects have the tendency to be impatient, and if they have to get to the bottom of a page before they could have access to your free reports, you might as well say goodbye to future profits. Place your reports where your prospect buyers can easily see them. Anywhere on the upper part of the page is fine, however, many would suggest that placing free reports on the upper left part of a page is more conspicuous. Place your free reports where they can easily be seen, but aren't too distracting (too much distraction might make your prospects hate your site and lead them to never come back).

### **POSITION YOUR FREE REPORTS AT STRATEGIC LOCATIONS IN YOUR ARTICLES**

Take note of the word "strategic." Strategic does not include placing links to your free reports at every end of your sentences. Placing 3-5 links to your free reports throughout a 500-word article should be good enough. Make sure your links also fit well. It would be such a waste of a good article and good free reports if you don't know how to position them. Position links to your free reports in a consistent but not bothersome manner. Consistency is good for the impatient prospective buyers, however too much of it might just piss him or her off.

## **PROVIDE LINKS TO YOUR FREE REPORTS ON YOUR CONTACT US PAGE**

Some would say "no" to this, but if you do this correctly, there's absolutely nothing wrong with it. The main objective of a "contact us" page is to contact the affiliate marketer. However, it wouldn't do any harm to place a little link that would provide means for the affiliate marketer to contact the prospective buyers through free reports. If you do decide to place links to your free reports in your Contact Us page, remember what the page is made for. Never ever forget, or you might risk chasing prospective buyers away.

Positioning your free reports throughout your affiliate marketing site is all about strategy. Location, location, location. Too little of those powerful links might lead to your prospect buyers to simply overlook them, and too much might lead them to simply run away and never come back. So strategize, and strategize well.