

# THE ULTIMATE TOOLKIT FOR

# AFFILIATE MARKETING



DEEPAK  
CHOU DHARY

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# 1 CHAPTER

## WHY DO YOU NEED THIS TOOLKIT?

Welcome to the **Ultimate Toolkit for Affiliate Marketing**.

This guide will reveal all the best tools that are crucial for affiliate marketers like you. With these tools at your disposal, you can scale up your blog to achieve more affiliate sales to earn consistent income every month.

Hi, this is **Deepak Choudhary**, founder of [TechnicalWall.com](https://TechnicalWall.com).

When I was about to start my affiliate marketing blog [TechnicalWall.com](https://TechnicalWall.com), I was very much confused about selecting the right web hosting, themes, page builders, email marketing tools, and other products.

This led me to try and make investments in many different products most of which I don't even use now.

After trying all these products I was able to figure out the best products that have helped me to scale my blog to earn a decent income every month.

I have created this toolkit so that you shouldn't waste your hard-earned MONEY and TIME. I have included only the best and popular products that are essential to creating a successful blog.

Let's get started.

# 2 CHAPTER

## WEB HOSTING

**A good web hosting service is essential for a website's success.**

A website without a good hosting service is prone to many issues. This includes security and performance problems, such as site-wide outages and slow loading speeds. The quality of the hosting service varies by the type, cost, and features of the plan. You want to find a web hosting company that can provide reliable hosting services at an affordable price with all the features you need, such as server bandwidth and storage space.

Here are the top 2 hosting service providers that I use and recommend:

[A2 Hosting](#) - Technicalwall.com was hosted on **A2 Hosting** from 2019 to 2022. I was on a shared hosting plan and I was pretty much satisfied with the service, performance and fast customer support. I have never faced any serious issues like downtime, poor speed, or security issues which are vital for your website's success.

To beginners who are just starting out, I would recommend starting with a shared hosting plan from A2 Hosting.

[WPX](#) - Now as my blog grew big, I have migrated my site to **WPX Hosting** . It is known for its exceptional customer service, high-end servers, free site migration, super-fast SSD storage and 100% uptime guarantee. But the price may not be affordable to all. That is why I recommend it to only those website owners whose site has grown big and are looking to migrate their site to a more powerful hosting service provider.

# 3 CHAPTER

## WEBSITE SECURITY

**Website security** is a vital part of any online business that is why it is essential to protect the website from hackers and malware.

Hackers are always on the lookout for vulnerabilities in websites and can easily take advantage of them to steal data from your site or use your site to distribute ransomware or malware.

Here is the top security service that I use and recommend:

[MalCare Pro](#) - I am using the **Malcare Pro security plugin** on my blog Technicalwall.com and other affiliate sites to protect them from external threats.

It is a complete website security solution that protects websites from hackers, malware injection and other threats.

Malcare Pro detects any malicious scripts that might infect your site, blocks brute force attacks, and removes malware from your site.

With Malcare Pro, you can rest assured that your site is always protected and up-to-date!

# 4 CHAPTER

## WEBSITE BACKUP

As an affiliate marketer, you may have put in countless hours of work to create your dream website to make a profitable career. That is why it is so much essential to have a consistent **backup of your website**.

A backup will help you to recover your site quickly if something goes wrong. Website backup can be done manually also, but the most popular way is to use a third-party service that offers backup services.

I am using the following backup services on my websites:

**BlogVault** - It is a cloud-hosted backup service for WordPress websites. It provides a one-click restore option making it easier for you to restore your blog in the event of a hosting outage, ransomware attacks, or accidental deletion.

On Technicalwall.com I am using **BlogVault** which takes backup of my site every day automatically.

**UpDraft** - Another very popular backup service is **UpDraft**. I am also using Updraft on my other blogs.

It also has a free plan that provides an always-on backup system that securely stores copies of your data in multiple locations, and offers restores from any point in time.



# 5 CHAPTER

## WORDPRESS THEMES

In comparison to free WordPress themes, a **premium theme** can provide many benefits that will help you stay ahead in this competitive environment. These include SEO, faster-loading speed, design sophistication, security, frequent updates with new features and better user experience.

As an affiliate marketer, you would want to give your readers a clutter-free experience to maximize your affiliate sales.

Here are the top **recommended WordPress themes** that I use on my affiliate marketing blogs:

[GeneratePress](#) - **GeneratePress Premium** is the one that I am using right now on my blog Technicalwall.com. It is very fast to load, mobile-friendly and allows you to easily build affiliate websites from scratch in any niche.

It has an easy One-Click Demo Import feature which makes it easy to build your website with professionally designed starter sites.

[WP Astra](#) - Another popular theme that is very popular among affiliate marketers is **WP Astra**. Similar to GeneratePress, it also allows you to create different types of responsive page layouts without having to write a single line of code.

The theme includes features such as responsive design, stylish typography, sidebar widgets and footer, and translation-ready code. It also offers pre-built demo websites to get you started quickly.

# 6 CHAPTER

## WEBSITE SPEED

The importance of **website speed** should be stressed because site visitors are more impatient than ever. They are more likely to abandon a page if it takes too long to load. It is also crucial for your site's **SEO ranking** because Google ranks websites higher that load faster.

Thus, you need to make sure that your site visitors don't have to wait longer for your site to load. And this can be achieved with the help of Caching Plugins.

[WP Rocket](#) - This is the plugin that I am using on all of my sites. **WP Rocket** speeds up a website by caching the content of a page and decreasing the load time. It uses smart algorithms to cache content, images, and other media on your site, from reducing HTTP requests from servers to decreasing PHP processing time.

[ShortPixel](#) - I am using **ShortPixel** to compress all the images on my affiliate sites to make it faster. It is an image optimization service that reduces the size of images without sacrificing quality. It can significantly reduce the size of images for web use, reducing bandwidth and making sites load faster.

[BunnyCDN](#) - I am using it to optimize my website for speed. **BunnyCDN** is one of the most affordable content delivery network (CDN) as it only costs me around \$1 every month.

It helps to make your site faster by mirroring files to its data centers around the world. For example, if your users are in USA, they will download your site's content from a server in USA instead of one located in Europe. The shorter distance between the user and the server leads to faster download speeds.

# 7 CHAPTER

## SEO TOOLS

**SEO** is the process of optimizing your website to rank higher on search engines. SEO tools are important because they help us to do things like keyword research, create SEO-optimized content, improve site structure, on-page optimization, and link building to rank a site higher on Google.

Some of the best tools that I use and recommend are mentioned below:

**Semrush** - It is the swiss army knife of SEO tools. **Semrush** includes features like rank tracking, backlink research, keyword research, domain analysis, competition analysis, backlink analysis, traffic analysis and social media analysis to name a few.

**Ahrefs** - **Ahrefs** is another popular SEO tool (similar to Semrush) that offers features such as keyword research, backlink research, link building, rank tracking, site auditing, etc. It also allows you to see what keywords your competitors rank for, how popular they are, and get an overview of their backlinks.

**RankMath** - It is one of the fastest-growing SEO plugins for WordPress websites. Initially I was using YoastSEO but quickly switched over to **RankMath** due to its outstanding features. It helps to optimize your content for SEO by targeting focus keywords, optimize the title & description, check keyword density, length of the article, internal link, external link and more. It also offers advanced features like redirection, 404 analytics, integration with Google Analytics, Google Search Console, Sitemap, Rich Featured Snippets and others.

# 8

# CHAPTER

## AI CONTENT WRITING TOOLS

**Content generation** is a time-consuming process that requires a lot of skills and time. It is the reason why AI content writing tools are so much in demand these days.

**AI content writing tools** can significantly reduce the workload for content writers and they can be used in many ways: blog posts, emails, newsletters, digital ads and so on. They can generate ready to publish articles in less than an hour. After you get the content, you just need to tweak it as per your writing style and hit the publish button. That's it.

Some of the best tools that I personally use and recommend are:

[Jasper.ai](https://jasper.ai) - **Jasper (formerly Jarvis)** is an AI writer that helps with content generation. It can produce high-quality content by mimicking the human writing style.

It can write blog articles, product descriptions, marketing ads, stories, eBooks, Quora answers, landing page descriptions, video scripts and more. However, pricing is the main concern. At \$59/month, it may not be affordable to all.

[Rytr](https://rytr.me) - Another popular AI content writer tool that I use to generate high-quality content for my affiliate blog is **Rytr**. It is an affordable tool (starting \$9/month) that is excellent in generating short-form content like emails, ad copies, product descriptions, blog outlines and more.

Both the above tools use Artificial Intelligence and Machine Learning to generate blog posts, ads, newsletters and social media content.

# 9 CHAPTER

## EMAIL MARKETING TOOLS

**Email marketing** is a great way to connect with customers and deliver important marketing messages. An email marketing tool can help you send out newsletters, offers, and other content to your subscribers. It will track the number of clicks and opens each email gets as well as the number of unsubscribes. I recommend the following popular email marketing tools for your affiliate blog:

**ConvertKit** - It is a great email marketing tool for bloggers and entrepreneurs. **ConvertKit** offers advanced automation workflows so you can create sequences for your email marketing campaigns with ease. You can also use it to create an autoresponder series with just one click. If you are looking for a tool that offers high deliverability with advanced features then ConvertKit is the best choice for you.

It also has a **free plan** for beginners which supports up to **300 subscribers**. Under the free plan, you can create unlimited landing pages, send email broadcasts and sell digital products or subscriptions.

**Sendinblue** - **Sendinblue** is another great email marketing tool for affiliate marketers who want to take their email marketing campaigns to the next level. The tool enables users to send emails using their own domains or integrating with Sendinblue's transactional email service.

It also has a **free plan** which is good for small-scale marketers and beginners. Under the free plan, you can send 300 emails every day to **unlimited contacts**. The free plan also offers email campaigns, pre-designed email templates, SMS marketing, email/SMS personalization and other features.

# 10 CHAPTER

## LEAD GENERATION TOOLS

**Lead generation tools** help affiliate marketers to create conversion-focused email opt-in forms. It also provides the ability to offer lead magnets like free eBooks or other digital products to your site visitors to collect their email addresses in return.

Some of the best lead generation tools that I use and recommend are:

[Thrive Leads](#) - I am a paying customer of Thrive Suite which offers conversion-focused products for affiliate marketers under a single plan - **Thrive Leads**, Thrive Architect, Thrive Ultimatum, Thrive Apprentice and others. I am using **Thrive Leads** on my blog Technicalwall.com to offer lead magnets and collect the email addresses of my site visitors.

On my blog, you may have seen that I am offering free eBooks (like the one you're reading now) or email courses to my readers through an opt-in form to collect email addresses. The opt-in form is created with Thrive Leads. Thrive Leads offers popular features like popup, slide-in, sidebar, exit-intent popups and other smart features.

[OptinMonster](#) - Another very powerful and popular tool that helps you get more leads is **OptinMonster**. With the help of email conversion, A/B testing, and website analytics, it makes it so much easier to generate new customers for your business. Like Thrive Leads, it also provides effective marketing automation features like popup, slide-in, sidebar, and exit-intent popups. These features are best for affiliate marketers who need to generate more leads in a quick time.

# 11 CHAPTER

## WEB PAGE BUILDER TOOLS

**Web page builder** comes with a drag-and-drop editor that lets you create professional-looking websites with almost any kind of design that you may want. These are most valuable for affiliate marketers who are not familiar with coding or website design.

Here are the page builder tools that I use for my affiliate sites:

[Elementor](#) - I am already using **Elementor** on some of my affiliate websites. It is a responsive WordPress page builder that makes it easy to design and build any type of website layout with drag-and-drop simplicity. It offers over 170 versatile blocks that can be combined in limitless ways, from a fullwidth header with an overlaid image slider to a three-column footer for contact info and more. Elementor also has a **free plan** that lets you create professional- looking websites with its easy-to-use interface.

[Thrive Architect](#) - I am using **Thrive Architect** on my blog Technicalwall.com. As I have already stated above, a subscription to Thrive Suite also gives you access to use Thrive Architect along with other products like Thrive Leads and others.

If you have noticed, all the web pages on my blog Technicalwall.com have been designed using Thrive Architect. It comes with design elements such as text boxes, buttons, call-to-action buttons, lead generation forms, columns, tweet boxes, pre-built page templates and more.

One of the main reasons why I love using Thrive Architect is the flexibility it offers in designing conversion-focused web pages which is super important for affiliate marketers.

# 12 CHAPTER

## AFFILIATE LINK MANAGEMENT TOOLS

An **affiliate link management tool** automates the process of creating and managing your affiliate links all within one place. You can generate custom links, manage links, and even track the clicks on those links to know which ones are working best. With this tool, you can automate affiliate marketing to save time and make more money.

The two affiliate link management tools that I am currently using on my affiliate blogs are:

[Pretty Links](#) - It is one of the most popular link management tools that makes it easy for marketers to manage their affiliate links. It allows you to shorten your affiliate links, cloak affiliate links, track clicks, redirect and much more.

[Thirsty Affiliates](#) - It is another popular link management tool and works similar to Pretty Links. It has almost all the features of Pretty Links.

As an affiliate marketer, it is crucial to know which affiliate links are bringing you more clicks and conversions. And this is made possible by these tools.

Get started with any one of the above tools to start managing your affiliate links.



# 13 CHAPTER

## EBOOK CREATOR TOOLS

One of the most common ways for marketers to drive traffic, build email lists, and generate affiliate sales is - offering **eBooks** as a free lead magnet.

An ebook can transform an idea into a valuable product that someone will pay for. Or you can share your experience/knowledge in the form of an eBook and offer it to your site visitors as a **free lead magnet**.

To do this, you would first need to create an eBook with the help of an **eBook creator tool** and offer it to your visitors with an opt-in form (use Thrive Leads or OptinMonster) after connecting it with your preferred email marketing tool like ConvertKit or Sendinblue.

Ebook creator tools are software programs designed to help people create ebooks with ease. These programs are typically used by marketers to create lead magnets (a pdf, ebook, or video presentation) in order to reach more prospects on their list or grow their list through freebies.

Here are the two popular tools that I use to create eBooks:

**Canva** - **Canva** is an online web-based graphic design platform for both professionals and newcomers. With Canva, users can create eBooks, presentations, infographics, social media graphics, logos, banners and more. The app offers pre-built templates for eBooks that are ready to use with a drag-and-drop interface. Users can also upload their own photos or illustrations to create a personalized design that will suit their topic the best.

Also check out my article - [How to create an eBook with Canva](#). Here I have explained all the steps to create an eBook with Canva for **free**.

[Designrr](#) - **Designrr** is a great tool to use when you want to create an eBook from your existing content. It lets you import your already existing blog content into its editor and convert it into an eBook automatically.

It has some amazing features that make it easier for you to design your book. Designrr allows you to upload your own fonts, images, and offers formatting features. Some of the features include adding links in your PDF, adding headers and footers, table of contents, adding links in any image or text box, inserting your own images, and more!

Designrr also provides free templates of eBooks for different niches like cooking, fitness, technology, travel, business, education and more.

I have already created many eBooks from my existing blog articles with the help of Designrr. You just need to enter the URL of your blog post to import it into Designrr editor, select eBook template, customize it and download it in your preferred format - PDF, ePub, Kindle and others.

If you want to learn more, check out my [review on Designrr](#). I have explained all the important features in detail along with its pros and cons, price, alternatives and more.

# 14 CHAPTER

## PROJECT MANAGEMENT TOOLS

**Planning content** for a single website is easy. But once your website list gets bigger it becomes harder to manage and plan your content in an effective manner.

One tool that has helped me immensely in publishing content on multiple websites is **Trello**.

**Trello** - It is a cloud-based task management application that organizes projects into boards. Trello's boards are organized into lists that contain cards with descriptions of the task or project you want to complete on that board. Cards can be moved from one list to another as your project progresses through various stages of completion.

The following are the benefits of using Trello to plan blog content:

**Managing blog content** - Most users have more than one blog, so by balancing work across multiple boards, they're able to see what needs to be done on all their blogs at once.

**Clear overview** - They can see what has been posted when they want to update the comment section or publish new posts.

**Easier planning** - Most people have a basic idea about how they want their blogs to flow in terms of topics and categories, so it's easier for them to plan ahead with Trello.

The **free plan** of Trello is sufficient to get the most out of it.

# 15 CHAPTER

## CHROME EXTENSIONS

Here is the list of some popular **Google Chrome Extensions** that I use and recommend to fellow affiliate marketers:

**Awesome Screenshot** - It is available as a Google Chrome extension that can be used as a free screenshot tool with annotation and editing capabilities. It allows one to capture a whole page or a selected area of a web page. It also lets you edit the captured screenshot in order to highlight the desired content. **Awesome Screenshot** is perfect for situations where you need to create an image from web page content that could be used on your blog articles.

This tool enables users to add arrows, lines, callouts and shapes to images that can be saved as JPEG or PNG files. It also lets you apply basic editing tools such as cropping and rotating your screenshots before saving them.

**Grammarly** - **Grammarly** is one of the most popular grammar checker, a spelling checker, and a plagiarism detector tool. It is one of the most popular tools to make sure your work is free of errors and plagiarism. You can install the Grammarly extension in your Google Chrome. The extension can highlight mistakes as you write on the Google Chrome browser. In addition, the extension also provides suggestions for how to fix those errors so that your writing will become free from any errors.

**Hunter.io** - **Hunter.io** is the fastest way to find email addresses and contacts. It's a Chrome extension, which allows you to find email addresses faster than ever before. You can find 25 email contacts for free every month using its extension. Hunter.io can save your time by quickly locating the desired contact information you need for link building and other collaborations.

# 16 CHAPTER

## PLUGIN FOR AFFILIATE WEBSITE

If you're an affiliate of Amazon, you may have observed that the affiliate links and banners offered by Amazon are very basic. There are no customization features as well. That is why these links and banners fails to bring conversion and sales as one may have expected.

This is where **AAWP Plugin** excels.

**AAWP** - It is one of the best WordPress plugins for Amazon affiliate websites. **AAWP** allows you to display Amazon products in different types of widgets & categories - bestsellers list, product boxes, comparison tables and more. It also supports multiple geo-targeting. These features help to drive more clicks on your affiliate links which results in more affiliate sales and income.

Once you connect AAWP with Amazon API it automatically displays the current price and images. So, even if the price or image of a product changes in Amazon you don't have to worry as AAWP ensures that your site is always displaying the latest information (price, image, etc).

# ADDITIONAL RESOURCES

I hope you like my effort in creating this list of **Ultimate Toolkit for Affiliate Marketing Success**.

Please note: Not all the tools mentioned above are free. I have paid for these tools as they have helped me immensely in growing my affiliate marketing business and earning regular income every month.

Here are some additional resources that you may like:

[List of Best Affiliate Programs](#)

[List of Best Recurring Affiliate Programs](#)

[How to Write an eBook?](#)

[Best eBook Creator Software](#)

[What are Lead Magnets?](#)

[How to Find Low Competition Keywords?](#)

[What is Technical SEO?](#)

[How to Make Money Blogging?](#)

[Free Email Marketing Tools](#)

[How to Grow Email List Fast?](#)

# AFFILIATE DISCLAIMER

Some of the links in this eBook are affiliate links which means that if you click on any of these links and make a purchase, I will earn a small commission at no additional cost to you. These commissions will help me to create more valuable content on my blog.

Regardless of the commissions, I have recommended only those products/services that I personally use on my affiliate websites and believe will add value to my readers.

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This eBook is created & designed in Canva. Visit [Canva](https://www.canva.com) to learn more.

# BONUS CHAPTER

Below I have added some bonus chapters - A **TO DO LIST planner** that will help you organize and plan your day.

You can print these planners and use them to note down your daily and weekly tasks.

Once a task is completed, just cross it with a pen to mark it complete.

Once you get used to this simple planner, you'll be surprised to see how much value it has added to your daily life.

It's a perfect tool to help you overcome procrastination in your life.

You can also use this planner to plan your Blog Content and be productive. You can use it to set deadlines for:

- Blog Topics
- Doing Keyword Research
- Creating Blog Outlines
- Publishing Blog Articles
- Creating a Featured Image for Articles
- Editing your old Blog Posts
- Outreach for Backlinks
- And more

Check out the planner below.



# TO DO LIST

W E E K L Y P L A N N E R

Monday

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Tuesday

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Wednesday

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Thursday

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Friday

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Saturday & Sunday

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# TO DO LIST

## LIST OF OBJECTIVE

## NOTES HERE

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# TO DO LIST

Task	Due Date
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<input type="checkbox"/> _____	_____
<input type="checkbox"/> _____	_____
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NOTES: