



Phantom Affiliate Report

Presented by

Scott Parat

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Now that we've got the legal mumbo jumbo out of the way let's get started... 😊

Foreword

My name is Chris Morris and just so you know a little about me, I am an internet marketer that specializes in affiliate marketing strategies for online businesses. I initially became involved in the industry roughly four years ago when I was really getting to know my way around the internet. Of course my goal at that time was to find something I could sink my teeth into and enhance my income so as to provide a better living for my family.

However, I didn't do very well at first. In fact, I was fortunate if I made one or two sales each month. Something was obviously missing from my strategy and then I started learning about link cloaking and redirecting. It wasn't so much that I was doing anything incorrectly. I just wasn't protecting my links, and that would prove to be a costly mistake. When I learned about link cloaking and how people were intentionally bypassing affiliate links or replacing affiliate Id's to get the sale, I realized where I probably had gone wrong.

Since my knowledge of link cloaking was lacking at the time, I became a real easy target for link bypassers, link hijackers, and every imaginable form of parasitic software (i.e. Spyware) that was out there. Once I implemented link cloaking along with my strategies for marketing affiliate products, I began to see my sales start to climb drastically. After a few months of sales increases, I began to notice a couple of other issues that I needed to find a solution for.

I had been using a 3rd party solution for a couple of years before it dawned on me that there was this *HUGE* lack of protection and security that was missing from the typical cloaking programs. It was bad enough unethical marketers where stealing my commissions, but also no one was protecting me from Parasite Software. Once I had realized how big the void was in my own affiliate income that was when I decided to create ***Phantom Link Cloaker*** --- not just for myself, but every affiliate marketer out there that could benefit from it.

Affiliate Marketing – Functions, Benefits, and Strategies

According to Lisa Girolamo of About.com, the term *affiliate* in the simplest of terms, is a website that agrees to drive a specific action (i.e. traffic) to another Website for an agreed upon financial arrangement. Some other "actions" could be lead generation. This enables you to acquire an e-mail address or a new subscriber to your newsletter. It can also equate to an acquisition of sorts, namely some sort of an ecommerce transaction or membership registration.

Shortly after the onset of online advertising, affiliate relationships between websites began developing. After a brief period, we saw the implementation of managing and tracking come into play. What resulted from these events was the birth of *Affiliate Marketing*. If you've already gotten involved in affiliate marketing, then you have probably encountered certain terminologies such as Pay-per-performance, performance-based marketing, referral-based marketing, or revenue-sharing. These are all just fancy ways of saying affiliate marketing.

When I was first learning about the concept of affiliate marketing, I had several questions that kept coming to mind. How does the concept work? How will I benefit from becoming a website affiliate? How do I develop an affiliate strategy that's right for my business? To say the least, my head was spinning.

When you are first starting out, try to constantly remind yourself that in order to be successful, you have got to surround yourself with successful people. I prefer to call it "partnering", but it still means the same thing. The most important benefit is that you *will* find a formula for knowledge and how to achieve your goals.

Secondly, you *will* benefit from these successful entrepreneurs because they will gladly share their formulas for success with you. Just remember that every successful marketer that you make the acquaintance of has developed a system for their success, and I have found three of these systems that have literally helped me to hit the ground running.

When I first looked at *Discover Affiliate Strategies*, I was struggling to make ends meet. My affiliate program wasn't working (as I mentioned in the Foreword to this report), but this program opened my eyes to what I had been missing. This is a business-building system that is basically an eight-step formula for success and its basic premise is that "*the simplest way to grow your business is to partner with those that are succeeding*" to quote Bob Jenkins.

I discovered two truths about affiliate marketing. First, affiliate marketing is one of the safest places to start growing an online business. Also, this business can be started even if you have no products yet. But you do have to start promoting the business initially, and this system will definitely do that if you follow the eight-step process that it talks about. Besides that, you can never put a price on the coaching you can get from someone who has become successful.

Without getting into too many details, the first two steps of the eight are by far the most critical. The first step is that you need to determine your niche for the long-term. Finding the right products for your business helps you develop a foundation, which is by far the most critical step you will ever take when you get started.

The second step refers to linking and tracking and this is where ***Phantom Link Cloaker*** will benefit you. Without a doubt, the second most critical endeavor you need to focus on is protecting and tracking your links. My program will help you to protect your links and therefore ***protect your commissions***. When you use PLC, you can protect your links from being bypassed or hijacked, and that is the biggest step you can take towards creating piece of mind in my book.

To learn more about this system, visit ***Discover Affiliate Strategies*** at:

[Secret Affiliate Code](#)

You'll see why I refer to it as the right training that came along at the right time, and it will help you start building that foundation to a successful business.

If you are currently involved in or have ever been involved in sales, then you realize the value of seminars or workshops. Granted, most of them focus on motivation. However, the benefits go beyond that wherever marketing and sales are concerned. No doubt, you're willing to work hard to achieve success, but have you ever gotten frustrated by with all the things you need to learn in the beginning? Herein lays the value of a good workshop.

I've been fortunate in that I have found a workshop that just gave me more of the ammunition I needed to succeed at affiliate marketing, as well as giving me another reason to develop my program. As you start looking around for a good workshop to sign up for, take into consideration that you want one that offers you the ability to take what you are learning and apply it to achieving your goals. Most of them are virtual, but they don't always offer you a networking forum, namely a way to build friendships and partnerships online. This business can get lonely at times, so seek out that kind of interaction that you need by finding the right program.

Another feature you want to look for is audio and video access. Why? Because this enables you to hear and see what you need to do, why you need to do it, and how to implement a plan of action. The **2008 Success Workshop** is a program that has all of the features that I just mentioned and should definitely be looked at. It will help you power your business with the use of Web 2.0. This is a powerful tool in that it employs the use of branding methods such as the variety of social-networking sites and blogs.

Since the goal here is to facilitate creativity and collaboration, these marketing tools have become extremely good venues in that you can drop your links in there and have people visit your site. *This is another good reason to use my program.* Even though you are going to sites that you trust, you might as well assume that a cookie could get dropped on you. So why not protect against this and cloak your links by using my program to protect them from bypassers and hijackers.

The workshops are ongoing and there are usually five different ones listed. If you're interested in learning more about 2008 Success Workshops and benefiting from them, visit [Authority Site Center](#) and see what all they have to offer. Whether it's blogging, learning more about Web 2.0, discovering the right formula for success with your business, creating your product line, or launching that product line, these workshops can help you with all of it.

So what are the basic results that you hope to achieve by getting involved with any Affiliate Marketing program? That question doesn't require much thought, I know. The first critical result that you're looking for is called "*instant gratification*", namely a return on your investment. How do you get this instant gratification? By getting traffic to your sites and turning that traffic into sales and commissions. It's basic isn't it? The formula is simple. NO TRAFFIC = NO SALES = NO COMMISSIONS.

What makes some of the affiliate marketers out there more successful than all the others? If you were to ask this question to a dozen or so of the more successful entrepreneurs on the internet, each of them would give you a completely different set of reasons. However, every one would have one reason uniquely in common as to why they became successful --- they have all developed (or discovered) a formula that tied everything together, and led them down the path to their current success.

What if I told you that within 30 days, you could be on the same path to success as they have been? And what if I reiterated the premise of affiliate marketing which basically teaches you that the easiest and fastest way to start earning money on the internet was by selling someone else's products or services? You'd probably respond by saying, "so tell me something that I don't already know." Well, here are four of those "somethings" that you might not be aware of:

- There is a formula that can help you get started quickly and help you build a thriving affiliate business in less than two months.
- There is a formula that can help you drive tons of traffic to your site without spending tons of money on advertising.
- There is a formula that will help you develop a faithful customer base, which in turn will convert those customers into affiliates, and this in turn will convert those affiliates into life-long partners.

- And, there is a formula that will help you to grow a successful internet business that will expand and gain more revenue year after year.

Am I talking about four formulas here? Absolutely not --- I'm only thinking of one. The ***27 Day Affiliate Marketing Formula*** is one of the quickest ways I know of to jump start your business. Not only that, but it is one of the easiest ways to get started earning money online simply by selling other people's products and services. This particular program adheres to one of the oldest truths in the affiliate marketing industry --- "*the fastest way to achieve success as an internet entrepreneur is to find a mentor*", namely a person who has experienced what you are about to experience and has found success in the process. To learn how you can benefit from this tool, visit <http://www.affiliatemarketingformula.com/>.

Usually, the website that you are an affiliate provides you with the tools to promote your business, such as banner ads, splash pages, and other advertising items. Once these tools are set into motion, the next step is to implement some system for tracking things so that you get all the credit for sales and commissions that are due you. Usually this will involve one or more of the following:

- developing special landing pages unique to the affiliate
- developing unique tracking codes and redirects for the click-thru URLs for each banner ad
- offering special promotional codes in the creative message
- placing a unique tracking pixel on the marketer's web site

One of the reasons that certain internet marketers become so sophisticated is that they actually make affiliate marketing their sole endeavor. Some develop search programs that seek out only those marketers who have discounts and promotions to offer. In so doing, they become destination sites for online shoppers. The smaller affiliates occasionally take on the form of a local area business that subsidizes their business model.

In a way, affiliate networks are similar to advertising networks and can be comprised of literally thousands of websites willing to run advertising and reciprocal links for many marketers. The main areas wherein a website will benefit by being part of the affiliate network are with other marketers and tracking systems that they are provided with. These are usually referred to as *Direct Retailer Affiliates* and joining these larger programs is very simple. All you need to do is fill out their applications and download their programs.

Again, concerning the benefits of becoming an affiliate marketer, Lisa Girolamo states that "affiliate marketing is another example of using the Internet's robust tracking capabilities to create win-win marketing opportunities for Websites, marketers, and consumers." These programs are normally perceived as low-risk in that expenses are usually defined by the different levels of compensation based on the different "results" that are delivered to the enrollee at each level of endeavor.

An affiliate marketer only pays for "results", so you are able to expose a product or service to a high number of consumers and not incur any expense if they don't respond to your offer immediately. This proves to be a great system in that you can gain additional income as a result of your efforts while providing your site visitors with outstanding offers and values. It's also a great venue for the online consumer because usually affiliate marketers offer nice discounts to new shoppers.

Autoresponders, List Builders, and Traffic Conversion

Obviously, when we discussed instant gratification earlier in the previous section, we were referring to one thing --- *compensation*. How do you get paid for all those efforts? Interestingly enough, compensation can take several forms, such as cost-per-click, a flat fee, a percentage of a sales transaction (i.e. commission), or a combination of all three. Compensation can also take the form of a tiered structure with incentives for building a downline as in the MLM concept. I can tell you in all due honesty, that I have probably seen them all in the four years that I have been an affiliate marketer.

The thing to remember is that in order to see any compensation, you need two key ingredients --- traffic and a way to convert it into sales. But it goes beyond just getting those visitors to your site. That's just the beginning. But it's the beginning of what can become a huge opportunity to take advantage of provided you have a few tools in place. Besides receiving traffic through the normal advertising venues, there are other methods you can employ to achieve similar results.

One of the tools that small businesses can benefit from is an autoresponder. This is a program that automatically answers e-mails that are sent to it. This is a great tool in that it can develop and manage online opt-in e-mails and newsletters, as well as provide e-mail delivery services. These types of features are essential to an online business in that when visitors give you their information, they are basically telling you that they want to be sold.

One of the primary functions of an autoresponder is the follow-up factor and follow-up campaigns are a key issue with any business. It normally takes seven (or more) marketing impressions before a consumer makes a purchase. Can you start to see the importance of asking for e-mail addresses when people visit your site? Can you also see how following up in a timely manner with e-mails or even newsletters can benefit your business with increased sales?

Aweber Communications has a powerful autoresponder that can help you in so many ways with your affiliate business. The benefits of this tool include capturing more visitor sign-ups, the ability to send unlimited follow-ups and newsletters, therefore increasing your profits. It also has a tracking feature for your ad campaigns.

In addition to these features, if someone requests information via e-mail, it is automatically delivered to them within seconds. Both their names and their e-mail address are automatically added to the autoresponder's database. It automatically generates and mails out follow-up letters at pre-determined intervals. This helps to develop a rapport with your customers and in turn, build their trust

The follow-up account turns subscribers into buyers without involvement or intervention on your behalf. You'll save time, reduce your stress level, create customer loyalty, convert more traffic into sales, and make money. Check out <http://www.aweber.com/> and see how you can benefit from the tools that they have created expressly for affiliate businesses.

How many times have you heard that "the money is in the list?" This is the one true secret about making money on the internet. As an affiliate marketer, there are two things that can happen which spell disaster. The obvious one is having your links bypassed or hijacked which results in your commissions being stolen. The other one is not having a solid list of visitors to promote your products or services to.

Yes, you build a list of subscribers for the purposes of marketing those products or services to them. However, you can also use that list for the following reasons:

- to find joint venture partners
- to ask for testimonials
- to get feedback on new products
- to conduct market research

But it could take months to build a targeted list by yourself, and that's a long time to wait for results. What if I told you that there was a new way to achieve that result quicker? What if I told you there was a way to gain access to a stable e-mailing list as well as generate a new contact list every single day? You'd probably doubt the possibilities wouldn't you?

Actually, there is such a program out there and its main feature is that it enables you to have an ever-changing list of people to contact, meaning that you could start getting results immediately, not months from now. In addition to this, you can actually receive two lists daily instead of one, and I don't know of any other list building system on the market that can do that.

The name of this amazing program is **List Bandit**, and you can sign up as a FREE member just to see how effective the program is. The Dual Matrix System gives you a big advantage over your

competition because it is a viral system that is similar to network marketing systems as well as some affiliate program structures. And here's another big reason to investigate this system.

The biggest single complaint with other list building systems is that members have no direct access to their contacts. The owners of the other list building programs keep everything in house, meaning that they make all the money off the lists that you help build. With List Bandit, you can build your own personal mailing list. This in itself makes this program very unique. On top of all these features, there is also a downline building feature that can also provide you with another avenue to help you to grow your business. Visit <http://www.listbandit.com/> and learn more about the best list building program on the market.

Remember what the two key ingredients were that you needed to start getting compensated? They were traffic and sales. But as I mentioned before, it goes beyond these two facets of the business. It doesn't just happen all on its own. You can get tons of visitors to your site every day, but if they don't buy your products, what have you accomplished by getting all that traffic? What you need is a catalyst known as Conversion.

In a lot of cases, before fledgling affiliate marketers are knowledgeable of the concept, they experience a lower rate of sales than what they desire. Sometimes, their opt-in rate is literally non-existent. On other occasions, they get frustrated because nobody seems to be clicking on their ads. It's because the conversion factor is missing from the "traffic into sales" equation. Having that #1 Google rating means absolutely nothing if your visitor traffic isn't turning into opt-ins or sales.

The **BBO Traffic Club** is one of the better tools available for converting your website traffic into sales. There is an entire page of different links that go to live feeds loaded with information regarding how to convert your traffic and make more money off those visitors. Here you will find some very valuable information that could make a huge difference in the amount of sales that you turn at your site. I recommend this program a lot because it definitely help turn up the heat for me.

If you visit <http://www.bbotrafficclub.com/> to learn more today, you can start converting your opt-ins and visitors into dollars very quickly. The site focuses on all the pertinent subject matter such as high level traffic and high level conversions. There is even a Conversion Lab where you can find the methods that work and the ones that don't. Plus, you're never alone on this since you get to work with thousands of other BBO members in the process.

An Introduction to Link Cloaking

So what exactly is link cloaking? Basically, it is a way of protecting you, your affiliate links, and your affiliate commissions from being stolen. The technique helps you to accomplish this by performing two critical functions. First, it enables you to hide your affiliate code in the link. Secondly, it enables you to take a long, ugly link and shorten it so that it is more attractive to the potential visitors to your site. Shorter, more normal and professional looking links are far more enticing to the visitor than those long, cumbersome ones. And after all, you want them to click.

The technique has also arisen out of a sheer need for protection and security while conducting online businesses --- pure and simple. The sole purpose for cloaking your links is to keep them from being bypassed or hijacked. It is also one of the most effective ways of delivering huge amounts of targeted traffic to your website and increasing sales of products and services provided you are using the conversion concept mentioned in the prior section.

All of us have unique usernames, passwords, or numbers that protect us. So it makes perfect sense to do the same with our affiliate Id's and links since the main purpose of cloaking your links is to avoid being bypassed or hijacked or both. Try to imagine a perfect affiliate marketing world where no one ever changes your Id, or drops off part of the affiliate URL, and your commissions are totally secure. I know there is not such thing as perfect, but my program **Phantom Link Cloaker** ensures the protection of your links 99.9% of the time.

What usually results is that once you have protected your links, your commissions start to increase almost immediately. Your link is still there, it's just disguised so that it is safe and sound. It no

longer looks like an affiliate link because you made it look like a "normal" one. Affiliate marketing is not rocket science by any means or I wouldn't be so involved in it. But it does require that you constantly protect yourself and link cloaking appears to be the best way to do that.

So the basic premise with link cloaking is threefold. You want to protect your links against passers, protect your links from being hijacked, and in turn you will see your commissions start to grow. However, the value and benefit to cloaking your links goes beyond the protection and security issues. There are implications where list mailings are concerned as well.

Remember in the prior section where we discussed the importance of building a list and performing those all important follow-up e-mails? Or what about using your autoresponder to send out your newsletters? All of this involves a list, list building, and mailing to the people on that list. Uncloaked links that you use in your mailing endeavors leave you wide open to spam complaints. If one of your subscribers goes and lodges a spam complaint against you, your link, or your site, the ISP can get your business shut down.

When you are first getting started in affiliate marketing, or any internet business for that matter, nobody knows who you are. In order to start earning money you need to be recognized and aside from all your advertising and marketing efforts, nothing is more important than getting branded or branding oneself. Of equal importance is the concept of brand awareness.

This is another benefit of link cloaking. It can help you with the branding process as well as brand awareness for your products and services. What is oftentimes the recommended course of action is to take all the webpages that cloak your links and load them into a single folder. Then name it either "Go" or "Recommends". When you use the link in your e-mails, it will look something like this:

<http://www.Your-Website.com/Recommends/This-Product.html>

Another facet of link cloaking that we need to discuss is the concept of tracking. When it comes to marketing on the internet, especially with e-mail marketing, you need to be aware of how many people on your list are responding to the e-mails that you have sent out. Tracking basically helps you to fine tune your advertising and marketing efforts. This is also beneficial when you start posting your links at forums and social-networking sites.

Just remember that there are many justifiable and valid reasons for either cloaking or redirecting your affiliate links, and that the primary purpose of link cloaking is to protect you from having your affiliate links bypassed or hijacked and to keep your commissions from being stolen as a result. By using Phantom Link Cloaker, your affiliate links are not visible so the bypassers and hijackers cannot manipulate them.

Justification and Necessity Factors

For reasons too numerous to list, there are those affiliate customers or subscribers who just feel that it's wrong for you to earn a commission off of them for promoting certain products and services. Others seem to feel that they will get a better deal on your products or services if they avoid going through your link.

As a result, they feel justified in bypassing your link or even replacing it with their own. There are some affiliate programs that have measures in place to prevent this. However, most of them don't and this recurring situation has mandated the need for a quality link cloaking program that prohibits you from being victimized in this way.

But the main questions are always the "why" - why should I cloak my affiliate links? There are three main reasons for doing this in answer to that as I mentioned earlier in the report but they bear repeating. Fortunately, at the risk of being repetitious, these are issues that Phantom Link Cloaker can protect you from.

As we know, the primary reason for cloaking your links is to prevent *link hijacking*. It's easy for the unethical ones out there to perform the thievery (as in stealing your commissions, customers, and

other affiliate information) because they can see your links and replace them with their own. There are basically three locations where your links are visible --- the browser address bar, the status bar, and on your web page. They just need to view your source codes from their browser.

Secondly, you want to cloak your links to prevent *link bypassing*. As I mentioned at the beginning of this section, many people hate the thought of giving you any kind of commission so they just remove your affiliate link before purchasing what you are offering. Again, you are being victimized and losing money.

Finally, link cloaking throws Parasite Software off guard in that it confuses the software and helps prevent malicious Spyware or malware from being downloaded to your computer. There are numerous programs out there that can block your links and that's not something you want to have happen (for obvious reasons).

Now before I get into the real meat of this section, I want to throw out a very real scenario that happens all too regularly. The scenario involves the "newbie" or newcomer to the world of internet business and marketing. Also, it involves affiliate marketing and some of the pitfalls encountered while trying to earn a living online.

You are an aspiring newcomer to the world of internet entrepreneurship and you recently enrolled in your first affiliate program. You've been spending countless hours pouring your efforts into marketing and promoting your services, products, or affiliate programs. After two weeks, you notice that you have made your first sale. A few more days down the road, you notice three or four more sales and each end of that ever-growing grin is nearly reaching the bottoms of your ear lobes. All is wonderful, right? Wrong.

What you don't realize is that the commissions on those sales are only about 70% of the total that's actually been sold. Why is that you ask? *Because some unethical marketer is stealing the other 30% of your commissions and you don't have a clue that they're doing it!*

The technique they are using (as was mentioned above) is called "link hijacking" and in some cases, they are using what is called "parasite software" (which is malware and Spyware) that records everything you do on your computer. Once the parasite software collects the data from your computer use, it can then potentially strip your affiliate ID and even set cookies that overwrite your own. To make matters worse, this type of software can wreak havoc on your computer along with stealing those hard-earned commissions!

Herein lies another advantage of link cloaking --- the part that will equate to you not losing commissions. The nasty affiliate spiders, those people who save money by switching your affiliate Id with their own, won't have a clue as to what's happened. If they got really desperate, and even if you had a cloaked link, they could still see your source code in the link. However, if you use a top quality cloaking program, like **Phantom Link Cloaker** (<http://phantomlinkcloaker.com/>), then you will be protected from all their devious little tricks.

Another problem arises when the link (or URL) that is assigned you by the affiliate program is too long. If it's too long, it will wrap to a second line in most cases. This can lead to part of it not being read when it's clicked on, a loss of your affiliate information, and in a lot of cases, the link failing to work altogether. These cumbersome, inoperable URL's destroy any opportunity to earn money, so cloaking is once again necessitated. **Phantom Link Cloaker** will read commonly known "bad HTML tags" used on an affiliate page and allow the cloaked link to follow through to the sales page.

Still another issue that validates the necessity of a good link cloaking program is for tracking purposes. The primary consensus among successful internet entrepreneurs is that the lack of an effective tracking program will usually result in the loss of revenues. If you don't have the proper tools in place to figure out which one of your ad campaigns or links is bringing you the most viable traffic or which one is stagnant and unproductive, you've got a serious problem.

To summarize before moving on, the use of cloaking has not only been justified, but has arisen out of dire necessity due to the valid reasons that follow:

- To avoid link hijacking, link bypassing, and Spyware programs that can block your affiliate links

- To protect you from the possibility of losing new and repeat customers, or even the theft of your commissions and sales
- As a result of the first two points --- to protect your reputation as an ethical and honest online entrepreneur
- To help create concise, effective affiliate links that are not cumbersome or lengthy, but are attractive, operate properly, and therefore entice people to click on them
- To prevent against being a victim of parasitic software, thus avoiding identity theft and the theft of other personal information about you and your travels on the internet
- To enable effective tracking of your ad campaigns so you know where your customers are coming from, who referred them, and which ads are effective or not

These issues are the most significant ones that cloaking will assist you in correcting as you endeavor to become a successful online entrepreneur. Just remember that URL security is the make-or-break component of your affiliate marketing promotions, as well as your online reputation. People are removing your affiliate tracking codes every minute of every day. Why? Because it's just so easy for them to do it.

Parasitic Software

More commonly known as Adware or Spyware, parasitic software works on your computer, usually without your knowledge or permission, and contains no interface that is visible to you. But what exactly is Spyware? Putting it in the simplest of terms, it is a program that is installed on your computer, with or without your permission, and can monitor computer activity while sending your information back to an outside party that controls the program.

In some instances, the application may not be listed as an installed program so you have difficulty finding it to remove it. Also, these programs may install failsafes so that even if you are able to remove some of its files, they are reinstalled from other directories in your computer when you restart or reboot your computer. So I want to emphasize that when you start looking for a good link cloaking program, you should put the main emphasis on protection and security ahead of everything.

The three most significant aspects that can result from being attacked by parasitic software are a) identity theft, b) the changing of settings on your computer without your knowledge, and c) possible disconnection from your modem. Identity theft usually occurs when these applications collect your personal information and/or your usage of your computer. Settings on your computer can be altered in order to create its own favorites for marketing purposes and other potentially damaging issues. Finally, it can temporarily disconnect your modem from the internet while it redirects you somewhere else.

Parasitic software silently monitors your online activity watching the websites that you visit. If you happen to land on a website that they are an affiliate of, the adware will secretly drop your affiliate ID or set a cookie on the infected computer in hopes that if you buy, their affiliate ID gets recorded for referring the sale so that they will get a commission.

This is very bad for affiliates because without the protection that ***Phantom Link Cloaker*** offers they will lose their commissions, even if they use a standard link cloaker. PLC removes the HTTP headers and makes it impossible for Spyware / Adware to know what page the user is even on, thereby confusing the parasite software and not allowing it to write an affiliate cookie for a program that they're affiliated with.

Cloaking, Redirecting, and Tracking

When you first get started with affiliate marketing and affiliate programs, there will be a lot of new, unfamiliar terms that you are going to hear. Phrases and terms such as *link cloaking*, *redirecting*, and *tracking* are just three of them. However for the purposes of this report, these are the ones that I want to focus on. So to start with, I want to discuss what the key differences are between these three and then we'll move deeper into the topic.

Cloaking (specifically link cloaking) occurs when you show a different link in the browser address bar than the one for the page that is shown (old news; I know you already know this one). Redirecting occurs when you use a link that sends the user to a different URL than the one they clicked on. Tracking (either ad tracking or link tracking using a link cloaking program) is the process wherein you find out details that result from your ad campaigns through cloaking and redirecting. So hopefully, I've explained this as "un-techy" as I could.

Remember that when you give someone your cloaked link that it is still going to lead them back to your website. It won't go directly to the products or services that you happen to be promoting. It goes to your site first, then it is looked up in a list, and finally the person who clicked on the link gets redirected to the product or service site tied into your affiliate link.

During the same time that the user is being directed to your site, your cloaking software is collecting information about that particular link or ad campaign. It is recording things like the user's origination point, the date and time of the click, and in some cases, how many sales are driven from that link.

By saving this useful information into a file that you can look up at another point in time (should you need to), this is telling you which of your links are getting clicked on more or less than others. **Phantom Link Cloaker** also has this feature. Since technology has created the tools to do this simultaneously, why not purchase an application that does both.

So the main difference between cloaking and redirecting is in the destination that results after the link is clicked on. Herein lays a dilemma that your link cloaking program can also solve for you. If you haven't used a link cloaking program to this point, your link may look normal, but when they click on it, this may result in a long, cumbersome looking link that they're redirected to. You don't want this.

This is another valid reason for using a cloaked link or a redirect. Even if you're not using an affiliate link, you end up with a link that is just too long and even ugly. One of the many benefits of **Phantom Link Cloaker** is that you can create nice, compact links that look very professional and literally entice the user into clicking on them.

So let's recap the cardinal truths of link cloaking so far. The procedure is used first and foremost by people who are involved in affiliate marketing and programs. It is common knowledge that in order to earn your commissions as an affiliate, the person who is buying must click through your link.

As a result, this is where you are most apt to encounter those individuals who don't want you to have that well deserved commission, so they will strip your affiliate Id from your link, or even worse, replace it with their own. When they click through and make their purchase, you don't see a penny of your commission. By redesigning the original link with your cloaking software, you make the link appear normal now rather than what obviously appears to be an affiliate link. Let's move on to the concept of tracking.

It should be apparent by now why you should make your links look normal and un-affiliate like. But what about the concept of tracking? The first thing about tracking that you want to remember is that the more you know about your business, the better off you'll be and the more success is apt to come your direction. What follows are some classic examples of why you need to track your business activities.

If you are attempting to earn a living by buying pay-per-click advertising while at the same time writing articles for publication, how will you know which is the better use of your time and results in the larger financial gain?

Or let's say that you spend several hours a week in online forums participating in pertinent business discussions and you answer questions. While you are in the forums, you also use a sig line in your message for the purposes of driving traffic to your site. If one forum sends you 10 times the traffic as any of the others, isn't this something that you would want to know?

The point I'm trying to make is that if you're not tracking this, you're going to come out on the short end of the stick. Whether your investment is in the form of money, time, or (most likely) both, *this is*

critical need-to-know information. One of the nice features of **Phantom Link Cloaker** is that the same application that cloaks your links can also be used to track the clicks on those links.

Being a “tech-head” does have its perks at times, but with a good link cloaking program you don't need to be. You should always be comfortable with whatever affiliate program you join, copying and pasting your affiliate links, and so on. Your username and password is also information that you need to remember in order to access your site and so you can upload files using your software.

If you have joined a number of affiliate programs, and have created different usernames and passwords for each one, the tracking part of the application makes remembering all that a lot less painful. Again, I want to emphasize the fact that cloaking your links can mean more profit for you. So if you haven't purchased a good link cloaking program for your business yet, I highly recommend you do so.

Comparing Cloaking and Redirecting Methods to PLC

Basically, this section delves into the more common methods and techniques used in cloaking and redirecting links. But it also serves as a comparison between them and **Phantom Link Cloaker** as well as showing you how the PLC program can take care of all that the other methods are lacking.

The *Framed Redirect* (or framed cloaking) is oftentimes referred to as the “fantasy” click because it hides the URL in the browser address bar while showing your chosen URL. However, most affiliate programs won't allow the use of this as the method tends to violate their Terms of Service.

The *.htaccess Redirect* (or server-side redirect) is one of two techniques I'm going to discuss that is referred to as a client-side code. You also need to be somewhat of a tech geek to use this technique in that it involves modification of an .htaccess file on your site. However, it does create very fast redirects in the process.

The *HTML (Meta Tag) Redirect* has the advantage of being very quick and easy to use in that it requires one short line of HTML code in the title section of a web page. Like the PHP redirect (see below), it does require one separate file set up per click, which in turn results in difficulty when it comes to your tracking efforts.

Another quick and easy technique for redirection is *JavaScript*, and once again, the quick and easy factor is the only advantage of this technique as well. Like .htaccess redirect this is also considered a client-side code. Just like with the HTML redirect, there are problems when it comes to the tracking issue.

An example of a very efficient server-side code is the *PHP Redirect*. This technique has a couple of advantages. First, it requires a single line of code in a file that is then uploaded to your website. Secondly, non-programmers can easily learn the single line of code that is needed to make the redirect work. But you do need to have some knowledge of a scripting language. This makes it necessary for you to create a new line of code every time you want to promote a new product.

Usually when I discuss *Hosted Solutions*, I make mention of TinyURL, but there are several others out there that do the same thing. TinyURL creates those shorter, more attractive URL's. It's a really nice fix when you consider that those long, ugly URL's are a problem when it comes to operating your affiliate businesses efficiently. Most people have seen links using TinyURL's website.

Even though the links created with TinyURL are nice and short, and they redirect quickly, because of the fact that this is not a self-hosted scenario, you have no control over the redirect. In other words, once the redirect has been set up, you cannot modify it. As a result, you could be sending traffic to a site that no longer exists, doesn't have an affiliate program anymore, and so on.

The *Self-hosted Solution* is by far the best of all worlds. Having the advantages of a hosted solution and the capability to modify redirects whenever you want is a big plus. It makes this method sort of

a hybrid situation because it combines both PHP scripting and a hosted solution. Self-hosted link cloaking programs oftentimes come with a price, however, the best way to look at this is that it's a very smart investment towards securing your business and making more money in the long run.

So for the sake of the above information, let's take a look at what we just covered. I am neither condemning nor recommending any of the methods of cloaking and redirecting listed above. I've merely broken them down so that you can understand how they function and how my program enables you to do some of the functions that you are unable to do with these six methods.

Framed redirects have the tendency to violate most affiliate program's TOS. You never have to worry about this with my program. Where the .htaccess method has the tendency towards being a little techy, a beginner with very little knowledge of any of this will have little difficulty in using my program. Both the HTML (Meta) tag and JavaScript methods have no tracking capabilities; my program comes with a built-in tracking application. The PHP Redirect method is time consuming whereas my program operates smoothly, quickly, and easily. Hosted Solutions take the control of redirecting your links out of your hands, whereas my program enables you to be in complete control of any link redirects.

Phantom Link Cloaker is a self-hosted option and affords you with all the features necessary to protect and secure your affiliate links and programs. So why not visit <http://phantomlinkcloaker.com/index.php>, watch the 10 minute video, and see just how this program can help you. There are other FREE link cloaking programs on the market, but just remember that they will not have the features that you need to help you with your affiliate programs like my program does.

An Introduction to Phantom Link Cloaker

Hopefully, I have given you an idea of what you should be looking for whenever you consider purchasing a link cloaking program. If you have signed up for numerous affiliate programs, a link cloaking program should definitely be on the top of your priority list if you haven't already purchased one.

What is **Phantom Link Cloaker** and why will you benefit from it? The simplest way to answer that is to tell you that it is a highly advanced link cloaking program that will enable you to protect all of your affiliate links. This program is revolutionary in that it uses the most current cutting-edge programming methods available, and is capable of being continually updated and upgraded so that it will always remain current and up-to-date. Best of all, it comes with more features than any other link cloaking software on the market.

One of the main reasons that I designed **Phantom Link Cloaker** was because I had gotten involved in numerous affiliate programs and found out the hard way why link cloaking and redirecting are so necessary. As a result of my misfortunes, I decided to create a program, from the ground up that would protect any entrepreneur from what I experienced when I was first venturing out and learning the ropes of affiliate marketing.

Phantom Link Cloaker protects you against link bypassers, link hijackers, and all forms of Adware, Spyware, and other parasite software applications. Suffice it to say, I have gone to tremendous lengths to develop this program so that it contains all the features necessary to not only protect your affiliate commissions, but to offer you that protection 100% of the time.

Now, here's the part where I actually enjoy informing people about the only three **"Don't"** issues regarding **Phantom Link Cloaker**. This is a program where ---

- you **don't** need any programming experience
- you **don't** need to configure software and modify source codes
- you **don't** need a website to use the program

Don't you wish that all the "**don'ts**" about a product or service were like this?

Is there a cost involved? Yes, there is. However, if you have any intentions of being successful with affiliate marketing programs, it will be far more costly not to invest in a link cloaking program. Here are a several reasons to back up what I'm telling you. If you are promoting your affiliate links by using classified ads, e-mails, blogs and forums, link exchanges, newsgroups, websites, or any other venue that's available to you, then you should consider purchasing **Phantom Link Cloaker**. Click here <http://phantomlinkcloaker.com/index.php> to view a very informative video and learn more about my program today.

Features and Benefits of Phantom Link Cloaker

Aside from what I mentioned above in the introduction to the product, I wanted to list the 10 most significant features that separate this program from all the others out there on the market.

1) First and foremost, the program gives you the ability to *hide your affiliate links*, buttons, etc., which prevents anybody from clicking through and signing up for affiliate programs themselves, and then buying from themselves later. This is the feature that helps prevent link bypassing and link hijacking and is by far the most critical in that it protects you against the loss of commissions which means that you will make more money.

2) Another valuable feature is that it *removes HTTP headers* so that Adware, Spyware and all the other forms of parasite software that exist have no clue as to what sites you may be visiting while you're browsing and surfing the internet. You don't have to worry about all those "prying eyes" that have become so prevalent on the internet or about becoming a victim of identity theft and other threats to your privacy and online security.

3) Furthermore, the program enables you to *hide your Merchant Service Program*, including its HTTP headers, so that you don't fall prey to and get victimized by that same parasitic software that was mentioned in point #2. (So as you can see, the first three features mentioned are all about protection and security, which makes **Phantom Link Cloaker** a very valuable program).

4) This program gives you the capability of designing shorter, *more professional looking links/URL's* that will entice more clicks and in turn, result in more sales and more commissions from all of your affiliate marketing efforts. In some instances, people have seen *sales increases of up to 900%* once they've used my program, and that's nothing to sniff at.

5) From an advertising standpoint the most valuable feature of the program is that it enables you to create *pop-ups and pop-unders* so that you can actually promote an entirely new product creating the possibility of getting two sales from only one promotion. Increased sales equals increased commissions, and isn't that one of the things you are trying to achieve by using a link cloaking program?

6) *Ad tracking and link tracking* are two critical components of internet marketing, especially when you're involved with affiliate programs. **Phantom Link Cloaker's** tracking features enable you to see necessary stats regarding all the clicks you've received at each affiliate program. This is critical, need-to-know information in that not all of your links or marketing methods will bring you the best ROI. And if you don't know which ones are effective and which ones aren't, then chances are you're losing money on some of your efforts.

Some of the features included in the tracking application of this program include how many clicks you've received and where they came from. It also let's you know whether or not those clicks are unique or repeat. And if that weren't enough, you'll even see what time of the day you received each one of your clicks as well as what period of the day saw the most activity.

7) Unlike the disadvantage mentioned earlier regarding the framed redirect method of cloaking (under the section about the top seven methods used), there is not a reliability issue when it comes

to *dropping affiliate cookies*. You'll have the peace of knowing that your visitors are getting "cookied" and sent to your website each and every time. It also stores their information which is useful with future promotions.

8) One of the features that I deliberately put into ***Phantom Link Cloaker*** is a built-in, step-by-step *Setup Link Wizard* that has been simplified to the extent that non-techie will have no fear in getting started with the program. They don't have to worry about encountering any problems when customizing the program to fit their individual needs. Since everyone is different this feature will afford the user with a lot of flexibility.

9) Since I simplified the setup portion of the program, I decided to take it a step further where the initial installation is concerned. Installing any new program should never be difficult or time consuming and with ***Phantom Link Cloaker***, it's a piece of cake with the built-in *automatic installer*. As I've always said, it is so simple to install this program that even a dog could handle it.

10) Finally, I want to make you aware of the most unique feature of this program and that is the *customizable 404 Error Page*. What this feature does is that it allows you to monetize your 404 error page so that you can actually earn money off the page from someone who lands on it. If someone were to click on a link that no longer existed, the user would land on your customized 404 error page. It would then redirect them to a link or site where you could still earn money by selling them a product or service which really makes this a unique feature.

In addition to these 10 features, I have designed this program so that the script can be continually updated and upgraded to keep it current and usable while you own it. And I will be adding all the coolest cutting edge techniques keeping them up to date on protection and functionality.

These are just the key basic features and benefits of ***Phantom Link Cloaker***. I would recommend clicking here <http://phantomlinkcloaker.com/> and sitting through the very informative video to learn more about the product and its uses. The video is less than 10 minutes long so it won't take too much time out of your schedule to watch it and see why I am so excited about this product.

A Final Word

Link cloaking and redirecting links have become so important in the areas of affiliate marketing and affiliate programs. The huge influx of affiliate link bypassers and link hijackers, as well as an ever-increasing presence of parasitic software has created an immediate need for these concepts in the internet marketing arena. When you use a decent link cloaking program, you basically preserve your ability to keep all of your commissions 99.9% of the time.

One of the greatest benefits of link cloaking is that it is an excellent way to brand you and your website. The easiest way to do this is to upload all the web pages which cloak your affiliate links into a single folder on your site and name it "Recommends" or "Go". So the link you use in your emails will look something similar to this:

<http://www.Your-Website.com/Recommends/This-Product.html>

More often than not, you're going to run into a situation (as an affiliate marketer) where a product or service you are selling is withdrawn, or the website suddenly closes. If you've used a direct link to the product, service, or the website that's not there anymore, you'll be sending traffic to something that no longer exists causing you to lose credibility and ultimately commissions. When you have a link cloaking system installed, you can correct the situation by merely changing the destination page. Simply change the link in the webpage on your site and you can send your subscribers to a new viable site.

Of further importance is the tracking issue. If you have installed a good link cloaking program like ***Phantom Link Cloaker***, you will have tracking features that enable you to track your clicks. This is especially critical if you're participating in any form of e-mail marketing. It's imperative, if you intend on being remotely successful at internet marketing, that you are aware of how many of those subscribers have been responding to your efforts. Otherwise, you don't have a chance of fine tuning your marketing endeavors to bring you the best return on your investment.

Phantom Link Cloaker gives you an edge that other affiliate marketers don't have. For more information, please visit <http://phantomlinkcloaker.com/index.php> and watch the informative video. And just remember that as long as there is protection and security issues while conducting an affiliate business, there will always be a need for cloaking --- pure and simple.

To your Success,

Chris Morris

<http://www.PhantomLinkCloaker.com>