

WORDPRESSDIRECT.COM

ADDING TRACKED LINKS TO YOUR BLOG

In this lesson, you are going to learn how to take your TDC tracking link and add that to your WordPress Direct blog, both in the sidebar **Sale Offer Widget** and also into the article.

You should login into the [TDC members area \(Dashboard\)](#). Scroll down and locate the **TDC Stats Tracker** link on the right hand side of the page.



In the previous lesson, you've learned how to create your own link, but let's go through the process once again, taking from the **Vintage Guitar Price Guide** product.

So, copy the link and paste it into the **Destination URL**. You may need to remove the *http://* because it will be automatically included in the link already.

Let's call the link *Guitar Amazon* with the description *Vintage Guitar Price Guide on Amazon*. Click **Add URL** to create the tracked link.

Add a new URL to track

Destination Name

Destination Description

Destination URL http://



Confirm that the link is nicely setup. Next is to copy the TDC Stats Tracker link.

Guitar Amazon

Description: Vintage Guitar Price Guide on Amazon



Paste the URL back to the text file where you keep the copy and affiliate link information.

```
TDC Tracking Link  
http://locatereviews.com/758824746
```

CHANGE YOUR AFFILIATE SALE OFFER

Now head over to WordPress Direct to modify the link on the blog.

As you want to edit the post, you want to click on the **Manage Posts** button.



The first thing you want to do is change the sidebar ad, so click on the **Ads & Banner Setup** icon.

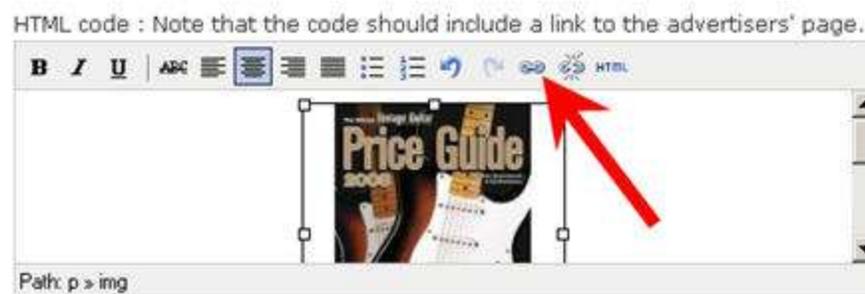


You should see the ad that you entered into WordPress Direct yesterday. You need to change the link both behind the image and also in the text of the ad.

The first step is to click on the image and click on the **Unlink** button.



Next, you want to reselect the image again and add a new link.



You should take your tracked link and paste it in the **Link URL**, set it to **Open link in a new window** and put your main keyword back in the **Title** again.



You've now just changed the link that the image points to which is now the tracking link.

Similarly, you are going to select the text in the ad, unlink that, and add a new link back in. This is left to you as an exercise.

Note that the code should include a link to the adv



the real value of **Vintage and Collectible Guitars and B**
ide gives you the inside scoop on the Guitar market and
ousands of dollars, or skyrocket your profits. Want a killer
[Click here to get your copy today!](#)

Finally click **Save Sale Offer** to apply the changes.

ADD AFFILIATE LINK TO YOUR ARTICLE

The link you are interested in clicking is **Manage Posting**.

Website Options: samplewebsite.topicster.com



Manage Categories Write Posts **Manage Posting** Manage Content Software Ads & Banner Setup Keyword Ranking Website Settings

Click on the **Edit** link on the post that you want to edit.



ite	Options
gust 7, 2008	» View
Edit Times	» Edit
	» Delete

It is your blog, so you can control how many times you add the link to the article. At this stage, you should not add the link more than twice. If you do more than twice, it looks a little bit spammy and that is not going to help you in your search engine optimization.

You are going to find your main keyword in the article and convert two of those key phrases to links so the key phrases become anchor text for the links.

This is very easy to do. Select the text that you've bolded yesterday and convert that to a link.



Add the tracking link again. Set it to open on a new window and enter your keyword in the Title field before you click the **Insert** button.

The key phrase is now a link. You know that because it is underlined and appears in blue.



What you should do is go right to the bottom and take the last instance of the key phrase, may be at the last paragraph or so and convert that into a link as well. Your key phrase may appear at different locations but just pick that a couple of times and turn them into links to your affiliate product (using the tracking link).

Important: Currently there is a little bug that is already being reported to the WordPress Direct team. As you see, the category is now set back to the default category. In this example, you want the article to be in the *vintage electric guitar* category, so make sure you remember to select the right category before you click **Save Post**.

Otherwise, it will actually end up saving the post into the *antique guitar* category.



That is going to be the bug fix for now.

You can go over now to your blog. You can see that your article has a couple of links in it.

Vintage Electric Guitar

6th August

Those of us that share a passion for collecting Vintage Guitars, tend to have a preference for either **Vintage Electric Guitars** or Acoustic Vintage Guitars.

And then of course there are people that like to collect both.

The term Vintage in the guitar category, applies to guitars from the mid 1920's to 1970. Guitars made before the mid 1920's are judged as being too primitive in their design and therefore are not valued by collectors. At the other end of the spectrum, guitars made after 1970 - even though they are nearly 40 years old in some cases, do not have collectible appeal, mainly because of the state of the US guitar manufacturing industry during the 1970's which saw a drop in the quality of finished products.

You can confirm that the link is indeed the link to your tracked link by hovering over the link in the article and look at the status bar.



Obviously, you want people who come to this blog to come to this blog and check the product out. But, by converting your key phrase to a link, that also has an SEO benefit, or precisely, it has an on-page search engine optimization benefit. You are effectively telling the search engine spiders that this page has something relevant and point to something else relevant to the key phrase *vintage electric guitar*.

It actually serves two purposes by adding your link into the article.

ACTION ITEMS

By the end of Day 7, you should have setup your Google Analytics account, add your Google Analytics ID to your WordPress Direct settings area for your blog, go the TDC Stats Tracker and setup the tracking link for your affiliate product and add that tracking link to the **Sale Offer Widget** and no more than two times in your article.

Believe it or not, for Day 2 to 7, when you practice and experience the whole process, you can complete the entire process in around two hours. So even though it's taken you 6 days to learn it, once you've become comfortable with what you need to do, the whole process can be completed very quickly.

Hope that gives you confidence if you have to do or repeat the exercise again, you can actually do it quite fast, once you've become comfortable with the whole process.

See you in Day 8, where you are going to start promoting and let the world about your blog.