**Helpful Technology for Affiliate Marketers**

Once you have chosen to become an affiliate marketer, there are tools and technology that will make your job easier. The technology that is available today includes website building tools, email marketing tools, market research tools, and more.

**Website Tools**

To build a highly converting website, you need to choose the right type of domain name, hosting, website builder, and landing page automation so that you can get more done with less work and worry. The following tools will help you get it all done.

**Domain Name**

One of the first things you need to do to get started with your affiliate marketing profits is to buy a domain name so that you can build a website that attracts your ideal audience. Choose a name that includes a keyword, that’s short and easy to remember, and that uses a dot com extension. An excellent choice for buying domains inexpensively is Namecheap.com.

**Website Hosting**

The next thing you’re going to need after you buy your domain name is website hosting. You might want to check with the host before you buy your domain, as sometimes they offer a deal where you get the domain free by paying upfront for hosting. A good website host offers at least 99 percent uptime, good customer service, and an easy-to-navigate website. A good choice, especially if you’re a newbie and don’t understand what you’re doing, is MomWebs.com. They have great customer care and service.

**Website Builder**

You also need to build or have a good affiliate website built. One of the best and most used choices for this is self-hosted WordPress. You can learn more about it at WordPress.org. (Note: This is not the same as WordPress.com, although that dot com is run using self-hosted WordPress.) This builder is easy to use, inexpensive, or even free, and what is most important is that it works great and search engines still love WordPress.

**Landing Page Builder**

Once you get everything done, you’re going to need some form of landing page builder. Now, you can do this for free using self-hosted WordPress just by making a new page, but it won’t have as much automation on it.

One thing that can help you earn more money is automation so that you don’t have to do everything manually. A good choice for automated landing page software is Instapage.com. If you use a robust system like Infusionsoft.com for your marketing, you already have it included. This type of software will automate your funnels in a way that will seem to turn your site into an ATM some days.

**Email Marketing**

Email marketing is not something you can skip out on. It’s one of the most effective and valuable forms of marketing that exist today. Even social media marketing cannot match the power of email marketing. This means you’re going to need to both capture leads and send out emails automatically.

**Market Research**

As an affiliate marketer, you’re going to have to do a lot of market research to ensure your efforts do not go wasted. If you don’t do the research, you’ll take a lot of action that is not going to produce results. Don’t make assumptions; do the research. You can research your competitors using software like iSpionage.com, and you can research trending topics using something like Google Trends.

**Traffic Generation**

Investing in tools to help with traffic generation is also a meaningful way to create a successful affiliate marketing business. After all, you need a lot of targeted traffic to get the results you wanted when you set your goals and objectives.

**Tracking and Converting**

The other tools you need to help you become a profitable affiliate marketer are tools that help you track the effectiveness of your efforts and convert your audience. Every website needs to install Google Analytics. It’s free and it works great. After all, Google is still the leading search engine. That means you need to follow their recommendations.

**Content Marketing**

One of the ways you’re going to generate more traffic for your ideal target audience is to publish content that they’ll be interested in. To produce compelling content, you’ll need to do your research, ensure it’s understandable, and that it’s attractive. Not only that - you also want to ensure that you are posting content on a consistent and regular basis. These tools can help you accomplish that.