

Post Affiliate Pro vs iDevAffiliate



In Spotlight: Affiliate Linking Method

For more comparisons visit
<http://mypostaffiliatepro.com/postaffiliatepro-vs-idevaffiliate>

Post Affiliate Pro and iDevAffiliate are two the most widely used affiliate tracking applications in 2010.

Post Affiliate Pro vs iDevAffiliate series is an attempt to analyze pros and cons of each software and help you decide which one suits your needs.

Introduction

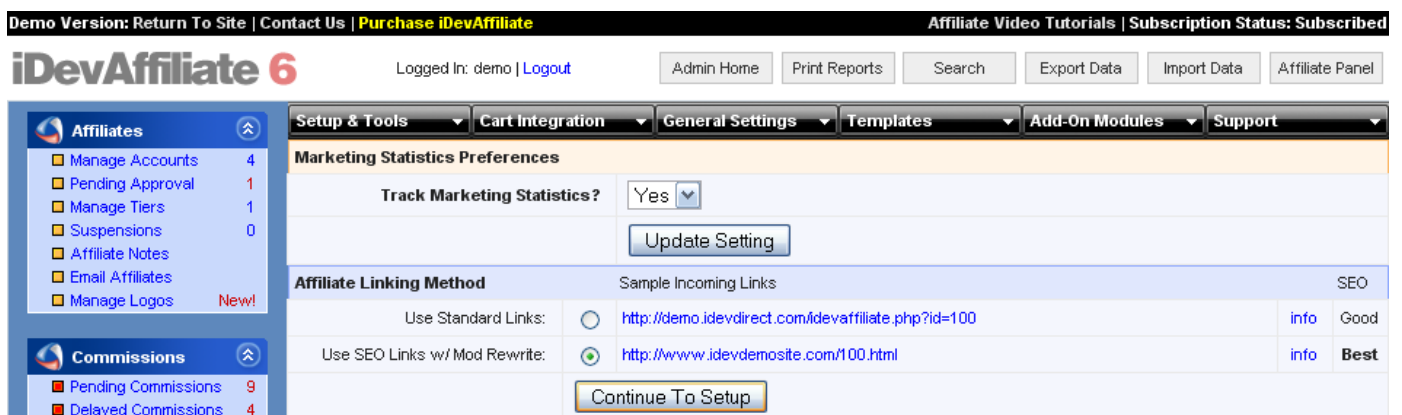


Company	QualityUnit	iDevDirect.com
Product Page	http://www.qualityunit.com/postaffiliatepro/#en	http://www.idevdirect.com/idevaffiliate.php
Demo Page	http://www.qualityunit.com/postaffiliatepro/online-demo/#en	http://www.idevdirect.com/demo.php
Video Presentations	http://www.qualityunit.com/postaffiliatepro/introduction-videos/#en	http://www.idevdirect.com/video_training.php
Pricing	http://www.qualityunit.com/postaffiliatepro/pricing/#en	http://www.idevdirect.com/compare_versions.php

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Competition in many niches is getting tougher every day and you need to remember about SEO when choosing affiliate software too. Suppose you have hundreds or even thousands of affiliates – wouldn't it be great to have all their sites link to you in a way Google thinks natural? How about having 1000's highly relevant SEO-friendly links to your website? Read on, you are about to learn how to get 'free' links to your website, without link exchanges and bought links.

iDevAffiliate - Linking Method



The screenshot shows the iDevAffiliate 6 admin interface. At the top, there's a navigation bar with links for 'Demo Version: Return To Site', 'Contact Us', 'Purchase iDevAffiliate', 'Affiliate Video Tutorials', and 'Subscription Status: Subscribed'. Below this, the 'iDevAffiliate 6' logo is on the left, and 'Logged In: demo | Logout' is in the center. On the right, there are buttons for 'Admin Home', 'Print Reports', 'Search', 'Export Data', 'Import Data', and 'Affiliate Panel'. The main content area is divided into a left sidebar and a main panel. The sidebar has two sections: 'Affiliates' with sub-items like 'Manage Accounts' (4), 'Pending Approval' (1), 'Manage Tiers' (1), 'Suspensions' (0), 'Affiliate Notes', 'Email Affiliates', and 'Manage Logos' (New!); and 'Commissions' with 'Pending Commissions' (9) and 'Delayed Commissions' (4). The main panel has a top navigation bar with 'Setup & Tools', 'Cart Integration', 'General Settings', 'Templates', 'Add-On Modules', and 'Support'. Below this, there's a 'Marketing Statistics Preferences' section with a 'Track Marketing Statistics?' dropdown set to 'Yes' and an 'Update Setting' button. The 'Affiliate Linking Method' section is highlighted, showing a table of 'Sample Incoming Links' with columns for 'Use Standard Links', 'Sample Incoming Links', 'SEO', and 'info'. The first row shows 'Use Standard Links' with a radio button selected, a link 'http://demo.idevdirect.com/idevaffiliate.php?id=100', 'info', and 'Good'. The second row shows 'Use SEO Links w/ Mod Rewrite' with a radio button selected, a link 'http://www.idevdemosite.com/100.html', 'info', and 'Best'. A 'Continue To Setup' button is at the bottom of this section.

Standard Links here is actually linking to the domain where iDevAffiliate is installed, not to your main website. After clicking the link the visitor will be redirected to the shop where they can buy your product. These 'ugly' links result in worse conversions and give little gain in terms of SEO.

SEO Links with Mod Rewrite are a way better. They end in *.html* so they look nice and web spiders follow 301 redirect set by Mod Rewrite function.

Post Affiliate Pro - Linking Method

Affiliate linking method

This will set the style of affiliate link URL that your affiliates will put to their pages. You can choose from the methods below. Note that some methods have different requirements

Link style

<input type="radio"/> Standard links (redirect)	★★★★☆	http://postaffiliatepro.ru/partner/scripts/click.php?a_aid=refid&a_bid=73d672s1
<input type="radio"/> New style links (URL parameters)	★★★★☆	http://mypostaffiliatepro.com?a_aid=refid&a_bid=73d672s1
<input checked="" type="radio"/> Anchor links	★★★★★	http://mypostaffiliatepro.com#a_aid=refid&a_bid=73d672s1
<input type="radio"/> SEO links (with mod_rewrite)	★★★★★	http://mypostaffiliatepro.com/refid/73d672s1.html
<input type="radio"/> DirectLink style (no URL parameters)	★★★★★	http://mypostaffiliatepro.com

You can choose to support DirectLink linking as an addition to your standard affiliate links. The links chosen above will work, plus your affiliates will have option to use DirectLinks. All affiliate DirectLink URLs require merchant's approval.

Support DirectLink linking

Support Short Anchor linking

Short Anchor link looks like <http://www.yoursite.com/#refid> where refid is affiliates referral id. NOTE: If you use anchor links on your site, they may collide with affiliate short anchor links.

[Continue Setup](#)

Post Affiliate Pro has a better choice of linking types and they are of superior quality.

First, **Anchor Links** are very good for SEO. Since everything after # sign is processed by the user's browser (not a web server), for Google it's a usual link pointing to some section of the target page.

Short Anchor Links function lets you have very short and nice-looking affiliate links.

With **Direct Links** you do not have to worry about typing a wrong affiliate link code because there are no link codes to add. You submit your website to merchant for approval and after they approve it every click from your website, even without affiliate parameters, like <http://merchantsite.com>, will be counted as referral. In addition, nobody knows this is an affiliate link and visitors are more likely to trust your product review when they see there is no affiliate links in it.

iDevAffiliate provides **SEO Links** feature as an optional paid module (\$99.99 USD) for Standard and Gold Editions.

Post Affiliate Pro goes further, offering the same **SEO Links** plus **Anchor Links** and **Direct Links** functionality for free in all editions.