

SearchFeed Affiliate Quick Start Tutorial

This report is designed to be a small, beginners tutorial to help new affiliates learn how to best integrate [SearchFeed](#) pay per click results on their websites, and use the tools provided. It's important to note that this was originally written in late 2005, and because things change online, there may be some minor differences.

I've written this with the best of intentions, but of course I cannot guarantee or in any way imply that you'll make a certain amount of money using the SearchFeed system, affiliate program, advertising, and tools.

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What Is SearchFeed?

For those who have not heard of SearchFeed, it is simply a very nice pay per click search engine that you can [partner with as an affiliate](#). As their affiliate partner, you can integrate their search engine results into your website pages. With those results integrated into your pages, your website visitors may click one of the links. And when they do, you make money. Just from the click.

SearchFeed pays 35%-50% of the listings bid amount. If I'm not mistaken, they like to see at least 1000 clicks per day as qualification for being paid the highest 50% affiliate commission. Everyone starts at the 35% level, and you grow from there at SearchFeed's discretion.

Now you can also sign up affiliates under you, and earn a small percentage of their click through amounts too. Additionally, you can sign up advertisers with SearchFeed, and you'll earn a percentage of their initial deposit amount. I won't cover these two scenarios at the moment. For now we'll concentrate on utilizing the tools to their fullest extent as a direct affiliate.

A couple of other notes before we dig into the details...

First, SearchFeed requires your website - or network of sites - to attract at least 80% U.S. based traffic. Affiliates can be located almost anywhere in the world, however their sites must draw U.S. based traffic. Certain non U.S. based site visitors will actually not even see the SearchFeed results.

To my knowledge, SearchFeed does not require a minimum amount of site traffic in order to qualify as an affiliate with them. This is one of the big advantages of partnering with them, because some search engine partners require large amounts of traffic, i.e. 30,000 + visitors each month.

They do not approve new affiliates automatically though. Instead, they'll review your site first - usually within just a few days - and send an email accepting or declining.

The third, and possibly most important thing to know is that you cannot just display Search Feed results at whim, or randomly on your site. You have to let your site visitors click a **specific** keyword or phrase, then you're allowed to show them search results for that specific keyword phrase.

For example, I once had a home based business topic website. The domain name was homeofficefiles.com. Even though that site is specifically about home based business, I cannot display home based business search result listings on my home page. Because the visitor did not specifically click on that search phrase. Instead, I must display a link to the home based business resources. Once they've clicked on that link... then the search engine results can be displayed in full.

I see this mistake made often, and unfortunately people are risking having all of their earnings revoked because of it. One of the most common ways I see this mistake made is with an "enter" button or link. Clicking that button or link will display the main search engine listings related to the site - not specifically results for the word "enter". Another common way is as mentioned above: people will show the search results for their chosen keyword phrase right on the home page. Both of these methods are against the SearchFeed terms of service and can, as I mentioned, get your earnings revoked completely. Plus you'll probably end up getting the account cancelled too.

Now, once you've signed up for SearchFeed and received confirmation of acceptance, you'll be able to log into the affiliate tools area. Inside here, there are many ready-made things for you to use immediately. The easiest of course, are basic banners or text links. These don't show your users search results though, so I don't waste my time with them much.

The real power - and money - is in the search results themselves.

Using SearchFeed Affiliate Tools

So once you're logged in to the SearchFeed affiliate area, click the "Integration Tools" link on the navigation menu. On that screen, you'll 7 options. Some of these are fairly advanced and need programming knowledge in order to be used. Some are extremely simple.

One of the first things I'd advise you to create is the dynamic feed. This is a standard javascript feed, that allows you to quickly and easily develop keyword specific listings for given pages on your site. Just click the "dynamic feed creator" to get started.

The next page gives you a few options. And the best advice I can give you with anything new is to play with it. Try changing things and see what happens. This helps you learn alot.

In any case, the most important piece of this section is the box labeled "Search Term". This is where you'll enter your keyword, or keyword phrase. You can put any search term or phrase you want here, and there's no need for quotes or other punctuation.

So if you were creating a results list for the phrase "home based business". You would simply type those three words into that box, without any quotes around them.

The number of listings box is also helpful. It seems to default to 5, but you can change that to whatever number you'd like. I prefer 10, 15, or 20 depending on the page I'll put these on. Note that some phrases and keywords don't have 20 listings to display, and others may have 100+ listings to display. It all depends on the particular word or phrase you're using.

Once you've entered those values, click the "Preview" button. This allows you to see how the search engine results will look when they're on your website pages. And this is where the playing around with other settings comes in. If

you want your search results on a light blue background for instance, you'd need to change the setting in the "Box background" field. If you don't want them to have a border, you'd put a 0 in the border width section.

HOME ACCOUNT MANAGEMENT PAYMENT OPTIONS INTEGRATION TOOLS REPORTS RESOURCES

[Integration Tools](#) > Dynamic Feed Creator

Box Background:	<input type="text" value="white"/>	Display Title:	<input type="checkbox"/>
Box Width:	<input type="text" value="100%"/>	Title:	<input type="text"/>
Border Width:	<input type="text" value="1"/>	Title Color:	<input type="text" value="white"/>
Border Color:	<input type="text" value="#888888"/>	Display URL:	<input type="checkbox"/>
Number Of Listings:	<input type="text" value="5"/>	Search Term:	<input type="text" value="home based business"/>

Note: Please enter one keyword

This is how the feed box will appear on your web site

\$75 - \$250 guaranteed per survey!
Make \$75 - \$250 just by clicking your mouse!

Tired of your job? Miss your kids?
Be your own boss and work from home. Learn how to earn a significant income in just 25 hours a week.

Your license to print money
This is like your license to print money - I guarantee you will make \$250 - \$500 every single day or I'll r

Make up to \$250 in 60 Minutes, every day
I have found a foolproof method how anyone can easily make up to 250\$ every day with 60 minutes of l

home business opportunity
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Once you have things looking the way you want them, then you'll simply cut and paste the code into your web page. Now, if you're not familiar with editing HTML pages, this could seem a little daunting. And there's no way I can hand-hold you through this part with just a simple tutorial.

If you use web page design/building software, there should be a function somewhere in that program that allows you to input custom, or extra, HTML

code. Where that function is depends on the software of course, and this is another area where you'll just have to experiment. The best advice I can give you with something like this is: Don't be afraid to mess something up. Making mistakes is a great way to learn new things, and to tell you the truth, it's how I originally learned to use computers and software.

Now, once you have the new code pasted into your web page, upload that to your server and visit the page. If all went well, you should be able to see the SearchFeed results on your page.

The next two easiest tools to use are the Search Engine Generator, and the Category Chaser. When setting up either of these, you must set up the Search Engine Generator first. Without it, the category chaser won't work.

The search engine generator actually just creates a file for you named SearchResults.html.

When creating this page, there are a lot of options... this is what makes it a bit confusing for new users. Setting it up though, is honestly just a matter of walking through a 5-step wizard process. You're welcome to adjust any or all of the various settings just to see what changes that makes. If you want to just get the page created fast, without fooling with anything, then leave all the settings at default and continue clicking through on the "Next" button.

There are a couple of places you'll need to enter information though. Like on the second page, you'll need to enter the URL of your website. So be sure to look at each page before moving on to the next.

At the end, you should have the option to download the SearchResults.html page, or copy the code by hand.

Once you're done there, click the Integration menu option to get back to the tools section. If you're ready to create the category chaser, click on that one next.

Now, the category chaser simply creates a directory style menu of links for

you. The power here is that you can customize categories and sub-categories, so the search terms match the topic of your website. Once this is made and live on your site, anytime someone clicks a category or sub-category link, the search results will show on the SearchResults.html page you just finished creating.

The category chaser is another wizard-style walkthrough setup, and it will ask you to make a few minor decisions about what you want displayed. If you're not comfortable figuring that all out yet, try walking through and leaving everything default that's already set. Enter anything custom if it asks, use the preview buttons liberally. Again, this process will take time but it really pays off in how much you'll learn about using the system.

Once you've created your category list, you'll simply copy and paste the code into your website pages like you did with the dynamic feed creator.

So, that's the basics of getting set up with SearchFeed, and integrating some of their tools into your website. I know this tutorial is not as detailed as it could be, but it should help most new users quite nicely.

Questions, comments and feedback are as always, more than welcome. Please feel free to send comments to editor@gurugazette.com :)

- Kathy

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