Issue No. 02

Affiliate Marketing Guide

DreamHost

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What's the Deal with Affiliate Marketing?

We believe in mutually-beneficial relationships. Affiliate marketing allows us to succeed on the web together — you earn commissions, DreamHost earns customers.

Win-win.

Got questions? Don't worry.
This guide will give you everything you need to know to be a successful affiliate at DreamHost.

How Does Affiliate Marketing Work?

Want to earn $$$ online? If done right, affiliate marketing is a flexible, on-your-own-terms way to earn an income by doing what you already do well — producing creative and valuable content. Affiliate marketing is big business. It's a global industry worth well over $12 billion and generates 15–30% of all sales for advertisers.[1] That's *a lot* of dough.

So, how does it work?

Simple. You promote other companies' products on your website, blog, or social media profile using a unique affiliate link. When somebody buys a product or service through your link, you earn a commission on that purchase.

Affiliate marketing is cost-effective, low-risk, and scalable over time as you grow your marketing efforts — which explains why 81% of brands have adopted it.[2] And the returns can be high: Well-presented affiliate links earned more than 5 billion clicks and 170 million transactions worldwide in 2017.[3]

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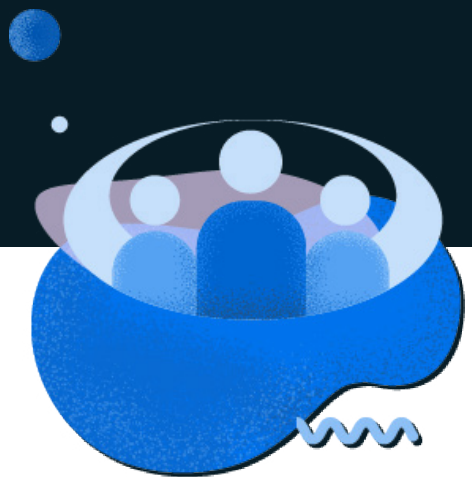
[1] https://99firms.com/blog/affiliate-marketing-statistics/
[2] https://www.awin.com/gb/affiliate-marketing/
[3] https://hostingtribunal.com/blog/affiliate-marketing-stats/



Why Partner with DreamHost?

Believe us when we say: We're your biggest fans.

Our gets-us-out-of-bed-in-the-morning mission is to empower people on the web, so we work hard to create hosting products and services that you'll feel good about promoting on your site.

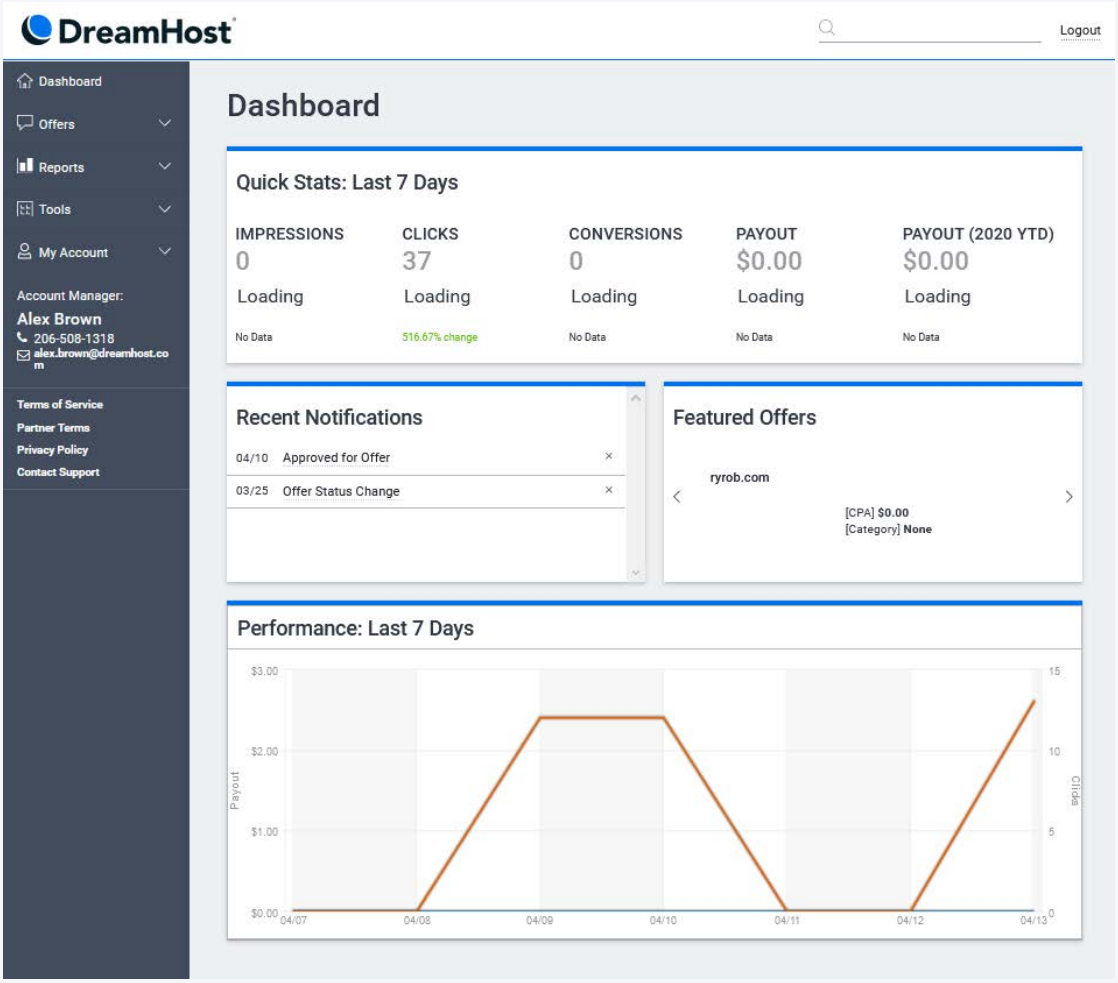
We'd make a great team.

Enjoy Affiliate Marketing with All the Perks

Forget jumping through fiery hoops to see returns. We make it easy for you to refer your friends — and internet acquaintances — to award-winning DreamHost plans and earn $$$.

- **Relevant Solutions** — Refer your visitors to a product you feel good about sharing. By partnering with a web hosting provider that's officially recommended by WordPress, you offer audiences a high-quality solution for their web hosting needs.
- **Get Paid Quickly** — We won't keep you waiting for your payout. Enjoy near-instant gratification with secure payments made via PayPal on time, every time.
- **Advanced Tracking URLs** — Our tracking URLs ensure that every person who signs up through your link is tracked. We want to reward you for sharing our services, so we keep on top of things with smart tracking.
- **Beautiful Banners** — We make affiliate marketing a no-assembly-required affair. Our ready-to-use creative banners come in various sizes and look great on any site, making referring E-A-S-Y.
- **Financial Freedom** — It's no get-rich-quick scheme, but affiliate marketing can be lucrative, boasting great potential to earn you real passive income. With our affiliate program, you get unlimited payouts with zero caps on your earning potential.
- **Easy-to-Use Dashboard** — With our intuitive interface, you can track all your earnings and stay in the know. On your dashboard, we provide ready access to helpful info like your memorable URL (your unique affiliate link) so that you can start referring people to DreamHost and get paid. Plus,

we provide an overview in a box grid of your up-to-date rewards, pending rewards, rewards awaiting payment, and total rewards payout.



DreamHost's Affiliate Marketing Dashboard

How to Become a DreamHost Affiliate

Ready to come on board?

To become a DreamHost affiliate, simply **sign up**, **promote**, and **earn**.

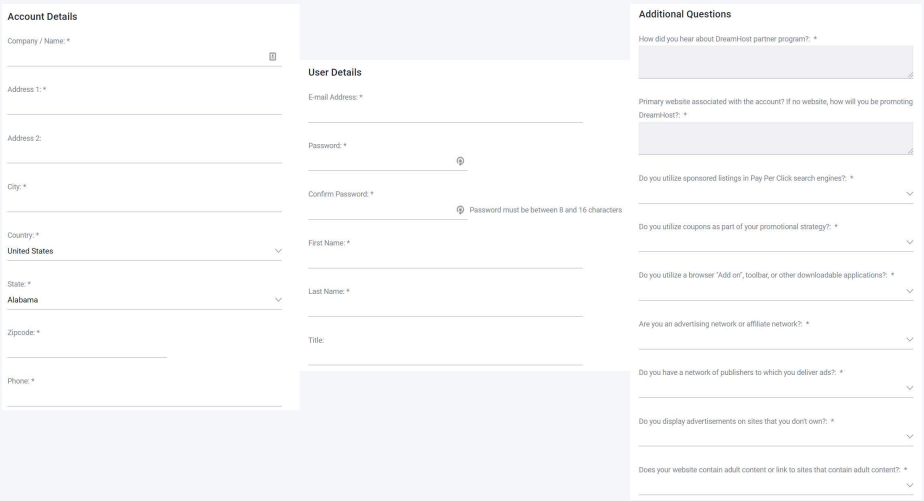
It's that easy. Really!

Signing up and Using Your Affiliate Dashboard

Here's how to get set up.

1. Sign Up

We know your time is precious. Fill out our online sign-up form in two minutes to get the ball rolling. All you need to supply are some basic details, like name, contact info, and your site URL to get started. After your account is created, you'll be able to view your dashboard and access the info you need to start sharing.



Affiliate Program Online Signup Form

2. Promote

We'll do the heavy lifting — you spread the word about DreamHost by sharing affiliate links in your content and around your site, and we'll keep track of all your sign-ups through your unique tracking URL. Easily access information about your clicks and rewards on your Affiliate Dashboard.

3. Get Paid

Ready to reap your rewards? When your referral links get clicks, you get paid securely through PayPal after the trial period. Yep, it's really that simple!

Affiliate Marketing Best Practices

Want to get the most out of affiliate marketing?

Follow these tried-and-true techniques to succeed as a DreamHost affiliate.

1. Create a How-To Guide for Setting up a Blog or Website

You already know that to draw traffic and increase engagement on your site you need to offer your audiences valuable content. So why not kill two birds with one stone? Adding a step-by-step guide to help your readers sign up for a DreamHost account is an effective way to increase conversions on your website.

What should you include in your step-by-step guide? Here are some essential talking points:

- Why starting a website is a great idea.
- How to get web hosting and a domain from DreamHost.
- How to install WordPress and choose a theme.
- How to customize a website.

We want you to really knock your post out of the park. Some additional tips for writing:

- **Your guide should be written in your own words.** No CTRL + C here, please. Your visitors like your unique voice, so use it to write your guide in a fun, engaging way.
- **Include an affiliate disclosure.** ❗ You want to cover your legal bases and make sure you're spelling out fine-print details for affiliates, so there are no surprises or disgruntled users.
- **Go the extra mile to help your audiences get started with DreamHost.** Show them how easy it is to get set up with a hosting plan by including a detailed walk-through and sign-up screenshots. The more you can personalize your post, the more success you'll have — not only for essential SEO purposes but for better engagement with your visitors and, ultimately, conversions. You can find up-to-date instructions and screenshots to help you create your guide here:
  - How to Sign up for a DreamHost Account
  - How to Install WordPress Using the One-Click Installer
  - How to Setup & Install WordPress
- **Include a tracking link whenever you mention DreamHost.** Exposure

will help you earn those rewards. The more opportunities you provide for people to click and sign up, the higher returns you'll see.

- **Keep navigation to the post intuitive.** Make the guide clearly visible in your site's menu structure, so it's easy for your visitors to access.

NEED AN EXAMPLE?

Check out our own how-to guide on the DreamHost blog.

2. Add a Resources Page to Your Website

Your audience wants to know the tips, tools, and tricks you utilize to make your site a success. Share 'em! A resources page is a great space to share the products, companies, or services that you use or recommend. So give us a shoutout with a section about web hosting and why you love DreamHost. Don't forget to:

- Include a tracking link to get referrals and earn your affiliate rewards.
- Link to the how-to guide you created in Step 1, so visitors can quickly get started on their own website.
- Make your resources page visible on your menu structure and easy to find.

3. Add Banners & Tracking Links to Your Site

Where should you place your unique tracking link? You can use your affiliate tracking link anywhere on your website where you talk about web hosting or related topics. Simply include a hyperlink in the body text. Or add DreamHost banners to your site to attract visual traffic to your affiliate link. A few best practices:

- The best, most optimized placement for your affiliate link is "above the fold" so visitors don't have to scroll to find it. Make it easy to see and navigate to from the top of each page.
- Most successful affiliates put banners and/or links on their homepage or other high-traffic areas so that they earn higher rates of clicks and conversions. Be intentional about where you choose to place links and banner visuals.

4. Use Email Marketing

As we discussed earlier, personalization makes a big difference in the success of your affiliate marketing efforts. Taking advantage of every effort to connect intimately with your audiences can lend itself to higher conversions, better search engine placement, and more $$$ for you!

Email marketing can be a smart way to achieve increased personalization. Sending your affiliate link via email can be a more personal, effective way to leverage your relationship with visitors.

> **JUST FYI** ❗
> Disclosure rules still apply to emails.

5. Share on Social Media

If you have an active online following, it can make sense to promote DreamHost on social media to earn referrals. Here are some ideas for social promotion:

- **Promote DreamHost news and sales.** Everyone loves a good deal and to know the latest news. Share what's going on at DreamHost and spread the word about must-have deals to drum up interest.
- **Conversations about DreamHost should be natural and authentic.** Strive to avoid overly sales-y talk or spam your followers with too much DreamHost-related discussion. Keep things genuine and relaxed.
- **Direct followers to your website instead of directly to DreamHost.** People are more likely to sign up after they've read a personal review, so point users to your how-to guide. Connecting them to your own experiences will help them get a feel for what's possible with DreamHost.

6. Other Ways to Succeed as a DreamHost Affiliate

We want your affiliate marketing efforts to be a rousing success. Here are a few additional tips, tricks, and tools for acing the affiliate game:

- **Include testimonials on your website.** Utilize the immense power of social proof on your website to persuade visitors to follow suit and sign up with

DreamHost. Reading the IRL experiences of past customers is a powerful way to drum up sales.

- **Prioritize good content.** Blog regularly about your DreamHost review or how-to guide. Regular, high-quality content improves SEO, drives traffic, and retains followers.
  Note: Your site doesn't have to be specifically about web hosting or technology for you to be a successful affiliate. You'd be surprised how many ways you can tie it in!
- **Get specific about the benefits of DreamHost.** Visitors are more likely to act on endorsements when they're coupled with compelling facts. Including the following information on your website will lend credibility to your recommendation. Consider these talking points:
  - **About the Company** — Give them a little background on DreamHost's history.
  - **Powerful Platform** — Woo them with talk of our top-of-the-line tech available for customers.
  - **Unbeatable Support** — Excellent customer service means everything. Let your visitors know that DreamHost is available to help with site issues — big or small.
- **Host your site on our servers.** There aren't many secrets on the internet. Visitors can use WHOIS to identify which company hosts your site, so they'll know you practice what you preach.
- **Build a loyal audience.** Loyalty is one of the most powerful indicators of your success as a site owner. Building that audience can take time, but with good design and quality content, you'll be able to curate an audience that trusts your recommendations. Make an effort to cultivate strong relationships with your followers.
- **Work on generating good traffic.** Good traffic means attracting visits from people who are pre-sold by the time they click on your DreamHost referral link or banner. They trust your recommendation, want DreamHost products or services, and are ready to sign up and remain a customer. Those are the people you want to spend time attracting.

The Legal Stuff You Need to Know

Now, let’s discuss a few legal must-knows.

To guarantee that your affiliate disclosures are up to par, comply with the following guidelines.

Affiliate Disclosures

We're looking for rule-followers here. Affiliate links come under the Federal Trade Commission's guidelines of endorsements. Additionally, DreamHost affiliates are required to clearly disclose on their website that they are earning commissions for their reviews or the traffic coming to DreamHost from their site. Failure to do so may result in a boot — removal from our affiliate program and cancellation of commissions — in addition to being penalized by the FTC. Yikes.

WANT MORE DETAILED INFO?

Learn more about the FTC disclosure requirements **here**.

Affiliate Disclosures Must Be Frequent

Don't make your disclosures a one-and-done affair. Disclosures must appear on any page that has a review, recommendation, comment, or article that promotes a product or service for which you receive compensation. You cannot claim that you do not receive compensation if you accept payment through an affiliate program. Honesty rules.

Disclosures Must Be Clear & Conspicuous

No playing hide-and-seek or using obscure language in your disclosure. It must be immediately apparent that you may collect compensation for your review or rating. Take a look at these examples:

- **Clear Disclosure:** This blog contains DreamHost affiliate links. This means I may earn a commission if you purchase DreamHost services through my link without any extra cost to you. This commission helps me keep the site running. Thank you for your support!
- **Unclear Disclosure:** Websites need $$$ to operate. We may receive compensation for your purchases through our link, but we are totally unbiased and do not make falsified representations for the services, claiming them to be something they're not.

Follow these tips to make sure you're in compliance:

- Place the disclosure high on the page/email/etc.
- Evaluate the size, color, and graphics of the disclosure in relation to the rest of the content. If someone can miss seeing it, you're doing it wrong.
- Account for viewing on different devices. Your disclosures should be responsive and still visible/prominent on mobile.
- Don't bury the disclosure or distract from it with other media.

Disclosures Must Require No Action

Your disclosure must be immediately evident to a typical visitor who views a review, ranking, or endorsement. A visitor should not need to scroll, click, or hover to learn that you receive compensation.

Affiliate Restrictions and Responsibilities

1. DreamHost does not accept "coupon-only" sites in our affiliate program. We reserve the right to deactivate any account that uses coupons/ discounts as a primary method of promotion at our sole discretion.
2. Double-check your affiliate link. Affiliates are responsible for ensuring that their tracking code is working correctly before sending traffic to DreamHost's servers. Any modification to the links is the sole responsibility of the affiliate. Rewards may not be paid for tracking errors caused by editing, masking, redirecting, or tampering with affiliate links, as determined at DreamHost's sole discretion.
3. Domain forwarding is not allowed. You may not purchase a domain and set it to forward directly to our site using your affiliate link.

4. Remember: no copy + paste, please. Affiliates MAY NOT copy DreamHost's website or any portions of it, including, without limitation, any of DreamHost's trademarks or other intellectual property, and display them on their own site or subdomain or use them in any way — you need DreamHost's prior expressed written permission for that.
5. Don't try to be us. Purchasing, either directly or indirectly, the search name "DreamHost" or any misspelling or variant thereof from websites, search engines or other directory referral services is prohibited.
6. Skip the spam. Violations of our Anti-Spam Policy or our Terms of Service will result in immediate forfeiture of all rewards payments. Additionally, you are prohibited from (1) outranking DreamHost's internal paid search ad on any keywords, (2) direct linking to DreamHost.com from any paid search ads, and (3) using DreamHost.com as a display URL.
7. Scamming is prohibited. Gaining referrals through misrepresentation, improper use of DreamHost intellectual property (e.g., DreamHost trademarks and copyrighted material) or impersonation of DreamHost personnel is strictly prohibited and can result in loss of accrued rewards and/or removal from the program.
8. You can't use your own link. Referred accounts must use different billing and payment methods than the referrer to qualify for rewards.
9. Keep the referrals out of the family. Customers cannot refer themselves or their spouse/civil union partner. No exceptions will be made. Violations can result in the loss of all accrued rewards and dismissal from the program.

READ THE FINE PRINT

See our Terms and Conditions page for more info.

Frequently Asked Questions

Still have some questions about how exactly the DreamHost Affiliate Program works?

No problem.

We have the answers, helpful advice, and relevant **solutions you need to succeed**.

What am I selling?

Web hosting — rented space on a server to allow people to put a website online. Web hosting is an essential part of setting up and running a website, so offering a great hosting solution like DreamHost provides value to your audience.

Note: Our program only allows affiliates to refer customers to hosting services. Add-on products or services don't count.

Do I need technical skills?

Nope! Our affiliate program is open to users of any skill level. Simply copy and paste your link code on your site or social posts to start sharing.

Does it cost anything to join?

Not at all. Sign-up is quick, easy, and free.

Do I have to host my website with DreamHost?

Nope. However, it can make your reviews more credible. And hey, we think our plans are pretty great.

When can I start promoting DreamHost products?

As soon as you sign up, you'll have access to your affiliate dashboard where you can get personalized banners and links to display on your website.

How long do you track a referral?

30 days. All orders must be for the purchase of DreamHost hosting services by a new and unique customer who arrives at DreamHost.com by clicking on your referral link, completes the sign-up process within 30 days of clicking on the affiliate tracking link, and maintains an active paid account with DreamHost for a minimum of 97 days.

In the event that multiple affiliates refer the same unique customer, only the last referrer before the customer orders DreamHost services will get credit for the referral.

What happens if a referred account is canceled?

Referred customers must maintain an active hosting service for 97 days in order for the affiliate to earn their reward. Affiliates will not obtain rewards from customers who cancel/disable their hosting service, receive a refund, or become suspended during these free trial and/or money-back guarantee periods.

What is required before I am paid?

Each affiliate is required to submit an accurate and up-to-date W8/W9 tax form. If we do not receive the necessary tax or payment information from you within 90 days of a qualifying referral sale that would otherwise trigger a reward, no reward will be issued for that sale. Your tax information is required to be on file for your rewards to accrue and become payable.

Make sure to stay on top of things — you are solely responsible for keeping all information up to date, including postal and email addresses, name, payment information, tax information, and any other personal information that will impact the ability to issue a valid payment.

How do I get paid?

Earned rewards are available for redemption after the 97-day holding period, provided that the affiliate has chosen to cash out their rewards. For affiliates who have an earnings balance over $20, earned rewards will be paid out via PayPal on the first business day after the 10th of the month. Such rewards payments are subject to a 5% PayPal processing fee.

Affiliates are responsible for making sure they are able to accept payments. Please ensure that your bank or PayPal account can accept payments from US-based companies.

Affiliates are responsible for all fees, taxes, exchange rates, surcharges, and other expenses incurred in order to collect their rewards. Please check with your bank or PayPal to find out if any of these apply to your account.

How much can I earn?

	Monthly Plan Payout STARTING AT $15/REFERRAL	Yearly Plan Payout STARTING AT $50/REFERRAL
SHARED STARTER	$15	$50
SHARED UNLIMITED	$30	$100
VPS VIRTUAL PRIVATE SERVER	$30	$100
DEDICATED STARTER	$200	$200
DREAMPRESS	$150	$150

I referred a customer but don't see the credit in my account.

Missing or untracked affiliate referrals must be reported within 14 days of the qualifying referred sale and will be credited to your account at our sole discretion, provided that such credit has accrued according to all terms listed in the Affiliate Terms of Service. Referrals that are not reported during the then-current referral period will not be credited to your account.

Who should I contact if I need help?

Reach out to us!
Use the contact form here or email our affiliate manager/guru, Alex Brown, here.

DreamHost is a premier managed WordPress hosting provider, giving over 400,000 businesses, developers, and content creators worldwide the tools they need to own their digital presence.

Supporting the open source community with dedicated resources and top-tier talent, DreamHost believes in the power of the Open Web and the people that make it happen. Founded in 1997, DreamHost has offices in Los Angeles and Orange County, California, and Portland, Oregon. Learn more at DreamHost.com.

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