



# CBPRESS

ClickBank Marketplace Plug-in for WordPress

## Getting Started

# Getting Started with CBPRESS

CBPRESS is a WordPress Plug-in for ClickBank Affiliates. If you have experience setting up a WordPress web site on any large scale shared hosting platform, such as goDaddy, BluHost, HostGator, and MediaTemple, getting started with CBPRESS is as easy as downloading the [cbpress.zip](#) file and installing/activating like any plug-in. You will also want to have a free ClickBank Affiliate ID that allows you to track and monetize your affiliate traffic.

Extremely small capacity sites such as free WP sites with banner advertising built in may require additional server resources in order to run the importer, and free WordPress.com sites do not offer CBPRESS as an approved plug-in.

Once activating, you will see the CBPRESS plug-in menu in both the admin header area that displays at the top of your WordPress site when you are logged in and also in the primary left WP-admin menu.

CBPRESS is compatible with WordPress versions starting at version 3.0 and we continue to keep it current within 30 days or so of each WordPress update.

## Keep current on CBPRESS updates!

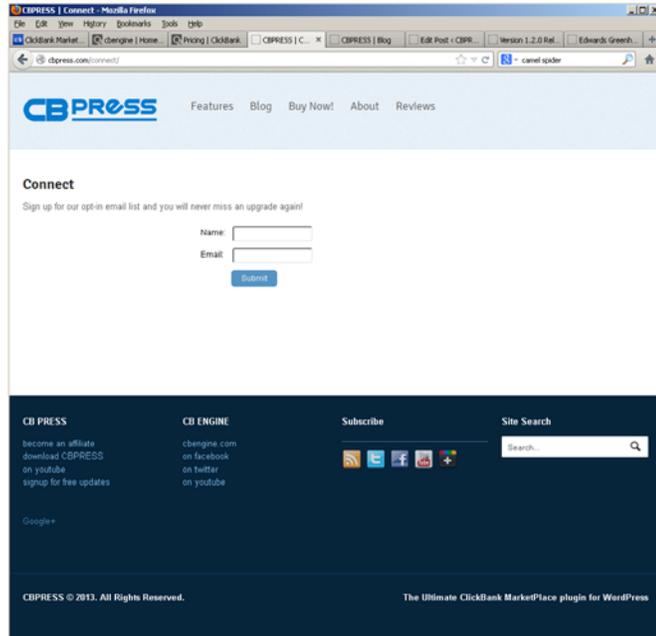
Subscribe to our newsletter at <http://cbpress.com/connect>

## Download the latest version of CBPRESS!

<http://download.cbpress.com>

## Get answers about CBPRESS!

<http://support.cbpress.com>



## Installation & Activation

Before attempting to install and activate CBPRESS on your WordPress Blog, you should first have a WordPress Blog setup with content, preferably multiple articles within which you can promote several affiliate products at a time plus an area for an extended MarketPlace.

If your selected theme includes a right or left column layout, you can install a CBPRESS Categories widget into your layout.

When you are ready to add CBPRESS product content into your WordPress Blog, simply follow the steps below:

1. **Download the Most Current Version of CBPRESS** from <http://download.CBPRESS.com> - whenever you are looking to re-install or add to a new blog, simply access the latest version at this location.
2. **Install and Activate the CBPRESS Plug-in** through the Wp-admin plug-in manager. Simply select the CBPRESS.zip file you just downloaded to your computer through the wp-admin plug-in manager, install, and activate.
3. **Register Your ClickBank Affiliate ID** so your information is passed through all CBPRESS affiliate hoplinks displayed on your site. You will be prompted to activate just after installation, but if you miss it, the activate link is at the bottom of your CBPRESS admin menu. If you have not signed up for an affiliate ID with ClickBank, just visit <http://www.clickbank.com> and sign up for their FREE affiliate program.
4. **Import the ClickBank Marketplace** from the ClickBank XML Feed.
5. **Configure Your Options:** General, Filter, Importer, CSS, and SYSTEM
6. **Customize Categories** – set root, feature, and custom categories.
7. **Integrate Product Links** – find and customize products, then integrate throughout your site using shortcodes for marketplace, shortlists, or specific products.
8. **Maintain and Update** your site content, promote through social media and search engine optimization methods, and opt-in lists.

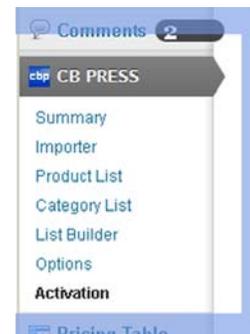
## Download the Most Current Version of CBPRESS

The CBPRESS plug-in is available through the WordPress.org plug-in repository that you can access at <http://download.CBPRESS.com> and always has the most up to date version of our plug-in. Whenever you are looking to re-install on your existing site or add to a new blog, simply access the latest version at this location.

## Install & Activate the CBPRESS plug-in through your wp-admin plug-ins manager.

Simply select the [cbpress.zip](#) file you just downloaded to your computer through the wp-admin plug-in manager, install, and activate.

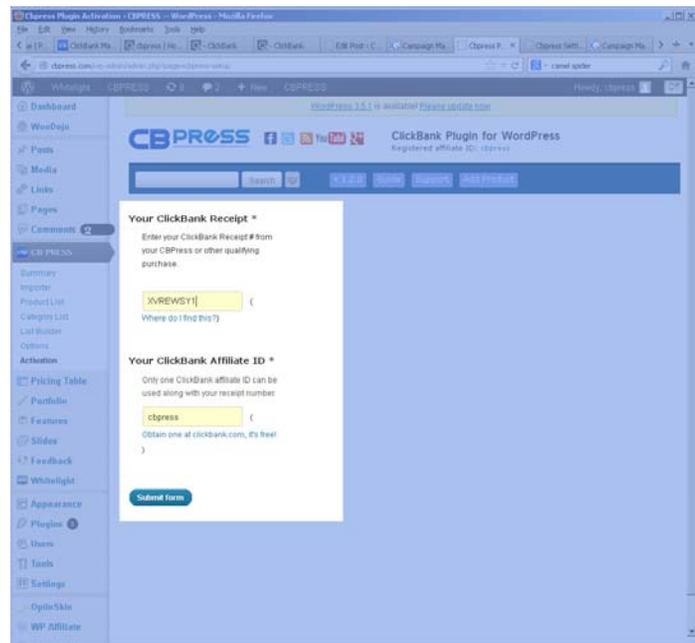
The CBPRESS admin menu will display in the left menu area of your wp-admin control panel.



## Register Your ClickBank Affiliate ID & Order ID

Enter your ClickBank OrderID and ClickBank Affiliate ID so your affiliate information is passed through all CBPRESS affiliate hoplinks displayed on your site.

Your web site license is unlimited for CBPRESS, but it is limited to only one Affiliate ID. If you manage multiple sites, keep your ClickBank OrderID and your ClickBank affiliate ID handy as you will enter this each time you set them up.



You will be prompted to activate just after installation, but if you miss the activation prompt, just click on the activate link is at the bottom of your CBPRESS admin menu.

If you do not currently have an affiliate ID with ClickBank, no worries!

Just visit <http://www.clickbank.com> and sign up for their FREE affiliate program.

## Import the ClickBank Marketplace Feed.

You will be prompted to do so immediately after activating your license.

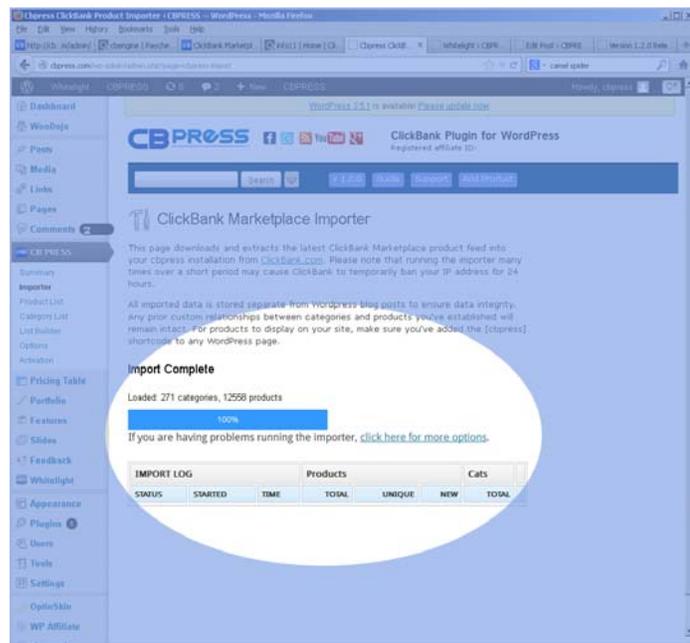
Because the importer links directly to the ClickBank feed, it is dependent upon ClickBank support.

You should see your import completed within under a minute OR for sites with very low resource levels, you may encounter a timeout or resource use error.

Click the more options link if your import does not successfully complete within a minute or so.

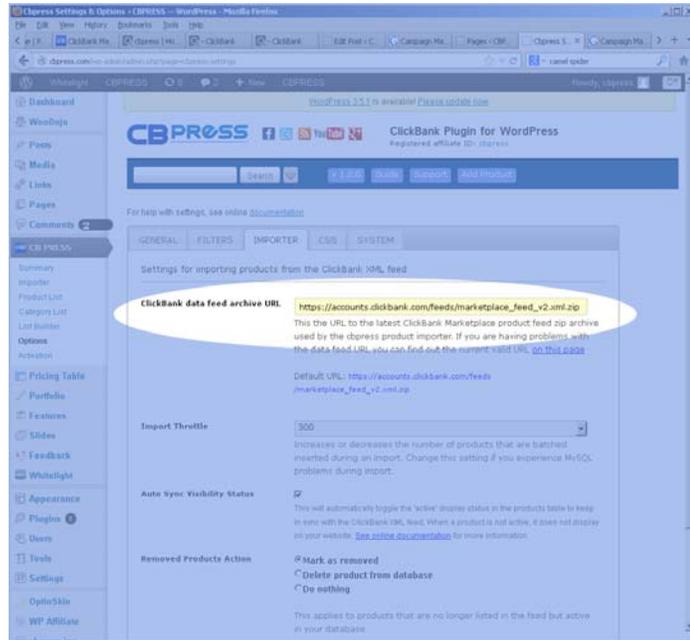
You will find information about some very common issues that can be resolved by contacting your hosting provider and enabling certain libraries or increasing server resources to your site.

If none of the listed errors match with your situation, contact <http://support.cbpress.com> to submit a support request ticket. CBPRESS support strives to respond to all support requests within 1 to 2 business days of submission. **Please be Patient!** Some troubleshooting requests are more difficult to resolve and we have many clients working with CBPRESS, but will do our best to get back to you in a timely manner.



**ClickBank Data feed Archive URL** - We recently encountered a FEED location change after 6 years of working with a ClickBank – **Just a reminder that nothing on the internet should be expected to stay the same forever!**

We have added a FEED URL setting in the importer options menu, in the event that a feed change occurs in the future. If you encounter a problem with your import tool, visit this data feed URL setting and see if you can access the URL listed in the Importer options.



If not, the link provided in our directory should give you a new URL or you can contact CBPRESS.

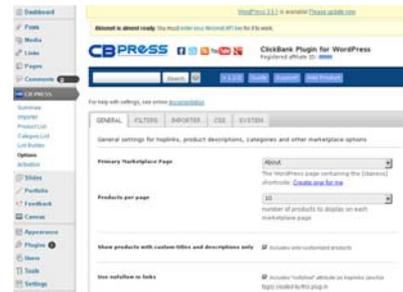
## Configure Your Options

Once you have the ClickBank data imported, setting your site's display options can help create a unique and customized content display of your selected ClickBank and custom products. The level to which you customize is really up to you, but the more copy and content layout changes you can make to incorporate ClickBank Product Information into your blog, the more Search Engine traffic will result.

Duplicate content is treated negatively by Google and some other search engines so working to make your product content unique can really help your rankings and visibility. Customizing displays and arranging content so it is not simply a regurgitation of what ClickBank has in its product feed can be surprisingly effective if you work with some of the powerful CBPRESS options.

## CBPRESS General Options

The General Options menu is primarily a collection of display settings: You can set the numbers of items per page to display in lists, category settings, descriptions display and filtering.



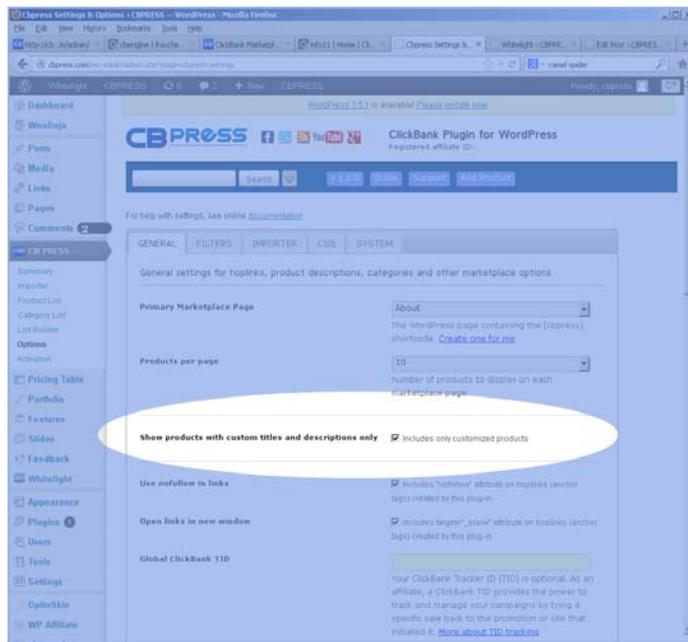
Start here when you are looking for easy ways to make your MarketPlace fit more seamlessly within your WordPress Theme.

**Primary Marketplace Page** – select the web site page where you would like to display the CBPRESS marketplace – all pages are available for you to select from a pulldown menu.

**Products per page** – The display default is 10, but you can increase or decrease depending on the layout length that fits your theme and content design. Be sure to review all CBPRESS display pages – shortlists, marketplace, category and keyword search results.

### Show products with custom titles and descriptions only –

This feature was created in version 1.2.0 with the purpose of helping affiliates who rely on totally unique product titles and descriptions. Using this setting, only the products you have rewritten titles and descriptions for will appear in your marketplace. This makes it very easy to keep all of your site content unique.



**Use nofollow in links** – some SEO strategies will require nofollow links (default checked).

**Open links in new window** – this setting is checked by default to ensure that your site visitors will keep your site window open as they click on the product links you are promoting.

**Global ClickBank TID** – Your ClickBank Tracking ID (TID) is optional. A ClickBank TID can be any string of letters and numbers, and in the general options your TID would be set site-wide. It provides the power to track and manage your promotional

campaigns by tying a specific sale back to the site that initiated it. If you use completely different websites for a-b testing, setting a different TID for each site you set up will help you determine which sites convert the best.

**Show Descriptions** – Enables product descriptions under the product title on marketplace results pages ... test this setting to see how it changes your layouts.

**Description limit** – Limits the number of characters in product descriptions (words are not cut off)

**SMART Filtering** – Smart filtering is applied only to ClickBank FEED titles and descriptions, not to any custom products or ClickBank products with edited descriptions. Our default “affiliate targeted” terms (Max payout, upsells, downsells, Lowest Refunds, low refund, Converts, %, \$, http:, commission, payouts, conversions, conversion, affiliate, affiliates, earn, % returns, return rate) are recommended to eliminate most of the commission related terms from your product displays. When any of these words or phrases are found, the containing sentence gets dropped.

### CBPRESS Filters Options

Filters Options allow you to set certain criteria for what products display on your marketplace page. Filters allow you to ONLY display products matching the filter specifications that you set.

**Set Minimum and Maximum values** for the following statistics:

**Gravity** – total number of affiliates who referred at least one sale of the product over a 12-week period. The max on this can be in the hundreds, as it depends on how many affiliates are operating in a given niche or product category.

If you have some products you have successfully converted, check the product gravity through your ClickBank account or your CBENGINE PRO Lifetime membership to determine an appropriate minimum gravity setting for your niche of products.

If you are still learning about sales and conversions, give yourself some sales data before selecting a gravity filter.

**Commission** – percentage paid to affiliates per referred sale. Many ClickBank vendors will offer 50% commission on a product, but some are pretty stingy. If you want to cut off the low commission products, set your minimum commission to 25% or 50% and keep the max blank or set to 100%.

**Rank** – product popularity within specific marketplace categories. The numbers will depend upon how many products are displayed within each category, so you may want to start by displaying the top 10 or 20 products in each category – in that case you would set minimum rank to 0, max rank to 10 or 20.

**%Referred** – percent of total product sales referred by affiliates. The appropriate range to select from is between 0 and 100%.

**Select Pulldown Options** for the following statistics:

**Billing Type** – your system default is to display all products, but you can select from one-time billing only or recurring billing only.

**Sort By** – your system defaults to product ID, but sort options include product title, vendor ID, status, date added, active date, gravity score, commission, category rank, average popularity, initial \$ per sale, average \$ per sale, average rebill total, percent per rebill, percent per sale, recurring products, and percent referred.

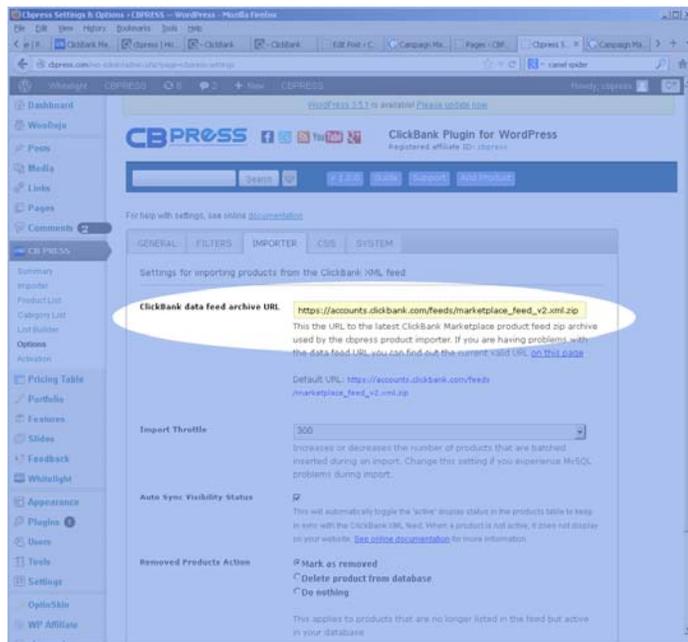
**Sort Order** – select from ascending or descending sort order.

### CBPRESS Importer Options

Importer Options are helpful with web hosting platforms that have limited capabilities. Reducing the import throttle from 300 to 200 can alleviate some MySQL Errors, and you can increase the throttle setting with higher processing capacity.

### **ClickBank data feed archive URL**

– This is the URL to the latest ClickBank Marketplace product feed zip archive used by the CBPRESS product importer. If you are having problems with the data feed URL you can find out the current valid URL on this page link.



### **Default URL:**

[https://accounts.clickbank.com/feeds/marketplace\\_feed\\_v2.xml.zip](https://accounts.clickbank.com/feeds/marketplace_feed_v2.xml.zip)

**Import Throttle** – Increase or decrease the number of products that are batch inserted during an import. Change this setting if you experience MySQL timeout or resource problems during import.

**Auto Sync Visibility Status** – This will automatically toggle the 'active' display status in the products table to keep in sync with the ClickBank XML feed. When a product is not active in ClickBank, it does not sell so your affiliate traffic is being wasted. Using auto-sync will ensure inactive products will not display on your website.

**Removed Products Action** – This action applies to products that are no longer listed in the feed but active in your database. Select Mark as removed (default, recommended because products will often go unlisted and then later re-appear in ClickBank's Marketplace) OR Delete product from database (sometimes necessary for limited storage capacity accounts), OR Do nothing – this option is only recommended if you are working with exclusive products that you KNOW you can sell through JV opportunities, etc. which might have a private setting and may not be part of the feed.

For hosting with limits on database capacity, you can set removed products to be deleted from the database. This will eliminate all product tracking, so only use this delete option if you have to.

### CBPRESS CSS Options

CSS Options allow you to customize the stylesheet and formatting display settings for your Marketplace.

This online form allows you to edit the stylesheet to give you more control on how products appear. Only edit this if you have experience with CSS.

Every time you update this stylesheet a backup is saved in a link below the stylesheet editing form before any updates occur.

### CBPRESS System Options

System Options are involved in upgrading WordPress, reinstalling CBPRESS, or upgrading your WordPress Theme. It is best to know your way around WordPress if you are making use of these tools. Please only select or change the system options if you're absolutely sure you understand the consequences.

**Reset Options** – Resets the system options to default values. This cannot be undone.

**Reset Temp Folders** – Creates temporary upload folders required for running the ClickBank XML feed importer

**Reset Database Tables**– Any existing tables created by CBPRESS will be overwritten and cannot be undone. **Do NOT Select This Option If You Are Working With Custom Product Titles and Descriptions and wish to Retain It!**

**Reset Activation** – Useful if you are having trouble activating CBPRESS. Warning: You will have to re-activate the plug-in.

**Reinstall** – Reinstall the plug-in. Same as uninstall except plug-in remains activated

**Uninstall Everything** – This will completely uninstall and deactivate CBPRESS. This includes removal of all settings and database tables created by CBPRESS. **Do NOT Select This If You Are Working With Custom Product Titles and Descriptions and Wish to Retain Them!**

**Reset stylesheet changes** – Warning: this overwrites any custom css changes you've made with the original css file. Great for fixing css errors that have resulted from your custom edits... but you will be starting over.

**Create New Page** – If there is a CBPRESS shortcode already installed, a notice will be visible to this effect. This will create a new wordpress page with the [\[cbpress\]](#) shortcode installed

## Customize Categories.

Categories are managed through the Category List section of your CBPRESS Plug-in Administration. You can add custom categories and delete or hide existing categories, and you can also set a sub category as root (great for niche sites) or establish a featured category to showcase products throughout your marketplace. Any or all of these customizations can be adjusted to improve your search engine visibility. Start in the most logical area for your marketing strategy, and continue to explore these customizing options.

### Select a Root Category

Selecting a root category in CBPRESS Category List Admin area is one way to create a Niche Site. Root Categories can be custom or one of the standard ClickBank categories. Because of recent emphasis by search engines on downgrading duplicate content, if you have the time to create a custom root category, you can exploit a lot of powerful display options.

## Create a Custom Category

Creating new, custom categories and custom sub-categories allows you to title your custom categories with a unique language that will target the terms you are most interested in. You can easily combine your selected ClickBank Products and custom products, and setup your marketplace with only products you move into these new categories. Essential if you want to make sure you review every product before you sell it on your web site!

Use custom categories as your featured category section in order to completely control all of the products which get special focus. Ideally, products that you feature should have custom written titles and descriptions, search phrase optimized for your site and page.

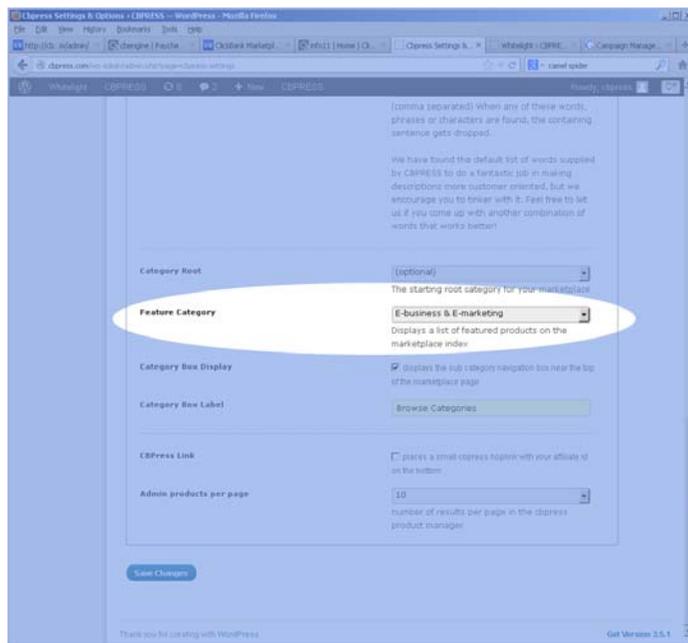
Niche sites can be created exclusively with custom categories, organized into custom sub-categories and filled with custom titled, search phrase optimized products.

## Set a Feature Category

Selecting a featured category is a great way to populate a sidebar or highlights section of your theme with some custom product selections. What products are you finding that have the highest conversion rates with your audience?

Create a custom category, call it “spotlight” and compile a list of all of your top converters into this featured category. You can hand select the products or sub-categories so their display length fits seamlessly into you site design... if you are selecting a standard ClickBank category as your feature, you can still turn subcategories and products on or off to allow a better fit into your site layout.

**If you do not want it to be displayed as part of your marketplace, and only show up in the sidebar navigation and other highlight areas, make sure this featured category is on the same level or above the root category that you have selected.**



**Featured Category Widget** – CBPRESS will populate sidebars if you drag the featured category widget into one of your sidebar menus and also populate some marketplace layouts, depending on your theme and general CBPRESS settings.

## Integrate Product Links

Search, organize, customize, and integrate products using shortcodes for marketplace, custom lists, or specific products.

### CBPRESS Product Manager

Most of the Product Management tools are found in the Product List section of the CBPRESS Administrative Area of WP-Admin, with the exception of our Product Summary Box and Advanced Administrative Product Search Box.

**Product Summary Box** – Displays running totals about your CBPRESS installation, number of active products, and other database totals and stats on the main CBPRESS admin page.

**Advanced Administrative Product Search Box** – expands and contracts from the keyword searchbox visible throughout the entire CBPRESS Plug-in Administrative area.

**Product List** – Manage ClickBank and Custom Products through the Product List section of your CBPRESS Plug-in. You can use the Product List screen to change descriptions, titles, display settings, category assignments, and assign products to your custom lists.

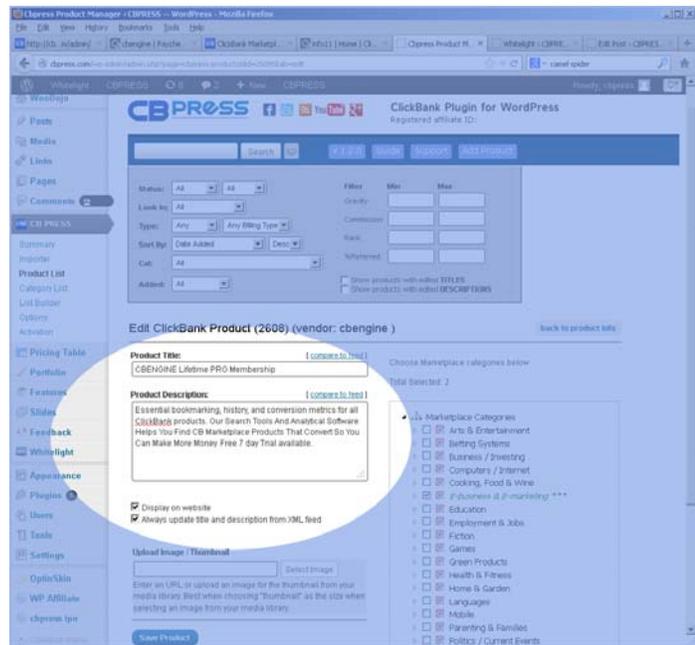
**Create Posts Out Of Product Data** – This is currently the only way to interact with Social media on specific products and we recommend reserving this special treatment for highly targeted, special product promotions.

**Vendor Pitch Page Preview** – The magnifying glass icon next to each product listing links to the sales page so you can quickly preview the product site. This is especially critical if you are investing marketing dollars into a product – any sales page down time can affect your Return On Investment.

**Add ClickBank or Custom Products To Multiple Categories at Once** – After you have selected the desired products in your list using the checkboxes on the left, simply select the categories you would like them to show up in from the pull-up menu of categories at the bottom of your Product List Screen.

**Advanced Product Search** – slices and dices through all products in your CBPRESS database – custom products as well as CBENGINE Products – and filters your products by category, status, commission percentage ranges, recurring vs. one-time billing, and more!

**Custom Product Title & Description** – One of the most important factors affiliates are finding in terms of their site’s search engine optimization is duplicate content issues with ClickBank’s Product Descriptions. The standard ClickBank product descriptions are all over the internet and, let’s face it, many product descriptions are targeting affiliates rather than their consumers and discussing commissions rather than pitching the product correctly.



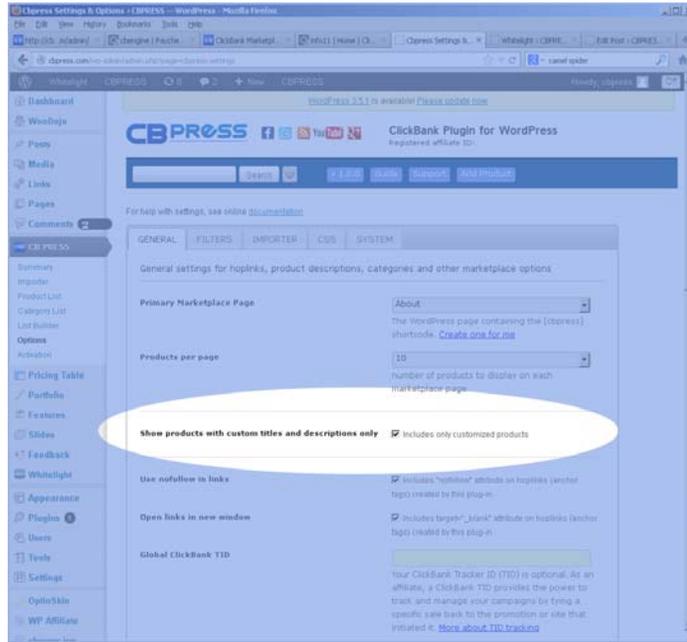
Customizing your titles and descriptions, especially for the products you are featuring on custom lists or in featured categories – in short, any product that gets the most exposure.

Custom Titles and Descriptions are not affected by product updates and will always take display precedence over the standard ClickBank Titles.

To eliminate duplicate content issues with your site, you can choose to only display the products for which you have written customized titles and descriptions. Time intensive as this seems, it is a great way to “organically grow” your site and work it into a long term SEO plan. Custom rewrites can seriously improve click-through rates and conversions. Until v. 1.2.0 this type of focus on custom titles and descriptions was manually implemented; now, we have a general option that allows us to restrict at the check of a box.

With version 1.2.0, CBPRESS has included the powerful “Show products with custom titles and descriptions only” display option for the marketplace and product search that will ONLY display products that have rewritten titles and descriptions. You can find this simple checkbox setting in the OPTIONS menu item of your CBPRESS administration area.

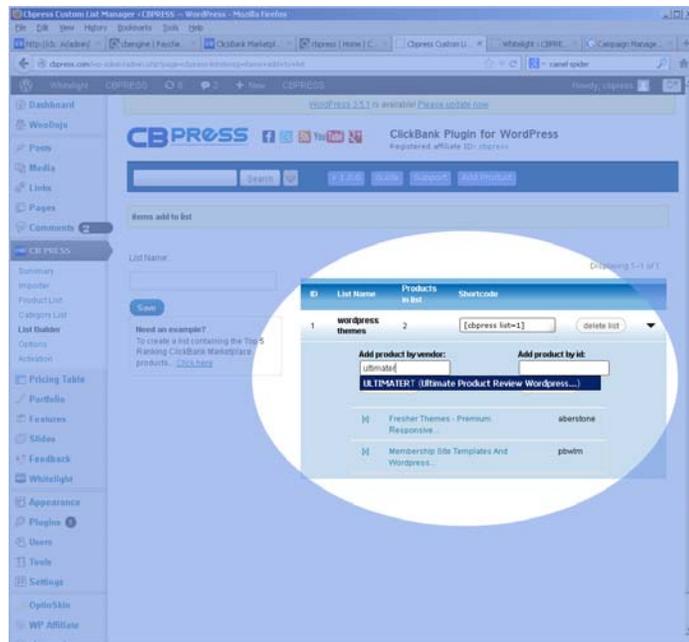
Restrict to “Show products with custom titles and descriptions only” eliminates a lot of manual tracking headaches that some of our members were trying to work out themselves and creates a full ClickBank Marketplace for the



[\[cbpress\]](#)

shortcode that automatically displays only the products and categories in the Marketplace that include rewritten product titles or descriptions.

**Custom Product Lists** – Custom lists give you the ability to easily display subsets of affiliate products within pages, posts, widgets and more. The Custom List Builder requires only a name for your list to start off. Then you just start adding products to your new custom list by either vendor ID or product ID.

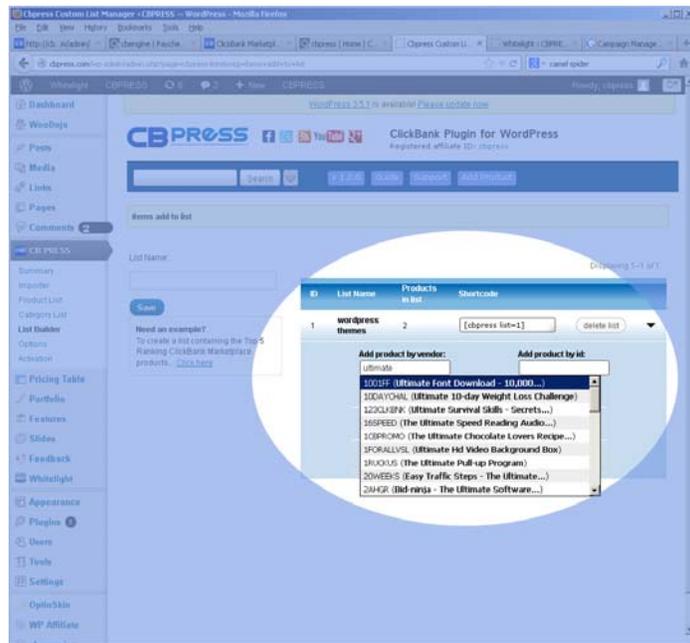


Have an idea of the vendor, maybe just the first couple letters? Start typing into the Vendor field and a dropdown of options may start to appear.

WordPress Pages and Blog Entries can be populated with custom lists. Within each page or post article, you can include a unique and appropriate custom list of products called by a unique shortcode, for example, `[cbpress list=1]`. Keep your lists fairly small... anything over 12 products is way too long for a custom list!

### Making Custom Lists:

1. Consider where you are placing this list. With the content in mind, use the Advanced search tool or the Keyword List shortcode to research products and select the promising products that might be of interest to your readers.
2. Create lists of ClickBank Products you want to promote, grouped together as related content for an Blog Post or Page you have written, or to display in a sidebar widget for a section or the entirety of your site.
3. Place that list on your blog sidebar or other featured content area using the Custom List WordPress Widget OR Put the list in your blog post with a WordPress short-code



### Product ShortCodes

Quickly add ClickBank Products to your WordPress Posts with short-codes. Please note in the following examples that category and product ID's are different for each CBPRESS install, so be certain you are looking up product and category ID's through your own system.

**MarketPlace ShortCode** – The CBPRESS MarketPlace shortcode can be added to WordPress pages only, it will not work in Blog posts. Setting the [\[cbpress\]](#) MarketPlace shortcode is easy. In the plug-in's admin control panel, you will be prompted to automatically setup a new WordPress page with the [\[cbpress\]](#) short code if you haven't already done so.

Show the Full ClickBank Marketplace: [\[cbpress\]](#)

Show a niche ClickBank Marketplace by selecting a Root Category ID: [\[cbpress root=51\]](#) In this example, '51' is the numeric database ID for your selected root category. It can be a custom or ClickBank category, and all subcategories marked to display will make up the primary MarketPlace categories, while any products listed in the main category will display in your main MarketPlace page.

**Single Product ShortCodes** – Single product ShortCodes can be added to both WordPress pages and posts. Show a single product by vendor name or by product ID: [\[cbpress vendor=fastcashme\]](#)

[\[cbpress product=1028\]](#)

**Category ShortCodes** – Category ShortCodes can be added to both WordPress pages and posts. Show products from specific categories and specify how many products to display per page and if descriptions are displayed:

[\[cbpress category=35 display=50 showdesc=0\]](#) Display products from category 35, with 50 products per page, and do not include descriptions.

[\[cbpress category=101 display=5\]](#) Display products from category 101, with 5 products per page, and include descriptions (default).

**Custom List ShortCode** – Custom List ShortCodes can be added to both WordPress pages and posts.

[\[cbpress list=1\]](#) Show products from a Custom List you've created:

**Keyword List ShortCode** – Custom List ShortCodes can be added to both WordPress pages and posts.

[\[cbpress keywords="gardening"\]](#) Show products that include the keyword "gardening" across the entire ClickBank Marketplace.

**ShortCode Builder** - Use the shortcode builder icon that appears above the WordPress post editor to quickly insert the following types of ShortCode into your Page or Blog Post.

`[cbpress]`

`[cbpress keywords="dogs"]`

`[cbpress category="35" display="5" showdesc="0"]`

`[cbpress vendor="CBPRESS"]`

`[cbpress product="1028"]`

`[cbpress list="3"]`

**ShortCodes in Widgets** - Populate specific areas of your theme design (headers, sidebars, column displays or highlight boxes, and footers) with custom lists, keyword results, or featured categories.

- Custom Product List Widget identifies a Custom list by ID to display in your sidebar or a specific Theme layout area of your Blog.
- Category Product List Widget identifies a category by ID that can list category products or sub categories in a sidebar or highlight section of a page or blog category segment.
- Marketplace Search Box Widget can be implemented in any segment of your blog post or page layout.

## Maintain & Update

ClickBank Product changes on a weekly basis can involve hundreds of products. Between 50 and 100 new products are added each week and between 100 and 200 products are re-listed or change pricing.

### CBPRESS Import Schedule

Our minimum recommendation for your import is a weekly update. Establish a routine where you are importing products and then reviewing all new products that have come into your site. If you have deleted items set to not display, any deleted ClickBank products will disappear from your feed each time you run the importer.

### Adding Content and Products

The most successful web sites improve and add to their content on a regular basis. If you are able to add a post or page each time you run your import process, and possibly add a product or two to your niche site, the search engines will reward you.

### WordPress and Plug-in Upgrades

Occasionally, WordPress must release a new and improved version of their blog system. CBPRESS is built as a robust plug-in that leverages many standardized WordPress systems, such as a WYSIWYG editor, image manager, and more – but as a result, changes to the WordPress system can affect our plug-in. When CBPRESS does need to make changes to fix any bugs that result in WordPress upgrades, they have been completed and released within 30 days of the WordPress upgrade.

## CBPRESS Strategies

Your CBPRESS strategy is unique to your Web Site strategy, marketing plan, and content development capabilities. The following information suggests some tactics that you can pick and choose as desired to meet your unique needs.

### Custom Content

Most SEO specialists agree that a standardized ClickBank Marketplace plopped onto the front page of your WordPress Blog is not going to get you very far. Make your blog ABOUT something, and put some effort into promoting a few products in your posts that are relevant to what you are writing about.

Quality content is still the key to success in attracting quality search traffic to your web site, and CBPRESS customization options allow for lots of flexibility in developing quality custom product content.

### Customizing Product Titles and Descriptions

Vendors are not always writing their product titles or descriptions to attract consumers, but rather they may be focusing on attracting affiliates. This can result in confusion for your web site audience, and subsequent poor click through and conversion rates.

Edit any product title or description using the "Edit Product" button located in the Product Manager page. By default any custom title or description edits you make will remain intact each time you run the product importer.

If you are focusing entirely on Custom Product Titles and Descriptions, select the General Option to display only custom titles and descriptions. As you work with your products through the CBPRESS administrative area, you can use the "advanced search" to bring up your product list with only the customized product titles or descriptions.

### Smart Filters

You can enable the SMART filter to eliminate "affiliate targeted" terms from your product sales page in the Filters Options section of CBPRESS Options. Our default "affiliate targeted" terms (Max payout, upsells, downsells, Lowest Refunds, low refund, Converts, %, \$, http:, commission, payouts, conversions, conversion, affiliate, affiliates, earn, % returns, return rate) are recommended to eliminate most of the commission related terms from your product displays.

Sometimes product titles and descriptions will include additional industry or niche related terms which are over-emphasized. You can include these added terms as well, and their containing sentences will disappear from your product descriptions..

## Marketplace Configurations

The [\[cbpress\]](#) shortcode creates whatever marketplace configuration you have established on a single WordPress page of your site.

1. Import the ClickBank Marketplace into your own blog in less than 60 seconds.
2. Setup a WordPress page with a [\[cbpress\]](#) short code.
3. And presto, you have the entire ClickBank Marketplace installed on your blog.

### Full MarketPlace

If you have a high traffic general portal web site, a full ClickBank MarketPlace may still be the right option for your WordPress Blog. This type of MarketPlace should be heavily customized if you want to maintain high search engine visibility.

The most common approach we have seen with MarketPlace publishing is when affiliates place the full unmodified ClickBank MarketPlace on the front page of their web site. With no unique features or content management, these publishers have just placed themselves at the bottom of the search engines.

If your strategy calls for full MarketPlace engagement, work with some or all of the following options to create a unique integration of products within your WordPress blog.

**Smart Filter** is essential to engage in the full marketplace display. Add to our default recommendations to eliminate all affiliate data and consider adding a few other restriction terms to create a unique presentation of content.

**Add a featured custom category** to highlight 10 or so customized, top converting products that have custom titles and descriptions and use the featured category widget to provide great sales content in your sidebar.

**Placement of your MarketPlace** should be in a specific page of your site that is not the Front page of your web site.

**Assign Image Thumbnails** to selected product listings – shoot for at least one product that you wish to highlight within each category you are displaying. Be aware that search engines can also identify duplicate content issues with images, so if you are generating your own unique images, you are going to be another step ahead of the competition. Start with products you are highlighting on your custom Lists and Featured Categories, etc.

**Custom Categories and Disabled Categories** – Review all categories listed within your full marketplace, and consider eliminating some categories from your display or creating a different set of custom categories to re-organize all product sub-categories within. This will create a unique re-organization that allows you to change category names to suit your Key Phrase targeting.

### Niche MarketPlace

A Niche Site seeks to tap into targeted key phrases by focusing on a single group of Key Phrases, so integrating only the CBPRESS marketplace products in that targeted subject area is essential. Examples of niche areas are weight loss, fitness, pregnancy, love & relationships, starting an internet business, and so on.

You can use CBPRESS in 2 ways to focus only on products in your Niche, and we actually recommend that you employ both tactics on your Niche Site.

**Categories & Product Settings** – Just check the Root Category box next to the primary or sub category – this can be a Custom or ClickBank category. Only one category can be root at a time, so selecting a new root category will reset your old root category.

Setting one of the existing ClickBank Categories as your root category is one way to go. If you set up a standard ClickBank category as root, make sure you have reviewed all products in your root and subcategories each time you do an update, since new products may have been added that could use title and description rewrites.

You could also create a custom category with only the products you are interested in promoting, and set up custom subcategories as well.

Once your custom category is set as root, only the ClickBank products you have selected will display even if new ones have been added when you run the import.

Regardless of the two category options selected, you are going to want to review all Products that are visible in your marketplace and make sure their titles and descriptions are key word and consumer optimized. All custom product title and description rewrites are stored separately from the product information feed, so they will be maintained even if the product title changes through your product importer.

**Custom Lists** – Also great additions to a Niche site - use the Widget to pull specific custom lists into specific page sidebar layouts or posts. Highlighting several relevant products with lists and integrating them into each post of your web site pairs your affiliate product content with your original blog post or page.

**Up Your Game** – assign image thumbnails to your product listings to improve readability. Be aware that search engines can also identify duplicate content issues with images, so if you are generating your own unique images, you are going to be another step ahead of the competition. Start with products you are highlighting on your custom Lists and Featured Categories, etc.

## Tracking Sales with TID's

TID's (Tracking ID's) can be entered into CBPRESS through the General CBPRESS Options to track sales on a site by site basis. If you have multiple web sites working with the same ClickBank affiliate ID, this TID strategy is essential in pinpointing the site that is providing you with the most sales.

Since CBPRESS automatically cloaks the affiliate and TID information in your link, you are going to have to go all the way to the ClickBank checkout page of your product to

test that your TID is included. If you scroll to the bottom of the ClickBank sales page, you will find tracking ID next to your affiliate ID, if it is being registered

### A-B Testing

Compare each site's views with the number of sales ... the conventional metric is sales per view, which is a ratio that would be less than 1. Once you determine the highest converter, you can focus your traffic on that site or possibly start another A-B test with a new site to see if you can improve conversions even more.

**Your copy for each test needs to be UNIQUE** – Even if you are testing for the same phrase, make sure you have substantial copy differences that read differently and affect your audience in different ways. You can't just move sentences around. Otherwise, you will create duplicate content issues. Consider the tone of your sales pages – compare emotional appeals to more objective writing and see which page converts better.

**Make Sure You are Tracking the Views** – On each site you are testing for sales conversions, your sales data is meaningless unless you are tracking it against traffic. Conversion changes can be very dramatic across pages.

**Consider Refunds in Your Comparison** – If, for example, your conversions increase for the emotional appeal but your refunds have also increased, explore approaches that reduce your refunds.

Simple language that provides realistic expectations in terms of value, ease of use, etc. can prepare a buyer to expect to work hard setting up a system that is WORTH IT. This is especially important if you are buying traffic.