

## RECOMMENDED

# Affiliate Marketing

*"Affiliate marketing could quite possibly be the best form of paid advertising on the planet."*

Unlike magazines, news papers, or almost any other form of advertising that you can think of, affiliate marketing allows you to pay for the advertising only after you have got the customer and received payment.

Apicos highly recommends affiliate marketing.

The basic premise of affiliate marketing is that you pay a commission to anybody who sends you a customer.

Because you pay a commission, people who want to receive the commission will write about and link to your website on their website.

Apicos runs its own independent affiliate network to ensure that all the tools are available to affiliates to promote your website to the highest level.

The Apicos affiliate network is built around an advanced tracking system. This tracking system is able to:

- identify the exact source of any sale.
- track the route all the way from the first ad impression all the way to the sale.

The tracking features in the Apicos affiliate network are so powerful they have the ability to identify the source of the sale down to the individual keyword level of any 'pay per click' campaign.

Apicos's affiliate network is a standalone system and can be connected to any website or shopping cart system that you have the ability to edit.

More details are available at the the affiliate systems home page:

<https://affiliate-pro.jp>

# Advertising Services

## Search Engine Optimization:

Get your site found on the search engines. When someone looks for a product in your field make sure they find you and not your competition.

## Pay-Per-Click (PPC) marketing:

*(campaign management)*

PPC works. But it takes a lot of time to learn how to do it correctly. Save your time and money by letting us handle your pay per click campaigns for you.

## Affiliate marketing:

Pay for advertising only when you make a sale. This is one of the best value for money forms of advertising anywhere.

## Affiliate marketing:

*(campaign management)*

Let us take care of building your affiliate program for you. We will search for your affiliates to promote your business on your behalf. This takes the hassle out of running an affiliate program.

## Apicos Internet Services

Ph/Fax: 03-3316-4558

email: [info@apicos.com](mailto:info@apicos.com)

<http://apicos.com>

### Business hours:

11am-8pm Tuesday-Saturday

3-59-4 Koenji-Minami

Suginami-ku, Tokyo,

JAPAN, 166-0003

# Apicos internet services

PHP Programming

Web design

Internet Marketing



## Steps to a successful website

In order to build a successful website all key tasks must be carried out in order. Below is the order that Apicos uses to complete the websites that they design.

keyword research

domain registration

hosting setup

content writing

image preparation

website design

HTML coding

PHP coding

sitemap submission

link generation

extended keyword research

'pay per click' campaigns

affiliate marketing setup

email marketing launch

website management

## Website Services

### Website consultation:

Find out what areas of your site require improvement.

### Website design:

Own a site that is easy for your visitors to use and generates sales for you.

### Website redesign:

Improve the functionality and design of your current website. Reform your site so that works in the way you want it to work.

### Website usability report:

Is your site easy for your customers to use? Find out where your problem areas lie.

### Website maintenance:

Take the hassle and worry out of maintaining a website. We can do that for you.

### Keyword suggestion:

Want to know where your competitors are getting their customers from? We will generate a list of the important keywords that your site can use to find new customers.

### Logo design:

Need a graphic logo for your website? We can create one for you.

### Search Engine Optimization:

Get your site ranked highly in the search engines. When someone looks for a product in your field make sure they find you and not your competition.

### Website data analytics:

To sell more efficiently you need to know where your visitors come from. We'll install a system on your website that will allow you to view data about the visitors to your website. / How many people came each day / What keywords they used to find your site / Where they were before they came to your site. etc. All the data you will need.

## Website Extras

### Copywriting:

Do you have lots of information that is all on paper? We can transfer it to digital format so you can use it in your website.

### Document translation:

Do you have information in English that needs to be in Japanese?  
Or information in Japanese that needs to be in English? We can translate that for you.

### Domain name:

In order to have a presence on the Internet you will need to have a domain name. We can set this up for you.

### Hosting:

Hosting is your space on the Internet. This is where you keep your website, your email addresses and where your domain name points to.

### Setup email addresses:

you@yoursite.com

Improve the look of your email. This looks much more professional than using a free mail provider like you@hotmail.com.

## Software Solutions

### advertisement tracking: (inbound)

When you pay for advertising you need to know that you are getting good value for money. Our tracking software can tell you precisely which of your adverts are making you money and which should be canceled.

### advertisement tracking: (outbound)

Do you sell advertising on your site? Want to know exactly how much traffic each advert is attracting? Our tracking software can tell you exactly what is going on.

### Shopping Cart:

Need a shopping cart for your website? Use Apicos's free cart. Download it from our website. Written in php, it will work with any website.