



X10.com

Super Affiliate Tutorial X10 Commission Junction

Volume 1

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Overview

Welcome to the X10.com Commission Junction Super Affiliate Tutorial! This tutorial will help you get on your way to making a fabulous income selling X10.com products! Being an affiliate with X10.com is simple and rewarding; we have one of the highest commission structures being offered in the world today! As well we have an affiliate team standing by ready to assist you in any online marketing questions you might have, from coding, tracking UI design to PPC ad placement and more! If you have no idea what I am talking about, great! Keep reading you are going to learn a few things about making some real money online with X10.com!

Why our program is the best online Affiliate Program on the World Wide Web today!

Participating in x10's Affiliate Marketing program is completely FREE

- Easy and Hassle-Free: X10 provides all the marketing support you need, including creative, promotional copy and tracking reports provided by CJ.com
- Free shipping on all orders over \$49.99 (USD)
- Earn up to 40% commission in our program (Bonuses and Bounties all year)
- Monthly payouts of commission checks and a low \$25.00 monthly minimum! Through Commission Junction
- Custom Landing pages for high conversion for all e-com business models
- Multi-million dollar offline and on-line campaigns to generate awareness of the same products you will be promoting
- Regular merchandising information on our top selling products
- Customized banners and other media collateral customization
- Add video commercials to your website to increase sales.

The Affiliate relationship team here at X10.com will help you make more money with our customized service and dedication to your success.

Sign up with Commission Junction at:

http://signup.cj.com/member/brandedPublisherSignUp.do?air_refmerchantid=915439

What will the X10.com Affiliate Team do to help you?

1. We can help you write ad copy for pay per click ads
2. The Affiliate team can create custom banners and creatives as well as content and press for your site
3. Affiliate team members can help you to write proper <META> code so your site is indexed by the search engines to gain higher placement in the engines.
4. X10.com Affiliate team members will help you to market your site with inside tips concerning RSS feeds, indexing, submitting your site and more!
5. X10.com will give you a FREE website including our product catalog and we will ensure your Commission Junction PID is encoded properly in the code! We will make sure you get that commission!
6. X10 Affiliate team members are always here to help you validate and check your tracking code, we can update and check any order as well we award bounties and bonuses to high producing affiliates!
7. Your affiliate team members will respond to your inquiries within 24 hours
8. The affiliate team members will assist you in loading up FTP files, edit HTML pages, properly encode your CJ tracking links and assist you with understanding the nuances of the affiliate channel.

Need to learn more about being a Super Affiliate? Go to AbestWeb.com!

<http://forum.abestweb.com> X10 is a trusted merchant with AbestWeb



Commission Junction

To get media material (otherwise referred to as “creatives”) for your website, HTML-based email, or for your Google and Overture Pay per click ads; use your login information to sign into Commission Junction. If you have applied for our program and have been approved you will have access to our creatives.

Accessing Creatives from Commission Junction

1. Login to: <http://www.cj.com>
2. Go to: Get Links → By Relationship.
3. Find X10 and choose either to “View Links” or “View Products” or you can click on the X10 name to get additional material such as Content links and smart links which we will discuss in Volume II.

Creative EPC

You will notice that there is an *EPC* associated with our creative pieces; this lets you know the conversion rates based on the “*AMOUNT*” of clicks the creative is getting. This number is dependent on many variables and is not a true indication of conversion ability. Occasionally we place up new banners or text links and affiliates do not give them a chance because of their low EPC, you can’t see how many affiliates have a piece of creative and they might be using a different business model than you are. You should find what works best for your business model and test it. If you need something custom for your website (special size – market – etc) please contact your affiliate team members by emailing us at affiliates@x10.com.

Defining EPC from Commission Junction

(Average Earnings per One Hundred Clicks) A relative rating that illustrates the ability of a publisher to convert clicks into commissions. It is calculated by taking commissions earned divided by the total number of clicks times 100.

Example of EPC Formula: \$5,000 earned off of 7,500 clicks = $5,000 \div 7,500 \times 100 = \67.00 EPC

X10 Affiliate Creatives

There are many types of business models for e-commerce as well there are many types of creatives you can use to engage your consumer to make a purchase. It is important that you identify early on the business model that suits your time schedule; your budget, as well as your level of experience with sales and e-commerce marketing. There are many resources at the end of this tutorial that will assist you in learning and managing the direction and focus for your enterprise within the affiliate channel.

Types of X10 creative available through CJ and their usage

| Usage Creative Type | Website | HTML - Email | Text Email | Pay Per Click ads (PPC) Destination URL | Media Buying | Contextual Ad | Offline Media (Business cards – flyers – postcards) |
|--|----------------|---------------------|-------------------|--|---------------------|----------------------|--|
| Banner | X | X | | | X | | |
| Text Link | X | X | X | | | X | X |
| * Dynamic Landing Page | X | X | | X | X | | |
| * Micro Site | X | | | X | | | |
| * Product Catalog | X | X | | X | | | |
| * X10 Data Feed | X | | | | | | |
| * Affiliate Sales Phone Number | X | X | X | X | X | X | X |
| Individual Products in CJ | X | X | | X | X | | |

(Asterisk denotes: Contact the affiliate team members for these creative at affiliates@x10.com)

Types of X10 creative available through CJ and their usage

X10 has the highest paying commission in the industry! 30%-50% as well we have the best offers including, Buy 1 get 1 Free and Free Bonuses and products. All of our creative must show a sense of urgency to the consumer, our product is an impulse purchase and emotion and urgency are excellent ways our creative gets that conversion for you. Study our banners and note the use of urgency and offer points! More on this in Volume II!

Banners

Banners come in many sizes and types (Flash, .gif, html with sound) all of the X10 affiliate banners go directly to a “Landing Page” or “Destination Page”. Banners are sized based off of IAB standards of practice, it is recommended that you create your website to be able to fit or include a few of these standards, the X10 affiliate team has many other AD IMU’s (International Marketing Units) within Commission Junction for you to have access to.

Sizes of Banners Rectangles and Pop-Ups

300 x 250 IMU - (Medium Rectangle)
250 x 250 IMU -(Square Pop-Up)
240 x 400 IMU - (Vertical Rectangle)
336 x 280 IMU -(Large Rectangle)
180 x 150 IMU - (Rectangle)

Banners and Buttons

468 x 60 IMU - (Full Banner)
234 x 60 IMU - (Half Banner)
88 x 31 IMU - (Micro Bar)
120 x 90 IMU - (Button 1)
120 x 60 IMU - (Button 2)
120 x 240 IMU -(Vertical Banner)
125 x 125 IMU -(Square Button)
728 x 90 IMU - (Leader board)

Skyscrapers

160 x 600 IMU -(Wide Skyscraper)
120 x 600 IMU -(Skyscraper)
300 x 600 IMU - (Half Page Ad)

Placement of Banners

Placement of banners is extremely important to having strong sales within the X10.com affiliate program. (ROS) Run of Site banners should be shown on every page of your Website to ensure a higher CTR (Click through rate) as well as a higher conversion rate (Sales rate). Who else is paying 30%-40% commission? Place X10 banners on the right hand side (120 x 600) and at the top (468 x 60) of your web pages and emails!

Banner can be placed within the following:

1) On your website (Right side or top) – or a friends website – forum or chat board 2) Within an HTML Email 3) Used for media banner campaigns (CPM or CPC models)

Banner Landing Pages Product Pages built for High Product sales!

Our landing pages have been tested and tested to ensure the highest possible conversion rate for your consumers. The landing pages include a Java Script that can immediately add your PID as the promotion code for the affiliate phone number! This amazing technology allows you to get the phone sale! Our sales staff asks every call for their promotion code and if they came through your cookie you get the commission on the sale. The landing pages showcase the offer and products as advertised on your banners.

Tips on making money with X10.com Affiliate Banners:

- 1) Make sure X10.com banners are placed on the top pages of your entire site (ROS).
- 2) Banner code should be taken directly out of CJ.com to ensure your links are tracked properly.
- 3) All banner (And other graphics on your site) should include <alt> tags to ensure a proper call to action is included within the graphic or you may add keywords for your SEO (Search Engine Optimization) within the <Alt> tags to increase your sites placement in the search engines.
- 4) Banners should be coded into your site and placed in a table or table cell that the banner will not “bust” out of. In Essence the banner needs to fit within the allotted page or table space. If you resize the banner we can not ensure the ability of the consumer to read the offer, email us for custom creative.

- 5) Please ensure you choose the proper banners and creatives for your audience, if you need custom banners please contact us at: Affiliates@X10.com

Examples of X10 Affiliate Banners:

As you will notice our banners include offers – discounts and coupons for your consumer! The offers and gifts entice your consumer to click and purchase through you, saving them money and gaining you a commission. One of the reasons why our program is so successful is our ability to rotate banners with different offers that go to landing pages that are dynamically updated with the offer displayed or showcased on the banner it receives its traffic from. If you choose a banner and see something different in its place the next day, no need to worry we are testing for optimal conversion! Remember login to www.cj.com to get your banners!

468 x 60

Successful banner elements! The Offer - Use of a human face – picture of product – Color red! Use of the word FREE! Use of emotional drivers!



Landing Page: http://www.x10.com/affiliate_pages/free1dealb2_cj.html [125 x 125]



Landing Page: http://www.x10.com/affiliate_pages/xcamdealg_cj.html [120 x 240]



Landing Page: http://www.x10.com/affiliate_pages/xcamdealb_cj.html



Landing Page: http://www.x10.com/affiliate_pages/xcamdealg_cj.html

*To view additional banner samples go here: <http://www.x10.com/affiliates2/banner.html>

Remember to ensure proper tracking please go into www.cj.com and retrieve your banners from there.

***Tip – Do not over target your market, having a loose market will ensure a higher traffic rate!**

Text Links

It is important to write content for your website and adding text links is the best option for gaining that sale. Text links can be modified, we recommend adding appropriate information to the text link that can be found from the destination page associated with the link. Add text links in your navigation and throughout your pages!

Text Link Placement

1) Website – Place text links in the following areas:

In your navigation on the top – left and footer areas of your website

On your index page within the body content

On all pertinent pages within your website

2) HTML & Text Email – Text links work best when associated with a story or explanation of the product. Use HTML e-mails to display product photos and add text links for impact! You can also add text links in your site navigation!

3) Media Buying – forums – chats – blogs – friend's websites – all email correspondence

4) Contextual Ad – Use our text link verbiage in your ad copy to stimulate sales. The link can also be used as a PPC destination page.

Examples of our Highest Converting Text Links

• [Tiny Wireless Camera, See & Record Everything - X10.com](#)

Landing Page: http://www.x10.com/products4/vk66a_ab49_lpd_cj.htm

• [Home Automation Kit - Turn It On With X10.com!](#)

Landing Page: <http://www.x10.com/activehomepro/activehome-pro.html>

• [Home Surveillance Camera's! Buy ONE Get ONE FREE! Hurry Offer Ends Tonight!](#) Landing Page: http://www.x10.com/affiliate_pages/free1deal_blue2.html

Dynamic Landing Pages

The X10 affiliate dynamic landing pages are unique! They offer our affiliates hidden tools that many programs simply can not do. You can host them yourself by copying all of the code on the page and inserting your CJ PID in the header where indicated, all you have to do is paste into an HTML doc and load up on your site or place the code in an HTML e-mail and Voila! You have a heavily tested landing page. Many of our top affiliates host these pages on their website and use the link to the page as a Google or overture destination URL!

Did you know our affiliate phone sales number can automatically insert your CJ PID as the promotion code ensuring you get phone sales commission for sales calls off of the landing page! Better yet X10 has the ability via back end technology on the page to rotate our offers and gifts; this enables us to offer spot promotions with beneficial saving to your consumer. Some of these offers and specials are based on a limited time basis and are rotated out with up to 30 offers and specials at a time!

Have you counted the areas of purchasing engagement on our landing pages? There are 22 places where your consumer can make that purchase (Counting the Affiliate Phone Sales line 23!) These landing pages are built for conversion much like a racecar is built for speed. The “add to cart” buttons take your consumer directly to the shopping cart!

X10 Affiliate Dynamic Landing Page Facts:

- 1) We host the graphics and the back end technology and Java Script files that are being called into your landing page. All you have to do is copy the code – insert your PID where indicated and paste on an HTML page and load up online!
- 2) The affiliate phone number script will automatically pull in your PID as the promotion code when you enter your PID in the header. No need for you to edit anything on this page, just add your PID where it says “INPUT PID HERE”.
- 3) When using these product landing pages, your customers will be purchasing directly off your landing page and bypassing the X10 product pages entirely. Once an order button is clicked, the customer is taken to the X10 shopping cart for order processing and checkout.

4) If you receive an error message on one of your website pages please email us and we will assist you by checking the code on your website.

So where do you get the landing pages that YOU can host on your website or send as an HTML e-mail? All landing Pages are here: http://www.x10.com/affiliate_pages/index_cj.htm

Put a Dynamic landing page on your site in 4 easy steps

1. Go to this link http://www.x10.com/affiliate_pages/index_cj.html and click on the link for the dynamic landing page of the product or promotion you want to sell.
2. View the HTML source of your selected page. To do this, right-click with your mouse on the selected page and select "View Source" or "Page Source." This should open a text file of the html code for your selected page.
3. Copy and Paste ALL of the code into your HTML code of your webpage.
4. Replace INPUT HERE with your Commission Junction PID Number. These are the identification numbers that Commission Junction requires on all campaigns. FTP it up and you are ready to sell!

Product Catalog

You can have our entire product catalog nestled within your website (Add to cart buttons go directly to shopping cart, more info buttons go to landing page with your PID as promotion code so you are commissioned on phone sales!) the X10 affiliate team will set up your free website and ensure the product catalog is set up within your micro site. Or you can add our product catalog to your existing website or E-mail read on!

What is a product catalog? The product catalogs are broken down into sections, each section has information about products that we sell, including; a picture, price, more info button, and add to cart button. By adding a product catalog section or the entire catalog to your website you increase your chances of conversion! Get your product catalog up today and start making money!

Sample Shot of the X10 Product Catalog

| X10 Cameras | | |
|--|---------------------------|--------------------------------------|
|  XCam2 Wireless Color Video Camera system Broadcast color video right to your TV or VCR! | More Info | \$79.99 ADD TO CART |
|  XCam2 WideEye Color Video Camera system Get 2X more viewing area with amazing 12" wide-angle lens | More Info | \$99.99 ADD TO CART |
|  XCam2 InstantON Color Video Camera System Camera system with no warm-up period when switching view | More Info | \$119.99 ADD TO CART |
|  XCam2 InstantON WideEye color Video Camera System Wireless camera with 12" wide-angle lens with no warm-up period | More Info | \$129.99 ADD TO CART |
|  XCam2 NightWatch Wireless Low-Light BMW Camera System This camera "sees" in 3X less light than the standard XCam2 | More Info | \$99.99 ADD TO CART |
|  XCam2 Color Camera System with Pan 'n Tilt Base, Remote, Receiver Move your XCam2 video camera left, right, up and down by remote | More Info | \$169.99 ADD TO CART |

If you already have a website and want to add sections of the product catalog or the entire product catalog, go here to access code to add product catalog to your website: Get Product Catalog here: http://www.x10.com/affiliates2/index_pe_catalog.htm . Simply follow the steps to adding the code to your website.

X10 Data Feed

Yes, we have a Data feed that goes to Commission Junction. When you login and you see that we have products you can get the code from CJ and place all our products one at a time on your website. OR, you can call a Commission Junction technical support person and ask them for the X10 Data feed so you can add all of our products to your website in one shot! Commission Junctions Phone Number, 1-800-761-1072

X10 Data Feed Facts:

- The X10 Data feed is updated in Commission Junction every week
- The Data feed is always updated with new packages, bonuses and products
- All add to cart buttons now go directly to our shopping cart!

Learning about- Data feeds Resources

What is a Data feed? This URL provides a great description
<http://www.5staraffiliateprograms.com/datafeed1.html>

Another resource website, <http://www.scripts4yoursite.com/> builds dynamic pages on your server. Once the databases are built by the software the first time, you can set up your server to

automatically retrieve future data feeds at set times from the merchant and have your database automatically updated.

Web Merge from www.FourthWorld.com - builds static pages on your computer and then you upload them to your server and into your own custom site template.

Affiliate Sales Phone Number

You will notice the X10 affiliate sales hotline number on the landing pages for your consumers. We have a Java Script code that automatically detects YOUR cookie and places your Commission Junction PID as the promotion code within the script. You get phone sales commissions when consumers call this number and use your PID as the promotion code. Why would you want to pass up on 30% of your sales? Many people PREFER to purchase by phone your sales WILL be tracked through the phone number. Go ahead and test our number our phone staff WILL ask for your promotion code!

Add the Affiliate Sales Hotline Number to your website pages or hard code it in your emails and on your Business Card, Postcards, Flyers, and Posters:

Step 1:

Place the following script within the <head> </head> tags of each page of the website that you would like the phone number to be displayed on. Insert your PID where it says "INPUT HERE"

```
<script language="JavaScript"
src="http://affiliates.x10.com/scripts/cjxcam2.js"></script>
<script language="JavaScript">
CJ.AID="10313803";
CJ.PID="INPUT HERE";
CJ.SID="X10_XCAM2";
</script>
```

Step 2:

Copy the following code and paste it wherever you want the Affiliate Number and Affiliate Promo Code to appear on the page where you have the above script in the header.

```
<script>CJ.getPhoneNumber();</script>
```

The phone script will appear like this on your webs page:

Order online or call anytime 888-570-4964 Don't forget to mention the promotion code: **YOUR PID WILL BE HERE**

Individual Products in CJ

When you login to your Commission Junction account you will notice that we have X10 products and packages available for you to add to your site. The products add to cart button goes directly to our shopping cart, the consumer experiences a quicker process which increases your ability to generate a sale. Adding products to your website is the best bet for gaining a sale.


Placing X10 Products in your Website

Step 1: Login to Commission Junction and go to the “Get Links” tab on the top

Step 2: Click on the tab on the top right “By Relationship” if you are an approved affiliate with our program and find the X10 name on the left under your advertiser list.

Step 3: Click on “View Products”

Step 4: Choose the products you would like to sell on your website and “Get HTML” copy complete code on your website and load up online.



The image shows a product listing for the "Monitor Plus Home Security System". The listing includes an image of the system components (a control panel, a keypad, and a mobile phone) and a "Buy" button. Below the listing is a code editor window showing the HTML code for the product link. The code includes a form action, an image source, and a hidden input field for the product ID.

Copy and paste the following HTML code into your web pages. You must include all the above text in your links. Any missing text, including the image source, will prevent the link from tracking properly and result in a loss of commissions.

```
<form method="get" action="http://www.dpbolvw.net/interactive" target="_top">

<table border="0" width="600" cellpadding="5" cellspacing="0">
<tr>
<td valign="top" width="10%">
<td valign="top">
<p><b><font size="4">Monitor Plus Home Security System</font></b></p>
<p><font size="2">Professionally Monitored System, X10's best system for complete home security. All the features of a professional system for under $100.</p>
<hr>
<input type="hidden" name="pid" value="1351970">
</td>
</tr>
</table>
</form>
```

Tips:

- 1) You can set your tables to 0 cellpadding which will help them fit better within your page.
- 2) Add <alt> tags to the graphics
- 3) You are welcome to delete or add descriptive copy if you feel the need to do so.
- 4) You may resize the photos to appear smaller if they are too large to fit within your website.
- 5) Make sure each products HTML form is within its own table cell otherwise the form scripts might interfere with proper processing.
- 6) Create categories on your website and add products to appropriate categories or pages make sure you add navigation to these pages within your complete website navigation structure.
- 7) Make sure form table is set to a percentage not a pixel width so it fits in your website.

X10 Affiliate Dictionary

Active life - Starts from the time an affiliate makes first sale to conclusion of relationship, the X10 affiliate team members do not consider an affiliate alive until they have made a successful sale without a return on the item

Affiliate Partner - A third party who signs up through our Commission Junction account and is approved to sale merchandise, promote our site, or actively advertise our banners through the third party tracking system of Commission Junction

Affiliate Program – A business relationship between a company and a person whereas the person or affiliate will sign up to sell products or services for a commission, fee or bonus paid by the company wither directly or through a third part affiliate management company such as Commission Junction. The X10.com Affiliate program is FREE to join.

Anchor Text - is the hyperlinked words on a web page – the words you click on when you click a link. Here's an example, Home Security Systems, in which "Home Security Systems" is the anchor text.

Aff – This is an abbreviation for Affiliate, if you type in Security Cameras in Google you will see ads with – aff. This lets X10.com know that this is an Affiliate ad from an affiliate with our program.

Associate Program - is another name for an affiliate program

ARM – Affiliate Relationship Management this is a program designed by the Affiliate Marketing Director for X10.com. This is a process to ensure our affiliates receive the best in advice and assistance from our affiliate relationship team.

Animated GIF - A GIF file that consists of a series of "frames" that play one after another, this gives the graphic the appearance of a moving picture.

Analytics - Analytics are sophisticated reporting designed to determine the who, what, where, when, and why. Traffic statistics are part of traffic analytics I recommend deep metrix 6 or Web trends 7 as an analytics reporting tool.

Author -The author is the individual who writes the document.

Backlinks – These are links from other web sites to your site. They're sometimes also known as incoming links. Incoming links help your Search Engine placement as well as help advertise your site.

Bandwidth – Usually refers to the amount of information that can be transferred over an Internet connection in a given amount of time.

Banner – One of the most common ways to advertise on the Internet. A banner is normally an animated graphic file used for advertising on a website with a link directing traffic to the banners site.

Button – When used in an application, a small graphical element that can be "pushed" to cause an action to happen. When used in an advertising context, a small or rectangular click able graphical element used as a hyperlink.

Campaign - A specific message or seasonality applied to a solo product or group of products to run for duration of a specified time.

Click-through – This refers to the action of actually clicking on an ad. Advertisers assume that when a link is clicked, the person who clicks will actually move (clickthrough) from the page with the ad to the page that the ad points to.

Click-through rate – (CTR) This is the ratio of the number of times an ad is clicked divided by the number of times an ad is viewed. Sometimes known as a CLT a rate

Cookie – A cookie is a small text string that is placed on a computer. When an Internet browser fills out information in a form, when the browser returns to the site, an application checks for the existence of a cookie. If one is found, the information that the user submitted on the form can be retrieved from the database. If a user submits information, this allows their subsequent visits to the same area to be tracked. Although several Internet applications are dependent on cookies, their use can be disabled in the browser application. For more information check CookieCentral.com.

Cost Per Acquisition – (CPA) your marketing should depend on your total cost per each lead or traffic generated for your site.

Cost per click – (CPC) A method of charging for an ad depending on the number of times the ad is clicked.

Cost per lead – (CPL) A method of charging for an ad depending on the number of leads that are derived from the ad.

Cost per sale – (CPS) A method that determines the price of an ad by the number of sales that it generates.

Counter – A small utility that counts the number of visits to a web page.

CPM – (cost per thousand) A method of pricing an Internet ad that depends on the number of times the ad is viewed. Literally the cost/thousand times an ad appears on a page that is requested by a browser, whether or not the ad produces a result.

CSS – (Cascading Style Sheets) A method that allows styles to be defined in the Head tag or in an external file. This allows for the separation of content and presentation.

Dream weaver – Software that is used by the X10.com Affiliate team to edit and load or fix problems to affiliate websites. Dream weaver is a Adobe brand product.

DHTML – (Dynamic Hyper text markup language) A collection of technologies that are being developed to make HTML more dynamic and interactive. However, there is no current set standard; various Internet browser software differs in their implementation on DHTML.

Dynamic Rotation – A method used to rotate banner ads in a dynamic fashion, either on a random or rotating basis.

File Formats – The format that a file uses. Typically used when referring to a graphical file such as GIF, JPEG, or PNG.

Firewall – Software that is meant to separate a company's internal network from an external network, such as the Internet.

Flame, Being Flamed, Flame War – A hostile, and often derogatory, note that is posted on a discussion board or sent as an e-mail message. The person who receives the note has "been flamed", and if an angry exchange takes place, it is referred to as a "flame war".

Flight – An advertising campaign that runs for a specific web site over a specified time span.

Forms – Web site visitors and users of Internet applications submit information through the use of forms. These forms allow the user to interact with an application and allow information to be passed dynamically between two points.

Frames – A structured way to divide an HTML page. The concept of frames was introduced by Netscape and included by the W3C as part of the HTML 4.0 specification.

Front page – A Microsoft application that is being used by beginners to create web pages.

GIF -Graphic Interchange Format - An image format developed by CompuServe. It is used mainly for line art and logos, or animated graphics. The best Gif editor is Macromedias

Fireworks MX Graphics - When used on a web page, a graphic can be any image file used on the page. web designers commonly turn text into a graphic image so that they can control how the text will look when it appears on the page. A graphic can also be a picture or art specifically created to create a "look and feel" on a web site.

Guestbooks - Guestbooks are commonly used on a web site to obtain user information such as name and e-mail address.

Hit - A hit is a record in a server log file that happens when a resource is requested from a server. If a web page is made up of HTML code and 10 graphics, when the page is requested, the server registers 10 hits. As such, it is an inaccurate measurement of measurement of web page traffic.

HTML - Hypertext Markup Language. Hypertext markup language is the common language of the Internet and is the language used for the majority of script that define how web pages look. It has two primary features, the use of hyperlinks that allow links to be made to any other web resource and the fact that the script is a text file, which allows it to be created and viewed by any computer.

HTML Editors - HTML editors assist web page designers in the preparation of HTML code. There are two primary types of editors -- text editors and WYSIWYG (what you see is what you get). Dream weaver is the best most used professional authoring tool.

Hyperlink - A hyperlink uses the a container tag to create hypertext characters. When clicked, the web browser software is instructed to load a particular resource specified by the href attribute of the A tag.

Image map - An image map defines discrete clickable areas of an image that act as hyperlinks.

Impression - An impression is defined as the view of a page by an internet browser. In other words, if a visitor views a page that has an ad on it, that is counted as an impression. When and advertiser pays for advertising on a site, it is common that the advertiser is charged a set amount per 1000 impressions (See CPM).

Interface - A screen that is designed to allow user interaction.

Internet -The internet is a global network of computers. It was originally conceived and built by the U.S. government for defense against a centralized attack. The idea was to create a network that would be able to continue communication even if one area (or many) became inoperable.

Interstitial - The type of ad that many Internet users "love to hate". Commonly designed to pop-up in front of or behind the page actually requested by the user. It then requires the user to take some type of notice or action, if only just to remove it from the viewing screen.

Intranet -A group of networked computers that exist within an enterprise that use Internet protocols. In other words, a private web

Keyword -A word or series of words used to describe the primary purpose of a website.X10.com affiliate team members can help you find your most convertible keywords for your web pages.

Page View - Generally, the viewing of all of the elements on a page is called a page view. However, some advertisers count a framed page view as viewing all of the frames that make up a page while others count each page as a page view to inflate the number of page views counted.

Pay Per Click - (PPC) A type of advertising price structure where the advertiser pays depending on the number of times the published ad is clicked on.

Pay Per Lead - (PPL) In this type of advertising payment structure, the advertiser pays depending on the number of leads actually delivered by the ad. Information can often be entered directly into the banner ad.

Pay Per Sale – A commission or fee is based on an actionable click that results in a sale of a product or service.

Pay Per Transaction - (PPT) In this type of advertising payment structure, the advertiser payment is subject to the number of sales made from the ad.

PNG -Portable Network Graphics image file format (pronounced Ping). The PNG format implements transparency and interlacing as well as an Alpha channel that supports partial transparency.TIP Import PNG files into flash for the lowest possible file size.

Rolling - An X10.com affiliate who is one of our strongest lead generators yet for some reason there conversion rate is low for purchases: They are sending in over 1000 leads per month with sales under a 5 % conversion rate.

Screen Resolution -Color monitors normally give the user a number of screen resolution options. The smallest screens normally use a 640 x 480 screen resolution to fill the screen of a 15 in. monitor. If the screen resolution is set to a higher number like 800 x 600, images on the same screen will appear to be proportionally smaller.

Scripts - Scripts are a series of text commands written in a particular format that can be interpreted by a script processor. Scripts allow dynamic interaction with HTML pages.

SSR -System Service Request Obtaining maintenance requests requires that a formal process be established whereby users can submit system change requests. A user request document called a

Systems Service Request (SSR). Most companies have some sort of document like an SSR to request new development, to report problems, or to request new system features with an existing system.

SWF -Shockwave Flash file (.swf). Can be referred to as a "swiff." This is the file format of a rendered Macromedia Flash file. It is used as a standalone Flash web site or as elements such as navigation and banners animated logo's Intro's etc.

Trademark - a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods of one party from those of others.

URL - Uniform Resource Locators. In simple terms this is your site's address, the name or numbers that appear in the address window of your browser. For example, the URL for the home page of X10.com is <http://www.X10.com>

User Agent - A user agent is a device that is capable of interpreting HTML or XHTML markup. It might be a visual Web browser such as Netscape Navigator or Internet Explorer, a text-based browser (remember Lynx?), a browser in a PDA or cell phone, or any other device used by the user to access a document.

Validation - This is the process in which a document that you write is tested against the DTD that you've declared for that document. It is important in HTML 4.0 and 4.01, but validation is specifically required in XHTML.

Well-formed - A well-formed document is one in which all elements are properly nested, their attribute values are properly quoted, and the other syntactical constraints are followed. Well-formedness is a critical issue in XHTML.

Welcome to our Affiliate Program!

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