



## Valeteers Affiliate Program – User Guide

Welcome to the Valeteers Affiliate Program. This user guide will explain the program, enrolment process and some of the basic functionality available in our affiliate tracking tool. We look forward to sharing long term success with you through our program.

There are no real pre-requisites to registering with our site. If you believe your site can refer us potential customers then we pay out 20% of the subsequent sale. This is credited to the system when the purchased item is shipped. As to what sort of sites are suitable there aren't really definitive answers. Clearly sites with an automotive theme are obvious choices but our target demographic is really just people who wash their car. So don't be put off giving the program a go regardless of your overall site theme.

### Registration

In order to register with the program you need to sign up at <http://afa.valeteers.com>.

- Click on the 'Sign Up' tab and you be presented with the following screen:

The screenshot shows a registration interface with two tabs: 'Log On' and 'Sign Up'. The 'Sign Up' tab is active. Below the tabs is a form with three input fields: 'Choose a username:', 'Choose a password:', and 'Confirm password:'. The password field is masked with dots. A 'Sign Up' button is located below the form. Below the form, there is a note: 'Your username is used for logging on, but it is not used in your affiliate links. This means you can keep your username private, if you want to.'

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- Choose a username, enter passwords and then click on the 'Sign Up' button
- On the terms and conditions screen you need read and accept our program terms and then click on the 'I Agree' button



- You will then be presented with form below:

Terms of Business   **General**   PayPal

Affiliate ID:	3
Username:	vincetest
Your Name:	Title:   First Name:   Last Name: <input type="text"/> * <input type="text"/> * <input type="text"/> *
Your Email Address:	<input type="text"/> * <input type="checkbox"/> Check this box to receive order updates by email.
Your Address:	<input type="text"/> * <input type="text"/> * <input type="text"/> <input type="text"/>
Your Zip Code:	<input type="text"/> *
Your Country:	Afghanistan ▼ *
Your Phone Number:	<input type="text"/> *
<input type="button" value="Next"/>	

Fields marked ' \* ' are required.

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- You must complete all the fields on that page and the click the 'Next' button
- The last step is to enter you PayPal ID if you have it and click the 'Finish' button. You can still complete the registration process without a PayPal ID but we will want your ID at some point. The PayPal screen is shown on the next page



Terms of Business

General

PayPal

PayPal ID:

Finish

Your PayPal ID will be an email address. Enter the whole of that email address ,for example paypal@example.com. If you dont put anything in the box,you will not be paid,but your earnings will be carried forward until you claim them.

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We prefer to pay all of our affiliates through PayPal, but we don't want to make that a barrier to participating in the program. There aren't any costs associated with getting a PayPal account. It is widely recognised as a secure and reliable payment service. If you'd really prefer us to pay by BACS then you will need to contact us at [affiliates@valeteers.com](mailto:affiliates@valeteers.com) and provide details. We will also require you to contact us when you want us to make a payment. The PayPal payments will happen as part of a batched payment process.

## Using the affiliates tracking tool

Once you've completed this process you are presented with the Affiliate Overview page as below:

### Affiliates for All: Overview

[Overview](#) | [Your Account](#) | [Banners](#) | [Your Orders](#) | [Your Payments](#) | [Log Out](#)

Summary

Commission Graphs

Order Graphs

Total Orders:	£0.00
Total Commission:	£0.00
Commission Paid:	£0.00
Commission Payable:	£0.00
Your Affiliate Link:	<a href="http://www.valeteers.com/modules/affiliatesforall/affiliate_home.php?ref=3">http://www.valeteers.com/modules/affiliatesforall/affiliate_home.php?ref=3</a>
Affiliate Link with Campaign ID:	<a href="http://www.valeteers.com/modules/affiliatesforall/affiliate_home.php?ref=3&amp;data=your_data">http://www.valeteers.com/modules/affiliatesforall/affiliate_home.php?ref=3&amp;data=your_data</a>


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The key information here is the summary of orders that have been processed and 'Your Affiliate Link'. We don't use Campaign IDs in tracking at this stage. Generally you'll use some of our banner code for your site, but if you want to link text from an article, review or blog posting then you will need this link. Always think the text you use in link, click here doesn't actually score very well with search engines. If you can use the term 'car care' or 'car cleaning' then that will help with search engine rankings. It just makes the link more meaningful.

The 'Your Account' link enables you to edit the information you provided during the sign up process. It also enables you to change your password. Your next step in setting up your site will likely be the 'Banners' link. The page is shown below:

[Overview](#) | [Your Account](#) | [Banners](#) | [Your Orders](#) | [Your Payments](#) | [Log Out](#)

Link Details	Choose Banner
Chosen banner:	 <a href="#">Change</a>
Campaign ID:	<input type="text"/>
Link Target:	<input type="text" value="http://www.valeteers.com/modules/affiliatesforall/affiliate_home.php"/>
To display your banner, copy this code to your website:	<pre>&lt;a href="http://www.valeteers.com/modules/affiliatesforall/affiliate_home.php/?ref=3"&gt;&lt;img style="border: 0px" src="http://afa.valeteers.com/public/servebanner.php?name=valeteers_car_care_2:" /&gt;&lt;/a&gt;</pre>

The page default to the first banner we uploaded to our system. You may wish to use an alternative banner size. We currently provide banners in the following sizes:

- 160x600
- 125x125
- 234x60
- 468x60
- 120x240

These are all standard industry sizes. If you like another recognised industry size then please let us know at [affiliates@valeteers.com](mailto:affiliates@valeteers.com). We're generally happy to produce alternate sizes for our affiliates or accept banner submissions from you to include in the program. You might want something



tailored to your site design. Simply paste the banner code into your site and our server will then serve the image for you.

If you'd like to have the image locally within your site then that's fine too. The important thing to ensure is that the affiliate link is correct. If it isn't exactly as it appears on your overview screen it will not credit you with sales. The link redirects a customer to a page that writes a cookie with your affiliate details and then redirects them again to our home page.

The final links of 'Your Orders', 'Your Payments' and 'Log Out' are pretty straightforward. The important difference between what is an order and what gets paid is that we must ship the order to a customer first. We technically can't take a payment from a customer until we are able to ship an order which is logically when we can credit your affiliate account with the sale.

We hope this guide helps you to get your affiliate account with Valeteers setup quickly and painlessly. If you have any problems, then please contact us at [affiliates@valeteers.com](mailto:affiliates@valeteers.com). We'd also welcome any feedback for improvements to this guide.