

# Affiliate Program



Affiliate programs are used by an organization to create additional sales at low cost per sale. The **affiliate** receives a **commission** for each sale generated over a **web site**. To achieve the sale, the affiliate directs a **visitor** to the site of the **vendor**, either by an **advertisement** or by any other **link** in the **content of the page**.

This approach has two advantages for the vendor: the generation of many **inbound links** for free (as the links itself are unpaid) and a relatively cheap advertising model.

## More Information

- [Great Site and Page Content](#)
- [Inbound Links Increase Ranking](#)

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