

90-Day Affiliate Site Launch Roadmap

A practical week-by-week plan to take your affiliate site from “idea in your head” to a live, growing asset in 90 days.

Use this roadmap alongside your Niche Validation Checklist. Follow it as a flexible structure rather than a rigid calendar. The aim is consistent progress, not perfection.

How to Use This Roadmap

- Treat each week as a focus **theme**, not a stress-inducing deadline.
- Tick items off as you complete them, even if they spill into the next week.
- Protect 8–15 hours per week for focused work where possible.
- When in doubt, publishing high-quality content beats tweaking design or logos.

Three phases:

- **Phase 1 (Days 1–30): Foundation** – decide, set up, and publish your first core content.
- **Phase 2 (Days 31–60): Authority** – build topical depth and get early data flowing.
- **Phase 3 (Days 61–90): Optimisation** – refine based on results and prepare to scale.

Phase 1 – Foundation (Days 1–30)

Week 1 – Decide and Commit

Goal: Finalise your niche and get the basic infrastructure live.

- Use your Niche Validation Checklist to score your top 2–3 niche ideas.
- Choose one niche and commit to it for at least 90 days.
- Register a brandable domain name (avoid spammy exact-match domains).
- Purchase reliable WordPress hosting and connect your domain.
- Install WordPress and complete key settings (permalinks, timezone, reading settings, search engine visibility).
- Install a lightweight theme and a minimal plugin stack (SEO, security, backups, caching, link management).
- Create your core pages: About, Contact, Privacy Policy, Affiliate Disclosure.

Checkpoint:

Your site is live, loads quickly, and is technically ready to host real content.

Week 2 – Plan Your Content

Goal: Build a content map so you always know what to write next.

- Define your core pillar topic (for example, “How to start affiliate marketing”).
- Brainstorm 30–50 article ideas supporting that pillar (questions, reviews, comparisons, how-tos).
- Group ideas into 3–5 tight clusters (e.g. niche selection, setup, content creation, monetisation, systems).
- For your top 15–20 ideas, note 1–3 target keywords each.
- Prioritise your first 10–12 articles (mix beginner fundamentals and buyer-intent topics).
- Create simple outlines for your first 5 articles (H2s/H3s plus bullet notes).

Checkpoint:

You now have enough content ideas and structure for at least 6–8 weeks of consistent publishing.

Week 3 – Publish Your Pillar Page

Goal: Get your main “hub” article live and worth bookmarking.

- Draft your pillar article (aim for at least 2,500 words of genuinely helpful, structured content).
- Use clear H2/H3 headings so readers can scan the page and Google can understand it.
- Add internal signposts to future cluster topics (you can link them properly later).
- Optimise basic on-page SEO: title tag, meta description, URL, headings, image alt text.
- Add at least one strong call to action to join your list or download your free checklist.
- Link to your About and Contact pages to build trust.
- Publish the pillar and request indexing in Google Search Console.

Checkpoint:

You have a flagship article to act as the centre of your content strategy.

Week 4 – Publish 2–3 Supporting Articles

Goal: Start building topical authority around the pillar.

- Choose 2–3 cluster topics that directly support your pillar (e.g. niche selection, WordPress setup).
- Write and publish at least two supporting articles (1,500–2,500 words each).
- Link each supporting article back to your pillar page with natural anchor text.
- Add at least 2–3 internal links between cluster articles where relevant.
- Optimise on-page SEO for each article (title, meta description, headings, schema/FAQs if appropriate).
- Include a simple email opt-in or lead magnet CTA in each article.

Checkpoint:

Your site now has 3–4 substantial posts forming a clear content cluster around your main topic.

Phase 2 – Authority (Days 31–60)

Week 5 – Build Your Lead Magnet Funnel

Goal: Start turning visitors into email subscribers from day one.

- Finalise your **Niche Validation Checklist + 90-Day Roadmap** as your main opt-in.
- Upload the PDF(s) to your email platform.
- Create a dedicated opt-in landing page on your site (headline, bullets, form, no clutter).
- Set the form to redirect to your thank-you/download page.
- Write a welcome email that delivers the PDF and sets expectations for future emails.
- Add inline opt-in forms and/or content upgrades to your pillar and best articles.

Checkpoint:

Every article now has a clear path for readers to join your list and receive your roadmap automatically.

Week 6 – Publish Another 3 Articles

Goal: Maintain momentum and expand your keyword coverage.

- Publish 2–3 new articles targeting a mix of informational and buyer-intent keywords.
- Ensure each article links back to your pillar page and at least two related posts.
- Add a “Next step” section at the end of each article sending readers to a relevant guide or resource.
- Update your earlier articles with internal links to these new posts.
- Request indexing for each new URL in Search Console.

Checkpoint:

You should now have 6–7 strong articles live and a visible structure emerging on your site.

Week 7 – Join and Implement Affiliate Programmes

Goal: Connect your content to the right offers.

- List 5–10 affiliate programmes that genuinely fit your niche and audience.
- Apply to each one; note approval times and terms.
- Once approved, create clean tracking links via your link management plugin.
- Add 2–3 relevant affiliate links to your best-fit articles (reviews, tools, “resources we use”).
- Add or refine your affiliate disclosure so it’s clear and compliant.

Checkpoint:

Your site is now set up to earn when visitors follow your recommendations.

Week 8 – Review Early Data and Improve Winners

Goal: Start using real numbers instead of assumptions.

- Open Google Search Console and review which pages are getting impressions and clicks.
- Note which queries you’re starting to show up for, even on page 2–3.
- Check analytics for time on page and bounce rate across your main posts.
- Identify 1–2 articles that show better early engagement or impressions.
- Improve those pieces: sharper titles, stronger hooks, clearer sub-headings, better CTAs, more internal links, fresher examples.

Checkpoint:

You’ve identified early “almost working” content and made it stronger.

Phase 3 – Optimisation (Days 61–90)

Week 9 – Deepen Your Topic Clusters

Goal: Cover your chosen topic well enough that Google sees you as a specialist.

- Revisit your content plan and mark gaps in your main topic clusters.
- Publish 2–3 new articles that answer obvious follow-up questions your readers have.
- Add FAQ sections to your key articles based on real questions (from search suggestions, comments, communities).
- Tighten internal linking so each cluster feels like a self-contained journey.
- Add simple visual elements (tables, checklists, comparison blocks) to make content more useful, not just longer.

Checkpoint:

Your pillar plus its cluster now guide a beginner through the topic without them needing to leave your site.

Week 10 – Improve Conversion (Subscribers and Clicks)

Goal: Make better use of the traffic you are already getting.

- Move your main opt-in to more prominent locations (top of pillar, mid-article, end of article).
- Add a “Start Here” section or page, and link to it from your navigation and sidebar.
- Add clearer, more benefit-driven CTAs (“Get the checklist”, “See the full setup guide”) inside content.
- Enhance your review and comparison posts with tables, pros/cons, and “best for” recommendations.
- Check that affiliate links are well-placed: near buying decisions, not buried or spammy.

Checkpoint:

More visitors now take the next step (subscribe, click, read more) instead of bouncing after one post.

Week 11 – Begin Consistent Promotion

Goal: Start sending targeted visitors from places you already show up.

- Share your best 2–3 articles in relevant communities or groups where it's genuinely helpful.
- Publish one or two short social posts summarising key ideas and pointing back to your articles.
- Send a value-first email to your list (a short lesson + link to a key article) instead of a pure promo.
- Answer a few relevant questions on Q&A platforms (Reddit, Quora, niche forums) and link to your content where appropriate.

Checkpoint:

You've created additional traffic sources beyond waiting for Google alone.

Week 12 – Review, Refine, and Plan the Next 90 Days

Goal: Take stock, double down on what works, and set your new baseline.

- Count how many articles you've published (ideally 15–30 depending on your pace).
- Review Search Console again: which pages get impressions but few clicks?
- Improve titles and meta descriptions for those pages to raise click-through rates.
- Update any outdated screenshots, products, or details in your earliest posts.
- Note which content types work best for you (reviews, step-by-step guides, comparisons, opinion pieces).
- Decide on a sustainable publishing rhythm for the next 90 days (for example, 2–3 posts per week).
- Draft a new 90-day content plan focused on your strongest topics and formats.

Final 90-Day Checkpoint

You've completed a successful first 90 days if:

- Your niche and positioning are clear.
- You have a live site with a strong pillar page and a growing cluster of articles.
- Your email list and lead magnet are in place and slowly growing.
- You've joined relevant affiliate programmes and started testing links.
- You're seeing impressions and some clicks in Search Console.
- You have real data guiding what to publish and improve next.

Weekly Habit Checklist

Print this and keep it next to your desk.

Every week, aim to:

- Publish or significantly improve at least one quality article.
- Add or improve at least three internal links.
- Check search and analytics data for new insights.
- Promote at least one article or idea to your audience or a community.
- Make one small improvement to your site, funnel, or offers.

If you keep doing these five things week after week, the next 90 days will move you much further than another 90 days of thinking about getting started.