

THE AFFILIATE SITE LAUNCH CHECKLIST

From The Strategic Affiliate — thestrategicaaffiliate.co.uk

Step 1 — Choose Your Niche

- Identify a niche with buyer intent and affiliate products available
- Confirm there are products paying at least 20% commission or a solid flat rate
- Check competition is beatable with long-tail keyword content

Step 2 — Set Up Your Hosting and Domain

- Purchase hosting — recommended: [Hostinger Business Plan](#)
- Register your domain name — keep it short, brandable, easy to spell
- Point your domain to your hosting

Step 3 — Install WordPress

- Use Hostinger one-click WordPress installer
- Install a lightweight theme — Astra or GeneratePress recommended
- Delete default plugins and install only what you need

Step 4 — Install Essential Plugins

- Rank Math or Yoast — SEO
- [Pretty Links](#) — affiliate link management
- UpdraftPlus — backups
- WP Rocket or LiteSpeed Cache — speed

Step 5 — Set Up Your Key Pages

- Home page with clear positioning statement
- About page with your story and credibility
- Contact page
- Affiliate disclosure page
- Privacy policy page

Step 6 — Set Up Your Email List

- Create a [free Kit account](#)
- Set up a simple opt-in form
- Write a welcome email
- Add the opt-in form to your home page and sidebar

Step 7 — Publish Your First Content

- Write your first pillar article targeting your main keyword
- Write two supporting articles linking back to the pillar
- Set up your internal linking structure from day one

Step 8 — Set Up Google Tools

- Submit your site to [Google Search Console](#)
- Install Google Analytics or use a privacy-friendly alternative
- Submit your sitemap

Step 9 — Connect Your Affiliate Programmes

- Apply to your first two or three affiliate programmes
- Set up [Pretty Links](#) for every affiliate link
- Add affiliate disclosure to every article

Step 10 — Publish and Promote

- Share your first article in relevant Facebook groups
- Email your list about the new content
- Begin your consistent publishing schedule — three times per week recommended

Want the full system behind this checklist? The Strategic Affiliate Income System walks you through every step in detail.

Enrol here: <https://thestrategicaffiliate.co.uk/strategic-affiliate-income-system/>