

## How to use your affiliate links

An affiliate link looks like this:

<http://www.concisetraining.net?affiliates=3>

The part to the left of the question mark tells the web browser where to go.

<http://www.concisetraining.net>

The question mark and everything to the right of it [?affiliates=3](#) is what identifies the fact that you have referred the visitor to our website. Without the question mark and the information to the right of it, we won't know who has referred that visitor and therefore you will not be allocated any commission!

## Examples of link construction and usage

Here x is the affiliate ID and you would replace this with your own affiliate ID.

Link to Concise Training home page

<http://www.concisetraining.net?affiliates=X>

Link to the online courses page

<http://www.concisetraining.net/social-media-online-courses/?affiliates=X>

Link to the Twitter for Business course

<http://www.concisetraining.net/shop/twitter-for-business-online-course/?affiliates=X>

## Examples of link usage

On the next pages are some examples of text that you can use on your website. There are short paragraphs for each of our courses and some general ones talking about our online courses. If you cut and paste this text, be sure to alter the links in the text for your own affiliate ID. You can do this in MS Word before cutting and pasting the text - [this video will show you how](#). If you paste them into a website page or email, please check that your altered link is working before publishing or sending it.

## Online Courses - general

Concise Training's range of online [social media courses](#) walk you through how to use Social Media effectively to gain awareness, authority and interaction with your customers. You can learn in your own environment, at your own pace.

With a range of [online E-learning courses](#) on the effective use of social media for business, Concise Training could be all you need to help you grow your business.

## Twitter For Business Course

If you are seeking to gain a business advantage, develop your brand awareness, provide excellent customer service or keep up with your competitors, you need to maximise Twitter's potential for your business. Start by completing the [online Twitter for Business Course](#) offered by Concise Training.

## Social Media Strategy Course

Social Media as a form of marketing is here to stay. Done well, it can be a fantastic, low cost method of marketing your business - you can reach a large number of targeted people instantly and control your message. [This course](#) will help you create a strategy for your social media marketing to ensure you don't waste time and money.

## LinkedIn Online Course

This [LinkedIn course](#) will teach you how you can develop and market your personal brand and that of your business using LinkedIn. Find, contact and engage with important business contacts and potential customers. Get recommendations and attract new business.

## Facebook for Business

Facebook is a 'must-use' social network for many businesses. Almost all businesses will benefit from having a well maintained Facebook business page and a strong optimised Facebook profile can help you become more visible in search engines. The [Facebook for business](#) course from Concise Training will show you how to do this.

## Google+ Online Course

With its strong links to Google's search results, Google+ is often wrongly overlooked as a marketing tool for business. Learn how to put that right with this [online Google+ course](#) from Concise Training.

## [Creating Videos Course](#)

YouTube is the 2nd largest search engine. You can't afford to ignore this method of marketing. You don't need to pay expensive video creation fees, this [Video for business online course](#) will help you to create professional videos at a fraction of the cost.

## [Introduction to Search Engine Optimisation](#)

This [Introduction to Search Engine Optimisation online course](#) will help you to identify relevant keywords and structure your website and content to present these in the best way and achieve higher rankings in search engines.

## [Learn to Blog Online Course](#)

Blogging is a fantastic way to promote your business or provide an outlet for your creativity. Learn how to create a blog and get it found by others with this [online course](#) from Concise Training.

## [WordPress for Websites Course](#)

This comprehensive [online WordPress course](#) will take you through the features of the WordPress software and the steps you need to create your own website from scratch or to maintain an existing website in house.

## [Images for Business Course](#)

Images get more engagement across social media channels and on your website than text does. [This online course](#) will teach you ways to capture, create and edit photos and vector images.

## [LinkedIn for Job-Seekers Course](#)

LinkedIn is used by over 300 million people globally and 14 million in the UK. More than 10 million people in the US have found their current job using LinkedIn. This [online course](#) from Concise Training will show you how you can do this too.

## [Using Images and Graphics](#)

Concise Training provide affiliates with a series of banners, buttons and skyscrapers of different dimensions that can be inserted into your website pages, blog posts, articles or email newsletters.

These can be accessed by logging in to [your personal affiliate](#) area on the Concise Training website.

If you wish to use a different graphic from our website to promote our courses, please email us for permission to use that image first and we will let you know how you can do so.