

**DEVELOPMENT OF A
LEARNING PORTAL FOR
AFFILIATE MARKETING**

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This Report Presented in Partial Fulfillment of the Requirements for the Degree
of Bachelor of Science in Computer Science and Engineering

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**DAFFODIL INTERNATIONAL UNIVERSITY DHAKA,
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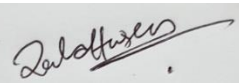
APPROVAL

This Project titled “**Development of a learning portal for affiliate marketing**”, submitted by Wasim Mahmud , ID No: 181-15-10715, Md. Abdullah Al Fahad, ID No: 181-15-10722 and Sheikh Shakil Ahammad Kanon, ID No: 181-15-10665 to the Department of Computer Science and Engineering, Daffodil International University has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Computer Science and Engineering and approved as to its style and contents. The presentation has been held on 27 January 2021.

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DECLARATION

We hereby declare that, this project has been done by us under the supervision of **Dr. Syed Akhter Hossain, Professor and Head, Department of CSE and** the co-supervision of **Md. Sazzadur Ahamed, Sr. Lecturer, Department of CSE,** Daffodil International University.

We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

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ABSTRACT

The main purpose of the project is to create a batter platform to make unemployed people self-dependent. Nowadays, Digital marketing is a main key to boost up a business over the internet. Digital marketing is the important component of modern marketing that utilizes both internet

and online based digital technologies as example computers, smart phones, websites and other digital or convenient media and platforms to promote products and services.

We focus on an affiliate site where a person can generate a healthy income every month if he follows case study of the affiliate site. The main theme of this project is generating passive income by affiliate marketing with SEO. It overcomes the disadvantages of the traditional job searching and main advantage is generating passive income at home just having the skill of creating an affiliate site with SEO. An affiliate site provides a better communication platform on online shopping between the customer and the seller. The customers can understand the advantages and disadvantages of the product with details are noted in the affiliate site. Affiliate marketing is an online sales tactic that lets a product owner increase sales by allowing others targeting the same audience—“affiliates”—to earn a commission by recommending the product to others. At the same time, it makes it possible for affiliates to earn money on product sales without creating products of their own.

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CHAPTER 1 INTRODUCTION

1.1 Introduction

In the trendy age, as time increases, the wants & needs of the person are enhanced. People are more connected via online with each other, even shopping online gets more interesting and time-saving rather than shopping offline. Our project name is "DigiMate" which is a learning portal where anyone can learn affiliate marketing with SEO. The goal of this project is to learn affiliate marketing with a case study of a successful affiliate site, earn a passive income and decrease the unemployment rate in Bangladesh.

1.2 Motivation

The main motivation to do this project is the job market in our country is getting worse day by day. The Educated unemployed rate is increasing like a rocket. In this modern era, there are so much better ways to move from traditional jobs. Affiliate marketing is one of them which allows work online at home. we share a platform for unemployed people or students to make healthy earning by following the case study of the successful affiliate project. Our goal is to make people self-employed. From the research of World bank, over 2.5 million educated people are unemployed after finishing their education in our country. The platform makes a friendly and convenient process to be skilled in affiliate marketing and SEO.

1.3 Scope

We spend a lot of time online finding the best products with good reviews. An affiliate site has the important information regarding the product. Discussing affiliate marketing in depth, it is considering the most important aspect to businesses of all domains. By the end of 2020, affiliate marketing is growing to be a 7.8 billion-dollar company in the United States only. Thus, it proves that there is a huge opportunity to grow and earn passively. Success in affiliate marketing is about finding the right product and perpetuating it. Huge possibilities are offered for earning online by the internet. Affiliate marketing is one of the most efficient ways to make money online on the internet passively. In the real-world, affiliate marketing is considered more of a passive income source in now and future.

1.4 Aim of Project

The primary point of the undertaking is to make a successful affiliate site with SEO. When the site produces passive income, we will build up a learning platform where anyone can learn about a successful affiliate site and can practice by following of the case study of the site at home to build up a affiliate site own.

1.5 Objectives

Nowadays the world is becoming more globalized. In the digitalized era, people are much interested to buy their daily products by online marketplace within a quick time. But there are many problems that occurred. One of the major problems is customers do not get information about the advantages and disadvantages of the interested product before buying. For this, after buying they face lots of difficulties while using those products. We will solve this problem by adding advantages and disadvantages information with its specification as a review website so that customer can get satisfied before buying and after buying and also they will be interested to buy the product from the given link of our website. We will get a commission from every purchase. The whole process is a part of digital marketing called affiliate marketing. We also use SEO (search engine optimization) to rank up our website in Google.

we put the whole process and experience as a case study on our learning portal called "DigiMate" step by step so that anyone can learn and get feedback.

1.6 Expected Outcomes

- Case study of the project helps
- Learners will be able to understand both concept and provide services.
 - Can find the best niche for their affiliate website. ○
 - Can understand main characters of SEO and its tools. ○
 - Can earn passive income.

CHAPTER 2 BACKGROUND AND RELATED WORK

2.1 Introduction

For affiliate marketing beginners, A great platform is Amazon to establish a new career. The vast Amazon marketplace takes care of huge of the sales process, warming up our leads for us. Our plan is to bring new clients from external traffic sources to the Amazon site. There are millions of products we can pitch, with new ones being added every day. It's a great and comparatively easy way to make money online without having yet built up a strong background in the art of affiliate marketing.

2.2 Related Works

There is some similar type of the Affiliate Marketing Websites & Programs but these are not providing digital service in our country. There are some popular local and international companies provide services.

Some Affiliate Marketing Websites & Programs are listed respectively:

- ShareASale Affiliates
- Solvid Affiliate.
- Amazon Associates.
- eBay Partners.
- Shopify Affiliate Program.
- Clickbank.
- Rakuten Marketing Affiliates.
- Leadpages Partner Program. etc.

2.3 Challenges

- Finding the right keyword is hard for the beginner
- Creating content is not easy
- Less traffic
- High volume keyword is so competitive
- Poor Sales happen

Affiliate marketing is a great field for making an healthy income. Though, there are challenges too, but they can be able to overcome if the learners are ready to put time and hard effort into affiliate marketing.

CHAPTER 3

REQUIREMENT SPECIFICATION

3.1 Hardware Requirements

- Latest version of the processor.
- Pc 3rd Generation or more.
- Mouse(any)
- Keyboard(any)
- 2 GB RAM or Above.
- Hard Disk 100 GB or Above.
- Broadband line with Internet etc.

3.2 Software Requirements

- Editor- Notepad, Sublime text etc.
- Browser: Google Chrome, Firefox, Microsoft edge etc.
- Operating System: Any of this : Windows, Linux etc

3.3 Supported Browsers

- Google Chrome 24+
- Firefox 18+
- Microsoft edge 39+
- Safari 7+

3.4 Use Case Diagram

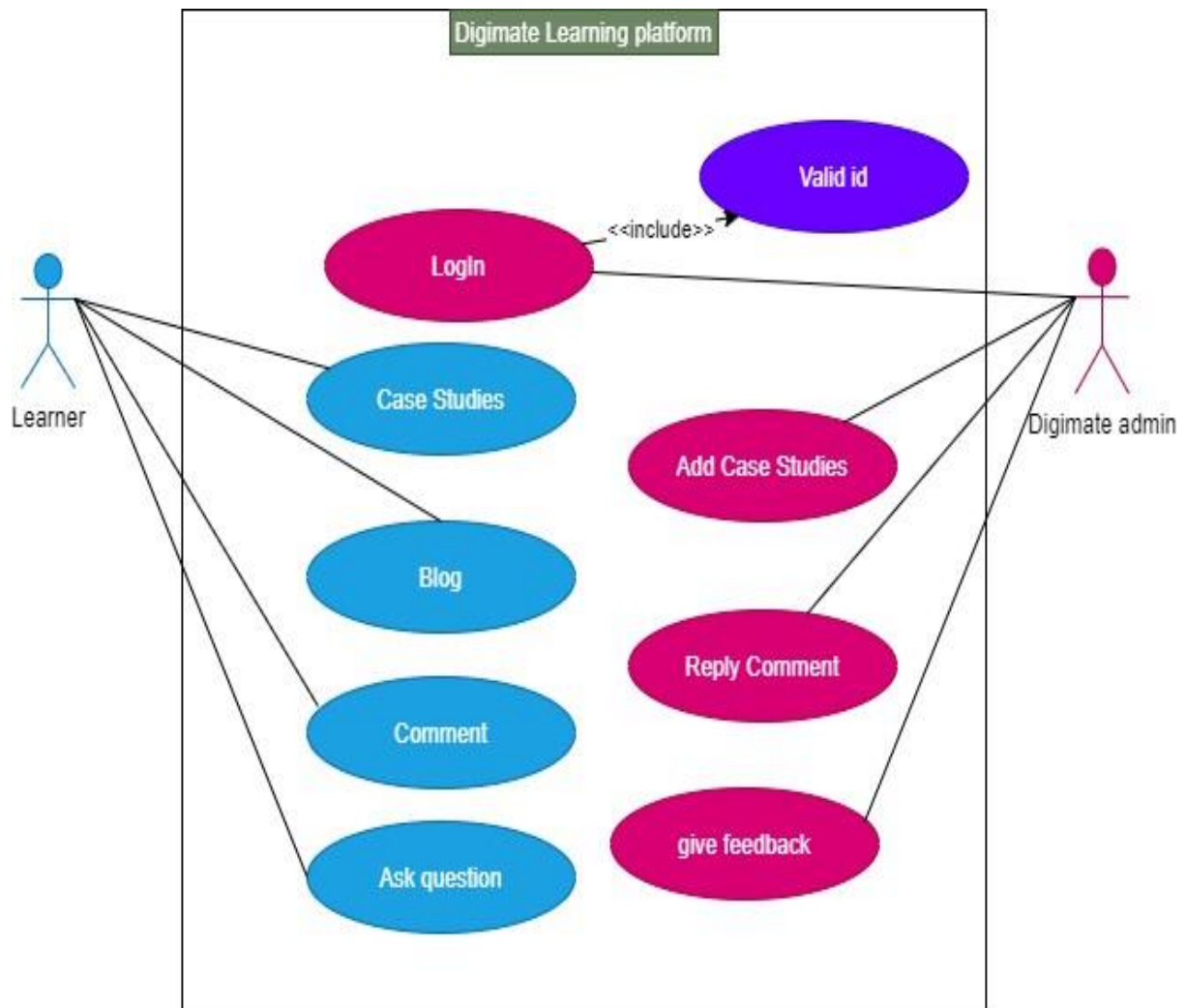


Fig. 3.3: use case diagram

3.5: Use Case Model Description Use case description for "Login"

Use case for	Login
Actor	Admin (Registered)

General path	i) type user name. ii) type user password. iii) Click login button
Others path	Error for wrong password

Use case description of "Case Study"

Use case for	Case Study
Actor	Learner
General path	i) click case studies menu. ii) select any category iii) Click view project
Others path	Add name and email to do comment Error comment

Use case description of "Blog"

Use case for	Blog
Actor	Learner
General path	i) click blog menu. ii) Click read article
Others path	Add name and email to do comment, Error comment

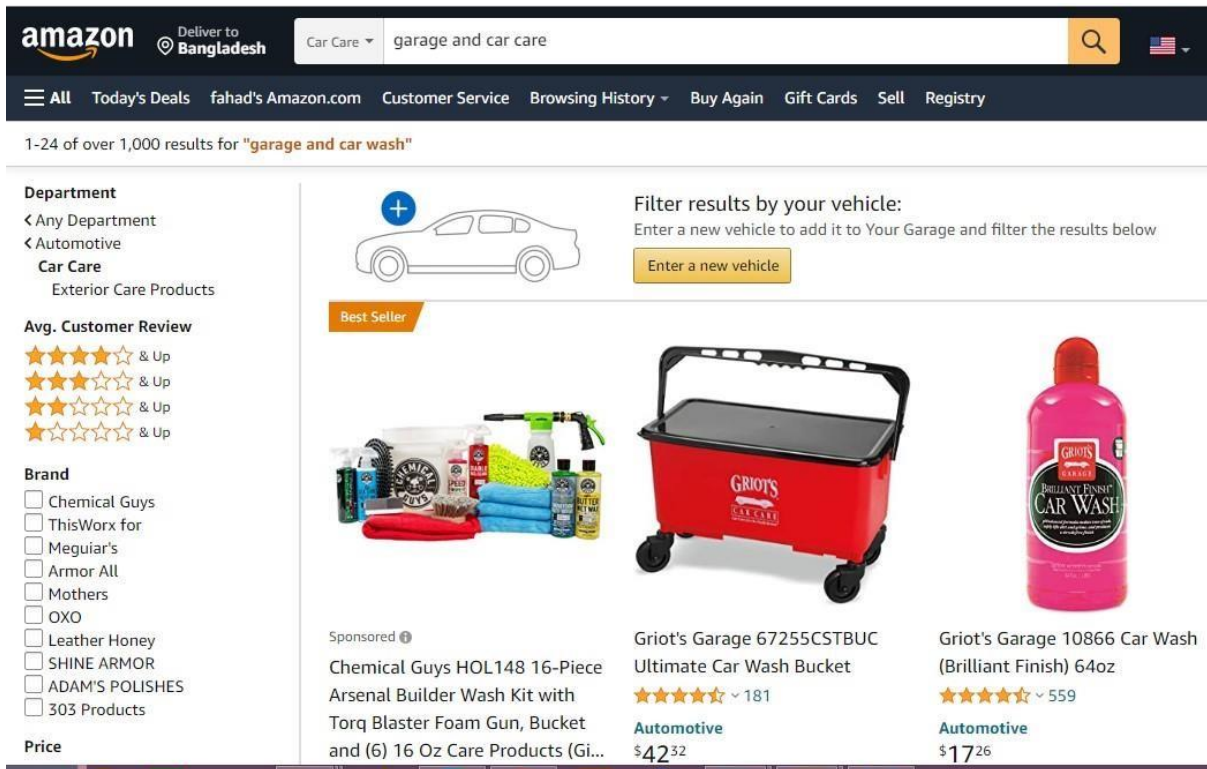
Use case description of "Reply comment"

Use case for	Reply comment
Actor	Digimate admin
General path	i) click reply icon ii) write text iii) Click submit
Others path	Reply error

**CHAPTER 4
DESIGN & DEVELOPMENT SPECIFICATION**

4.1 Niche Selection

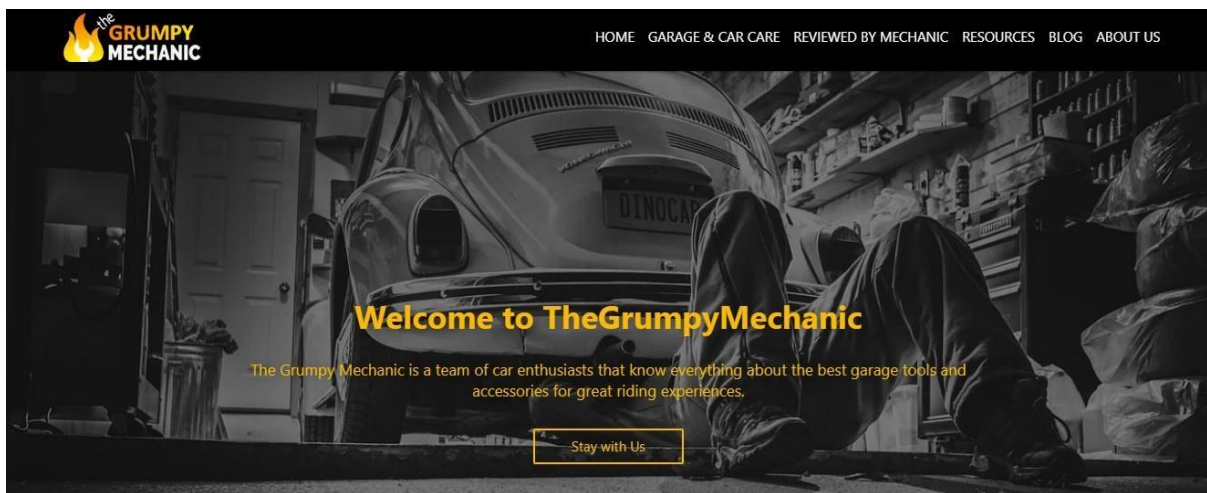
To start with, at first, we research on niche over Amazon market place. We find a great category to make malty niche site which is garage and car care.



4.2 Affiliate Site GUI

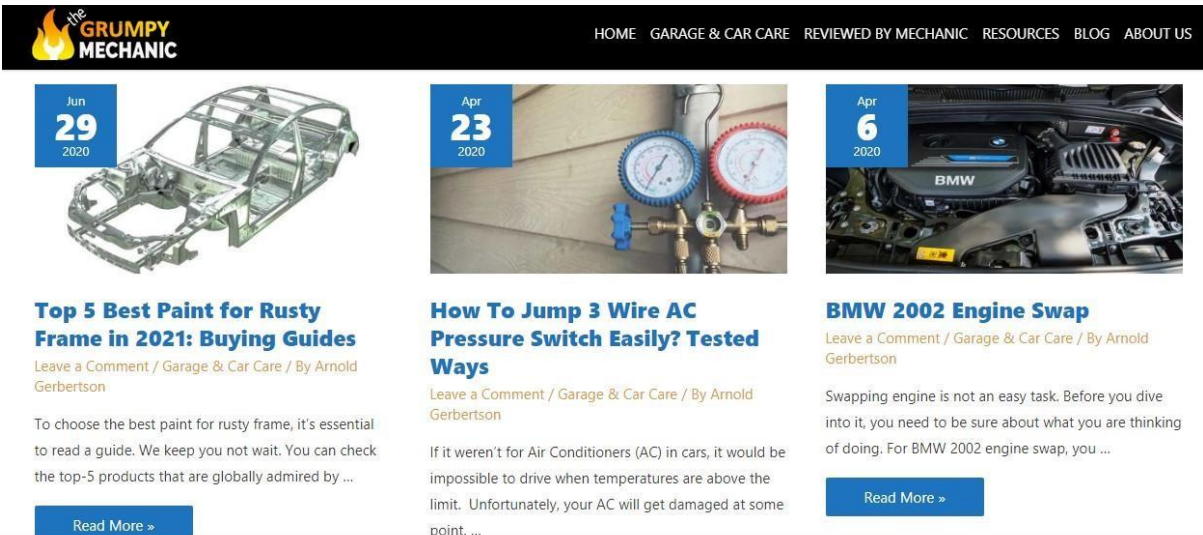
4.2.1 Home Page

In figure 4.2.1 shows the home page of our malty niche affiliate site called "The Grumpy Mechanic". The home page of the portal contains basically garage and car care products review with necessary review articles. Customers can click any menu to read whatever information they want.



4.2.2 Site article

In figure 4.2.2 shows there are almost 82 articles in the affiliate site which is relevant with garage and care care products.



figure

4.2.2

4.2.3 Google position keywords of the site

In figure 4.2.3 shows Most of the keywords of the affiliate site are ranked high in Google.

The image shows a screenshot of a SEO tool interface for thegrumpymechnic.com. The 'Top Pages' section is active, displaying a table of the top 8 pages. The table includes columns for rank, traffic, value, keywords, RD, page URL, top keyword, its volume, and position.

#	Traffic ⁱ	Value ⁱ	Keywords ⁱ	RD ⁱ	Page URL	Top keyword ⁱ	Its volume ⁱ	Pos. ⁱ	
1	271	12%	\$407	258	1	thegrumpymechnic.com/remove-ignition-lock-cylinder-without-key/	how to turn ignition without key	500	7
2	160	7%	\$28	68	1	thegrumpymechnic.com/how-to-jump-3-wire-ac-pressure-switch/	how to jump 3 wire ac pressure switch	450	1
3	158	7%	\$325	109	1	thegrumpymechnic.com/how-to-bleed-off-an-overcharged-ac/	how to bleed freon from car ac	100	3
4	148	7%	\$3	56	0	thegrumpymechnic.com/stuck-piston-rings-marvel-mystery-oil/	stuck piston rings marvel mystery oil	100	1
5	146	7%	\$142	106	2	thegrumpymechnic.com/best-adjustable-drop-hitch-for-lifted-truck/	drop hitch for lifted trucks	100	4
6	146	7%	\$26	174	2	thegrumpymechnic.com/best-budget-double-din-head-unit/	best budget double din head unit	250	2
7	113	5%	\$31	56	1	thegrumpymechnic.com/best-cam-for-5-3-vortec/	cam for 5.3	200	5
8	101	5%	\$348	42	1	thegrumpymechnic.com/program-transponder-key-ford-without-original/	how to program a transponder key	600	4

figure 4.2.3

4.2.4 Organic traffic of the site

In figure 4.2.5 shows good number of organic traffic and organic keywords of thegrumpymachnic.com are generated.

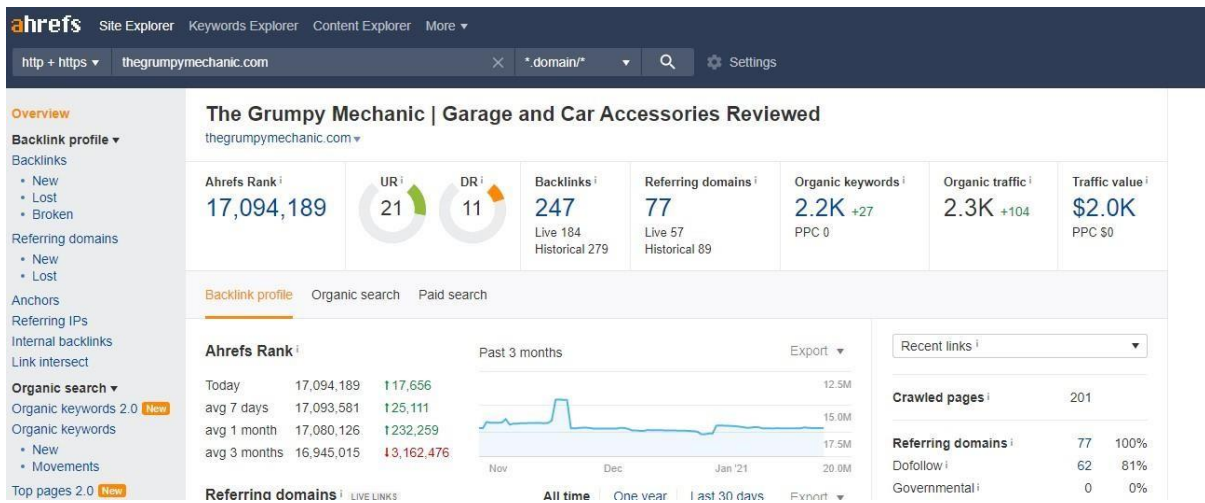


figure 4.2.5

4.2.6 Passive income from the site

It feels amazing when we see our affiliate site generates passive income almost every month. In figure 4.2.6 shows total income of last month of our affiliate site called "The grumpy Mechanic".



figure 4.2.6

4.3 Front-end design process

Front-end design generally means the outer part of an application which the user will see or interact with and it also called the client side and is generally meant "Web Design". The front-end design shows the user interface and interaction and presentation of various data. Front-end design is the most important aspect of any application to create up user friendly environment or Graphical user Interface (GUI) for the user. For this, while developing learning portal to learn affiliate marketing we tried to stay our portal design as sample so that learners can easily access the site and can learn efficiently. We attach our learning portal bellow:

4.4 Learning portal GUI

4.4.1 Home Page of the learning portal site

In figure 4.4.1 shows the home page of our learning portal called "DigiMate". The home page of the portal contains basically case study and blog of affiliate site with necessary articles. Learners can click any menu to read whatever information they want.



figure 4.4.1

4.4.2 Upload the case study

we upload the case study of an successful affiliate site into the blog section of the learning site.

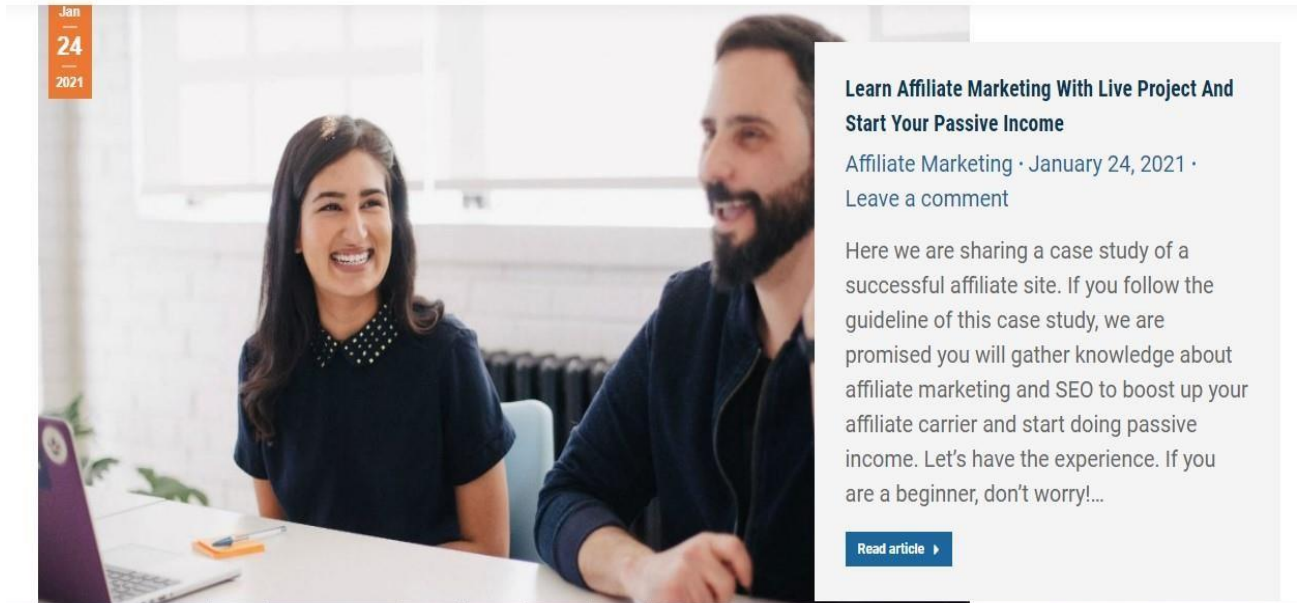


figure 4.4.2

4.4.3 Ask Question method

figure 4.4.3 shows direct send option in the Q&A section of the learning site. On the left side, some already asked question showed with appropriate answer.

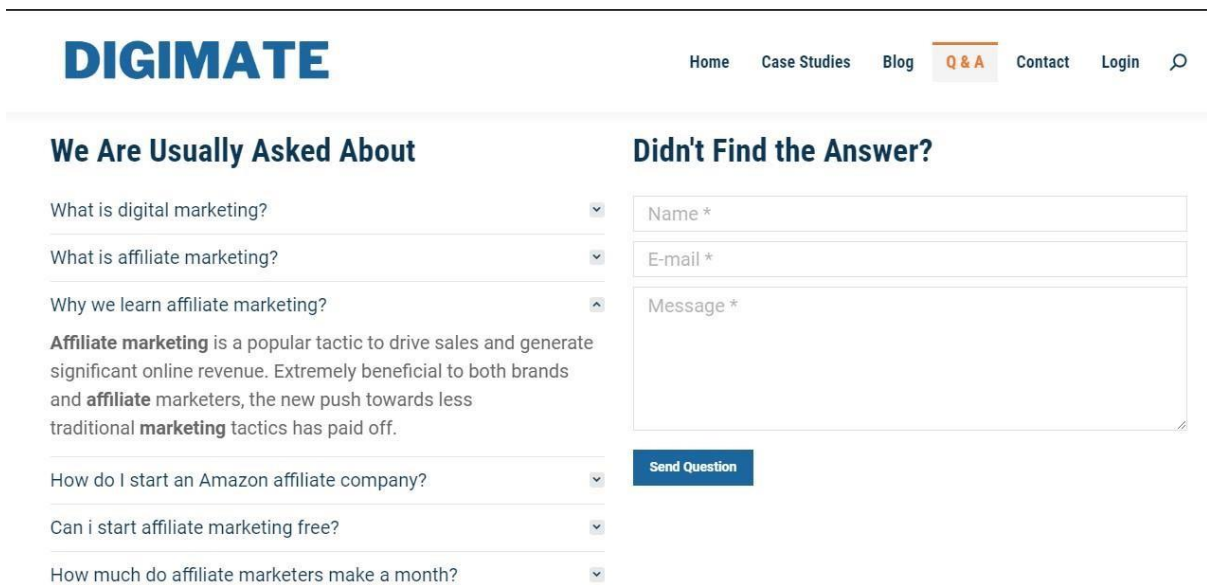


figure 4.4.3

4.4.4 Case study divider

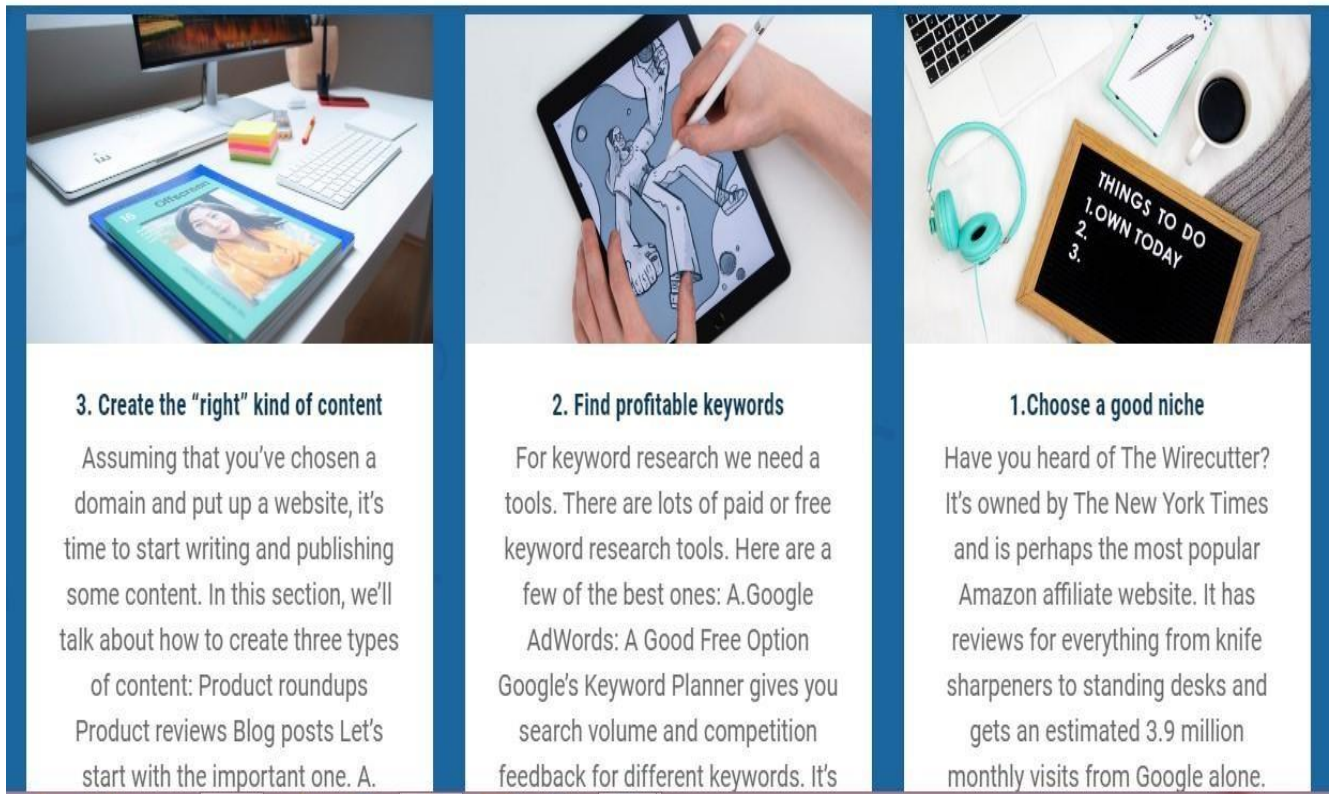


figure 4.4.4

4.5 Back-end design process

The Back-end design is the inner part of the any application. Users cannot able to see the back-end part and even they don't understand how it handles the main logic, storage, users security, server configuration method, etc. All the requests of users send to the back-end and then it processes all the request and sends the best response to the users. There are three major parts of the back-end design such as a server, an application, and a database.

4.5.1 Wordpress

WordPress is called CMS and open-source software that anyone can use smoothly to make various kinds of websites needed which is also called a website builder. It. In past, it was known as a blogging platform, and then it is changed into a CMS and at last, it converted to a full website building platform. figure 4.5.1 shows wordpress dashboard of digimate learning portal.

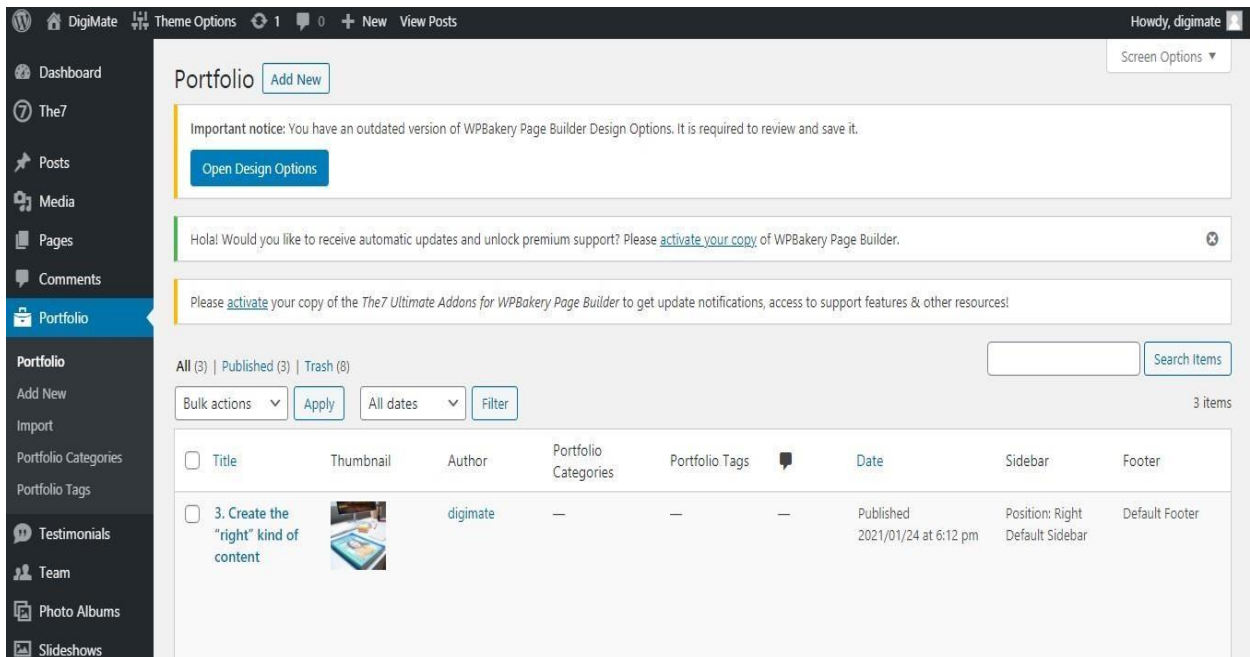


figure 4.5.1

4.5.2 Wordpress in Our Project

Wordpress is the highly popular CMS for web development. It has most efficient feature to easily control all the methods of the website. We made the learning portal and the successful affiliate site by using wordpress platform. We believe that it is a amazing cms platform to start with any affiliate site or blog site with higher security.

4.5.3 MySQL

MySQL is the most popular and commonly used as a database management system In order to store information on any website. Data stored into the SQL Server and this server a whole complete management system which is the two main key part of the SQL server

4.6 Implementation Requirements

SL	TOOLS & UTILITIES	PLATFORM Name	USES
1	Wordpress	Web Server	Used in web for both front end and backend and also database control.

2	Article	Web content	Used in affiliate site.
3	HTML and CSS	Web user interface	Used as a Markup language
4	MySQL	Database Management System	Used for managing and storing information
5	SEO	Marketing solution tools	Used to rank up

CHAPTER 5 IMPLEMENTATION AND TESTING

5.1 Implementation of article

We put the case study of an affiliate site step by step into the blog section and implemented the right article on the blog so that learners can easily understand and make a site by own.



RecentProjects



Here we are sharing a case study of a successful affiliate site. If you follow the guideline of this case study, we are promised you will gather knowledge about affiliate marketing and SEO to boost up your affiliate carrier and start doing passive income. Let's have the experience.

If you are a beginner, don't worry! Hope it will be a good journey. Let's check it out.

So, in this case study we are going to discuss about TheGrumpyMechanic.com. We are getting 2000 organic traffic per month on this site and the earning from this site is \$100 per month. Now below we are sharing our experiences:

5.2 Test Result and Reports

Table 5.2: Test Result of Web platform

Test Case	Test Input	Expected Output	Actual Output	Status
1.Login	Without valid Username	Enable to login	Invalid username	Fail
2.Login	With valid Username	Able to login Successfully	Successful	Passed

3.Login	Without right password	Don't get access in the system	Error message showed	Fail
4.Login	With right password	Get access to login	Login successfully	Passed

5. Do comment	Without valid email	Cannot do comment	Comment error	Fail
6. Do comment	With valid email id	Can update comment	Comment submitted	Passed

7. Ask Question	Invalid email ID	Please insert valid email id	Error massege	Fail
7. Ask question	Valid email id	Click send	Message sent successfully	Passed
8. Logout	Admin penel	Click Logout	logged out	Passed

CHAPTER 6 CONCLUSION AND FUTURE WORK

6.1 Discussion

Affiliate marketing is one of the most popular way to get commission from every purchase over internet. Amazon affiliation method is more convenient way to make money online. A very much well planned Graphical User Interface (GUI) was structured cautiously to make the affiliate site more understandable and easy to get authentic traffic.

6.2 Conclusion

It was a not an easy journey but we are satisfied what we've achived

1. Made multi niche site successfully
2. Get paid from our affiliate link

3. Able to rank up our affiliate site in Google.
4. Able to build a learning portal with case study for the new learners

6.3 Future Work

future work and upgrades might be:

1. Provide case study in Bangla .
2. Provide an virtual assistant
3. Provide latest information when terms and condition gets updated
4. Provide more convenient platform with latest technology .
5. Share more case study of our future successful sites.

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2. <<https://www.amazon.com/s?k=garage+and+car+wash&i=automotive&rh=n%3A15684181%2Cn%3A15718271%2Cn%3A15718291&dc&qid=1611671788&rnid=15684181&ref=sr_nr_n_1/>>
3. <<<https://www.nytimes.com/wirecutter/>>>

APPENDIX

Project Goal

Our project is mainly about development of a learning portal to learn affiliate marketing step by step. Our project name is "DigiMate" which is a learning portal where anyone can learn affiliate marketing with SEO. The goal of this project is to learn affiliate marketing with a case study of a successful affiliate site, earn a passive income and decrease the educated unemployment rate in Bangladesh. In the modern era, affiliate marketing is considered more of a passive income source in now and future.