

## NHBS Affiliates – Users Guide

### What's in this guide?

#### Different types of ads

- Product links
- Dynamic banners
- Static banners

#### How to optimise your affiliate programme

- Promote your affiliate links
- Product reviews
- Adding shop pages to your site
- Blog posts
- Email newsletters
- Top 10's

#### Top Affiliate Tip

We've included some key tips based on experience with existing NHBS affiliates.

### What is NHBS Affiliates?

NHBS affiliates is a marketing program that allows website owners, bloggers, forums and associations to create links and earn a referral percentage when customers click through and buy wildlife and science products from [www.nhbs.com](http://www.nhbs.com). It's free to sign up and easy to use on your own website or blog.

You can offer your site users the convenience of referring them to a well respected and trusted site where they can browse and purchase from over 110,00 natural history products. And when they do, you can earn up to 6% of the sale in referral fees.

With our simple tools and help, you can choose numerous ways to link to NHBS from your site.

### Who is this guide for?

Whether you have just started out with NHBS affiliates, or are a seasoned affiliate user, this guide will help you get the most out of your affiliate links. The better optimised your links, the more money you are going to raise for your website or organisation.

### Where can I get more help setting up my affiliate links?



Your affiliate account is managed by Eleanor King. You can contact Eleanor for information or help with your links by emailing [affiliates@nhbs.co.uk](mailto:affiliates@nhbs.co.uk). We can help you come up with customised recommendations for how to get the most out of the affiliate links on your site.

## Types of links and banners

With our easy to use link-builder you can quickly make affiliate links and banners to place on your website or blog.

To create links simply browse to any product on [www.nhbs.com](http://www.nhbs.com) and click on the orange 'Create Product Link' button.



### Product links

- ✓ Direct links to a single item.
- ✓ Add images to increase click-through.
- ✓ Choose from over 110,000 books and equipment products.

### Top Affiliate Tip

Website visitors love images! Adding affiliate links to images can more than double your affiliate income.



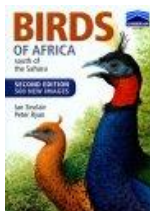
#### Text and image link

This is the best example of a product link, a clear picture, price and buy now button. This is the default option when you press

[Badger](#)

#### Text-only product link

This type of ad will allow you to include a text link to a product or page on the NHBS website. This can be used in the body of your text and will not disrupt the overall appearance of your page.



#### Image only product link

An image only link – these are best used in conjunction with some text links mentioned in e.g. a book review.

## Dynamic banners

Dynamic banners can generate a lot of interest from website visitors. This style of banner is a great way to promote your subject and allow your viewers to see the latest wildlife kit.

These banners will refresh with the latest products and best sellers in the subject you have chosen, keeping your pages looking up to date and fresh with every visit.

- ✓ Show a range of products e.g. best-selling bird books.
- ✓ The products are changed every time the page is refreshed.
- ✓ Dynamic banners can be used in blog posts, email newsletters and on webpages.
- ✓ Create different dynamic banners on any subject you choose for different sections of your website.

### Top Affiliate Tip

Dynamic banners are the best way to add a range of products to your site - they automatically stay up to date.

#### Create dynamic banners by subject interest

From birding to botany, conservation to statistics - create a dynamic banner showing the latest books or wildlife equipment in any subject category.

New items show on your banner every time it's refreshed.



#### Create as many dynamic banners as you need

Create as many as you like for different sections of your website.

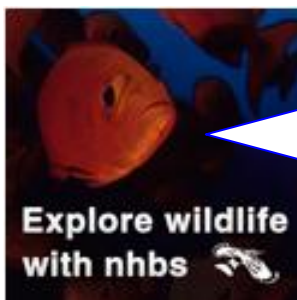
## Static Banner

These are banners linking to the NHBS homepage or subject area.

- ✓ We have banners in most common web shapes and sizes.
- ✓ All affiliate ads include your personal ID tag to track all sales and add commission to your account.
- ✓ You can edit or remove your banners at any time.

### Top Affiliate Tip

A well placed banner ad can attract the attention of visitors who have learned to ignore text ads.



**You do not need to host or save the image.**  
The image is delivered live by us from the small piece of code you add to your website.

**The search box banner allows your visitors to search the NHBS catalogue**  
This is extremely useful when the customer is uncertain of exactly which product they want to purchase.



## How to optimise the use of affiliate ads on your website or blog

### Why optimise?

Making the best use of affiliate links will raise more money for your website or organisation. You'll also be able to help site visitors find the most relevant products if the affiliate links are a good match for the content on your page.

### Promote your affiliate links

Being open about affiliate links will increase the number of site visitors who click-through to browse and buy. Let your web visitors know that using the links helps support your website or organisation.

### Images , images, images.....

Use images of products, buttons and dynamic banners wherever possible – website visitors love to click on images.

### Customer service

When your website visitors shop with NHBS you know that they are getting the very best service from the world's leading natural history specialist. You can find out more about NHBS and what we stand for here: [www.nhbs.com/about/](http://www.nhbs.com/about/)

### Top Affiliate Tip

Affiliate links that directly relate to the topic on the host webpage are the most successful.



## Product Reviews

Reviewing new books and wildlife equipment on your website or blog is a great way to help inform and engage with your website visitors. You will also be providing a valuable recommendation of what's good, and what's not!

### Top Affiliate Tip

Book reviews have very high responses from web visitors, especially when a jacket image is included as a link.

### Book of the Week: Dormice

Posted on 27 June 2011 by Katherine. Tags: conservation, dormouse, ecology, Mammals. Categorized: Book of the Week, Title Information

#### Dormice: A Tale of Two Species

by Pat Morris

#### What?

Second edition of Morris's informative treatment of the natural history, and current conservation and ecological status, of Britain's two native species of dormouse.

#### Why?

The dormouse had been particularly under-represented in biological and conservation research before Pat Morris, in 1983, began experimenting with designing a more suitable trap than had previously been available. His success led to meetings with other interested researchers and a project began to fully observe the hazel dormouse in its natural habitat.

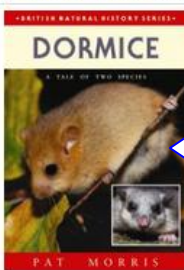
The success of this project led to Morris and his colleagues being approached to consider the other native species, the edible dormouse – and the two species are treated separately in this volume, being of such different temperament and life-style.

This book, updated with new information for the second edition, is the product of the discoveries made over the years since these studies began, and its detail and comprehensive approach make it invaluable to anyone interested in the state of Britain's natural history, and dormice in particular. It is written with both the researcher, the ecologist, and the general reader in mind and could do much to encourage amateur interest in these elusive creatures.

#### Who?

**Dr Pat Morris** was Senior Lecturer in Zoology at Royal Holloway, University of London until 2002. He has studied various mammals for over 50 years and has published over 80 scientific papers, and is author of *The New Hedgehog Book*. He has spent 20 years researching both species of native British dormouse.

Available Now



The product name needs to be a link to the item page at NHBS.

Make the image clickable with an affiliate link.

Add a large bright buy now button, which clarifies the action, making the decision to buy quick and easy for your visitor.

## Adding shop pages to your site

If you create a page with lots of text and image links then you'll have added a shop to your site without ever touching an order. NHBS will do all the work and you will earn a percentage of sales.

Shop pages work especially well where there are specific products that fit the topic of your webpage. The example below is from a fantastic website about fungi.

### Top Affiliate Tip

Adding a shop page is free, easy and can see fast results.

HOME NEWS COLLECTING BOLETES STUDYING BOLETES LITERATURE & LINKS & DOWNLOADS BLOG  
ABOUT CONTACT GUESTBOOK BOOKSTORE EQUIPMENT STORE



GENERA & SPECIES

- Aureoboletus
  - A. gentilis
- Boletinus
  - B. asiaticus
  - B. cavipes
  - B. pictus
  - B. spectabilis
- Boletus
  - B. adonis
  - B. aereus
  - B. appendiculatus
  - B. calopus
  - B. caucasicus
  - B. comptus
  - B. depilatus
  - B. dupainii
  - B. edulis
  - B. fechtneri
  - B. flavosanguineus
  - B. fragrans
  - B. gabretae

## Equipment & consumables store

Welcome to our equipment store, powered by the NHBS, famous suppliers of mycological equipment and consumables. You will not be asked to provide any information to us and all transactions for your orders will be handled by NHBS.

### Microscopes

 Winchester SP60 Compound Microscope Price: £469.99 <a href="#">Buy from nhbs</a>	 Winchester SP60 Compound Microscope Price: £499.99 <a href="#">Buy from nhbs</a>
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NHBS will provide bright crisp images of the products, with up to date prices and availability.

Clickable image and buy now button are essential.

## Blog posts

Dynamic banners work really well when used as a footer in blog posts. They are automatically updated with the latest and bestselling items in the subject you choose.

All images and text will be delivered and hosted by NHBS – keeping your banner up to date with prices and availability.

**Top Affiliate Tip**  
Experiment with ad placement; try a subject relevant dynamic banner in the body of the text for highest impact.

A blog by nhbs  
**the Hoopoe**  
Everything for wildlife, science & environment

Subjects » Book Information » In the News About NHBS » Wildlife Equipment » Go to NHBS

### The plastic found in a single turtle's stomach

Posted on 24 March 2011 by Katherine. Tags: ocean debris, oceans, sea turtles. Categorized: In the News, marine science

 1 



Floating debris is a real threat to the oceans' wildlife, as revealed by this study of the stomach contents of a juvenile turtle, living off the coast of Argentina.

[Read the full story on the Independent's website](#)

Related title: Flotsametrics and the Floating World

**Related Articles**

- ◊ Book of the Week: Field Guide for Sharks of the Genus Carcharhinus
- ◊ At the EURASLIC Meeting, Lyon – about hard-to-find books in Marine Biology
- ◊ Discoveries of the Census of Marine Life – an interview with author Paul Snelgrove
- ◊ NHBS at ICES

**In association with NHBS - Everything for wildlife, science & environment**



**Prion Birdwatchers' Guide to the Canary Islands**  
£14.99  
[Buy Now](#)



**Plant Galls**  
£29.99  
[Buy Now](#)



**Handbook for Phase 1 Habitat Survey: Handbook and...**  
£19.99  
[Buy Now](#)

The background colour can be adjusted to suit your website.

Product title colour can be changed and you can choose your currency from pounds sterling, US dollars or Euros.

This banner can be completely customised to complement your blog/website.



## Email newsletters

Banner ads are most useful as a general reference to subject areas or the NHBS home page. If you are discussing a topic in general, a banner link to items in the subject would be a very useful tool for the reader.

Banner advertising is a great way to stand out from the crowd and provided the banner is relevant to the page, in a prominent position and the only ad on the page, it will generate the maximum commission for you.


### Top Affiliate Tip

Emails newsletters are the best way keep in touch with your members and web visitors.

### E-books in Libraries

Posted on 12 May 2011 by Anneli. Tags: e-books, libraries. Categorized: LibraryPro, Reviews

[Recommend](#) [Share](#)




Books in digital formats have been around for decades, but until now there has never been a comprehensive overview to help librarians navigate the maze of formats and delivery options they are faced with. This year, the library science section of the NHBS catalogue has grown by several volumes on the subject. One of them, a title published by Facet Publishing, has caught my eye:

[E-books in Libraries: A Practical Guide](#) should prove very popular with librarians in all types of libraries. The chapter information on collection development, pricing and delivery models, digital technology, technological challenges, user training and more. The contributors are based mainly in the UK, and include a publisher as well as librarians and information professionals. The subject coverage and the wealth of practical information covered by this title are very impressive.

E-books in Libraries provides an illuminating chapter towards the end, where all contributors are asked to speculate freely on the future of e-books and publishing. This section makes for a fascinating read, and provides food for thought for anybody who is involved in the dissemination of information.

The beautiful irony of this title is that it is not available in electronic format – yet (this is planned for the near future). The publisher helpfully provides the first chapter as a pdf-file to read here.

Other related titles of interest include [Collection Development in the Digital Age](#) (also by Facet and due in August), and [e-books in Academic libraries](#) by Chandos Publishing.



Use product names as links within your page of text.

A dynamic banner would also work well as a footer in an email newsletter.

The banners can add colour and structure to a page of text.

## Top 10's

Your website visitors love lists of top 10 books or products in their subject of interest. These lists are very simple to create and very effective at turning online traffic into commissions.

We produce Top 10 book lists at the end of the year. What's on your Top 10?

### Top Affiliate Tip

Lists of books always generate interest. We find that people who love natural history also love lists!

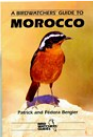
### Top ten birding books from 2010



**Birds of Europe with North Africa and the Middle East**  
 Lars Jonsson  
 Christopher Helm

Softcover | reprint under consideration | 1996[2006 reprint] | #156540 | ISBN: 0713676000  
 NHBS Price: **£16.99** | \$28/€19 approx.

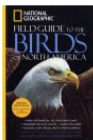
[Add To Basket](#)



**Prion Birdwatchers' Guide to Morocco**  
 Patrick Bergier and Fedora Bergier  
 Prion

Softcover | 2003 | Edition: 2 | #125756 | ISBN: 1871104092  
 NHBS Price: **£16.99** | \$28/€19 approx.

[Add To Basket](#)



**National Geographic Field Guide to the Birds of North America**  
 Edited by Jon L. Dunn and Jonathan Alderfer  
 National Geographic Society

Softcover | 2006 | Edition: 5 | #160898 | ISBN: 0792253140  
 NHBS Price: **£14.99** | \$25/€17 approx.

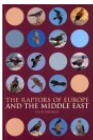
[Add To Basket](#)



**Prion Birdwatchers' Guide to the Canary Islands**  
 D Collins and AG Clarke  
 Prion

Softcover | 1996 | #46432 | ISBN: 1871104068  
 NHBS Price: **£14.99** | \$25/€17 approx.

[Add To Basket](#)



**The Raptors of Europe and the Middle East**  
*A Handbook of Field Identification*  
 Dick Forsman  
 Christopher Helm

Softcover | 1999[2007 reprint] | #167919 | ISBN: 0713688211  
 NHBS Price: **£29.99** | \$49/€34 approx.

[Add To Basket](#)

List the items with clear large images, clickable titles and add to basket buttons.