



How to Start Making Money With the WayAway Partner Program



CHECKLIST

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Getting started with a new program can seem daunting, but breaking it into smaller pieces helps. So, we've gone ahead and done that for you. Our team has created a six-step checklist filled with expert advice and recommendations that will help you quickly start earning money with the WayAway partner program!

1. Partner with WayAway

- Join Travelepayouts for free
- Create a project in Travelepayouts.
- In your project, provide a clear description of each traffic source that you plan to use to promote WayAway.
- [Join the WayAway partner program](#)

Study the WayAway program's terms and conditions carefully to ensure your traffic qualifies for the program. Travelepayouts promises brands quality traffic and we work hard to ensure that this condition is met.

2. Review Your Existing Content

- Go through your existing content to see what could fit with WayAway. Add information about WayAway to the relevant pieces of content. Use services like Google Analytics to determine which of your most popular pages could attract an audience looking for flight tickets
- Update your content to make sure the information and publication dates are up-to-date and there are no broken links
- Look for references to flights, airline tickets, and budget traveling tips in your content. Place your WayAway tools next to those references
- Consider what gaps there are to fill in and what kind of content you can create to promote the WayAway partner program

3. Create New Content That Allows You to Integrate Partner Tools

- Write a review about WayAway that highlights the program's benefits for your audience. Don't forget to include affiliate tools in the review
- Write a review about WayAway Plus, the membership service that sets WayAway apart from competitors
- Dedicate one piece of content to how WayAway can help travelers easily find cheap airline tickets for any occasion
- Whenever you create a new piece of content (for example, a destination guide or travel diary), think about how you can integrate information about WayAway into that piece of content
- Use the [WayAway Media Kit](#) from Travelepayouts experts. There, you'll find detailed information about the brand as well as useful tips for creating content about WayAway. You can use any of the passages from the Media Kit in your content

4. Integrate WayAway's Partner Tools in Your Content

- Read the [Travelepayouts free guide](#) to learn how to add tools to content and use them correctly
- Integrate partner tools. Remember that you can use multiple tools within a single piece of content

! General Tips for Using Partner Tools

- Add tools to posts and other parts of your website (e.g., the about page or resources section)
- Add tools to content in emails, eBooks, courses, and social media pages
- Encourage users to click on links, widgets, or banners. Tell them why there is a link or widget in the text and what benefits they can take advantage of by clicking on these elements

- Share information about WayAway and explain to users that you are sending them to a service that compares flight ticket fares from hundreds of agencies for free

Links

These are special links that contain your unique Partner ID. Links can lead to pages on [wayaway.io](https://www.wayaway.io) as well as search results for a specific route or ticket.

[Create a WayAway link →](#)

! Tips for Links

- Create deep links that drive users directly to the page of the offer you're promoting.
- Integrate links into the text or add them as buttons.
- Add links as one block at the end of blog articles.
- Highlight links in a bright color.
- Shorten URLs with WayAway's handy deep link generator.

Widgets

WayAway widgets and search forms are helpful, sleek, and, most importantly, customizable. You can create a widget that fits perfectly into your content. For example, flight widgets can display a specific origin, destination, and even airline

[Create a WayAway widget →](#)

! Tips for Widgets

- Customize and fill in each widget depending on the context. Users should not be left with an empty search form for flight tickets with the

expectation that they will fill it in themselves.

- Don't add widgets at the top of a page or in the sidebar. Users often don't pay attention to the sidebar and, if the widget is placed at the top of the page, users could miss it or not understand what it is for.
- Add widgets in the middle of a blog post or even further down in the text. Just avoid putting them at the very end.

Banners

Complement links and widgets with banners. For example, when writing about a destination, pair a widget and/or link with a beautiful banner depicting a famous landmark in the header as well as a call to action. Your page's look will be elevated and, even if users don't click on the banner, they'll likely remember the brand name and click on the widget in the blog post.

[Use WayAway banners →](#)

! Tips for Avoiding Ad Blocking

- Make your banner a non-standard size. The standard banner sizes are:
 - Horizontal Rectangle: 728x90, 120x90, 468x60, 234x60, 120x60, 88x31
 - Vertical Rectangle: 300x600, 160x600, 120x600, 240x400, 120x240
 - Square: 250x250, 125x125
- Don't use words such as "advertising" or "banner" in your banner name.

Promo Codes

Promo codes are effective at getting users to buy the WayAway Plus membership plan because they offer a special discount. If someone buys WayAway Plus with your promo code, you receive \$10.

Moreover, if a user goes to the WayAway website via your promo code link but ends up booking a flight ticket instead of a WayAway Plus membership plan, you

will still be given credit for the sale. Only one promo code can be active per partner.

Please note that promo codes cannot be used to promote WayAway via coupon, deal, or discount sites, or displayed through the use of a “click to display” offer code.

[Use promo codes →](#)

5. Get Your Content Out to More People

- Learn about SEO and search intent by taking our [course from industry expert Sharon Gourlay](#)
- Optimize your posts for SEO
- Promote posts with affiliate tools on social media

6. Track Results and Perform Experiments

- Track your monthly traffic in Google Analytics to determine which articles perform best
- Track the performance of affiliate tools, bookings, and earnings on the Travelpayouts dashboard
- Experiment with different tools and approaches to find the best way of reaching your audience

This may look like a lot, but trust us when we say that the reward for your efforts will be worth it. So, come join the WayAway program today to become one of the first affiliates to earn by promoting this innovative flight aggregator and its unbeatable cashback service.



The WayAway partner program is exclusively available on Travelpayouts, a digital partnership platform dedicated to all things travel. Trusted brands like WayAway, Booking.com, Tripadvisor, and GetYourGuide work together with over 300,000 bloggers and content creators around the world to bring people the best travel deals.

[Join Travelpayouts](#)