

SmartBlogger

Content Brief Example

Headline:	PeerFly: How to Make Money with This CPA Affiliate Network
Overview:	You've heard about PeerFly, but you want to learn more about it before taking the plunge. How does it work? How is it different from all the other affiliate networks? And, assuming it ticks off all your boxes, the most important question: how do I get started?
Target keyword:	peerfly
Secondary keywords:	what is peerfly, how do I apply for peerfly, cpa, cost per action, affiliate marketing, affiliate network, affiliate program, cpa based, cpa network, cpa marketing, affiliate offers, peerfly affiliate network
Searcher intent:	The searcher wants to learn more about PeerFly before joining. Searcher wants to know HOW to join. Those searching "peerfly" are looking to earn passive income with affiliate marketing and want to know if the network is a good fit for them.
Success criteria:	Ranking on Page 1 of Google for "peerfly" within 6 months.
Target influencers:	Post should include a quote from Luke at lukepeerfly.com . Email Luke after the post has gone live, and ask him to share through his, and possibly Peerfly's, various channels.
Word count:	2000-2500 words
Main takeaways:	If you're a beginner or have a small audience, PeerFly's CPA model is a good option. Actions are easier to obtain than sales, so your chances of success will be higher.
Competition:	<p>Target competitors on Google:</p> <ol style="list-style-type: none">1. PeerFly Review: 5 Reasons This Isn't Your Average Affiliate Network2. Can You Make Money With Peerfly <p>The target competitors have solid-to-high domain authority. However, they have very few backlinks from referring domains (0 and 1,</p>

	respectively).
Outline:	<ul style="list-style-type: none"> • Intro • PeerFly: Q&A <ul style="list-style-type: none"> ◦ What is PeerFly? ◦ How is PeerFly Different From Other Affiliate Networks? ◦ What is a CPA Network and How is it Different Than A Typical Affiliate Network? ◦ What are the Sign Up Requirements for PeerFly? ◦ What Affiliate Programs are Available with PeerFly ◦ What are the PeerFly Payment Methods? • How Do I Apply for PeerFly? <ul style="list-style-type: none"> ◦ Provide step-by-step instructions with screenshots • How to Make Money with PeerFly <ul style="list-style-type: none"> ◦ Show how to join 1 or 2 affiliate programs inside PeerFly (provide screenshots) • Closing
Other notes:	<ul style="list-style-type: none"> • Competitor #1 is 1,500 words. Competitor #2 is 2,300 words. Our post should be a minimum of 2,000 words, but should not exceed 2,500 words. • Competitor #1 doesn't include screenshots or graphics. Competitor #2 has a decent number of screenshots. Our post should include lots of helpful screenshots for readers. • Neither competitor discusses the process of joining PeerFly, but only at a high level. Our post should give detailed instructions (with screenshots). • Competitor #1 paints PeerFly in a positive light. Competitor #2 paints it in a mostly negative light. Our post should be fair, but the tone should be positive.

Note: On July 31, 2019, PeerFly closed its affiliate marketing network. This content brief was written a few months prior to [their announcement](#). The information contained in this brief is no longer accurate or relevant. It is to be used for informational purposes only.