

## NAKED LINK IMPLEMENTATION

### INTRODUCTION

Naked Link Technology (NLT) is patented by LinkConnector and exclusively available to LinkConnector merchants in providing an alternative linking method with their affiliate partners. This linking method allows for users to link directly from an affiliate site (e.g., blog site) to a merchant site without any redirect through the LinkConnector network, therein facilitating tracking via links void of any parameters—clear, naked links directly to a merchant site. This direct linking technology helps to compliment a merchant's search engine optimization (SEO) efforts while also providing affiliates with transparent linking capability.

### TECHNICAL IMPLEMENTATION

The technical requirements for deploying NLT require a merchant to place a snippet of JavaScript code within the body of each landing page where affiliates will be directing traffic. This is a referrer-based tracking solution—each time a user clicks through to the respective merchant landing page, the NLT code will communicate with LC to determine from where the traffic came; it will look for the approved referring affiliate site (e.g., www.bloggersite.com). The NLT script will then write a cookie associating that click with the referring affiliate site.

LinkConnector provides a server-side and client-side scripting option for implementation. Given the ease of execution, the client-side scripting option is commonly preferred by merchants.

Client-side scripting requires merchants to place JavaScript within the body of selected merchant landing pages. To prevent dilution of the SEO benefit of this technology, we encourage merchants not to place this on every landing page but rather to choose certain pages for which they would like to optimize.

LinkConnector utilizes extensive caching to reduce the time it takes for an NLT call to be processed by our servers. Here is an example of this client-side code:

```
<script type="text/javascript"  
src="http://www.linkconnector.com/member/JS/traffic_link_client.php?mid=11111&cid=1111"></sc  
ript>
```

Alternatively, LinkConnector's server-side scripting option would require implementation on a merchant's server; no code would be needed on merchant landing pages (completely transparent). This option does not have the ease of execution as that of client-side as it would require deeper integration. LinkConnector provides an up-to-date PHP solution for merchants interested in server-side implementation. Although this solution is in PHP, it can be used as guide for merchants to code something equivalent in ASP.

### MERCHANT AND AFFILIATE BENEFITS

While this technology has many benefits, it is certainly not meant to replace the current Standard linking method that exists in a typical affiliate marketing campaign, but instead acts as an alternative.

LinkConnector's patented Naked Link technology offers merchants the ability to run an affiliate program transparently in a manner that compliments their SEO efforts. NLT eliminates potential affiliate coding errors given that the affiliate link no longer depends on the affiliate copying their code properly into the query string.

Naked Links better enable affiliates to promote merchants in a more editorial manner, aligning nicely with content affiliate sites. Armed with query-free outbound links, a Naked Link campaign helps affiliates improve their standing as an authority site and fosters increased click-through rates.

Merchants are encouraged to reward affiliates with a higher payout (versus that with their Standard campaign) to offset any tracking limitations as a result of the referrer-based tracking and also reward the added SEO value.