Beginner Friendly Affiliate Website Setup Checklist

Printable checklist   Updated February 2026

Foundation

- ☐ Choose your niche and write a one sentence site promise
- ☐ Pick a domain name
- ☐ Set up hosting and install WordPress
- ☐ Turn on SSL so your site uses https
- ☐ Set WordPress basics: site title, timezone, and permalinks set to Post name

Pages every affiliate site needs

- ☐ About page
- ☐ Start Here page
- ☐ Contact page
- ☐ Privacy Policy page
- ☐ Affiliate Disclosure page
- ☐ Terms of Use page

Structure

- ☐ Choose a lightweight theme
- ☐ Create your main menu
- ☐ Set 3 to 6 categories
- ☐ Create a simple homepage plan

Tools

- ☐ SEO plugin installed and configured
- ☐ Speed and caching set up
- ☐ Image compression enabled
- ☐ Backups enabled
- ☐ Basic security: strong passwords, updates, and login protection

Tracking

- ☐ Google Analytics connected
- ☐ Google Search Console connected
- ☐ Link management plan for affiliate links
- ☐ Email list set up (optional)

Content and launch

- ☐ First 5 to 10 posts mapped
- ☐ Internal links added in every post
- ☐ Mobile check complete
- ☐ Speed check complete
- ☐ Disclosures added to posts that include affiliate links
- ☐ Ready to share

Tip: Keep this simple. Your goal is a clear, fast site that feels trustworthy.