

AG23

WELCOME TO YORK

19TH MAY 23

Affiliate Gathering

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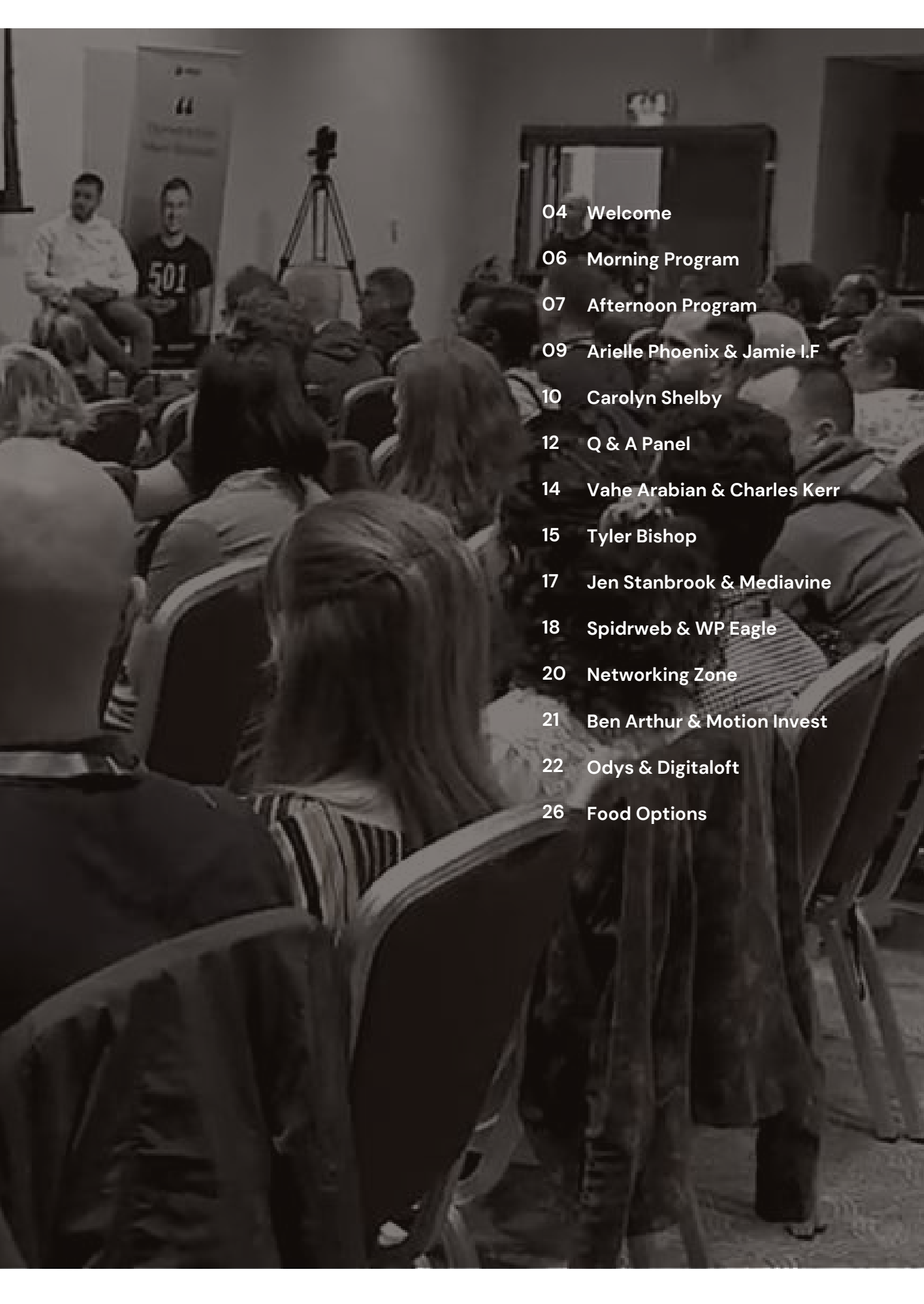
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Single script consent
management

- 
- 04 Welcome
- 06 Morning Program
- 07 Afternoon Program
- 09 Arielle Phoenix & Jamie I.F
- 10 Carolyn Shelby
- 12 Q & A Panel
- 14 Vahe Arabian & Charles Kerr
- 15 Tyler Bishop
- 17 Jen Stanbrook & Mediavine
- 18 Spidrweb & WP Eagle
- 20 Networking Zone
- 21 Ben Arthur & Motion Invest
- 22 Odys & Digitaloft
- 26 Food Options

A man with a shaved head, wearing a black t-shirt, is shown in profile from the chest up, speaking at a podium. Behind him is a large projection screen displaying a close-up of a smiling man's face. To the left of the man, a blue banner with orange text is partially visible.

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ering
EXP022

CARL

Carl Broadbent

Full-time Blogger
Founder & Host of Affiliate
Gathering

carlbroadbent.com

4 | Welcome

Last year saw the first Affiliate Gathering in York and I was blown away by how lovely and warm the affiliate community is! It was so great putting faces to the names I have chatted to online and to meet up with friends I have known for years but never met in person. When I started this project my primary goal was to bring together the affiliate community to help each other grow, through making new connections, learning from

experts on the day and by generally sharing of knowledge. I was so pleased to see from feedback and chatting with people that affiliate gathering achieved just that. With the ever changing world of affiliate marketing now more than ever I can see the importance of connecting. I hope you have a fab day and enjoy the improvements we made after taking onboard the feedback from 2022. Cheers!

www.affiliategathering.com


Unlimited Coffee and Tea

Thanks



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	MAIN STAGE	WORKSHOP 1	WORKSHOP 2	EZOIC WORKSHOP	NETWORKING ZONE
9.30am				<u>Ezoic</u> 9:30 am – 10:00 am Using AI to Accelerate Your Video Strategy (pre bookings get priority)	
10.00am	<u>Arielle Phoenix</u> 10:00 am – 10:20 am Growth Hacking With AI				Let's Talk Shop 10am – 11am
10.30am	<u>Jamie I.F</u> 10:30 am – 10:50 am So you've made your first \$1,000.. Here's how you scale it to \$10K+/mo and beyond	<u>Jen Stanbrook</u> 10:30 am – 11:00 am The 5 Essentials of Pinterest Marketing in 2023			
11.00am			<u>Ben Arthur</u> 11:00 am – 11:30 am Why 96.5% Of YouTube Channels Fail (And How You Can Make It)	<u>Ezoic</u> 11:00 am – 11:30 am Using AI to Accelerate Your Video Strategy (pre bookings get priority)	Backlinks 11am – 12pm
11.30am		<u>Mediavine</u> 11:30 am – 12:00 pm Future-Proof Your Business With Mediavine			
12.00pm	<u>Carolyn Shelby</u> 12:00 pm – 12:20 pm How to Thrive in Affiliate Marketing: Navigating the Ever-Changing Landscape of SEO				
12.30pm			<u>Motion Invest</u> 12:30 pm – 1:00 pm Buy vs Build a Website and 3 Ways Purchasers are Seeing Huge Increases in Earnings	<u>Ezoic</u> 11:00 am – 11:30 am Using AI to Accelerate Your Video Strategy (pre bookings get priority)	YouTube & Video Content 12:30pm – 1:30pm

	MAIN STAGE	WORKSHOP 1	WORKSHOP 2	EZOIC WORKSHOP	NETWORKING ZONE
1.30pm	Panel Q & A 1:30 pm – 2:15 pm Ask our experts your questions				Let's Talk Shop 1.30 – 2.30
2.00pm					
2.30pm	Vahe Arabian 2:30 pm – 2:50 pm Content re-usage and testing for better conversions and outcomes		Odys 2:30 pm – 3:00 pm How to maximize the potential of aged domains		AI 2.30 – 3.30
3.00pm	Charles Kerr 3:00 pm – 3:20 pm Niche Websites & Video: Assembling a Repurposing Machine	WP Eagle & Spidrweb 3:00 pm – 3:30 pm Tips and tricks for optimizing your website theme to maximise your revenue			
3.30pm			Digitaloft 3:30 pm – 4:00 pm Digital PR for Niche Sites: How to Consistently Earn Links from the Press		
4.00pm	Tyler Bishop 4:00 pm – 4:30 pm Publishing on the Cutting Edge without Falling Off				
4.30pm					

Commission Rates

We charge \$0 to list your site on our marketplace. We only receive commission once your site has been sold.
The commission % depends on the sale price of the site you are selling with us!

20% Under \$20,000	15% \$20,000 - \$50,000	10% \$50,000 - \$100,000	7% \$100,000 - \$500,000	5% Over \$500,000
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Co-Founders



Kelley Van Boxmeer



Jon Gillham



Spencer Haws

Benefits of Buying a Site with Us



We offer a wide range of content sites for sale at prices ranging from \$800 to \$1 million+.



Our sites are listed at fair market value, so you won't overpay or get caught up in bidding wars.



All of the sites we sell are profitable, allowing you to start generating income from month one.



Our transfer team will assist you with the migration of the site from the seller to you.



Our unique dutch auction system ensures that the price of the site decreases every two days until it sells or hits a reserve price.

Benefits of Selling a Site with Us



Our marketplace boasts a large pool of active buyers for all price points of content sites.



Listings on our marketplace have an average sale time of just 12 days.



Our transfer team will handle everything for you when it comes to migrating the site to the buyer.



You only need to provide 20 days of support to the buyer, making the process easy for you.



There's no listing fee, and our success fee is just 5-20% based on the sale price of the site, making it a cost-effective way to sell your site quickly and hassle-free.

Scan QR Code to Get a **FREE Site Valuation**



10.00am – 10.20am – Main Stage

Growth Hacking With AI

Join Arielle as she discusses scaling your website using AI and its many use cases. She will also cover creating systems and outsourcing.

Arielle Phoenix is a content creator and entrepreneur scaling a portfolio of websites. She is passionate about learning and on her journey, hopes to teach as many people all of the tips and tricks she learns about creating multiple income streams and crafting a life on their own terms.



Arielle Phoenix

10.30am – 10.50am – Main Stage

So you've made your first \$1,000 from your site...Here's how you scale it to \$10K+/mo and beyond

For anyone who has begun to make money from their niche sites, here are the strategies you can use to optimise, improve, and propel growth to become a million dollar brand.

Jamie has built a £1-£2million value niche site portfolio since graduating from uni around 3 years ago – starting from a £100 investment in cheap hosting back in 2019. His portfolio of sites now make over \$40,000 per month and recently hit around \$55,000 in November 2022 – he mostly focuses on affiliate keywords, though we still make around \$16,000/month from display ads.



Jamie I.F

12.00pm – 12.20pm – Main Stage

How to Thrive in Affiliate Marketing: Navigating the Ever-Changing Landscape of SEO

In this presentation, we will explore the current state of SEO and how it applies to affiliate marketers. We will dive into the ever-changing landscape of search engines and discuss the latest trends, tactics, and best practices for optimizing your website and content to rank higher in search results.

By the end of this presentation, you will have a solid understanding of the current state of SEO and how to apply it to your affiliate marketing business. You'll leave with actionable insights and practical tips that you can implement right away to start driving more traffic and generating more revenue.



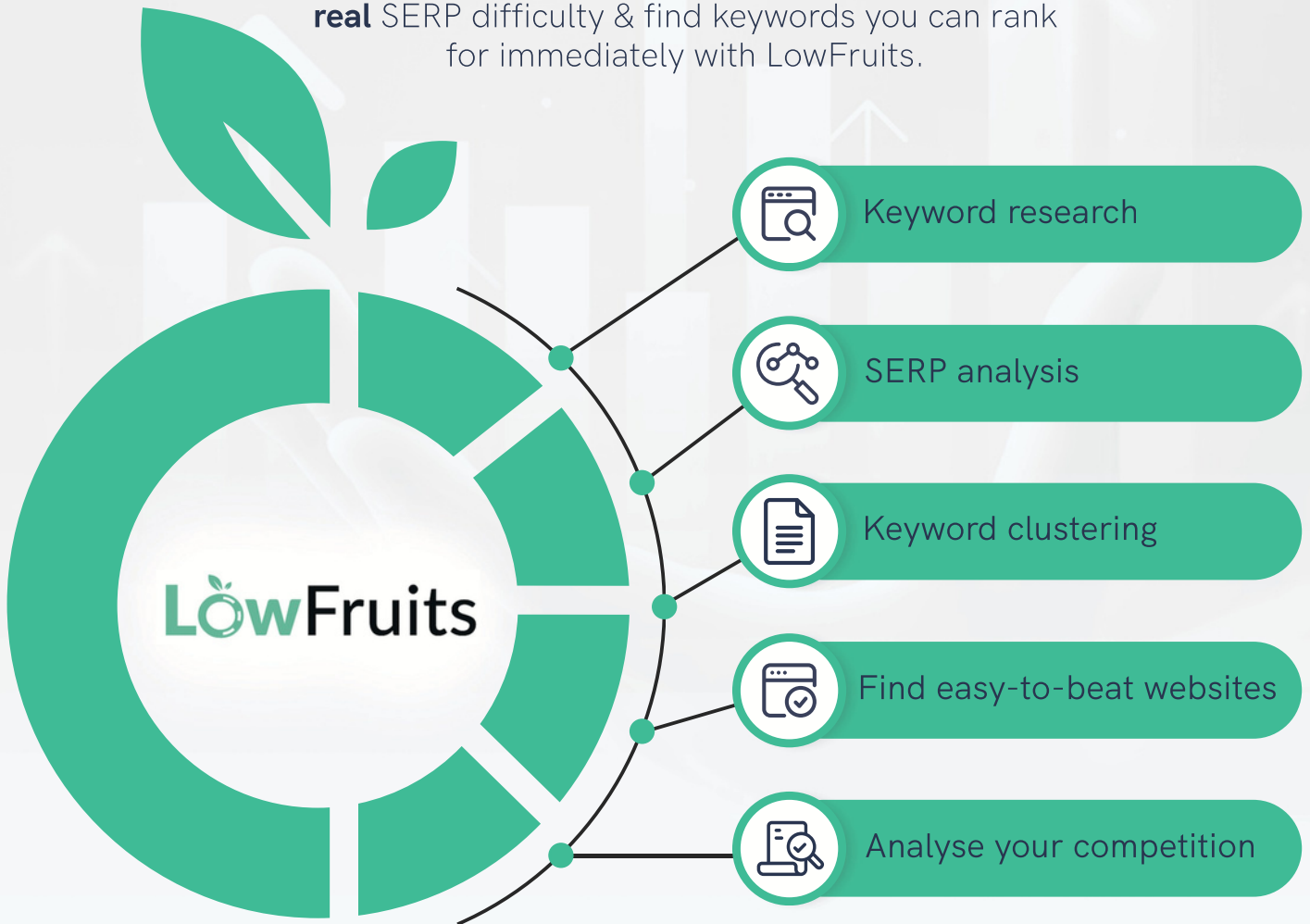
Carolyn Shelby

CAROLYN IS
ALSO JOINING
OUR Q & A PANEL

Carolyn Shelby was the co-founder of an Internet Service Provider in 1994, when the web was very new and there were few businesses with sites. After a successful exit, she worked for the Tribune Company as the Director of SEO for their daily newspapers including the Chicago Tribune, the LA Times, and the NY Daily News. Most recently, she was the lead SEO on the ESPN domestic and global network at Disney. Carolyn is currently the Head of SEO for sports betting properties PickDawgz.com and SCPBetting.com, she also operates a boutique SEO agency.

ARE YOU STILL ANALYSING SERPS **ONE BY ONE?**

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- ✓ Top competitors
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Find converting keywords

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- ✓ Intent filtering

Smarter clustering

- ✓ Clusters to group keywords
- ✓ Avoid cannibalisation

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AFFILIATEGATHERING *

*Valid until May 31, 2023.



Kasra Dash

SEO Expert

Kasra is a well-experienced SEO/ Business owner, and his team have scaled out 650 websites, 18 gambling affiliate websites and 12 casino sites.



Jason Mills

Founder The Affiliate School

Jason owns a portfolio of niche sites that has a combined market value of over £1 million. With his roots lying in teaching, he also runs The Affiliate School YouTube channel.



Carolyn Shelby

SEO Expert

Carolyn has worked with Chicago Tribune, the LA Times, and the NY Daily News. Most recently, she was the lead SEO on the ESPN domestic and global network at Disney.



Jen Stanbrook

Blogger & Pinterest Marketer

Jen Stanbrook is a digital entrepreneur and content creator, running the top UK home interiors blog, Love Chic Living for over 10 years. Jen is also a Pinterest Marketing Strategist.



Greg Preece

YouTuber & YouTube Strategist

Greg gets entrepreneurs more sales on YouTube by creating content strategies that grow their YouTube channels faster and save them time..

In this session we will open the floor to the audience in the hall to ask some of them burning questions.

Free H2O

Thanks



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sustainable
businesses



We offer full-service ad management for your website, so you can focus on what you do best: Creating awesome content that converts. We'll run your ads while optimizing your reader experience, speed and SEO.

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2.30pm – 2.50pm – Main Stage

Content re-usage and testing for better conversions and outcomes

Join Vahe as he deep dives into how you can reuse your content to create better outcomes and conversions and most importantly how to test your changes to get the best results.

Vahe is the founder of State of Digital Publishing. Like other publishers, he works in the trenches to build and grow content and media properties. He also creates insights, resources and a community that fosters knowledge sharing and industry collaboration. He's a 15 year veteran SEO and content strategist for publishers and an explorer of digital media and technology trends.



Vahe Arabian

3.00pm – 3.20pm– Main Stage

Niche Websites & Video: Assembling a Repurposing Machine

In this session, Charles will discuss the power of repurposing and the opportunity for creating video content. The main objective is to help niche site entrepreneurs understand the value of their existing content and how, through creating video and a strong repurposing process, they can boost engagement and further diversify their income streams.

Charles is a Strategic Partner Manager at YouTube who manages tech, gaming and business creators. He's a thought leader in the creator economy and his goal is to educate the public about the rise of the creator economy and its potential.



Charles Kerr

4.00pm – 4.30pm – Main Stage

Publishing on the Cutting Edge without Falling Off

Tyler Bishop, CMO of Ezoic, will be presenting on the future of digital publishing, including practical tips and predictions on where publishing is heading. Learn about how to be an innovative, forward-thinking publisher while remaining practical.



Tyler Bishop

Tyler is an award-winning marketer that was featured on the cover of the September 15' STL Biz Journal for his unique approaches to digital marketing and was included in the publications 30 Under 30 the same year. Tyler is currently a 2019 member of the Forbes Communication Council, the host of Pubtelligence (digital publishing events held at Google offices around the world). Considered a digital publishing industry influencer and "professional expert" by his peers, Tyler has had articles featured in some of the world's top publications regarding marketing, business, psychology, and even pop culture. He's served as a marketing expert for startup boards and has been Ezoic's head of marketing since late 2016.

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A fully managed
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Never worry about
your site again.



Develop

Full theme and
plugin coded just for
you. The only
limitation is your
imagination.



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designed from the
ground up. No more
bloated page
builders

Spidrweb already help many affiliate marketers around the world with a full stack of services including hosting, design, email, backup solutions, server support as well as business support services & book-keeping.

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Jen is also
on our
Q & A Panel

10.30am – 11.00am – Workshop 1

The 5 Essentials of Pinterest Marketing in 2023

Pinterest is a powerful yet misunderstood marketing tool that can STILL drive traffic to your site. Pinterest marketing strategist Jen Stanbrook has 1 million Pinterest followers and over 40k Pinterest referrals every month. In this information packed workshop you'll learn the 5 essentials of good Pinterest marketing, including account setup, pin design best practices and long-term sustainable pinning strategies.

Join Jen to learn everything you've ever needed to know to bring Pinterest into your marketing toolkit. You'll wonder why you've never tried Pinterest before!

Jen Stanbrook is a digital entrepreneur and content creator, running the top UK home interiors blog, Love Chic Living for over 10 years. Jen is also a Pinterest Marketing Strategist. She has over 1 million Pinterest followers.



Jen Stanbrook



Mediavine

11.30am – 12.00pm – Workshop 1

Future-Proof Your Business With Mediavine

In this action-packed, hands-on workshop, the Mediavine team will be sharing strategies for maximizing your ad revenue alongside your affiliate content, plus teaching you how to leverage techniques and tools to turn one-time site visitors into SUPERFANS. Because we're not about just making it through 2023. We're here to thrive and GROW, this year and into the future.

Heather Tullos is the Senior VP of Support & Customer Success at Mediavine and author of the food blog Sugar Dish Me. She's been optimizing sites since before Mediavine had health checks. Jenny Guy VP of Marketing and Communications at mediavine, she hosts Mediavine's Teal Talk and Summer of Live.

3.00pm – 3.30pm – Workshop 1

Tips and tricks for optimizing your website theme to maximise your revenue

WPEagle and Phil from Spidrweb will be delivering a workshop session on Popcorn Theme.

This session is designed for affiliate marketers who are looking to boost their revenue using WordPress.

We will focus on Popcorn Theme's marketing blocks which are built in.

Popcorn Theme is a powerful and flexible theme specifically designed for affiliate marketers. Learn how to set up the theme, as well as how to customize it to suit your specific needs.

We will also cover some tips and tricks for optimizing the theme for affiliate marketing and maximizing your revenue.



WP Eagle

Alex Cooper also known as WP Eagle Co-Founder of the popular WordPress theme POPCORN. Alex doesn't consider himself to be an expert, but he loves sharing his experiences and ideas with others on YouTube. Alex's most successful venture to date was when he shared a case study of an amazon affiliate website that sold for over \$70,000.



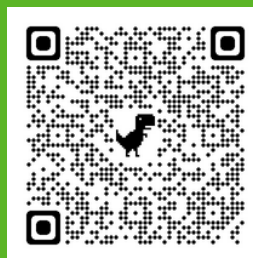
Ezoic Workshop Room

Humix & Flickify – Using AI to Accelerate Your Video Strategy

Creating video content has never been more important; including video has been shown to increase publisher revenue by up to 49%. You may feel daunted by starting or developing your video strategy, but it doesn't have to be a mystery or an arduous task. Artificial intelligence makes getting video content on your website—increasing engagement and earning revenue—simpler and more effective than ever. Join Ezoic team members and learn how to use artificial intelligence, including products like Humix and Flickify, to accelerate your video strategy.



Join the Ezoic team in this interactive workshop. Pre bookings get priority however their may be **LIMITED** drop in seats. Check availability here:



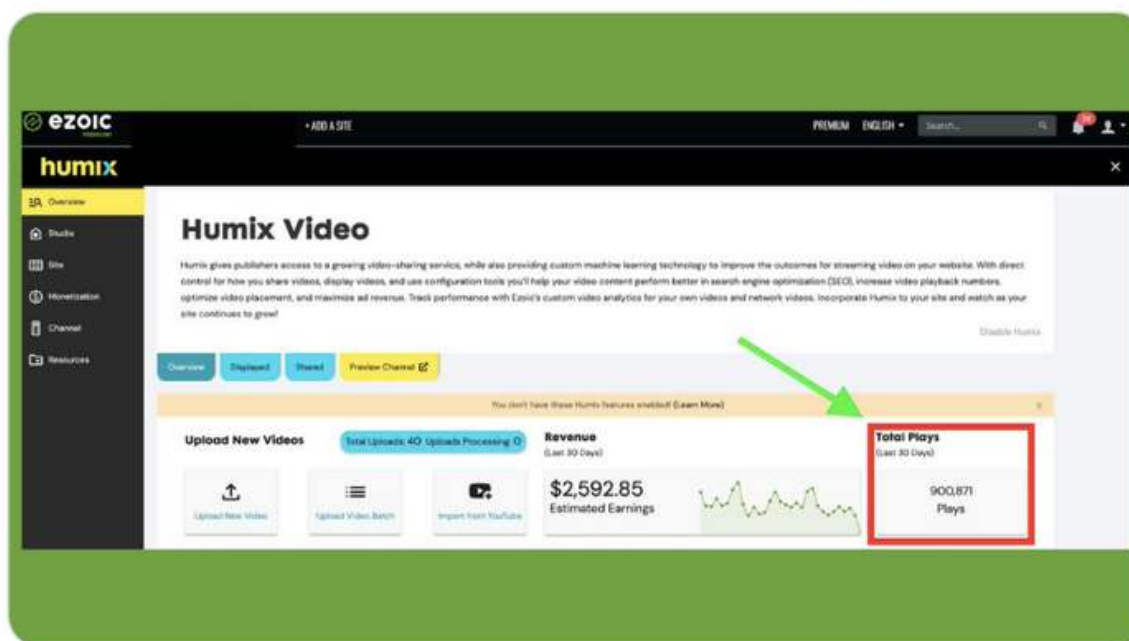
9.30am & 11.00am & 12.30pm



Mike (Niche Twins) ✓
@NicheDown

So Ezoic added a video platform/network called Humix this year, and I was just poking around in it this AM... my site has done nearly 1MM plays in the last 30 days

If you're using Ezoic, here's a quick intro to Humix...[#sponsored](#)



*Every Ezoic workshop session throughout the day is the same content—there is no reason to attend multiple sessions.

NETWORKING ZONE

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Come join us for a general chat or to one of the
themed hours

Timings

10.00am – 11.00am

Let's Talk Shop

11.00am – 12.00pm

Let's Talk Backlinks

12.30pm – 1.30pm

Let's Talk Youtube/Video Content

1.30pm – 2.30pm

Let's Talk Shop

2.30pm – 3.30pm

Let's Talk AI

11.00am – 11.30am – Workshop 2

Why 96.5% Of YouTube Channels Fail (And How You Can Make It)

Having been a content creator since 2015, Ben has experienced first-hand the biggest obstacles creators face on video-first social media. Over the years, he's developed numerous strategies to overcome these challenges and organically reach over a million people every month.

In his talk, Ben will discuss:

- Why some YouTubers succeed while most fail
- Why your videos may be performing poorly
- How to create good YouTube videos
- YouTube monetisation
- The YouTube algorithm
- Beginner equipment
- Common misconceptions and mistakes

Ben is an online video expert whose YouTube channels have surpassed 50 million organic views.



Ben Arthur



Motion Invest

12.30pm – 1.00pm – Workshop 2

Buy vs Build a Website and 3 Ways Purchasers are Seeing Huge Increases in Earnings

Buy vs Build... when is it the right decision to build a website from scratch vs buy an existing one?

Building a website from scratch can be daunting and time-consuming but it is your own creation, you learn a lot and the costs can be lower. Buying a website can be a faster path to achieving your goals, a better use for your time but potentially higher risk.

We will explore the pro's and con's of each and the 3 strategies the best purchasers of websites are using to massively grow a site's earnings.

The 3 Strategies I Will Cover...

1. Monetization – Adsense to Ezoic or other
2. Content Bomb – Dropping a MONSTER content bomb on a site to achieve topical dominance
3. Monetization – Display to others... ecommerce, affiliate etc

Jon Gillham, Co-Founder of Motion Invest, started building websites while working as an Oil and Gas Engineer. He has successfully bought and exited both online and offline businesses in the six and seven figure range.

2.30pm – 3.00pm – Workshop 2

How to maximize the potential of aged domains

Alex Drew, Odys Global CEO and Co-Founder, welcomes everyone to his workshop focused on the benefits embedded in aged domains for affiliates.

Among other things, you'll find out how to perform your own due diligence and use aged domains for site building, 301 redirects, and even starting a business. All use cases will be accompanied with real-life projects executed by Odys members.

Alex will also share some of his most effective tips and tricks for maximizing the aged domain potential. You're free to ask anything regarding domains, niche sites, affiliate marketing, and what-not after the workshop.

Alex Drew has been in the domaining business for over 15 years, not only growing as a specialist but rather becoming a driving force behind some of the intrinsic factors in the field.



Odys



Digitaloft

3.30pm – 4.00pm – Workshop 2

Digital PR for Niche Sites: How to Consistently Earn Links from the Press

What if you could consistently earn relevant and authoritative links from the press each and every month? We're talking DR70+ links from top publications.

Earning links from the press is a proven way to catapult your rankings up the SERPs, whilst also building a moat that your competitors likely won't; a brand.

In this workshop, Digitaloft's MD & Founder, James Brockbank, will walk you through a proven framework and various digital PR tactics that you can use to earn links from the press for your niche site, ensuring you walk away with actionable ideas to try out for yourself.

James is MD and founder of Digitaloft, a specialist content-led search agency and founder of The Family Vacation Guide (a niche travel site that grew from 0 to 400k monthly sessions in less than a year).

OFFICIAL *Afterparty*



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6.30PM ONWARDS 19TH MAY
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Guaranteed availability. Multiple payment options. Fast ownership transfer.

No Trademarks

Shop safely, build for the long term. You're not infringing anyone's trademark.

Built-in SEO

Google-indexed. Authority links. Increased crawl budget. Brand traffic.

Zero Risks

Exchange guarantee. Sell-back guarantee.

odys.global

Request access >



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**Affiliate
Gathering**

Kickstart Your Website

with Domains that Aged Well

Handpicked Domains,
Mentors, Services & Tools
in One Marketplace

Recommended by

Carl Broadbent Authority Hacker
Diggity Marketing The Website Flip

Buy Domains

Odys domains speak of quality and authority, which translate into results. 15+ years of SEO/domaining have taught us how to select the finest. And we provide 24/7 assistance, every step of the way.

- Guaranteed due diligence
- Vetted by SEO experts
- Ever-growing inventory (1k+ domains, 50+ industries)
- Prices from \$300 to \$3,000,000
- Domain selection assistance
- Payment plans

Action Plan, Mentorship

- In-depth strategies
- Video blueprints
- 1:1 mentorship

All the Extra Services You're Looking for in One Single Marketplace

- Fully managed hosting
- Website building
- Web design
- Logo/Brand creation
- Topic clusters
- 301 redirect services

Sell Domains

Your unused domains may be worth lots of money. Submit them for review and we'll list the qualifying ones in our marketplace for sale. We have hungry buyers waiting.

- Fast sale
- Targeted audience
- No listing fees
- High visibility
- Domain appraisal
- Ongoing assistance

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Valuable insights, inspiring stories, and expert tips on building successful brands and businesses.

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WHILE IN YORK

FOOD OPTIONS



OUR FOOD & DRINK MAP

If your looking for a quick bite to eat during the event the railway station has a wide selection of coffee shops and a small supermarket where you can pick up sandwiches and pastries. Quick access from the back door direct to station. The hotel also has Chapter House bar serving bar food.



Chapter House

Located in the Principal offering bar food, burgers & salads

£ £



Burger King

Located in the train station fast food Burgers & Fries

£



Event Bar

There will be a range of pre-packed sandwiches on the bar

£



The Punch Bowl

Wetherspoons pub-grub about 10 min walk

£



Bettys Tea Room

Famous for afternoon tea about 10 minutes walk

£ £



Shambles Market

Street food selection 15 minute walk

£

If you're staying for an evening meal after the event feel free to ask any of the team members for recommendations.

CONTACTS MADE

WEBSITES TO CHECK OUT

TO DO

INSPIRATION