

TIKTOK → LINK-IN-BIO → WEBSITE FLOW

This flow protects beginners from:

Account bans

Broken links

Lost trust

Platform dependency

TikTok brings attention. Your website builds the business.

OVERVIEW: THE SAFE AFFILIATE FLOW

TikTok



Link-in-Bio Page



Your Website / Landing Page



Affiliate Product

No shortcuts. No direct-to-bank nonsense.

STAGE 1: TikTok (Traffic Only)

What TikTok's Job Is

Introduce you

Build trust

Start the conversation

What TikTok Is Not

Your business

Your income source

A safe place for everything

Best practice on TikTok:

Educational videos

Clear niche

Calm, honest tone

No income claims

No pressure CTAs

Safe CTA examples:

“More info in my bio”

“I’ve linked the details if it helps”

“This explains it better on my site”

STAGE 2: Link-in-Bio Page (Traffic Controller)

This page acts as a buffer between TikTok and your business.

What a Beginner Link-in-Bio Page Should Contain

- Short intro (who you help)
- 1–3 clear links only
- One main action
- No clutter
- Clear wording

Example layout:

“Start Here”

“Free Beginner Guide” (optional)

“Recommended Tools”

Fewer links = more clarity.

STAGE 3: Website or Landing Page (The Business)

This is non-negotiable.

Why Beginners Need a Website

Accounts get banned

Links break

Platforms change

Trust requires transparency

Your website is:

✓ Ownership

✓ Stability

✓ Compliance

✓ Credibility

MINIMUM WEBSITE PAGES (PLAIN ENGLISH)

Every beginner affiliate site should have:

1. Home / Start Here Page

Who you help

What you help with

What to do next

2. Affiliate Disclosure

Clear statement you earn commissions

Plain English

No legal waffle

3. Privacy Policy

Required for links & tracking

Basic is fine

4. Contact Page

Even a simple form or email

Simple ≠ unprofessional

Hidden ≠ clever

STAGE 4: Where Affiliate Links Live (IMPORTANT)

Affiliate links should live:

On your website

Inside helpful content

With clear disclosure

They should not live:

Randomly in TikTok comments

Hidden in profiles

Behind misleading hooks

Best placement:

Blog post

Resource page

“Tools I Use” page

TRUST-FIRST PAGE STRUCTURE (BEGINNER TEMPLATE)

Every affiliate page should answer:

What is this?

Who is it for?

Who is it not for?

What problem does it solve?

Why do I recommend it?

Clear disclosure

Optional link

If you skip any of these — trust drops.

COMMON BEGINNER MISTAKES (AVOID THESE)

✗ TikTok → raw affiliate link

✗ Too many links

✗ No disclosure

✗ Over-selling

✗ “Just click my bio” with no context

Confusion kills conversions.

GOLDEN RULE OF THE FLOW

Your audience should always know:

Where they are

Why they're there

What happens next

If they don't — simplify.