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Introduction

Protecting your product download pages from unauthorized access is a major concern to info product merchants who want to ensure that only paying customers are able to download their material.

After all, with customers sharing download links and prying eyes attempting to gain access to products for free, it's a valid concern and one that you should address early on, so that you can retain the value of your product and avoid lost sales.

While it's next to impossible to prevent sharing entirely, there are things that you can do to minimize the chances of someone openly distributing your product.

You want to close up leaked pages, and make it difficult for non-paying customers to access the products that you've worked hard to create. To do this, you want to avoid some of the most common mistakes that new info product developers make and add a layer of security to your product delivery system.

Let's take a look at just a few easy ways that you can protect your products download page making sure that you minimize unauthorized sharing and distribution.

Protecting Your Product With ClickBank

ClickBank offers the opportunity to add a layer of protection to your product's download page by customizing your account settings, primarily by adding in what is referred to as a “**secret key**”.

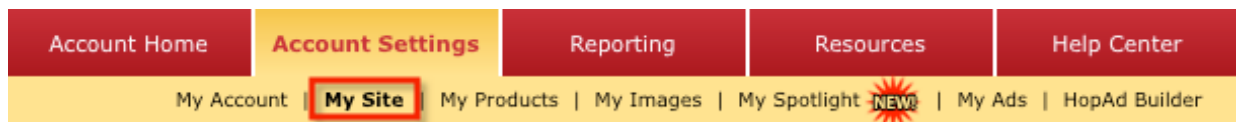
When a customer purchases your product, several important values are then passed along to your download page, including the ClickBank receipt number, the (epoch) time of the order, the ClickBank item number as well as the ClickBank proof of purchase value.

You will use this secret key when using third party product protection tools as well, so it's important that you set this up within your account so that you can configure your download page to work with these protection utilities.

By default, your ClickBank account isn't set up to use the secret key option, however it's exceptionally easy to set up.

Here is how to do it:

- 1) Log into your account at <http://www.ClickBank.com>
- 2) Click on “**Account Settings**” from the top navigation menu.
- 3) Click on “**My Site**” from the Account Settings menu as shown below:



4) Scroll down until you see the “**Advanced Tools**” box. Click “Edit”.

5) Set your secret key to something that is difficult for people to guess. Consider combining numbers and letters together to create a secure key.

6) Write down your secret key and store it somewhere safe on your computer. Save your changes and close the window.

It is worth mentioning that according to ClickBank.com, less than 2% of registered ClickBank vendors use a Secret Key. However, for sales on any given day, over 50% of the sites that makes a sale use a Secret Key. The lesson here is that the most successful ClickBank vendors protect their product

using the ClickBank Secret Key and CBPOP.

Once you have enabled your security key, ClickBank will then encrypt the receipt, time of purchase, item number using the secret key you have specified.

This will help protect your product from prying eyes, although there is still one major concern. Those who have purchased your product will still be able to provide access to non-paying customers simply by sharing the download link once it's been sent to them by the ClickBank system.

Simple Ways To Protect Your Product

There are a number of additional things you can do to eliminate download link sharing and restrict access only to paid customers.

Use A Robots Text File

Robots text files can help prevent search engines from indexing your thank you page or download page URL so that it is not visible within the major search engines.

All you need to do is add the following code to the head element **<HEAD>** of your download page and it will prevent robots and search engine spiders from crawling and indexing your page:

META name="robots" content="noindex, nofollow"

You should also consider renaming your thank you page to something that would be difficult to guess, such as combining a series of numbers and letters together (example: thank5687you0doe-1.html).

There is also software available that will instantly add protection to your product's download page ensuring that only authorized customers can access it, including:

DL Guard

<http://www.DLGuard.com>

DL Guard not only protects ClickBank download pages but offers enhanced options for creating protected member areas on your website. When a customer purchases, DLGuard creates a unique download link that expires at a time interval you choose, protecting you against link sharing.

Easy Click Guard

<http://www.EasyClickGuard.com>

Easy Click Guard offers advanced protection and extended features that help minimize refunds, including the ability to offer bonuses after X number of days. Very easy to set up and configure and affordably priced.

Master Shopper

<http://www.willmaster.com/software/>

Master Shopper makes it easy to use the "Secret Key" method of ClickBank purchase authentication and to use temporary download links for your products.

When configuring software to protect your download pages, always make sure that you thoroughly test out the system by making a test purchase. You want to make sure that paying customers will be given instant access to the product they have purchased.

You should also provide a contact form, or email address on your download

page in the event that your customer has difficulty accessing their product.

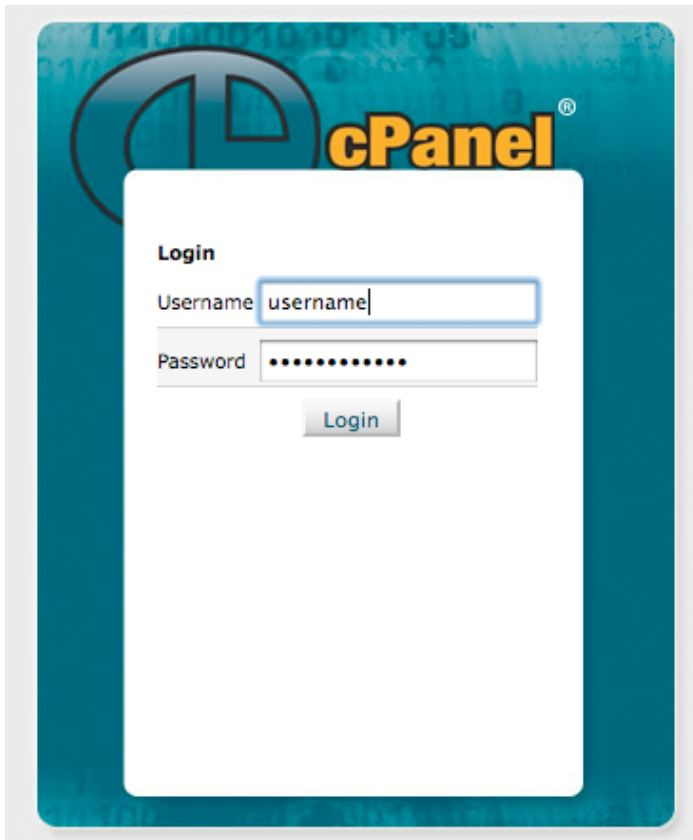
Make sure that you take action in protecting your work. Securing your download page will help you maximize your income by decreasing the chance that your product will be freely distributed.

Protecting Your Products With Secured Directories

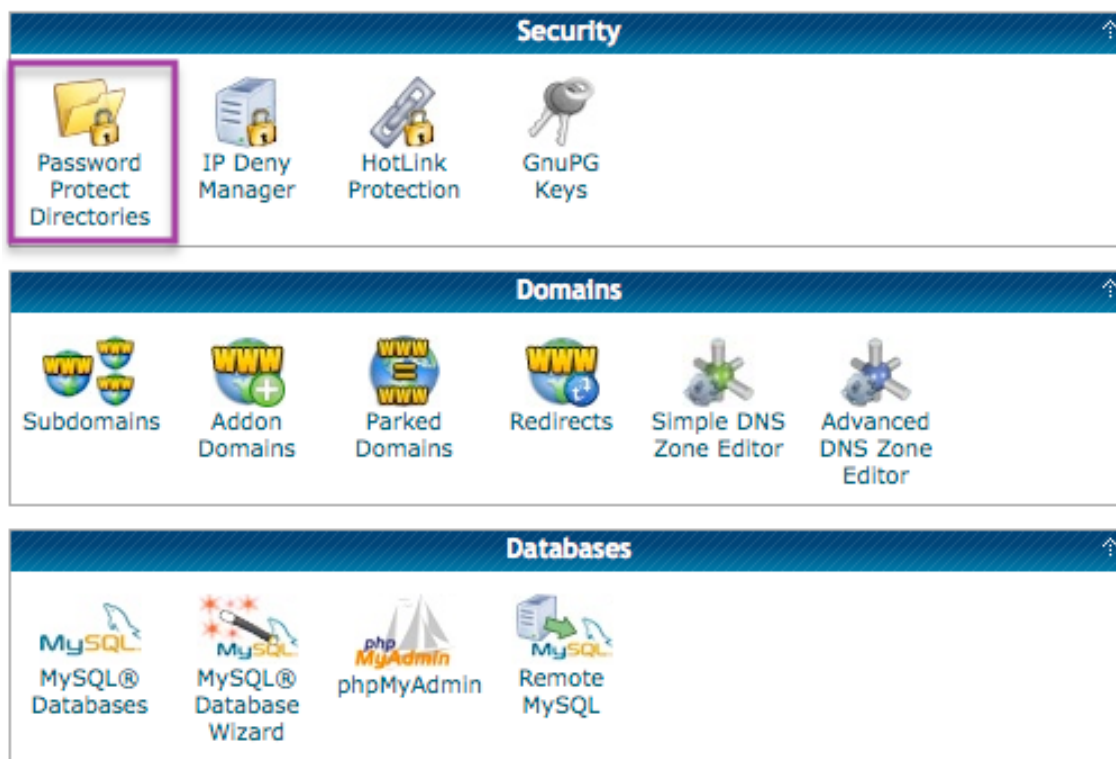
One easy way of preventing unauthorized access to your products download pages is to place the download page inside of a password protected directory, and then provide the username and password to each individual paid customer.

Setting up a secure directory is very simple, and can be done directly from within your cPanel hosting account.

To begin, log into cPanel (where you host your website). Typically, the cPanel login page will look something like this:



You will reach your main cPanel administration panel. Look for the “Security” box where you will find “Password Protect Directories” as shown below. Click this icon.



Choose the directory that you wish to protect.

Note: You MUST create the folder within your FTP first. For example, if you want your product download page to be www.your-domain.com/Customers/index.html you must first create the “Customers” folder within your hosting account. You will then be able to choose that folder within your cPanel and set up directory protection.



Once you have chosen the directory to protect, you will be able to assign usernames and passwords that will provide direct entry into the download folder.

You might consider creating multiple login accounts so that you can vary the usernames and passwords that are sent to customers whenever they purchase your information product.

To automate the delivery of usernames and passwords, you could easily set up an autoresponder account that collects email addresses from your customers after purchase. This autoresponder account could then

instantly deliver an email that contains a username and password combination.

You could also point your payment processor to direct customers to a “Thank you” page that features the username and password, however keep in mind that this would be a public page and while not visible on your website, it will be unprotected in the event someone locates it.

Do your best to protect your products from unauthorized access. After all, you worked hard to create your information product and you should demonstrate its value by doing **YOUR** part to protect it.

Best of success!