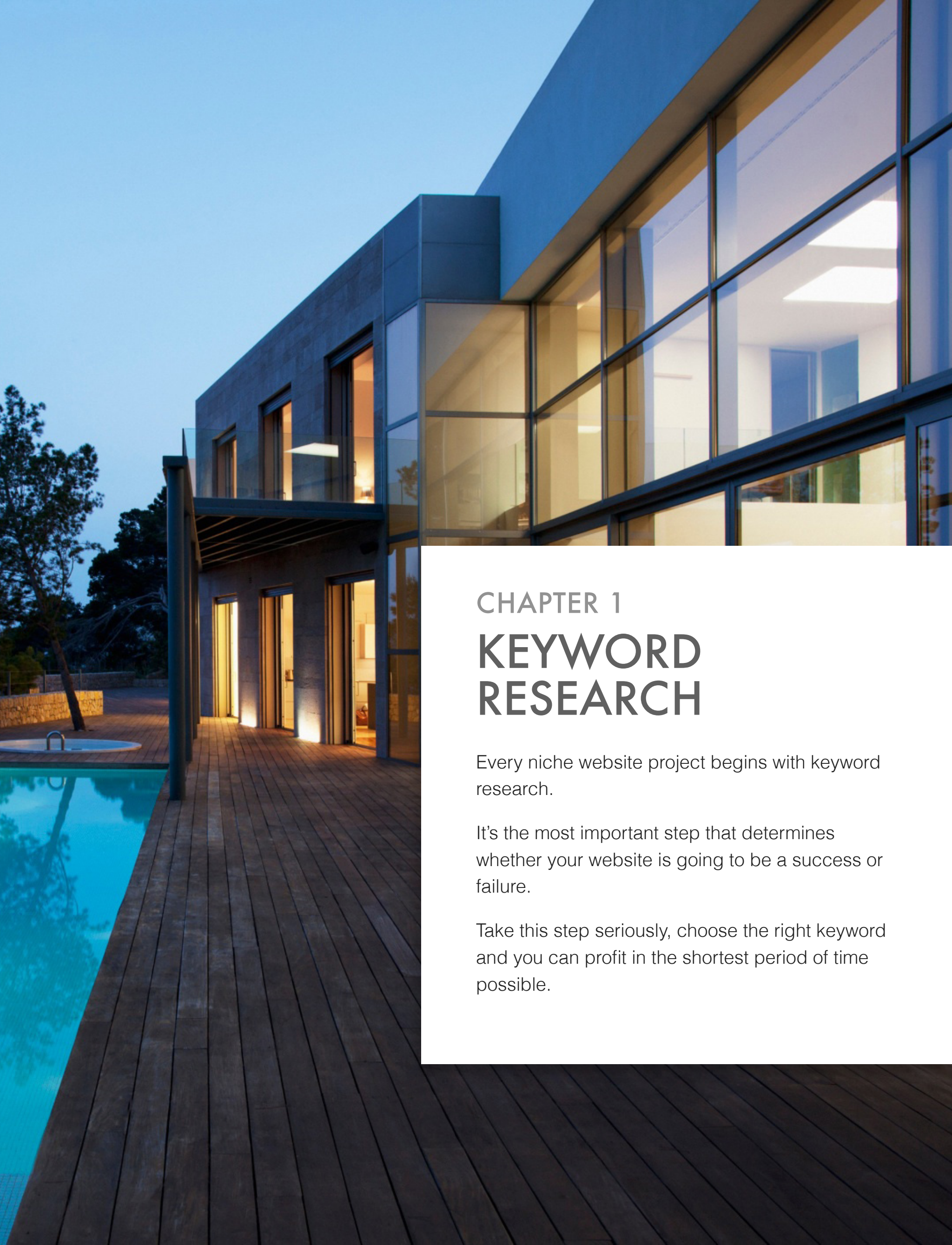




# AMAZON AFFILIATE HANDBOOK

TUNG TRAN





## CHAPTER 1

# KEYWORD RESEARCH

Every niche website project begins with keyword research.

It's the most important step that determines whether your website is going to be a success or failure.

Take this step seriously, choose the right keyword and you can profit in the shortest period of time possible.

# UNDERSTAND WHAT MAKES A GOLDEN KEYWORD

## 1. SEARCH VOLUME

This is the number of searches that a keyword gets on monthly basis. It indicates approximately how much traffic we can get once we got first page ranking for a specific keyword.

The higher the search volume, the higher the amount of visitors your website can get once it ranks for the keyword.

The rule of thumb is to only pick a keyword with at least 1,500 monthly searches to make it worthwhile to rank for it.

According to [this research](#), a website with the first position in the search results contributed to 33% of the traffic, compared to 18% for the second position.

The table on the left shows the breakdown of average traffic percentages by Google result ranking for results 1-10.

As you can see, we need to rank in at least top 3 to get a decent amount of traffic.

## 2. COST PER CLICK

CPC represents how much people are willing to pay for a click for a specific keyword. It also represents how much you can make per ad click if you have Adsense ad on your website (roughly 60% of the number showed).

The higher the CPC, the more money to be made.

In short, if people are paying a lot of money for a click for a certain search term, then the traffic is lucrative and can bring in a lot of money for you.

But for amazon affiliate website, CPC is not so important.

Google Ranking	Average Traffic Share
1	32.5%
2	17.6%
3	11.4%
4	8.1%
5	6.1%
6	4.4%
7	3.5%
8	3.1%
9	2.6%
10	2.4%



### 3. BUYER KEYWORDS

Buyer keywords are keywords that include some phrases that show the interest and intent in buying things of a searcher. This is fairly simple. If a person types in “buy canon t3i”, it clearly shows that they’re looking to buy a new camera. Targeting this keyword will result in more sales.

On the flip side, if someone just types in “canon t3i”, they might be looking for photos, information and some other things related canon t3i. This keyword is still great but it’s not as profitable as the first keyword.

Here are some samples of buyer keywords that you should focus on:

- “Best [Keyword]”
- “[Keyword] Review”
- “[Keyword] Reviews”
- “Top Rated [Keyword]”
- “Where To Buy [Keyword]”
- “[Keyword] Discount”
- “[Keyword] Deals”

### 4. PROFITABILITY

To ensure the highest profitability possible, we need to only target keywords that have high-priced products available to promote.

The rule of thumb is to aim for keywords that have products in the \$50-\$500 range.

### 5. SEASONALITY

Search based around the word “Valentine” will not get high search volume in the summer. Search based on events will not get a large search volume in the future.

This is a common sense. Be sure to enter your keyword to Google Trends to know that whether it gets sustainable search volume for all the year or just peak on a period of time.

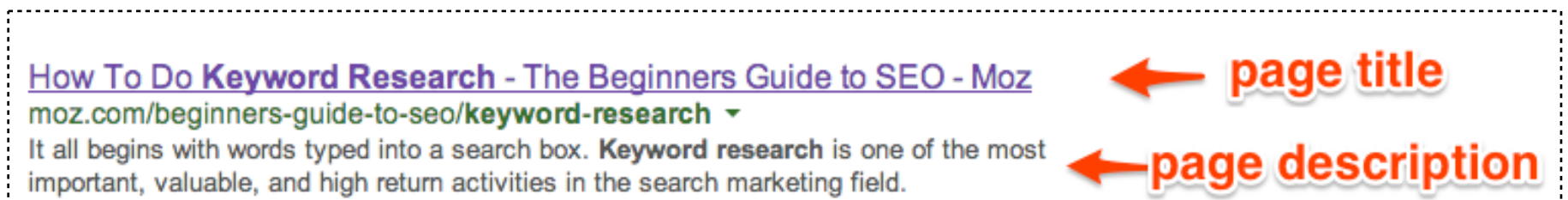
# HOW TO DO FIRST PAGE COMPETITION ANALYSIS

This is really a skill that you need to master to succeed with niche website building. We're not going to compete with big companies with huge budget, so we have to carefully select keywords that we know we can rank for with minimal effort.

Google uses over [200 factors](#) to determine the ranking of a website, but there's only a few things that we need to consider when doing first page competition analysis.

## 1. PAGE TITLE & DESCRIPTION

Here's an example of page title & description showing on the SERPs:



These 2 are very important relevancy signals that tell Google & users what your webpage is all about and they are usually optimized for the keyword that page is trying to rank for.

In the example above, we can clearly tell that Moz's page is trying to rank for "keyword research".

Now if a website falls to do this, what does that mean? It means they are:

1. Not trying to rank for the keyword you are after.
2. Not even doing SEO.

It also means they're not intentionally ranking for that keyword and you can easily beat them and get their ranking.

So, the first thing you have to check is whether there are unintentional & unoptimized pages that are ranking for your targeted keywords. If so, go for that keyword immediately!

### Examples of an optimized page:

- Keyword: viral marketing
- Title: Viral Marketing: The Ultimate Guide
- Description: This guide will show you information about viral marketing.
- URL: [abc.com/viral-marketing](https://abc.com/viral-marketing)
- See how the page is optimized with the keyword in the title, description and url?

## Examples of an unoptimized page:

- Keyword: viral marketing
- Title: How to make your blog post viral | marketing tips
- Description: Some blog marketing tips by Tung Tran
- URL: abc.com/make-your-blog-post-viral
- What we have is a page that is loosely optimized. (a.k.a weak page). It's not aiming to rank for that keyword and can be beaten effortlessly. The reason why this type of page is ranking because it inherits the authority of the root domain. You can see this happen a lot of times with article directories, Q & A sites, forums, etc.

## 2. NUMBER OF BACKLINKS

This is another important and basic factor. The rule of thumb in basic SEO is that if a page has tons of backlinks, run away and find another keywords!

You should also look at the amount of Referring Domain. It means how many unique domains are pointing to the page. It's more important than amount of backlinks because if the site has 10,000 backlinks from just 10 referring domains, it's not well-diversified and that's a sign of a weak site as well.

Generally, we want to see at least 2 results with less than 35 links in the first page.

The fewer links to your competitor's pages, the easier it's to outrank them.

## 3. PAGE AUTHORITY (PA) AND PAGE RANK (PR)

Here's the definition of PA from Moz:

“ Page Authority is Moz's calculated metric for how well a given webpage is likely to rank in Google.com's search results. It is based off data from the Mozscape web index and includes link counts, MozRank, MozTrust, and dozens of other factors. It uses a machine learning model to predictively find an algorithm that best correlates with rankings across the thousands of search results that we predict against. ”

Here's the definition of PR from Google:

“PageRank works by counting the number and quality of links to a page to determine a rough estimate of how important the website is. The underlying assumption is that more important websites are likely to receive more links from other websites.”

They are both metrics used to identify the power or authority of a webpage and its chance to rank in Google. PR is an outdated metric as it's not as regularly updated as it was before while PA is constantly updated by Moz on monthly basis. So we should pay more attention to PA.

It's a good sign to see at least 2 or more results on first page with PA less than 30. If there are pages with higher PA say 40+, it will be harder for us to outrank those sites.

To sum up, ensure there are at least 2 pages with PA < 30 or it will take longer time to rank for your chosen keyword.

## 4. THE TYPES OF PAGE SHOWING UP

Another thing you have to keep in mind is that the type of the page showing up in the top 10 does matter a lot. There are times when random inner pages of a site with ZERO SEO will show up in search results. This also happens a lot with user generated sites as well. If you see these kinds of site, you can build up your confidence because you can outrank them easily:

- Facebook and twitter profiles
- Yahoo Answers.
- Other Q & A sites.
- Article directories (article base, ezine articles...)
- Any kind of Forum.
- Web 2.0 sites (Squidoo, Hubpages, ...)
- File download sites (mediafire, privatebay,...)

If other weak sites can rank, there's high chance that you can too.

## 5. DOMAIN AGE

It's simple. Older sites tend to receive more trust by Google than new sites. I usually do not worry about site age unless I'm targeting ultra competitive keywords.

Domain age is an optional factor to consider because its power is decreasing.

## 6. EXACT MATCH DOMAIN AVAILABLE

It's weird that no one talks about this. If you're building niche sites or involving in internet marketing for a while, you should probably know that people prefer buying exact match domain to build sites.

If the exact match domain is available, it means no one knows about that keyword and it also means no competition.

If you found a keyword with exact match domain available, there's high chance that it's not so competitive.

**Case Study:** In February 2013, I built an amazon affiliate website on an exact match domain and ranked #1 for the main keyword in just 38 days. [Read more about it here.](#)

## 7. KEYWORD COMPETITIVENESS (KC)

KC is a metric that is only available in the Platinum version of the [Long Tail pro keyword re-search tool](#). In short, KC quickly tells you how competitive the keyword is. Here's a great guideline to follow:

- 0 to 10 – No competition
- 10 to 20 – Extremely low competition
- 20 to 30 – Low competition
- 30 to 40 – Moderate Competition
- 40 to 50 – Somewhat High Competition
- 50 to 60 – Very High Competition
- 60 to 70 – Extremely High Competition
- 70 to 100 – Don't even think about it!



# THE GOLDEN KEYWORD CHECKLIST

This is the checklist I regularly use to judge a keyword competition. It's simply the combination of all the factors above. Answer each question with YES/NO:

1. Does the main keyword have at least 1,500 searches a month?
2. Is there any \$100+ products available to promote on Amazon?
3. Is the CPC higher than \$0.25?
4. Are there at least 2 results in the first page that don't contain the main keyword in title?
5. Are there at least 2 results in the first page with PA < 35?
6. Are there at least 2 results in the first page with juice page links < 35?
7. Are there at least 2 other niche sites or weak sites on page 1?
8. (Optional) Is the KC number lower than 40?

If you answer YES to most questions above, it's likely that you've found the right keyword.

# THE KEYWORD EVALUATION PROCESS

## STEP 1: GET ORGANIZED

You're going to be researching lots of keywords, so having a system in place to organize everything is not a bad idea.

[Click here to access the Google document I created just for the researching process.](#)

Feel free to make a copy of it for your own use.

## STEP 2: KNOW YOUR WEAPONS

You can do the task manually (with free tools) or automatedly (with paid tools). I'll show you both methods. Here are all the tools that you need:

### 1. Free Tools

- [Google Keyword Planner](#): to generate keyword ideas.
- [Mozbar](#): to check 3 important metrics: PA, DA and Page Links.

### 2. Paid Tools

- [Long Tail Pro \(LTP\)](#): This tool is a must-have. It helps you find more keywords in shorter time. Highly recommended! ([Get \\$20 discount using this link](#))
- [SEMRush](#): My favorite tool to generate thousands of potential keywords in just a few minutes.

## STEP 3: BRAINSTORM AND GENERATE IDEAS

Since we're promoting Amazon products, the best way to brainstorm for ideas is to look at Amazon official website. Follow these steps closely and you will never run out of ideas to do research on.

**Step 3.1.** Go to Amazon's category page.

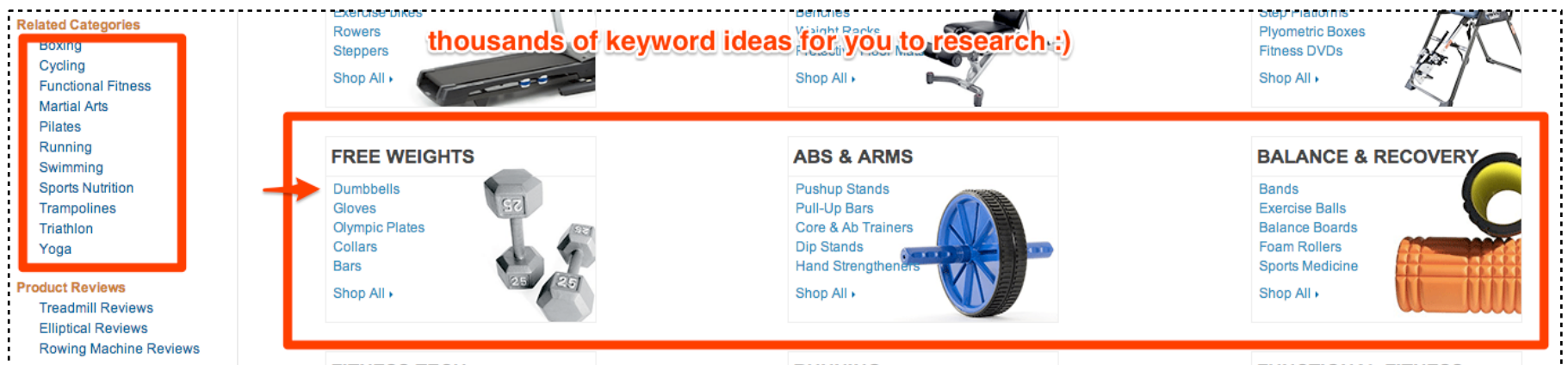
[http://www.amazon.com/gp/site-directory/ref=sa\\_menu\\_top\\_fullstore](http://www.amazon.com/gp/site-directory/ref=sa_menu_top_fullstore)

**Step 3.2.** Choose one category that you're interested in or you think that it will have high-priced products to promote.

For example: I'm always interested in fitness, so I click on Exercise & Fitness

On the next page, you can either look at the sidebar or the main content of the page and find thousands of product categories here.

They are all potential keyword ideas for you to base your research on.



Now you write down all the ideas that you find on the page. I'll have:

- dumbbells
- gloves
- olympic plates
- pushup stands
- Treadmills
- Elliptical Machines
- Exercise bikes
- Rowers
- Steppers
- ...etc

You can write down as many keyword as you want or replicate this process with another category.

Once you have a list of at least 15 keyword ideas, move on to the next step.

## STEP 4: COMPILING A BIG LIST OF POTENTIAL KEYWORD

**Step 4.1.** Go to to <https://adwords.google.com/ko/KeywordPlanner/Home> and login with your existing Gmail account. (You may be required to create an adword account, it's free)

**Step 4.2.** Enter the keyword and click "Get Ideas "



What would you like to do?

▼ Search for new keyword and ad group ideas

Enter one or more of the following:

Your product or service

dumbbells **enter keyword here**

Your landing page

www.example.com/page

Your product category

Enter or select a product category

Targeting ?

United States

All languages

Google

Negative keywords

Customize your search ?

**Keyword filters**

Avg. monthly searches ≥ 0

Suggested bid ≥ \$0

Ad impr. share ≥ 0%

**Keyword options**

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

**Include/Exclude**

**Get Ideas** **click this button**

**Step 4.3.** Add the Filters to show only buyer keywords with at least 1,500 searches a month.

Customize your search ?

**Keyword filters**

Avg. monthly searches ≥ 1,500

Suggested bid ≥ \$0

Ad impr. share ≥ 0%

**Keyword options**

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

**Include/Exclude**

Include terms: best, review, reviews

Then Google Keyword Planner will automatically refresh and filter out all the keywords which don't match our criteria. Here's what I'm left with:

Ad group ideas

Keyword ideas

Download

Add all (2)

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
dumbbells	33,100	High	\$23,310	0%	»

1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
best adjustable dumbbells	1,900	Medium	\$8,347	0%	»

1 - 1 of 1 keywords

**Step 4.4.** Save the results on your Keyword Research Document.

**Step 4.5:** Replicate the process with other keyword ideas.

**Step 4.6:** In the end, your document should look like this:

#	Keyword	Search Volume (>1,500)	Product Pricing (>\$50)	KC (<40)	CPC (>\$0.25)	# Not Include Main Keyword in Title	# < PA 35	# < JPL 35	# < 1 year old	# Niche Sites On Page 1	# Weak Sites On Page 1
1	best adjustable dumbbells	1600									
2	best elliptical machines	1900									
3	elliptical machine reviews	2400									
4	best elliptical machine	1600									
5	best exercise bike	1900									
6	exercise bike reviews	2900									
7	treadmill reviews	18100									
8	best recumbent exercise bike	1600									
9	recumbent exercise bike reviews	1600									
10	elliptical reviews	14800									
11	best treadmill	6600									
12	best elliptical	4400									
13	best treadmills	2900									
14	rowing machine reviews	2900									
15	recumbent bike reviews	1600									
16	best rowing machine	1600									
17	best cardio machine	1600									

STEP 5: ANALYZE THE COMPETITION FOR EACH KEYWORD

I don't recommend you to do this step manually as it's very time consuming. If you're serious about this business, get yourself a copy of Long Tail Pro as soon as possible. [You can get \\$20 discount using this link.](#)

The tool will gather all the data for you instead of going through each result on the first page manually.

Let's take a look at our sample "best adjustable dumbbells"

best adjustable dumbbells										Analyze
SEOMoz Access ID: member-2dacda7e6b   SEOMoz Secret Key: ...e854 <a href="#">change</a>										
Location: <span>United States</span>										
Language: <span>English</span>										
Average Keyword Competitiveness: 38										
URL	Title	KC	P...	P...	J...	D...	m...	P...	...	
1. <a href="http://bestdumbbellsguide.com/">http://bestdumbbellsguide.com/</a>	Best Dumbbells Guide » <b>Best Adjustable Dumbbells</b>	39	40	<u>1820</u>	1784	28	4.6	0	0.4	
2. <a href="http://bestadjustabledumbbellshq.org/">http://bestadjustabledumbbellshq.org/</a>	The Definitive Guide to Finding the <b>Best Adjustable Dumbbells</b>	60	47	<u>512</u>	475	36	5.08	0	0.3	
3. <a href="http://forum.bodybuilding.com/showthread.php">http://forum.bodybuilding.com/showthread.php</a>	<b>Best adjustable dumbbells?</b> - Bodybuilding.com Forums	34.56	1	<u>0</u>	0	83	0	- no	11.	
4. <a href="http://thebestadjustabledumbbells.net/">http://thebestadjustabledumbbells.net/</a>	<b>Best Adjustable Dumbbells</b> Reviews	51	38	<u>201</u>	181	26	4.43	0	0.7	
5. <a href="http://www.bestcoverly.com/best-adjustable-d">http://www.bestcoverly.com/best-adjustable-d</a>	<b>Best Adjustable Dumbbells</b> – Compare Reviews and Ratings ...	30	33	<u>48</u>	4	62	3.62	2	6.1	
6. <a href="http://reviewmonkey.net/sports-and-outdoors/a">http://reviewmonkey.net/sports-and-outdoors/a</a>	Top 5 <b>Best Adjustable Dumbbells</b> - Reviewmonkey.net	10	17	<u>93</u>	0	29	3.92	0	4.3	
7. <a href="http://newadjustabledumbbells.net/">http://newadjustabledumbbells.net/</a>	Smart Way to Find the <b>Best Adjustable Dumbbells</b>	40	39	<u>396</u>	372	27	4.23	0	0.3	
8. <a href="http://www.amazon.com/Universal-Power-Pak">http://www.amazon.com/Universal-Power-Pak</a>	Amazon.com: Universal Power-Pak 445 <b>Adjustable Dumbbells</b> with ...	40.93	53	<u>23</u>	4	100	5.05	4	15.	
9. <a href="http://www.amazon.com/Bowflex-SelectTech-A">http://www.amazon.com/Bowflex-SelectTech-A</a>	Amazon.com: Bowflex SelectTech 552 <b>Adjustable Dumbbells</b> (Pair ...	58.27	73	<u>730</u>	634	100	5.29	4	15.	
10. <a href="http://jackedgorilla.com/best-dumbbells">http://jackedgorilla.com/best-dumbbells</a>	<b>Best Adjustable Dumbbells</b> of 2013   How to Choose the Best Set?	22	29	<u>21</u>	12	23	3.94	0	0.6	

Now answer the questions on the Golden Keyword Checklist:

- Does the main keyword have at least 1,500 searches a month? **YES**
- Is there any \$100+ products available to promote on Amazon? **YES**
- Is the CPC higher than \$0.25? **YES**
- Are there at least 2 results in the first page that don't contain the main keyword in title? **YES(2)**
- Are there at least 2 results in the first page with PA < 35? **YES (4)**
- Are there at least 2 results in the first page with juice page links < 35? **YES (5)**
- Are there at least 2 other niche sites or weak sites on page 1? **YES (8)**
- (Optional) Is the KC number lower than 40? **YES (38)**

By using the Golden Keyword Checklist, you can easily see that this is actually a good keyword to go for.

Here's another example:



best elliptical machines										Analyze
SEOMoz Access ID: member-2dacda7e6b   SEOMoz Secret Key: ...e854 change										Location: United States Language: English
Average Keyword Competitiveness: 29										
	URL	Title	KC	Pag...	Pag...	Jui...	Do...	mo...	Pag...	Site...
1.	http://www.consumerreports.org/cro/ellipticals/buying-guide.htm	Top Elliptical Ratings   Elliptical Buying Guide – Consumer Reports	34.8	57	27	10	92	5.13	4	15.2
2.	http://www.consumersearch.com/elliptical-trainers	Best Elliptical Trainers - Top 4 Elliptical Trainer Reviews	38.93	53	146	6	76	4.84	5	15.1
3.	http://www.amazon.com/Best-Sellers-Sports-Outdoors-Elliptical-Training-	Amazon Best Sellers: Best Elliptical Training Machines - Amazon.com	48	1	0	0	100	0	2	15.1
4.	http://www.ellipticalmachinereviews.net/best-buy-ratings/	Best Buy Ratings Elliptical Machines 2013 - Elliptical Reviews	25	26	163	3	25	4.69	2	3.1
5.	http://elliptical-machines-review.toptenreviews.com/	Elliptical Machines Review 2014   Best Elliptical Cross Trainers ...	19	33	10	0	79	4.17	4	2.6
6.	http://www.sears.com/ellipticals-elliptical-trainers/b-1023009	Elliptical Trainers: Find the Best Elliptical Equipment at Sears	30.53	41	4	0	87	3.54	2	17
7.	http://www.bestbuy.com/site/Fitness/Elliptical-Trainers/pcmcat159400050	Elliptical Trainers - Best Buy	37.38	1	0	0	91	0	4	17
8.	http://www.prweb.com/releases/2013-elliptical-machines/best-elliptical-	2013 Best Elliptical Machine Reviews Finalized by ... - PRWeb	43	48	4	1	94	1.93	3	16
9.	http://www.smoothfitness.com/buying-guides/elliptical-buying-guide.htm	Buy an Elliptical? Reviews and Buying Guides   Smooth Fitness	15	30	102	2	51	4.25	3	12.7
10.	http://www.smartreview.com/product-reviews/best-rated-elliptical-trainers	Best Rated Elliptical Trainers 2013   Reviews - SmartReview.com	1.4	12	1	0	25	0	1	9.8

- Does the main keyword have at least 1,500 searches a month? **YES(1900)**
- Is there any \$100+ products available to promote on Amazon? **YES (\$500+)**
- Is the CPC higher than \$0.25? **YES**
- Are there at least 2 results in the first page that don't contain the main keyword in title? **YES(10)**
- Are there at least 2 results in the first page with PA < 35? **YES (6)**
- Are there at least 2 results in the first page with juice page links < 35 ? **YES (10)**
- Are there at least 2 other niche sites or weak sites on page 1? **YES (5)**
- (Optional) Is the KC number lower than 40? **YES (29 !!!)**

=> This is indeed a very good keyword to target.

One last example:

elliptical machine reviews										Analyze
SEOMoz Access ID: member-2dacda7e6b   SEOMoz Secret Key: ...e854 change										Location: United States Language: English
Average Keyword Competitiveness: 31										
	URL	Title	KC	Page ...	Page Li...	Juice ...	Domai...	mozRa...	Page ...	Site A...
1.	http://www.amazon.com/gp/richpub/syltguides/fullview/R2GA94F11	Amazon.com: Figure out how to select the best elliptical tr	35.33	1	0	0	100	0	- no PR	15.1
2.	http://www.consumerreports.org/cro/ellipticals/buying-guide.htm	Top Elliptical Ratings   Elliptical Buying Guide – Consume	34.8	57	27	10	92	5.13	4	15.2
3.	http://www.consumersearch.com/elliptical-trainers	Best Elliptical Trainers - Top 4 Elliptical Trainer Reviews	36.93	53	146	6	76	4.84	5	15.1
4.	http://www.ellipticalmachinereviews.net/best-buy-ratings/	Best Buy Ratings Elliptical Machines 2013 - Elliptical Rev	30	26	163	3	25	4.69	2	3.1
5.	http://elliptical-machines-review.toptenreviews.com/	Elliptical Machines Review 2014   Best Elliptical Cross Tr	30	33	10	0	79	4.17	4	2.6
6.	http://www.smartreview.com/product-reviews/best-rated-elliptical-	Best Rated Elliptical Trainers 2013   Reviews - SmartRevi	7.4	12	1	0	25	0	1	9.8
7.	http://www.prweb.com/releases/best-elliptical-trainer/top-elliptica	2013 Elliptical Trainer Reviews Published by BestReview	34.6	48	6	1	94	2.2	0	16
8.	http://www.prweb.com/releases/2013-elliptical-machines/best-ell	2013 Best Elliptical Machine Reviews Finalized by ... - PF	43	48	4	1	94	1.93	3	16
9.	http://www.treadmilldoctor.com/elliptical-review-brand-index	Elliptical Reviews   Elliptical Machine Reviews   Treadmill	27	36	2849	6	42	5.64	2	13.7
10.	http://www.topconsumerreviews.com/elliptical-machines/	Elliptical Machines 2014 - Reviewed and Ranked	30	35	131	14	49	4.3	4	7.5

- Does the main keyword have at least 1,500 searches a month? **YES**
- Is there any \$100+ products available to promote on Amazon? **YES**
- Is the CPC higher than \$0.25? **YES**
- Are there at least 2 results in the first page that don't contain the main keyword in title? **YES (6)**
- Are there at least 2 results in the first page with PA < 35? **YES (4)**
- Are there at least 2 results in the first page with juice page links < 35? **YES (10)**
- Are there at least 2 other niche sites or weak sites on page 1? **YES (7)**
- (Optional) Is the KC number lower than 40? **YES (31)**

=> This is a really good keyword.

Replicate the process until you've gone through the list of potential keywords.

## STEP 6: CHOOSE YOUR MAIN KEYWORD

Once you've found at least 5 potential keywords to go for, it's time to choose your main keyword. It totally depends on you but I prefer to choose keywords with high priced products available as I know I can make more money from the traffic.

## STEP 7: CHOOSE SECONDARY KEYWORDS

Typically we will have just 1 main keyword phrase per site. But we also need to find at least 10 secondary keywords to write supporting articles on to quickly increase the overall traffic to our site as secondary keywords are not as competitive.

Let's look at "best adjustable dumbbells" to see how many secondary keywords we can find.

1. Visit Keyword Planner
2. Click on "Search for new keyword and ad group ideas."
3. Type in "adjustable dumbbells" in the first field.
4. Click on "Include/Exclude"
5. When the field expands, type in "adjustable dumbbells, adjustable dumbbell" in the field labeled "Only include keywords containing the following terms".
6. Click "Get Ideas"
7. Click on "Keyword Ideas" tab to see the results.

You can see that there are 11 secondary keywords with decent search volume here.

Keyword (by relevance)	▼ Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>	Ad impr. share <small>?</small>	Add to plan
adjustable dumbbell set	2,900	High	\$16,468	0%	»
best adjustable dumbbells <b>main keyword</b>	1,900	High	\$10,973	0%	»
adjustable dumbbell	1,000	High	\$13,399	0%	»
adjustable weight dumbbells	720	High	\$43,673	0%	»
weider adjustable dumbbells	480	High	\$10,780	0%	»
ironmaster adjustable dumbbells	480	High	\$7,835	0%	»
adjustable dumbbells cheap	390	High	\$26,984	0%	»
cheap adjustable dumbbells	390	High	\$12,136	0%	»
powerblock adjustable dumbbells	320	High	\$11,044	0%	»
dumbbells adjustable	320	High	\$15,899	0%	»
adjustable dumbbell reviews	260	High	\$16,734	0%	»
adjustable weights dumbbells	210	High	\$62,080	0%	»
lifesmart adjustable dumbbells	140	High	\$30,561	0%	»

## KEYWORD RESEARCH WORKSHEET

- Access [the Keyword Research document here](#).
- Come up with 5 keywords that meet the following criteria:
  - 1,500+ monthly searches.
  - \$100+ products available
  - CPC > \$0.25
  - At least 2 results in the first page don't have exact keyword in the title.
  - At least 2 results in the first page with PA < 35.
  - At least 2 results in the first page with Juice Page Links < 35.
  - At least 2 other niche sites or weak sites on page 1
  - (Optional) KC < 40 according to Long Tail Platinum.
- Choose your main keyword.
- Choose 10 secondary keywords.



# BONUS #1: EXAMPLES OF GOOD & BAD KEYWORDS

I know sometimes keyword research can get confusing. Here's a few examples to help you have a better idea on good & bad keywords.

## 1. BEST JUICER

best juicer


Analyze

SEOMoz Access ID: member-2dacda7e6b | SEOMoz Secret Key: ...e854 change

Location: United States

Language: English

Average Keyword Competitiveness: 48

	URL	Title	 KC	Page Au...	Page Lin...	Juice Pa...	Domain ...	mozRank	Page Ra...	Site Age
1.	http://www.amazon.com/Be	Amazon Best Sellers: <b>Best Juicers</b> - A	42	49	<u>4</u>	1	100	3.85	4	15.1
2.	http://www.consumerreport	Top Juicer Reviews   <b>Best Juicer</b> – Co	56	63	<u>173</u>	21	92	5.39	4	15.2
3.	http://www.goodhousekeep	<b>Best Juicers</b> of 2013 - Juicer Reviews	33	40	<u>6</u>	1	82	3.24	3	17.1
4.	http://canvasli.com/	<b>Best Juicer</b> - 2013 Top Picks & Review	51	58	<u>7747</u>	3009	49	5.89	4	7.1
5.	http://www.top10juicers.ne	<b>Best Juicer</b> Reviews   2014 <b>Best Juic</b>	50	51	<u>624</u>	609	41	5.3	0	3.3
6.	http://www.youtube.com/wa	Top 3 <b>Best Juicers!</b> - YouTube	45	50	<u>45</u>	8	100	4.14	5	8.7
7.	http://www.bestjuicer.biz/	<b>Best Juicer</b> 2013 : <b>Best Juicer</b> Review	53	45	<u>258</u>	70	35	4.8	3	1.4
8.	http://www.discountjuicers.	Is there such a thing as the <b>best juicer</b>	37	36	<u>50</u>	28	41	5.29	3	15.1
9.	http://bestjuicerreviewsgui	<b>Best Juicer</b> Reviews Guide	69	58	<u>7217</u>	965	50	4.98	3	0.7
10.	http://www.consumersearch	<b>Best Juicers</b> - Top 5 Juicer Reviews -	48	55	<u>120</u>	20	76	4.47	5	15.1

- Local search volume: 33000
- Product pricing: \$200+
- Weak sites/Niche sites in the top 10: Yes (5)
- Page with site age under 1 year: Yes (1)
- Competition is NOT using Good Titles: No
- Pages with PA below 35: No
- Weak/Niche sites have less than 35 juice links: No
- KC < 40? NO (48)

**Things I Like:** I like that this keyword has a very high search volume and the product pricing is in the medium to higher range. Four sites are also obvious niche sites (bestjuicerreviewsguide.com, bestjuicer.biz, canvasli.com, top10juicers.net). Typically seeing niche sites in the top ten is a great sign for us.

**Things I Don't Like:** The main thing that I don't like about this keyword is that the niche sites that are ranking have a lot of juice links and have high PA values. After looking at the backlink profiles, it's also clear that they are using blog networks to rank these sites. In order to outrank these sites. We

would likely need to invest a decent amount of time and money building backlinks in order to compete with these sites.

**Final words:** This niche is very profitable, but it's not good for newbies as the competition is too high

## 2. BEST POCKET KNIFE

BEST POCKET KNIFE

SEOmoz Access ID: member-2dacda7e6b | SEOmoz Secret Key: ...e854

change

Location:


United States

Language:

English

Analyze

Average Keyword Competitiveness: 33

	URL	Title	 KC	Pag...	Page ...	Juic...	Dom...	moz...	Pag...	Site ...
1.	http://mybestpocketknife.c	My <b>Best Pocket Knife</b>   Reviews, Buyer's Guide, Articles & More!	28	31	<u>536</u>	14	18	4.34	0	0.4
2.	http://bestpocketknifetoda	<b>Best Pocket Knife</b> Today - The Ultimate Guide to Pocket Knives	33	36	<u>116</u>	38	23	4.49	1	0.8
3.	http://www.amazon.com/Be	Amazon <b>Best Sellers: Best Pocketknives</b> - Amazon.com	35.33	1	<u>0</u>	0	100	0	4	15.1
4.	http://survival.outdoorlife.cc	Tactical <b>Knives</b> : 18 <b>Best Folding Knives</b> for Self Defense - Outdoor	19.4	36	<u>154</u>	3	68	3.95	3	2.9
5.	http://www.bestpocketknif	<b>Best Pocket Knife</b> Tips for You   BestPocketKnifeTips.com	36	39	<u>360</u>	25	28	4.01	0	0.3
6.	http://www.knife-depot.com	<b>Best Pocket Knife</b> Guide   Pocket Knife Reviews   Knife Depot	27	28	<u>3123</u>	0	42	5.48	0	9.6
7.	http://www.knifecenter.com	Folding <b>Knives</b> - KnifeCenter	17	25	<u>10</u>	0	49	4.36	2	16.8
8.	http://www.crkt.com/pocke	CRKT <b>Pocket Knives</b> - Columbia River Knife and Tool	35.47	49	<u>5309</u>	197	51	5.46	3	14.7
9.	http://www.youtube.com/wa	Top 5 <b>Best Pocket Knife</b> Reviews 2013 - YouTube	84	89	<u>13393</u>	6907	100	4.58	0	8.7
10.	http://www.bladeforums.co	whats the <b>best pocket knife</b> brand - BladeForums.com	19.95	1	<u>0</u>	0	49	0	- no PR	15

- Local search volume: 5400
- Product pricing: \$8 - \$30
- Weak sites/Niche sites in the top 10: Yes (5)
- Page with site age under 1 year: Yes (1)
- Competition is NOT using Good Titles: No
- Pages with PA below 35: No
- Weak/Niche sites have less than 35 juice links: No
- KC less than 40: YES

**Things I Like:** This site had a couple of niche sites at the top along with a forum (forums are typically very weak sites). The niche sites were young in age and after looking at backlink profiles the links that I saw pointing to the site were mainly forum comments and blog comments (weak links).

**Things I Dont Like:** I don't like that the price of this product is so low. Even at the highest amazon commission rates, We would only be seeing around \$3 per sale.

**Final words:** This could still be a profitable site, but I like to see higher returns.

### 3. BEST MESSENGER BAGS

Best messenger bags


Analyze

SEOMoz Access ID: member-2dacda7e6b | SEOMoz Secret Key: ...e854 change

Location: United States

Language: English

Average Keyword Competitiveness: 31

	URL	Title	 KC	Page...	Page...	Juic...	Dom...	moz...	Page...	Site ...
1.	http://www.amazon.com/Be	Amazon Best Sellers: <b>Best Messenger Bags</b> - Amazon.com	48	1	0	0	100	0	3	15.1
2.	http://www.ebags.com/cate	Best of the <b>Best Messenger Bags</b> - Top Rated - eBags.com	36.05	1	0	0	71	0	2	14.3
3.	http://www.gq.com/style/we	The Man <b>Bag</b> Mans Up - GQ.com	31.67	50	21	8	90	3.19	3	16
4.	http://thebestmessengerb	<b>Best Messenger Bags</b> Reviewed   Top 3 Messengers Bags for Men	36	33	120	91	22	4.57	1	0.7
5.	http://www.timbuk2.com/tb2	Especial Cycling <b>Messenger Bag</b>   <b>Best Bike Messenger</b> ... - Timbu	31	41	296	8	63	4.18	3	17
6.	http://www.engadget.com/q	What's a good <b>messenger bag</b> that you use daily? (To hold gadget	40.28	1	0	0	95	0	0	9.8
7.	http://www.computershopp	2013 Guide: 12 <b>Best Laptop Bags</b> for College Students	14.4	27	5	0	72	2.2	2	15.1
8.	http://www.outdoorgearlab	How to Choose the <b>Best Messenger Bag</b> - OutdoorGearLab	11	20	6	0	44	3.11	3	2.9
9.	http://www.zappos.com/me	<b>Messenger Bags</b>   Shipped Free at Zappos	36.47	1	0	0	87	0	3	14.1
10.	http://shop.nordstrom.com/	<b>Messenger Bags</b> for Men, Men's <b>Messenger Bags</b>   Nordstrom	30.53	41	1	0	87	0	3	7.7

- Local search volume: 1900
- Product pricing: \$20 - \$100
- Weak sites/Niche sites in the top 10: Yes (1)
- Page with site age under 1 year: Yes (1)
- Competition is NOT using Good Titles: YES
- Pages with PA below 35: YES
- Weak/Niche sites have less than 35 juice links: YES
- KC less than 40: YES

**Things I Like:** The titles being used for the sites in the top ten is overall not optimized for the keyword. Also there are quite a few sites in the top ten that have a PA that's below 35. Even though the low end price of this item is low, it doesn't matter to much because we're looking to focus on the "best messenger bags", which will likely be the higher priced versions. Another thing that I noticed is that the niche site that's ranking doesn't look all that impressive from an information and content standpoint.

**Things I Don't Like:** The niche site at the top has a few more stronger links than I like, but it doesn't look unbeatable.

**Final Words:** Even though search volume is lower, this site could be profitable especially if I sold it later on.



## 4. BEST VACUUM FOR PET HAIR

Best vacuum for pet hair

Analyze

SEOMoz Access ID: member-2dacda7e6b | SEOMoz Secret Key: ...e854 [change](#)

Location: 

United States

Language: 

English

Average Keyword Competitiveness: 32

	URL	Title	KC	Page...	Page...	Juic...	Dom...	moz...	Page...	Site ...
1.	http://www.consumerreport.org	The <b>vacuum</b> cleaners that were top dogs in our <b>pet hair</b> tests	34.68	52	<u>8</u>	5	92	4.62	4	15.2
2.	http://www.amazon.com/gp	<b>Best Vacuums for Pet Hair</b> : Amazon.com	40.16	48	<u>212</u>	0	100	4.31	4	15.1
3.	http://vacuumforpethair.dr	<b>Vacuum For Pet Hair   Best Ratings 2014</b>	42	56	<u>912</u>	485	82	3.65	0	0.1
4.	http://pethairvacuumguide	Top 5 <b>Vacuums For Pet Hair</b> In 2013 - For Every Budget (Videos+	30.56	34	<u>69</u>	15	21	4.53	0	0.3
5.	http://vacuumforpethairgu	<b>Best Vacuum For Pet Hair!</b> - Top Rated Vacuum Cleaners For Pet	31	30	<u>47</u>	11	16	4.18	3	0.7
6.	http://www.petvacuumx.co	<b>Best Vacuum For Pet Hair</b> - How to Find The Perfect Cleaner	44	47	<u>660</u>	650	37	5.73	0	0.3
7.	http://www.bestpethairvac	<b>Best Vacuum for Pet Hair Guide</b> - Discover the Best Vacuum ...	39	38	<u>109</u>	88	26	4.36	0	0.3
8.	http://hoover.com/products/	<b>Pet Hair Vacuums: The Best Dog &amp; Cat Hair Vacuum Cleaners ...</b>	23.12	36	<u>11805</u>	0	58	5.58	4	15.9
9.	http://pethairvacuumreview	<b>Best Vacuum For Pet Hair   Pet Hair Vacuum Reviews</b>	0	1	<u>0</u>	0	1	0	- no PR	0.8
10.	http://bestvacuumforpets.	The <b>Best Vacuum for Pet Hair</b> - The complete guide	37	34	<u>67</u>	66	21	4.64	0	-

- Local search volume: 8100
- Product pricing: \$50 - \$200
- Weak sites/Niche sites in the top 10: Yes (8)
- Page with site age under 1 year: Yes (7)
- Competition is NOT using Good Titles: YES
- Pages with PA below 35: YES
- Weak/Niche sites have less than 35 juice links: YES
- KC less than 40: YES

**Things I Like:** This is definitely a very good keyword. It ticks all the criteria that we're looking for.

**Things I Don't Like:** But from my experience, the overall niche (vacuum cleaner) is very competitive so it's pretty hard to scale up the website.

**Final Words:** This is a good keyword.

## 5. BEST ACNE TREATMENT

best acne treatment										Analyze
SEOMoz Access ID: member-2dacda7e6b   SEOMoz Secret Key: ...e854 change										
Location: United States										Language: English
Average Keyword Competitiveness: 39										
	URL	Title	KC	Page...	Page...	Juic...	Dom...	moz...	Page...	Site ...
1.	http://www.actagainstacne.	Best Acne Treatment   2013 Product Reviews	51	54	100	67	47	6.3	0	0.3
2.	http://www.webmd.com/skin	Top Acne Treatment Mistakes: Popping Pimples, Overdoing - Web	47.87	61	234	67	95	4.63	4	17
3.	http://www.cosmopolitan.co	How to Get Rid of Acne - Best Acne Treatments - Cosmopolitan	34	39	7	3	83	2.69	5	15.1
4.	http://www.totalbeauty.com	8 Best Acne Products -- and the 10 Worst - Total Beauty	22.47	34	218	3	62	4.11	2	12.5
5.	http://acnetreatmentworld.	3 Best Acne Treatment of 2013	47	46	488	433	35	5.54	4	1.7
6.	http://www.elle.com/beauty	Best Acne Products - Clear Skin Tips - ELLE	39.2	51	11	4	85	5.16	3	17.2
7.	http://www.amazon.com/Be	Amazon.com: Best acne treatment products	45	50	19	19	100	2.77	2	15.1
8.	http://www.mayoclinic.org/d	Acne Definition - Diseases and Conditions - Mayo Clinic	29.3	1	0	0	90	0	- no PR	12.1
9.	http://www.mayoclinic.org/p	Pregnancy acne: What's the best treatment? - Mayo Clinic	37.5	1	0	0	90	0	- no PR	12.1
10.	http://www.mayoclinic.org/d	Acne scars: What's the best treatment? - Mayo Clinic	37.5	1	0	0	90	0	- no PR	12.1

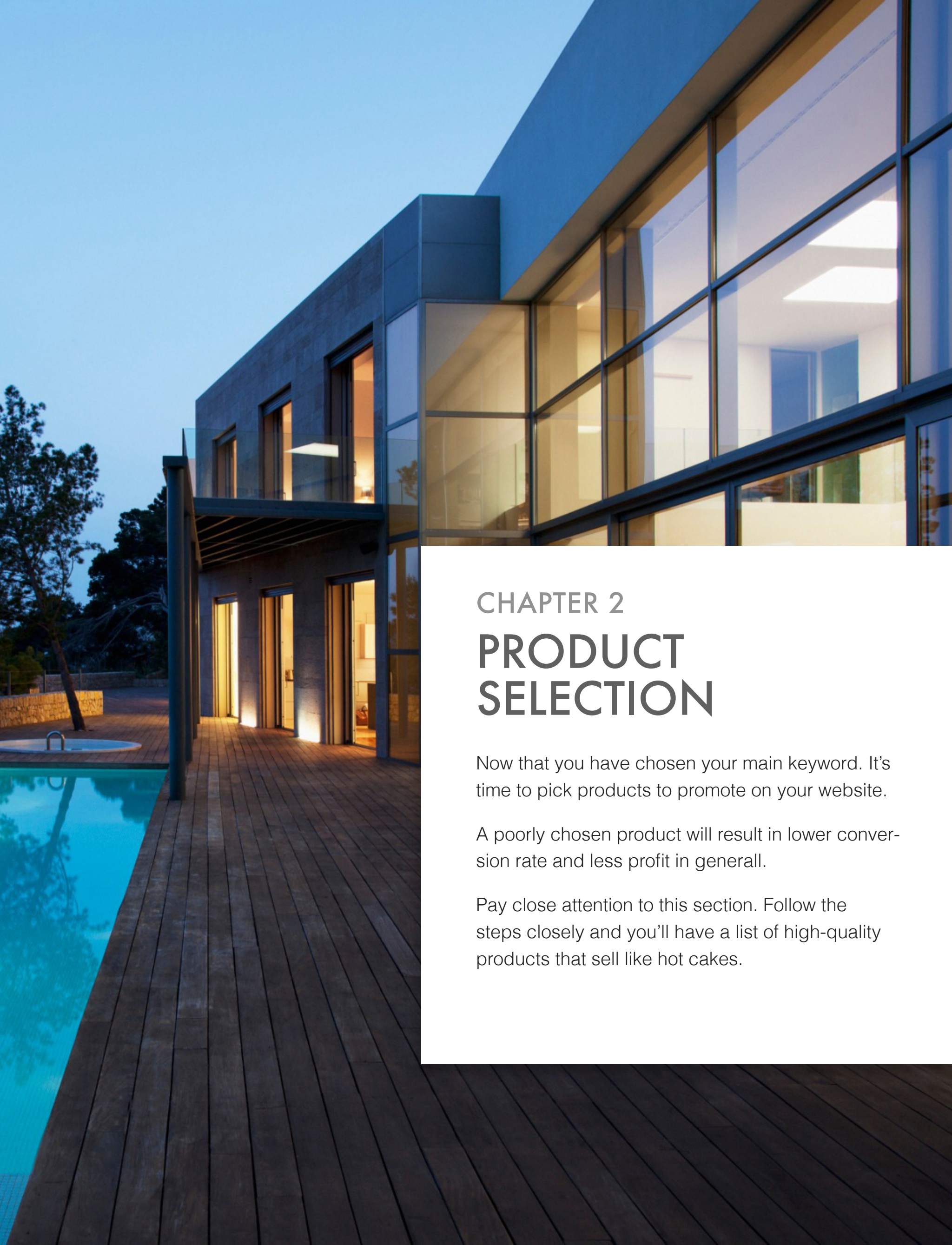
- Local search volume: 14800
- Product pricing: \$100
- Weak sites/Niche sites in the top 10: Yes (2)
- Page with site age under 1 year: Yes (1)
- Competition is NOT using Good Titles: YES
- Pages with PA below 35: YES
- Weak/Niche sites have less than 35 juice links: NO
- KC less than 40: NO

**Things I Like:** This is a very profitable keyword with the potential of making \$X,XXX per month.

**Things I Don't Like:** This is a ultra competitive niche. Don't even think about ranking for it if you don't have a big blog network to use for backlinking.

**Final Words:** Avoid the big niche. Yes you can make more money but you also have to invest a lot.





## CHAPTER 2

# PRODUCT SELECTION

Now that you have chosen your main keyword. It's time to pick products to promote on your website.

A poorly chosen product will result in lower conversion rate and less profit in general.

Pay close attention to this section. Follow the steps closely and you'll have a list of high-quality products that sell like hot cakes.

# 5 THINGS YOU NEED TO REMEMBER

## 1. CHOOSE HIGH-PRICED PRODUCTS (\$100+)

The core products should be at least \$100+. This is to make sure that you can make a decent commission from your sales, as Amazon only gives 4-8% in commission as described below:

Number of Products Shipped/Downloaded in a Given Month**	Volume-Based Advertising Fee Rates for General Products
1-6	4.00%
7-30	6.00%
31-110	6.50%
111-320	7.00%
321-630	7.50%
631-1570	8.00%
1571-3130	8.25%
3131+	8.50%

\*\*See the [Associates Program Advertising Fee Schedule](#) for complete details.

**Caps:** Personal computers (including without limitation desktops, laptops, notebooks, tablets, and netbooks) have advertising fees capped at \$25.

## 2. CHOOSE PRODUCTS WITH 20+ REVIEWS AND 4-STAR AVG RATINGS

Look at the number of reviews. If a product has at least 20 customer reviews, then it sells fairly well, and the more reviews, the better.

You should also look at what kind of reviews it's getting, and Amazon's star ratings will tell you what you need to know in about 2 seconds. You'll obviously want to choose products that people love and have at least 4 star rating.


## 3. CHOOSE PRODUCTS BASED ON AMAZON'S BESTSELLER LIST

As you can tell, products with higher ranking can sell a lot more as they're best-seller.



**Average Customer Review:** ★★★★★ ☒ (1,026 customer reviews)

**Amazon Best Sellers Rank:** #66 in Sports & Outdoors (See Top 100 in Sports & Outdoors)  
#1 in Sports & Outdoors > Exercise & Fitness > Strength Training Equipment > **Dumbbells**

 **this product ranks #1 in "Dumbbells"**

## 4. CHOOSE AT LEAST 3 PRODUCTS AND NO MORE THAN 10 PRODUCTS

Unless you're building an authority website with hundreds of reviews, don't confuse your visitors by offering many choices. It also decreases your credibility as they will know that you're trying to make money off their purchases.

One tip is that you can recommend more products based on features and price range. For example:

- best adjustable dumbbells under \$100
- best adjustable dumbbells under \$200
- best adjustable dumbbells for p90x
- best adjustable dumbbells for home

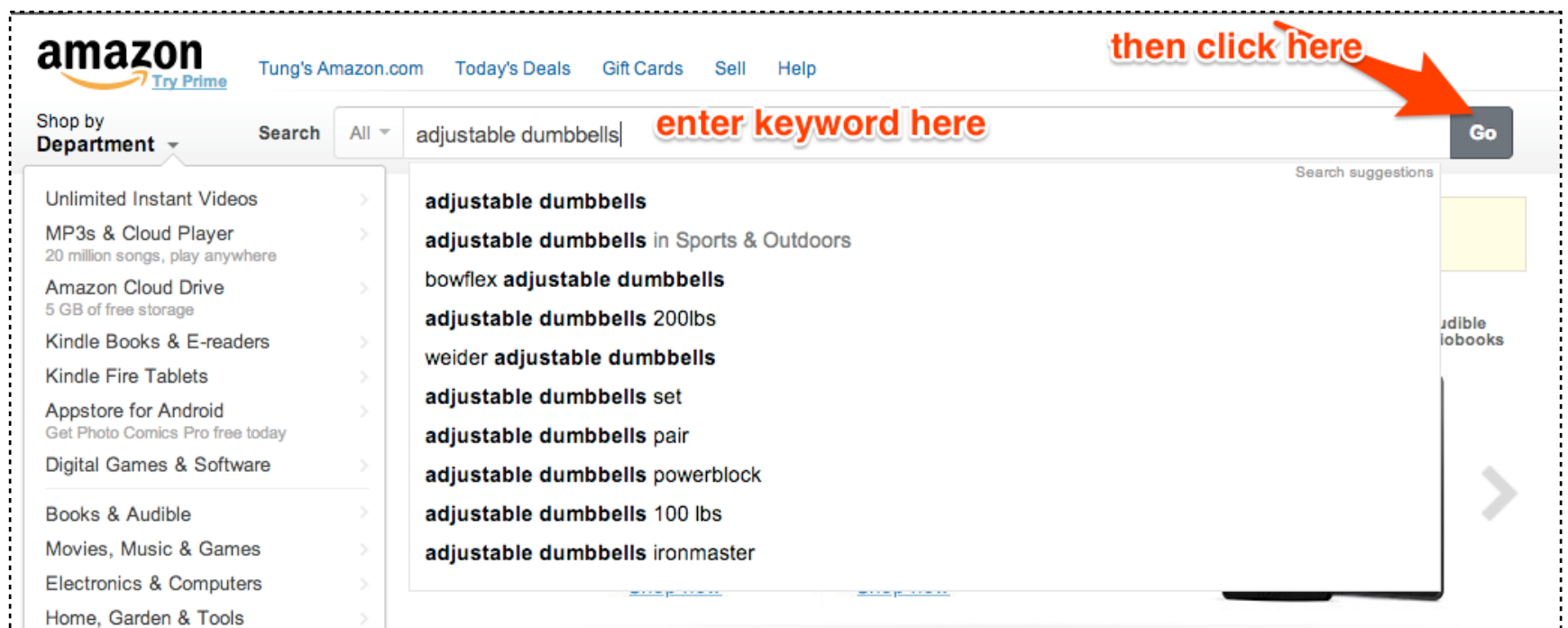
## 5. CHOOSE PRODUCTS THAT HAVE ACCESSORIES OR SMALLER ITEMS THAT CAN BE BOUGHT TOGETHER WITH IT.

This simple trick will help you increase your commission rate by selling more smaller items, so you can get significantly higher commission with each sale of high-price products.

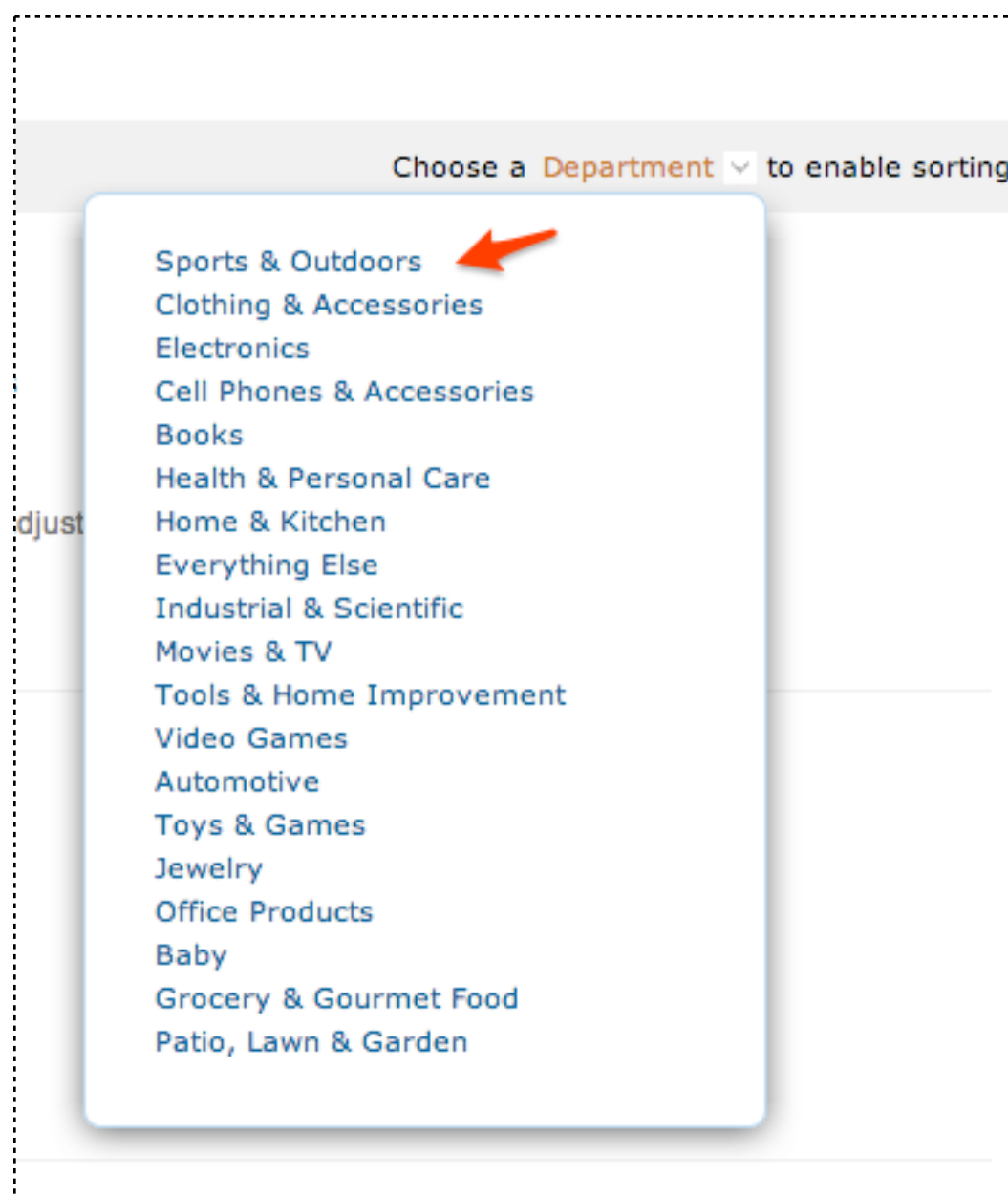
# STEP-BY-STEP GUIDE TO CHOOSING PRODUCTS

This is the process of how I personally follow to choose the best products on Amazon.

**Step 1.** Go to Amazon.com and type in your main keyword without the buyer phrase.



**Step 2.** Choose a Department related to your keyword.

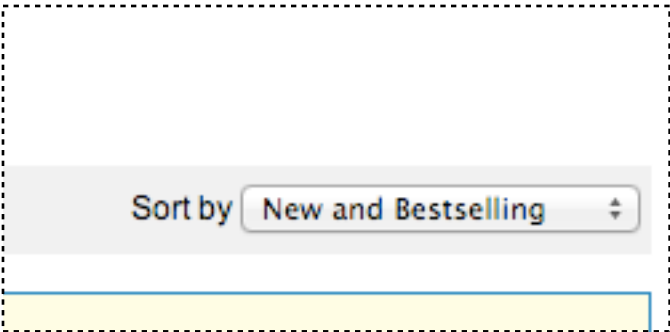


**Step 3.** Add the following filters

- Avg Customer Reviews: 4-star and up
- Price: \$100+

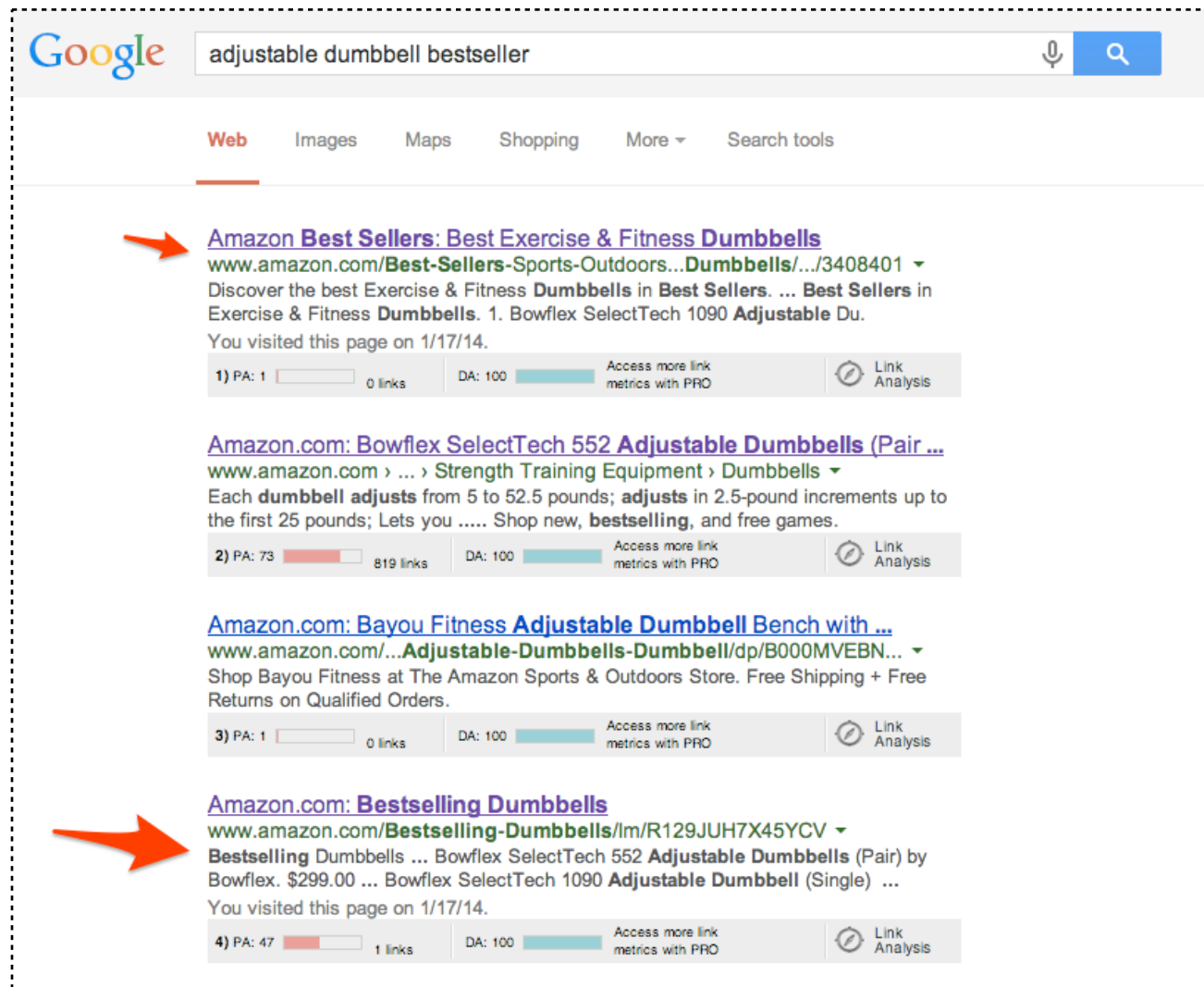


**Step 4.** Sort by “New and Bestselling”



**Step 5.** Write down all the products that are related to your keyword along with their bestseller ranking. Record everything in the **Product Selection Document**

**Step 6.** Google “main keyword + Bestseller” to navigate Amazon’s bestseller lists



**Step 7:** Browse through all the lists and write down all products that you found. Record everything in the **Product Selection Document**.

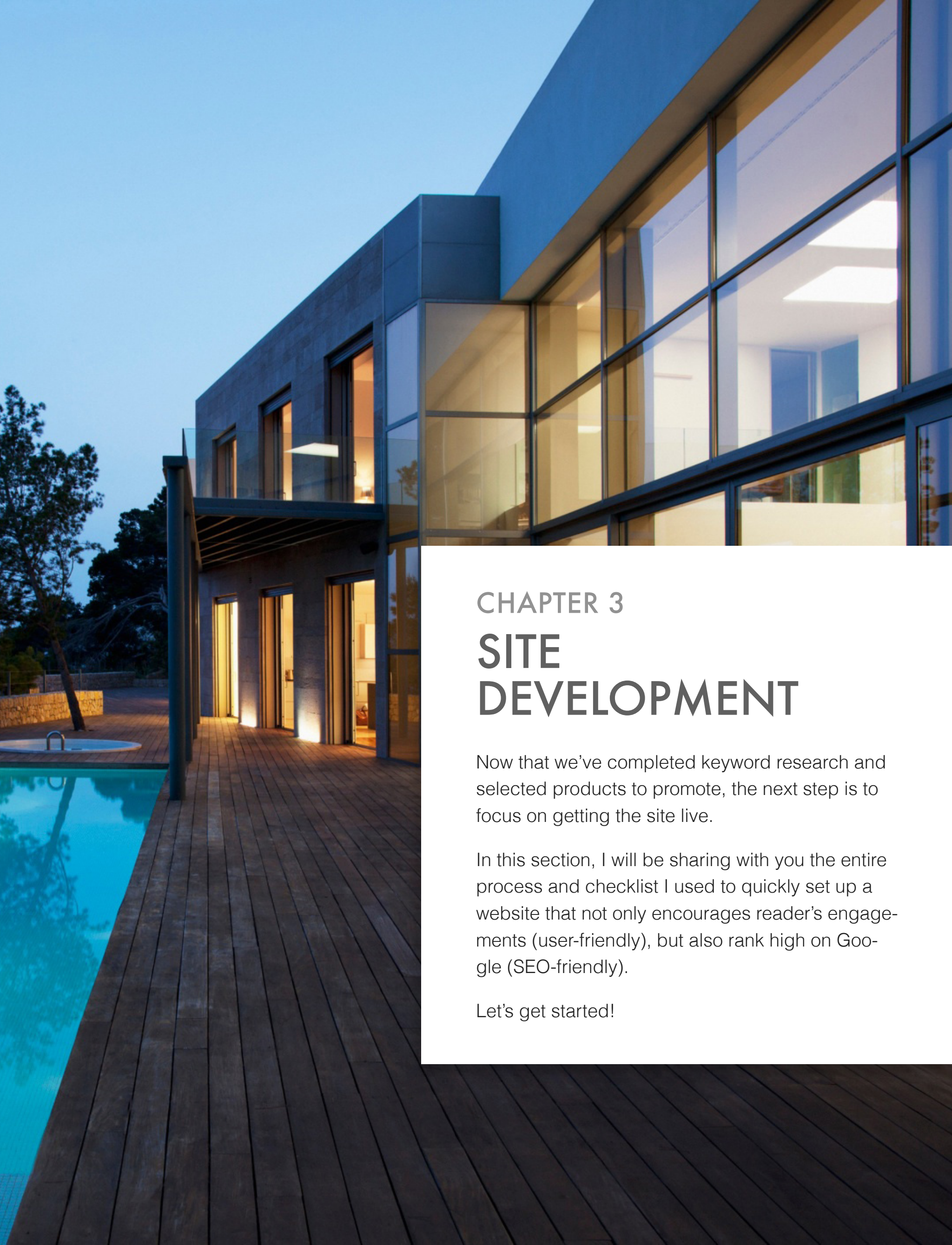
**Step 8:** Based on what you found, choose the best ones based on the following priority:

- Amazon's best-seller rank.
- Number of reviews and ratings.
- Price.

## PRODUCT SELECTION WORKSHEET

- Access the Product Selection Document using [this link](#)
- Follow the step-by-step guide above to choose at least 3 products with the following criteria:
  - At least \$100+ in price.
  - with 20+ reviews and 4-star avg ratings.
  - High best-seller rank.





## CHAPTER 3

# SITE DEVELOPMENT

Now that we've completed keyword research and selected products to promote, the next step is to focus on getting the site live.

In this section, I will be sharing with you the entire process and checklist I used to quickly set up a website that not only encourages reader's engagements (user-friendly), but also rank high on Google (SEO-friendly).

Let's get started!

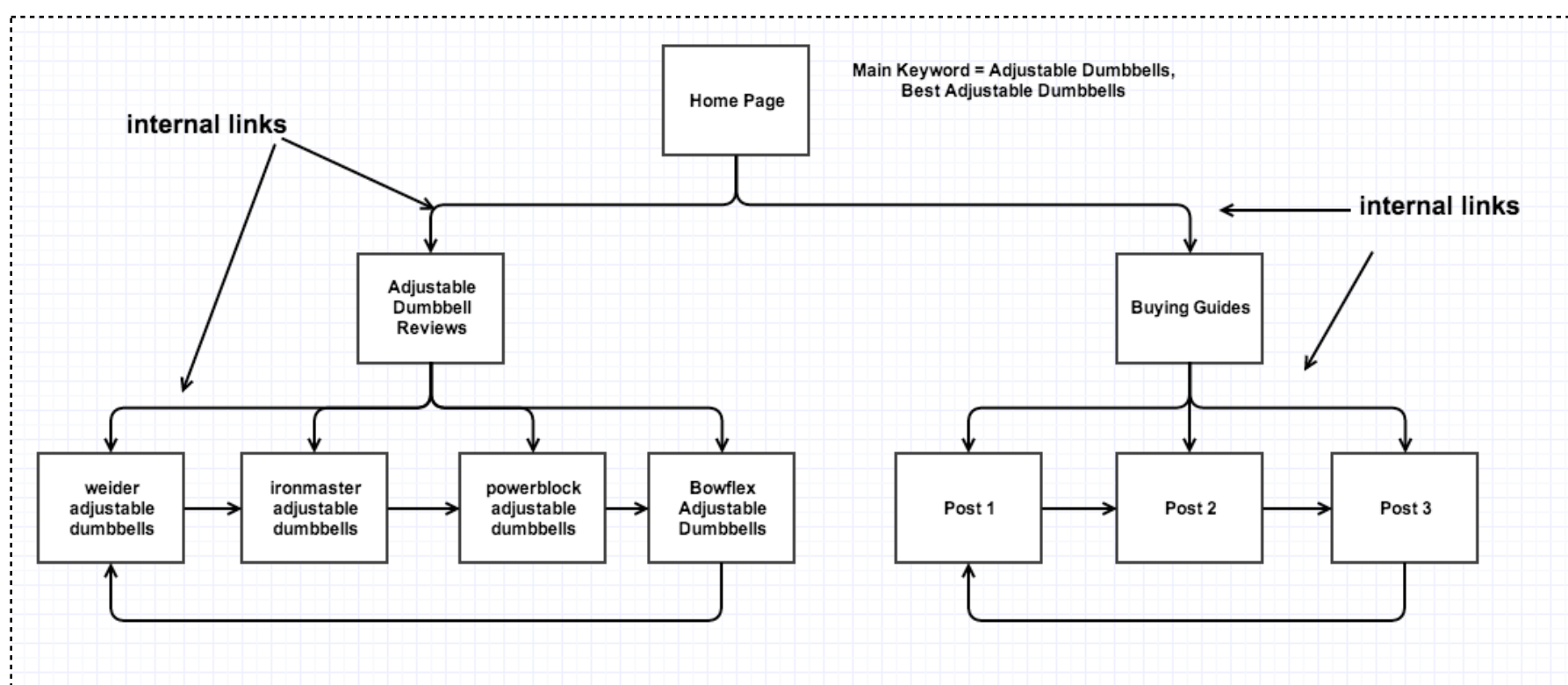
# SILO STRUCTURE DEVELOPMENT

This is an additional step that I've just added to my entire process to set up a niche website.

Having a proper site structure not only helps your website ranks higher for main keywords, but also helps to boost the ranking of secondary keywords on other pages.

[Watch this short video from my friend Alex Becker to know about how to develop a silo structure for your website.](#)

This is a sample silo structure for “best adjustable dumbbell” site:



# SET UP DOMAIN AND HOSTING

## 1. DOMAIN SELECTION

Don't make it complicated, just pick any domain name that you like.

It would be the best if you could pick a domain that's closely related to your niche or even include your keywords.

Exact match domain (EMD) no longer provides a boost in rankings so it's not necessary to pick an EMD. I'd prefer brandable domain nowadays.

For example: I'd pick [adjustabledumbbellscenter.com](#) or [thedumbbellsguy.com](#) instead of [bestadjustabledumbbells.org](#)

For domain registration, I recommend [Namecheap](#).

## 2. HOSTING SELECTION

Stay away from Bluehost and Hostgator although other gurus are still recommending them. They're not as good as they were.

I'd recommend you to spend a little bit more on premium hosting like [WPEngine](#) as site speed has such a high impact on your ranking.

But if you're on a tight budget, [Site5](#) is a good shared hosting at an affordable price.



# WORDPRESS INSTALLATION

## 1. WHY WORDPRESS?

For those of you who may not know, WordPress is the leading content management system that over 22% websites on the internet is using it because of its flexibility and ease of use along with a large WordPress community of users and developers.

I have personally been using WordPress for over 5 years and all of my websites are built with WordPress.

Please note that there are two kinds of website using WordPress namely:

- **Hosted websites** run on WordPress.com where you can set up your blog for free. You don't have to pay anything and you can have your blog up and running in minutes. However, your website will have some limitations such as lack of ability to choose themes and plugins and the site's url will always have the word "wordpress" in it. An example is [www.cloudlivingjourney.wordpress.com](http://www.cloudlivingjourney.wordpress.com), which decreases its authority in the search engines. Hosted wordpress websites are only suitable with personal or non-profit blogs.
- **Self-hosted websites** are a much better solution when it comes to setting up a real online business. Your website will run on your own hosting and unique domain name (like [www.cloudliving.com](http://www.cloudliving.com)). This will totally give you full control over your website and will significantly increase the trust on both user and Google's eyes.

Installing Wordpress is pretty easy as almost every hosting will have 1-click Installation so I'll not give you a step-by-step tutorial here. If you have any problem, contact me on the forum and I'll point you to the right direction.

## 2. PLUGINS

- [WordPress SEO by Yoast](#): the best plugin to optimize your website for SEO.
- [Related Posts via Categories](#): to display related posts and make the silo structure.
- [Q2W3 Fixed Widget](#): to display fixed banner on the sidebar.
- [Limit Login Attempts](#): to improve security.
- [Contact Form 7](#): to show a contact form on your website.
- [AA's Digg Digg Alternative](#): to display social sharing floating bar.
- [TablePress](#): To display the comparison chart.



### 3. THEMES

Honestly, you shouldn't spend much time on this step because it is pretty time consuming. Don't be distracted from your ultimate goal of getting the site up and running as fast as possible.

Just choose a simple theme, make a simple logo, make some simple graphics and go with what you have. You can also do the customization later when your site is up and running and (maybe) have generated some profit.

### 4. ESSENTIAL PAGES

**About Me** - This is one of the most visited pages on almost every website. It shows people that you're a real person just like them. So, make sure to create a trust-worthy About Me page with a personal story and a few facts about the website. If you don't want to show your real name, use a pen name.

**Privacy Policy** - You can create your own policy page using this link  
<http://www.serprank.com/privacy-policy-generator/>

**Disclaimer** - This is to make sure you follow Amazon's TOS. Follow this simple template:


**"[Your website] is a participant in the Amazon Services LLC Associates Program, an affiliate advertising program designed to provide a means for sites to earn advertising fees by advertising and linking to amazon.com.**

**Contact** - Using Contact Form 7 plugin.

You're done. Now move on to the content creation part.

## SITE DEVELOPMENT WORKSHEET

- Watch this video then make a silo structure for your website.
- Find an available domain and buy it.
- Use your existing hosting account or purchase a plan if you don't have one.
- Set up Wordpress and install necessary plugins.
- Pick a simple theme and roll with it.
- Create and publish essential pages.
- Don't spend more than one day on this step. Your goal is to get the site up and running, not trying to make a perfect website. You can always do that later.

A photograph of a modern, two-story house with large glass windows and a wooden deck. The house is illuminated from within, and the deck is made of dark wood. A swimming pool is visible in the foreground on the left. The sky is a deep blue, suggesting dusk or dawn.

## CHAPTER 4

# CONTENT CREATION

Content plays a very important role in the success of your amazon affiliate website.

You need to publish only high quality and original content in order to:

1. get your website to rank higher in Google.
2. convert more visitors into affiliate sales.

This section will teach you how to create high quality content that converts.



# UNDERSTAND WHAT IS HIGH QUALITY CONTENT

Understanding what makes high quality content is the first thing you need to know. You can write your own content or outsource it to professional writers; however, the criteria defining a high quality content remains the same. Here is how I define high quality content:

## HAVE A SPECIFIC REASON

Answering the “Why” of your content is very important. If your content doesn’t serve a specific goal or purpose, you are wasting money. We’re doing business, and every business needs to generate enough profit to survive, right? This is the step to help you do that. For our niche website business, there are 2 main types of content:

- **Content that makes you money.** The goal of these articles is to convert the visitors into customers/email leads or to convince them to buy something through your affiliate links. They are: product reviews, sales pages, squeeze pages, etc. If your preferred monetization method is Google AdSense, the articles that make you the most money are the ones that target high CPC keywords. Having a specific reason in mind when creating your content will help you decide the way you create it to clearly lead people to perform some specific actions while reading.
- **Content that establishes your website as an authority** in the eyes of both visitors and Google. The first type of content, as described above, makes people leave your site. As a result, those pages will have high bounce rate and low time on site. Google doesn’t like that! That’s why we need this second type of content which will be informative, tip-based and attractive enough to keep people on your site. You should include a video and interlink your articles as it will greatly improve the time on site and lower the bounce rate. The longer people stay on your site, the higher quality Google determines your site to be because they’re staying there and they’re consuming your contents. That’s the mark of a high quality site. In short, the goal of these articles is to make people and search engines love your site :).

## 100% ORIGINAL, CONVERSATIONAL STYLE AND STANDARD GRAMMAR/SPELLING

Your content must be 100% unique. Actually, people don’t care about this as long as the content is helpful to them, but Google cares. You don’t want to screw up all your hard work right?

You are publishing content for the web; and web audience, unlike an academic audience, will expect you to use a conversational tone. So remember to always use the word “you” in every article.

Write like you are talking to the reader as a friend. Just by doing so, you will earn their trust and they'll be willing to give you money. Another thing to remember is using standard grammar. The internet is not a place to show off your high level grammar. Try to create content that even a child can understand!

## SEO OPTIMIZED AND RELEVANT

In order for your website to rank high, your content should be properly optimized for SEO. Try to avoid over optimization as It can get your website penalized. Here are some basic on-page SEO:

- Keyword in title
- Keyword in description
- Keyword in h1
- Keyword in image alt tag.
- Keyword in some other paragraphs
- Link to another internal page
- Link to some authority sites

You shouldn't care about keyword density anymore. There's no exact science about it. Just use keyword in the article whenever it makes sense. Stuffing keyword will make your article ridiculous and will get you banned as well.

## "SCANABLE" AND WELL-STRUCTURED

Here's a few ways to make your content "scanable" and well-structured:

- Use short paragraph (2-4 sentences each)
- Bullet point lists are much easier to scan than an essay
- Use bold or italic to emphasize points.
- Use subheadings to help the readers get the main point of each part
- Short and concise. Get to the point and don't include fluff and useless content
- Use high quality images and videos to give your reader a "visual break"

If you have taken time to craft a well-researched article, take some time to make it "scanable" so that readers will love to read your content.

## WHAT ABOUT MINIMUM WORD COUNT?

This is the factor that most people often get confused. In my honest opinion, you can rank fast even with 100 words but to maintain the ranking and quality of the site, you have to provide more values,



which means more words. There are no limits here, you can write as many words as you can, but I tend to create a minimum of 800+ word article. That's enough to provide helpful information.

## THE BEST ARTICLE TEMPLATES

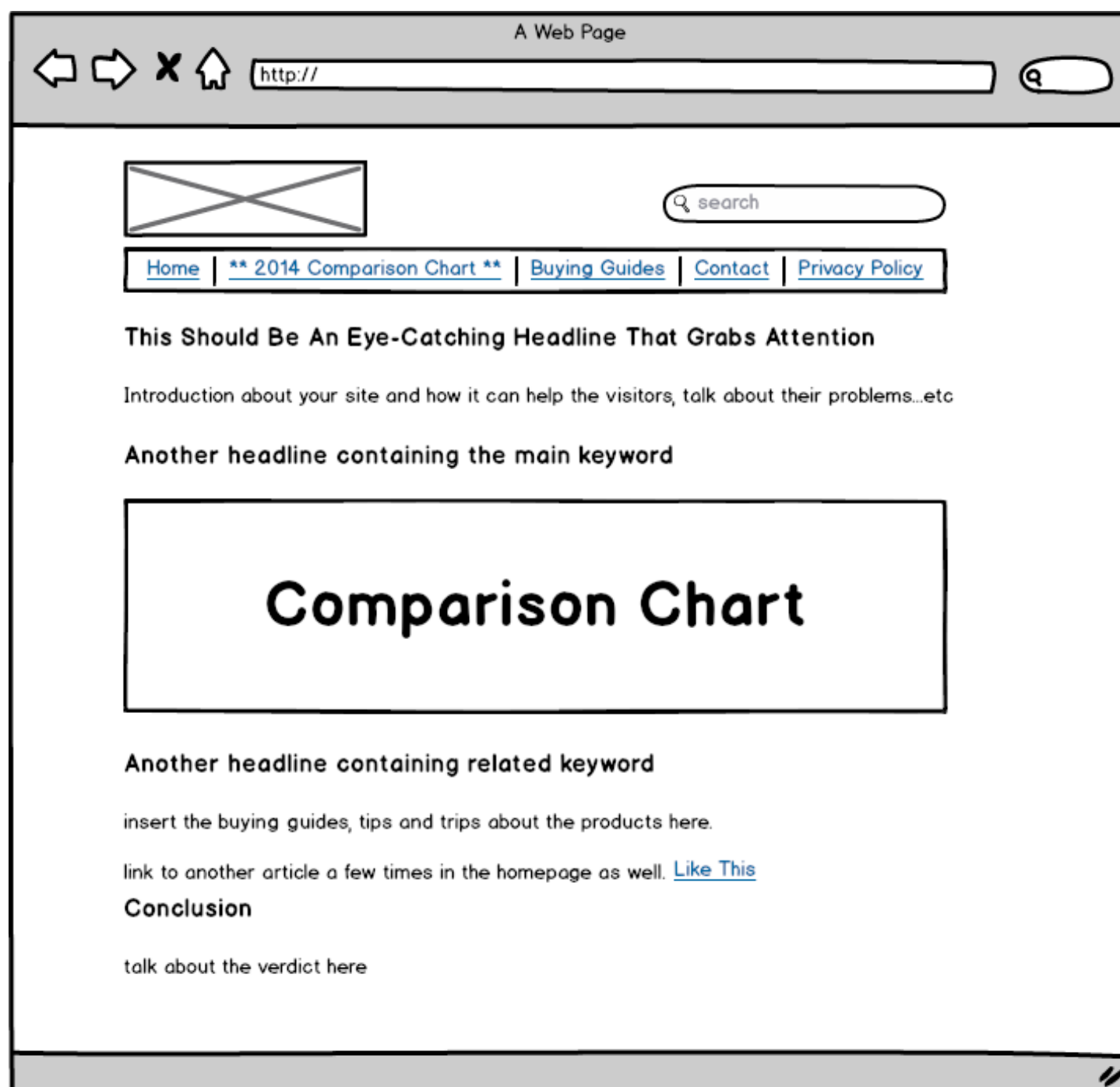
The easiest way to create high quality article is to follow templates. I've found some great resources for you and your writers.

- [Top 10 Articles Template by EzineArticles](#)
- [How To Write The Perfect Blog Posts](#)
- [Product Review Article Template](#)

Now that you know what is high quality content. Let's create the first and most important page on your website - the homepage.

# HOW TO CREATE THE HOMEPAGE

You should have at least 2000 words on the homepage. Try to provide as much information as possible. Here's a good outline for your homepage:



Some good samples to follow:

<http://www.bestadjustabledumbbells.org/>

<http://www.apennyshaved.com/>

<http://www.doublestrollercenter.com/>

<http://www.juicerreviewsdirect.com/>

<http://www.kitchenfaucetdivas.com/>

[Check this article to learn more about creating a high converting homepage](#)

# HOW TO CREATE A COMPARISON CHART TABLE

Spencer from NichePursuits just published a detailed guide to create a product comparison table [here](#).

It's a great article and worth a read but I just want to add a few things:

## 1. Don't Compare Too Many Products

Visitors can get confused. Just choose the products that have high ratings & lots of good reviews from the customers.

- At least 4 star ratings
- At least 30 reviews

## 2. Compare Basic Features First

All Amazon products have some common features namely:

- Price
- Rating
- Saving
- Free Shipping
- Free Return
- Weight
- Dimension

## 3. Research Further to Find More Features to Compare.

You can browse manufacturer websites to get even more information.

Don't just rely on Amazon product pages, you can get a lot more information from the official page by googling this:

" product name + specs"

" product name + features"

# HOW TO WRITE REVIEW ARTICLES

Here's the step by step guide to write a good review article on any Amazon product.

**Step 1:** Go to the Amazon website and access the product page of the item you are reviewing. Read the features and benefits presented.

**Step 2:** Make an introduction that highlights or focuses on a major benefit of the product you are featuring. To make it easy to relate to, cite a certain common scenario that would easily show how beneficial this product is. Example:

## **Reviews of Baby Trend Sit N Stand Double Stroller**

For more fun times with two of your kids in varying age, it would be ideal to have a stroller that caters to both of their needs. There's no problem for your baby because all strollers have comfortable seats that recline including all the way down for a comfortable sleep but what about your elder kid who just learned to walk and is now more curious than ever to explore all the surrounding things he or she sees? Well, what you need is the Baby Trend Sit N Stand Double Stroller.

**Step 3:** Choose 3-5 key features of the product and describe what these are and how they can benefit the readers. Again, include common scenarios that they or other people have most probably experienced so that they can appreciate such features better and be easily convinced that it's something that they really need. Example:

## **Cozy Front Seat for Baby and Comfortable Rear for your Older Child**

When your older child gets to such an active stage, having him or her sit and lie down is not an ideal option. Forcing your kid to so do would only result in tantrums so to grant that desired independence and space, the Baby Trend Sit N Stand Double Stroller's rear is perfect because it offers him or her the option to happily sit or stand while observing all surrounding things and scenery.

Meanwhile, your baby is sure to be pleased with the cozy front seat that keeps him snug and warm; hence, resulting into a happier you because you are able to enjoy a hassle-free stroll or run



**Step 4:** Include other features that are, although not major, still nonetheless useful, helpful and convenient. You can present this via bullet form to make them brief but direct to the point. This provides a refreshing contrast compared to the longer presentation above so that your reader won't be so overwhelmed with a very long review.

### **Other Equally Helpful Features**

- The removable or swing away child tray with cup holder converts the stroller to a traditional Sit N Stand.
- The Baby Trend Sit N Stand Stroller can accommodate two infant car seats on the child tray. Some of these brands are Baby Trend 22 pounds and 30 pounds, Evenflow Embrace, Discovery, Britax Champion and Chaperone.
- Extra large basket underneath is enough to carry both your children's and your gear together.

**Step 5:** Describe the Customer Scores and Reviews

#### **5.1. Customer Scores**

Write about the product's customer scores. You can access this at the lower portion of the amazon product page just after Customer Questions and Answers. You will see data on the number of people who gave it reviews as well as a bar graph that shows how many people gave it a score of 5, 4, 3, 2 or 1 stars. You can also see the average rating that a certain product garnered from all their individual scores.

The Baby Trend Sit N Stand Double Stroller received a total of 58 reviews with the positive comments winning over the negatives. To be more specific, 28 gave it 5 stars, 14 gave it 4 stars, 7 gave it 3 stars, 6 gave it 2 stars and 3 gave it 1 star. This results into an average rating of 4 out of a perfect 5.

#### **5.2 Customer Reviews**

After the bar graph, you will see a number of reviews given by users of the product. This is arranged according to the number of stars given with the 5 stars on top of the rank followed by 4 stars, 4 stars, 2 stars and 1 star. So from this alone, you will see that both positive and negative comments are given here.

From the positive comments, choose 3-5 feature reviews that are commonly mentioned by the users and discuss why such features are appreciated and well-liked. To make this more credible, you can also quote some of what these users shared.

### Glides Smoothly

Majority of the parents find the Baby Trend Sit N Stand Double Stroller easy to both push and turn even when you find yourself in stores and tight places. One parent said it surprisingly rolls good and turns around smoothly despite being longer than a single stroller. Another said it does good when used on off road pavements as well.

Of course, you have to take into consideration the cons as well as there is no perfect product. Choose around 2-3 cons from the reviews with 3 or 2 stars but make sure that what you choose are complaints that are not isolated incidents and were experienced by at least 2-3 users.

The second concern of parents involves the sit and stand feature at the back, the seat needs to be removed entirely leaving no back rest for the kids to lean on except a trap. They may lean against the back of the front seat but as one mom pointed out, that would have them hunch over which is an uncomfortable position to be in.

**Step 6:** Making the conclusion for the review is giving a summary of the results of the product review. Mention which side, pros or cons, won and how most users generally find the product. Can you say that they found a way to resolve their issues of the product? Or would you conclude that they still recommend it despite its flaws? Did they find it a wise buy? Basically, all these need to be addressed to come up with a comprehensive conclusion.

Despite the drawbacks, a major chunk of the user reviews find the Baby Trend Sit N Stand Double Stroller a wise purchase because their advantages outweigh whatever issues they encountered while using it and most of them actually found ways to resolve these issues just like what the dad shared in one review.

Moreover, they found it to be enjoyable to use because it certainly takes out the load of having to attend to a restless and bored older child while at the same time, keeping an eye to the younger child or baby. The Baby Trend Sit N Stand Double Stroller plays a huge role in allowing them to have quality time with both kids, stress and hassle free.

Some good review articles to follow:

<http://www.apennyshaved.com/reviews/reviews-of-the-best-simpson-shaving-brushes/>

<http://www.doublestrollercenter.com/bob-revolution-se-duallie-stroller-review/>

# HOW TO OUTSOURCE CONTENT CREATION

Outsourcing article writing is one of the best decisions I've ever made to take my online business to the next level. Here's how you can do the same.

## WHERE TO FIND GOOD WRITERS?

I have used a number of sources for hiring writers including: Textbroker.com, Odesk.com, warriorforum.com, blackhatworld.com, and some other places as well. Here are my comments on each of those sources:

### 1. TextBroker.com

This is definitely one of the best places for you to get your article created. There are thousands of English speaking writers waiting to write articles for you. The quality of the outputs depends on the quality level you choose.

In my opinion, 3-star writers are very good for your niche websites, the turnaround time is pretty fast and the ordering process is smooth.

### 2. Warriorforum.com/Blackhatworld.com:

These 2 forums have dedicated sections for their members to buy/sell services. There are dozens of services out there, some are very good, some are mediocre, you'll have to test them out and read reviews from other users carefully before making an order.

I have used their services in the past, but for a long time business, it's not the best decision as your orders will be processed by many writers so the quality will vary. Another thing is that you don't have direct connection with the writers, which makes it hard to give them instructions and feedbacks.

### 3. Odesk.com

Odesk is a job market place where you can post your job for free and then hundred of writers will apply for it. You'll need to filter out and pick the best writers. Seem difficult? Don't worry! I will walk you through the entire process now.

## HOW TO RECRUIT WRITERS ON ODESK

Hiring in Odesk is easy. The key to successfully hiring a good writer is to understand their needs and provide exactly what they are looking for. Your job description should clearly describe your business, requirements, benefit/salary and the potential for a long term work.

[Access to the hiring description I regularly use.](#)

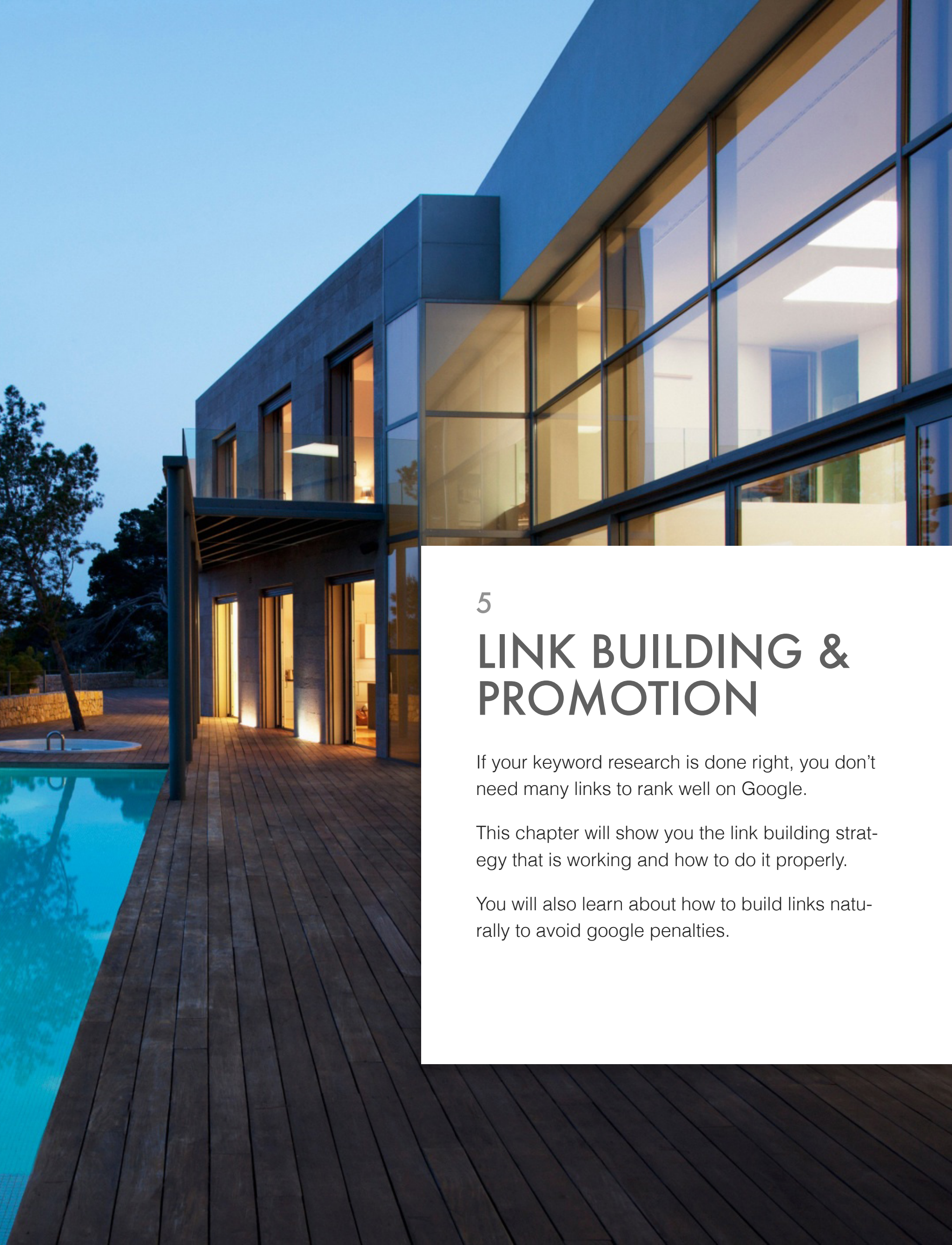
Here are some tips to help you go through a review process easier:

- **For the most part, Filipino writer is the best in terms of quality and price.** The Philippines is the 4th largest English speaking country in the world. I have been working with a Filipino writer for over 2 years and he always delivers amazing articles. You can also find some writers from the USA (rarely), Australia and India as well. Avoid people from other countries as they are not native English speakers.
- **Instantly Decline Anyone Who Failed To Include The Code Word “Niche Articles”.** The code word is to ensure that the contractors have read your job description carefully as it shows that they are serious and want to work with you.
- **Instantly Decline Anyone Who Doesn’t Include A Portfolio.** If they can’t provide you with any proof that they are qualified for your job, ignore them. I want to check their previous works to make sure that they can write well-researched article with good English.
- **Save The Ones That Fit Your Requirements.** You will have lots of applications, so sorting through them all takes time. When you identified a potential writers, save them and move to the next immediately. After clearing the list, come back to the saved list and decide which one to interview.
- **Make Notes On Each Saved Applicant.** You can’t remember everyone so making note will be helpful for the future reference.
- **Read Previous Employer Feedback.** You can find some valuable information about your potential contractors by reading those feedbacks.

## CONTENT CREATION WORKSHEET

- Make a 2000 word homepage and publish it.
- Make 3-5 reviews of the products you selected before. Publish them all at once.
- Interlink your articles following the silo structure.
- Add links to other authority sources.
- Remember to SEO optimize each article.





## 5

# LINK BUILDING & PROMOTION

If your keyword research is done right, you don't need many links to rank well on Google.

This chapter will show you the link building strategy that is working and how to do it properly.

You will also learn about how to build links naturally to avoid google penalties.

# WHAT'S WORKING NOW?

## MANUAL BLOG COMMENTING

Blog commenting is not only for building links to your website, it's also a great way to build relationship with other webmasters and bloggers in your niche, which can lead to other backlink-building opportunities like guest posting and link baiting.

You should start commenting on other sites once you have your homepage created. Be sure to leave relevant and valuable comments with legit gravatar profile to maximize the approval rate.

Start with commenting on 5 different blogs a day and gradually increase to 10/day or 15/day as your blog grows overtime.

Here are some ways to find blogs to comment on:

- **Technorati.com** - Use the search box at the top of the site – you can search for popular posts using specific keywords or change the “switch” from posts to blogs and search for a blog that covers particular topic.
- **Alltop.com** - Alltop pulls in feeds for blogs on a variety of topics, showing the latest five posts from blogs on everything from ABC News to Zoology. You'll be hard pressed not to find a blog on a topic you want to comment on here.
- **Dropmylink.com** - a free web-based application which helps you quickly search for relevant blogs on Google.

## HIGH QUALITY WEB 2.0'S

They're free blogs that you can post your own content and link back to your site. Your goal is to create high quality blogs that look like actual websites.

A good sample to follow is: <http://securityguard-training.blogspot.com/>

Be sure each of your web 2.0 properties have:

- at least 3 articles with minimum 500 words each.
- Relevant images and videos
- 2-3 links to other relevant and authority sites.
- 1-2 Link to your website's homepage or internal pages.



Here's the list of top web 2.0's:

- Blinkweb.com
- Wordpress.com
- Tumblr.com
- Blogspot.com
- Weebly.com
- Squidoo.com
- Blogger.com
- Knol.google.com
- Livejournal
- Bloglines.com
- Yola.com
- Typepad.com
- Freewebs.com
- Tripod.com
- Jimdo.com
- Wetpaint.com
- Wikispaces.com
- Quizilla.com
- Multiply.com
- Blog.com

You can outsource account creation to Fiverr using this gig:

<http://fiverr.com/jasonhaze/manually-create-20-web-2-0-accounts>

## PRIVATE BLOG NETWORK (PBN)

This is hand-down the best way to build high-quality backlinks to your website that's working very well at the moment.

You need to create your own PBN as soon as possible. Start small with 4-5 sites and add more if necessary. For more information about building a PBN, check out these resources:

- [How To Build a High PR Blog Network and Rank For Anything With Ease](#)
- [Ultimate Expired Domain Guide](#)

A few places to buy expired domains:

- [Jon Haver's custom list service](#)
- [Jon Haver's done-for-you service](#)

- [highpadomains.com](https://highpadomains.com)

## GUEST POSTING

This method works but it's not scalable if you want to build a lot of sites. [Check out this article for more information](#) as I'm not good at this strategy.

## TIERED LINK BUILDING

This is the method I regularly use on all my affiliate sites. It's safe & scalable if done right.

[Check out the advanced guide to tiered link building.](#)



# HOW TO AVOID GOOGLE PENALTIES

The key to avoiding Google penalties is **a natural looking link profile**. That said, here's a few things you need to keep in mind when building backlinks to your website:

## 1. ANCHOR TEXT DIVERSITY

You must diversify your anchor text distribution.

I don't have a magic ratio, but this ratio should give you an idea of what your anchor text distribution should look like:

- 30%: Brand Anchor Text (Cloud Living)
- 10%: Bare URL (<http://www.cloudliving.com>)
- 10%: Domain name (cloudliving.com)
- 10%: Webmaster name anchor text (Tung Tran)
- 5%: Generic anchors (here, this blog post, website)
- 1-5%: Money keyword anchor text (affiliate marketing)
- The rest: Unique anchor text (this post on affiliate marketing by Tung Tran, here's a good article about affiliate marketing by Tung Tran, according to Tung Tran's post)

## 2. LINK DIVERSITY

Don't just rely on one kind of links to rank your website. Using a combination of blog commenting, web 2.0's, PBN, guest posting, social signals is a good way to diversify your backlink profile.

## 3. LINK GROWTH VELOCITY

Don't blast thousands of links to your website and stop. Keep building new links at the same pace and slowly increase the velocity overtime.

## LINK BUILDING & PROMOTION WORKSHEET

- Start commenting on 5 blogs a day for 30 days then increase that amount to 10-15 a day.
- Create social profiles for your website
  - <http://www.facebook.com>
  - <http://www.youtube.com>
  - <http://plus.google.com>
  - <http://twitter.com>
  - <http://www.gravatar.com>
- Set up Google Authorship for your website.
- Create 3-5 web 2.0 properties per week and link back to your website.
- After 30 days, create your own PBN of 5 sites with high PA/DA and link to your website.  
Only add more if necessary.