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SEO For Amazon Sales Pages



EXCLUSIVE BONUS: Revenge of the Affiliates

Video Download Link:

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Why You Need To Get Top Google Rankings

While it's not essential to get top Google rankings in order to make money with Amazon, and in particular Kindle eBooks, it's definitely something you SHOULD aim to do.

Why?

1. It's easy
2. You'll earn more

Getting Amazon pages to the top of Google is easy. Google loves eCommerce and Amazon is the BIGGEST eCommerce website that exists...

Google understands that when internet users search for products, Amazon provides them with the end result – and it's for that reason that Amazon sales pages rank so well...Google favors them.

Now, when it comes to making money from Kindle eBooks, most of your income will come from people who find your product when browsing in Amazon...so you don't NEED top Google rankings in order to get sales.

But if you have top Google rankings, you'll definitely get MORE sales and more exposure.

It makes sense to leverage everything available to you, and that's why you should aim to get top Google rankings.

The Two Components Of Top Rankings

When it comes to ranking your Amazon Sales page, there are only 2 factors that you need to worry about:

1. On-Page Factors
2. Off-Page Factors

The on-page factors are things that you can do ON the Amazon sales page...this includes the way you name your book, the description you use, the reviews you get (and the frequency of new reviews), how long people stay on your page and so on.

The off-page factors are links. Plain and simple. Get a few good quality links from the right places, and you'll boost your rankings.

Let's now take a closer look at exactly what you need to do in order to get top rankings for your Amazon Sales page...

What You Need To Do...

I'll now briefly walk you through what I consider to be the most important "on-page" factors, and then I'll talk about off page factors (link building).

On-Page Factors

Without a doubt, the most important on-page ranking factor that you can control is the title you give your book.

Factor #1: Book Title

If you want to get ranked for a keyword like "butterfly picture book", then make sure you include that in the title of your book.

Amazon doesn't let you choose the Meta-Title for the page your book will be displayed on, but it DOES include your book title in the page meta-title, so choose it wisely.

Factor #2: Book Description

The next thing you've got 100% control over is the book description.

Amazon allows you to use up to 4000 characters in your book description, that's approximately 700-750 words, a decent chunk of content.

While you can get rankings for your main target keywords with a very short product description, longer descriptions that use all 4000 characters will normally rank for more long-tail keywords (long-tail keywords are lengthy keyword phrases, normally keyword phrases that contain 4 words or more).

Factor #3: Reviews

As far as getting top ranking in Google goes, reviews can help you in two main ways:

1. Provide social proof that'll keep people on your page longer (this will boost the "time on page" metric and help your rankings).
2. Add fresh content to your page.

As I mentioned above, positive social proof (good reviews) will help a lot in terms of keeping people on your page, and even more important, convincing people to buy your book.

There's also a "freshness factor" that reviews bring to your page though, and most Kindle marketers aren't even thinking about leveraging this.

By having people who've read your book leave a review, you're showing Google (and Amazon) that your page is active, and as a result, you'll get an additional boost up the rankings.

Always encourage your readers to leave comments, the more the better!

NOTE: When a book is brand new, you shouldn't worry too much about getting many reviews..3-4 is fine. If you get a lot of reviews shortly after you've launched your book, it'll actually do you more harm than good (and it'll look unnatural to Amazon, Google, AND people interested in buying your book).

Let's now move on to look at Off-Page SEO, specifically, link building.

Off-Page Factors

The great thing about Amazon pages is that they rank far easier in Google than almost any other kind of page/website that exists. As such, a few powerful links is all you'll ever really need in order to rank high in Google.

The two places I recommend you start are Squidoo, and HubPages.

These are GREAT places to get links to your Amazon product, and both Squidoo and HubPages actually encourage you to link to your eBook!

What I recommend you do is add a 500 word overview about your eBook topic to each of Squidoo and HubPages (don't use the same one...they need to be unique).

Include a link to your Amazon page using the corresponding Amazon modules in each of these two Web 2.0 properties.

Once you've set up a Squidoo Lens and a HubPage, I then recommend you submit an article to two different article directories. Ezine Articles and Go Articles are fine.

These articles should be about 450 words long and contain a link to your Amazon Sales page in the resource box.

Once you've created these 4 links, there's a really good chance that you'll actually already be ranking for your keyword! You've created a little bit of exposure and Google will find your links and boost your rankings.

If you're targeting a more competitive keyword, then you may need to build more links to your Amazon Sales page.

Links on high PR domains will help, as will links on websites closely related to the niche your book is about. And if you really struggle to get your Amazon page ranking, you could consider building out a second tier of links as well.

I'll explain a little more about these methods in the video below:

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