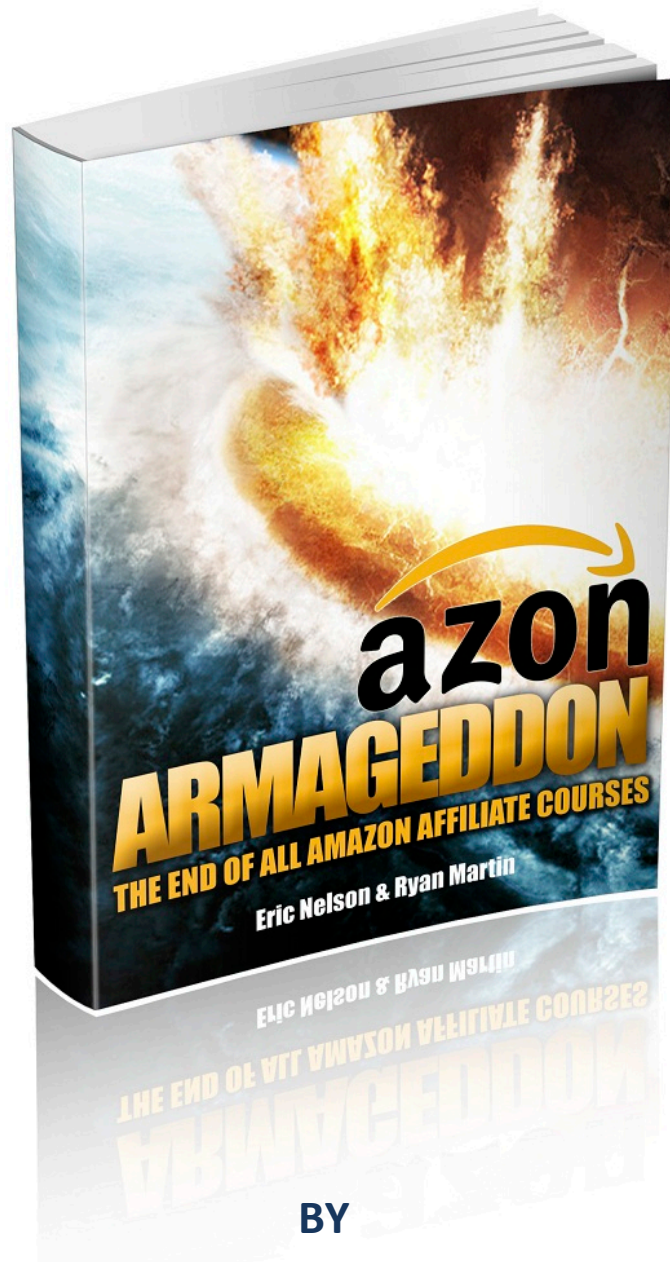


THANK YOU FOR PURCHASING



BY

ERIC NELSON & RYAN MARTIN

<http://www.azonarmageddon.com>

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Who are Eric & Ryan?



Eric Nelson is an accountant turned internet marketer from Los Angeles, USA - currently traveling through China with his lovely wife and plans to spend a few months living in various Asian countries during the rest of the year, thanks to the passive income from his niche Amazon and

Adsense websites.

Eric has been building niche sites since the past two years and currently has more than 70 sites in his portfolio, mostly monetized with Adsense and Amazon. He started building niche Amazon sites around Aug/September 2011 and some of his initial sites did amazingly well during the holiday season. Since then he has multiplied the number of amazon monetized sites to over 25+ currently that generate him over \$2500/mo in passive income. In addition to that he has a good number of sites primarily monetized with Adsense that generate over \$9000/mo for him. (His course on Adsense recently sold over 1,200 copies).

Building niche sites and earning passive income is what he does best and has found some amazing ninja strategies to build Amazon sites and how to rank them easily in the top spots in Google. In this course, he'll be sharing everything he knows about profiting from Amazon affiliate sites and you can just follow him to build yourself a steady passive income.



Much like Eric, Ryan Martin is also an accountant turned internet marketer. Ryan lives in the beautiful Southern Oregon with his wife of four years. Ryan graduated with a Bachelor's Degree in accounting in 2008 and a Master's in Business Administration in 2011.

Ryan began creating AdSense sites about seven years ago and successfully created multiple \$1,000+ per month earning sites. To diversify, he also began creating Amazon affiliates sites and became quite successful. Ryan has weathered the storms of Panda and Penguin that knocked many top sites into oblivion by creating quality content sites with a solid strategy that can be easily emulated.

Now it is time to help others reach this level of success by sharing a proven site building strategy that covers topics all the way from installing Wordpress to getting traffic. Ryan has teamed up with Eric Nelson to lead others down the road to financial freedom and the ability to earn a full-time income in a tough economy.

OUR PROOF!

Before jumping into the methods and the strategies, we'd love to show you the money we are making with our Amazon affiliate sites. We've not just earned commissions but we have been able to flip a few of our sites for a nice chunk of change:

[WE RECENTLY SOLD 2 OF OUR AMAZON SITES FOR OVER \$3700 USD]

Displaying 20 results per page [First](#) | [Previous](#) | [Next](#) [Payment status glossary](#)

[Archive](#) [What's this](#)

<input type="checkbox"/>	Date	Type	Name/Email	Payment status	Details	Order status/Actions	Gross
<input type="checkbox"/>	12-May-2012	Payment From	[REDACTED]	Completed	Details	Issue refund	\$2300.00 USD
<input type="checkbox"/>	09-May-2012	Payment From	[REDACTED]	Completed	Details	Issue refund	\$9.97 USD
<input type="checkbox"/>	03-May-2012	Payment From	[REDACTED]	Completed	Details	Issue refund	\$14.97 USD
<input type="checkbox"/>	23-Apr-2012	Payment From	[REDACTED]	Completed	Details	Issue refund	\$1450.00 USD

AMAZON.COM EARNINGS REPORT (PAST 8 MONTHS)

Earnings Report Totals [Glossary](#)

October 1, 2011 to May 31, 2012

	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	2874	\$118,932.35	\$10,341.17
Total Third Party Items Shipped ⓘ	2743	\$89,317.99	\$7,135.62
Total Items Shipped	5617	\$208,250.34	\$17,476.79
Total Items Returned	-132	-\$5,244.16	-\$382.41
Total Refunds	0	\$0.00	\$0.00
TOTAL ADVERTISING FEES	5485	\$203,006.18	\$17,094.38

OVER \$203k in SALES and MORE THAN \$17,000 IN REAL PASSIVE INCOME FROM OUR NICHE AMAZON AFFILIATE SITES!

WHY AMAZON AFFILIATE SITES ARE A GREAT PASSIVE INCOME SOURCE..

Though we have a LOT of niche sites that make money using AdSense, there are many people who have never been able to make a buck with AdSense (seriously, check out any of the 2 AdSense courses below if you want to give it a shot, IT WORKS)

[Check out Total AdSense Annihilation by Eric Nelson](#)

[Check out AdSense Apocalypse by Ryan Martin](#)

One of the major reasons why people have failed to make money with AdSense is because when they do not build their sites the right way OR get too impatient and click on their own ads (apart from doing a lot of other spammy things to get traffic to their site) - Google gets pissed off and bans their account. There are thousands of people who have gotten their AdSense accounts banned by not playing by the rules - for those people AMAZON WORKS because they are friendlier and don't ban you that easily - they simply won't pay you commissions if you do anything funny but your account keeps going and you keep earning commissions by using clean methods.

Also - why Amazon affiliate sites work for a lot of people is because there is always a **HUGE DEMAND of products** that people buy from Amazon (the trust factor helps a lot and works FOR YOU) and they always want to read reviews and get feedback before making a buying decision. It's people like these that our Amazon affiliate sites target and we end up earning a commission on their purchase.

Amazon and its Affiliate Program



Amazon.com is the biggest ecommerce website out there that has millions of products in its inventory. Hundreds of thousands of people purchase from Amazon.com every week and millions of others are

always looking for discounts, deals and planning their purchases in advance. They keep browsing through various review sites to find the best product for their needs and when the time comes, they hit the 'add to cart' button and make their purchase.

Amazon.com also has the biggest affiliate program out there. It pays between 4% to 8.5% for every sale that an affiliate refers to their website. With millions of transactions taking place every month, they pay a lot of money to their affiliates for referring sales and this, for people like us, is a great source of passive income.

All we need to find out is what is popular out there and build a site about those types of products. Make it visible to the potential buyers and you'll have a steady flow of sales coming in your way.

Amazon offers you two kinds of affiliate payment structures. One is a flat fee based structure that pays you a fixed 4% for every sale referred to them while there is another option for performance based payment. Amazon has limited commissions in certain categories (shown below) but with performance based - the structure changes and you can earn more commission per sale if you refer more sales every month. Here's how the affiliate commission structures look like:

Product Category	Fixed Advertising Fee Rates
Electronics Products	4.00%
Amazon MP3 Products	10.00%
Amazon Instant Video	10.00%
Game Downloads Products	10.00%
Endless.com and smallparts.com Products	15.00%
Myhabit.com products	15.00%
Gift Cards Redeemable on the Amazon Site	6.00%
Gift Cards Not Redeemable on the Amazon Site	4.00%

Volume-Based Advertising Fee Rates for General Products

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%

Option 2: Classic Fee Structure

This is our fixed-referral-rate plan. You earn a 4% advertising fee on items offered by Amazon or by third parties.

Caps: Personal computers (both desktops and laptops) have advertising fees capped at \$25, and Amazon Video On Demand as well as Amazon MP3 products are capped at \$1.50 per item.

The above is a screenshot from the commissions & compensation of the Amazon associates website. **Performance based structure is recommended over the fixed one but at the end of the day, you can pick whichever you feel works best for you.**

How the Amazon affiliate system works



It's a simple process. You register on Amazon.com as an affiliate or as an associate as they call it and you get yourself an Amazon Associates account. Now - you are ready to promote Amazon products on your personal blog or build sites around specific products or categories. Your Amazon Associates account will give you special links for these products and categories where if a visitor clicks on that link from your blog or website, he is sent to Amazon.com to make a purchase. If he ends up buying the product, you earn a commission. Click the link below to sign up for an account...

[**CLICK HERE TO SIGNUP AS AN AMAZON AFFILIATE**](#)

GOOGLE UPDATES AND NICHE AFFILIATE SITES...

We've been building niche affiliates sites for many years now and have made a few mistakes when we first started (we all do, don't we?) but we learned quickly from them and adapted to the changes made in Google's algorithms to make sure our sites can rank easily and are built to last. Out of all the niche Amazon affiliate sites we have built in the past year - NONE of them have seen any penalties from Google and have been consistently ranking, getting traffic and bringing home real passive income for us, each and every month.

In this entire course, you'll find many references to Google Panda updates or just Panda or Panda 1.1 Upto 3.5 and more. So before we dive into the whole process, we would like to give you an overview of what these updates are and how they've changed the way we should build our sites...

Back in 2005, it was really easy to rank websites, all you had to do was buy a domain containing the keyword, post any kind of content stuffed with the keyword on that site and build some backlinks to it to get the site ranked. Moving into 2012, a LOT has changed and probably for good. In an effort to provide the best quality search results, Google has made many changes to its search algorithm and has been making a lot of updates ever since.



A major change to the way Google ranked websites arrived in February 2011 where Google released a series of updates known as the Panda updates – named after the Google engineer who came up with it. Here’s a history of all the Panda updates so far and what they changed:

Feb 2011 – Panda/Farmer update released - sites that contained thin content were slapped. These included article directories containing articles written on specific topics with little or no actual information about the topic at hand. Sites containing more ads and less content were also affected. Also sites that were built on specific topics with only one article on the home page were de-ranked.

March 2011 – Google +1 button was released - Google wanted its users to recommend sites to their social circles hence directly affecting the search results they see. This was an attempt to make Google Search more socially influenced.

April 2011 – Panda 2.0 - Google eliminated sites that its users flagged as bad and also sites reported to have malicious content on its pages reported by the Chrome browser.

May 2011 – Oct 2011, a series of smaller updates labeled as Panda 2.1 ... Panda 2.5 were released – These affected Google search results and brought quality pages higher up in search rankings.

Nov 2011 – Panda 3.1 update released - Right before this released, Google also did a Freshness update which affected 35% of search queries and seemed to rank fresh content or sites higher up in results. Older sites with outdated content lost rankings.

Dec 2011- Another set of 10 updates was released that affected more sites. Nothing significant was noticed but overall search results were affected.

Jan 2012 – Panda 3.2- Many minor updates were released but the worst among them was the Ads-Above-The-Fold update where sites that had too many ads above the fold (first view of the page/site) were affected. This update was named ‘Top Heavy’ by many.

Feb 2012 – Panda 3.3- Another set of minor updates were made, including another Flux update and a Freshness update.

March 2012 – More Social updates introduced but towards the third week of March, **Google cracked down on a lot of private blog networks and sent ‘unnatural backlinks’** warnings to many webmasters via their webmaster central. Thousands of sites were de-ranked and got penalized due to heavy SEO activity claimed to be unnatural by Google. **This has been called the ‘over optimization penalty’ or the ‘Trust Us’ update!**

Penguin Update - Apr 2012 – Google further went and de-ranked millions of websites that they felt were over optimized and had unnatural backlinks. There were various factors involved in calculating which sites were affected but a majority of them appeared to have tried to rank their sites for certain specific keywords and had built a ton of backlinks mainly using those keywords in order to gain better rankings.

We’ve learned a lot from all these updates and thankfully very few of our old sites were affected by these. We do see ranking fluctuations regularly but that’s just how it works. Rankings will keep moving up and down a few points every week and you should not worry about it. If you see your site go from #2 in Google to #42 and stay there for more than a week, you should worry and find out what needs to be fixed, fix it and wait for the next update. Now all these updates are aimed at one thing and one thing only - weed out the bad sites and make sure only good quality sites stay in the search results. Therefore, our aim here is to build quality content driven sites that review relevant products in a specific category or type of products and make recommendations to our site’s visitors so they can make an informed buying decision. Simple!

NICHE AND PRODUCT RESEARCH

Finding the right product in the right niche is THE KEY to success when building amazon affiliate sites. If you do not select the right products, you are not going to see any sales come through - therefore, no money for you. So, read this section VERY CAREFULLY and implement it as it is because this is no general info b.s. here - we're going to disclose EXACTLY how we do research for our niche sites and reveal it all to you, WITHOUT HOLDING ANYTHING BACK...

Product Research is NOT the same as Keyword Research...

Believe us when we tell you this because a LOT of people think of product and keyword research as the same thing, well IT IS NOT. Finding the right product comes first - then we start looking at keywords that can go well with the product and are easier to rank. But if the product isn't right, nothing will work for you.

So, the first thing to do is to visit AMAZON.COM and check out products in categories you can relate to or feel good about promoting. We personally find this easy because it makes us feel comfortable and confident writing a review article on a blog or website about that product and it does not seem like doing any work - it turns into FUN.

So, just browse through categories of your preference and find some interesting products with a good number of reviews and ratings. Products that grow popular among a few buyers seem to get more attention from future buyers. But before you jump in and select a product, there are a few things you need to keep in mind:

If you look at the chart above in the Amazon Affiliate commissions page you'll see that Amazon has capped certain categories and types of products - for example, computers and laptops will give you a maximum \$25 per sale whether you sell a \$700 laptop or a \$1500 MacBook pro. Also Video on Demand and MP3 downloads from Amazon are capped at \$1.5 per sale - so that's something we never go into.

Therefore, we like to promote products that will give us at least \$5 per sale, so any product having a price of \$125 or above is what we look at. Sometimes we even go lower into the \$100 range because we prefer the performance structure for commissions and if we make more sales, they can actually pay \$8 per sale for a \$100 product towards the higher end of the commissions' structure (see the commissions chart a few pages above).

So, here's what our criteria is when selecting a product from amazon...

Price - at least \$100

Ratings - atleast 3 star ratings

Reviews - atleast 10 reviews (or 5 really good reviews)


Eric's wife recently spent almost \$200 to buy a baby car seat as a gift for one of her friends. Having recently experienced her buying process –let's start with that category and see if we can find something to review and build a site about.

So, click away into the TOYS, KIDS & BABY Department and you'll see a lot of products being advertised on the homepage in that section. Wow! There are a lot of products in this section. As you enter the Baby Car Seat category, you'll notice hundreds of products in there, so the easiest way is to go to the Bestsellers sections link on the top and then select the CAR SEATS category from the left menu:

Here's a link to make it easy for you - http://www.amazon.com/Best-Sellers-Baby-Car-Seats-Accessories/zgbs/baby-products/166835011/ref=zg_bs_nav_ba_1_ba

Here, you'll see the top 100 bestselling baby car seat products. Now, the chances are - if they are bestselling, people must be searching for them on the internet, trying to read about them before they buy anything, while people who've already bought would be recommending it to their friends so there will be more buyers looking for additional info and reviews. Alternatively, there are sections on the right side like **Top Rated, Gift Ideas and Most Wished for** – which can also be used to find great products.

Best Sellers in Car Seats & Accessories

- 

1.


Graco Nautilus 3-in-1 Car Seat, Matrix
by Graco Baby

★★★★☆ (1,172)

List Price: ~~\$499.99~~

Price: **\$137.98**

You Save: **\$52.01 (27%)**

7 new from **\$127.98**
- 

2.


Kiddopotamus Snuzzler Complete Head and Body Support, Ivory Terry
by Summer Infant, Inc.

★★★★☆ (417)

List Price: ~~\$49.95~~

Price: **\$11.85**

You Save: **\$8.10 (41%)**


14 new from **\$9.99**
- 

3.

Britax 2 Pack EZ-Cling Sun Shades, Black
by Britax

★★★★☆ (9)

Price: **\$9.99**

4 new from **\$8.95**
- 

4.


Munchkin Backseat Organizer, Black
by Munchkin

★★★★☆ (49)


Price: **\$9.99**

6 new from **\$6.67**


Hot New Releases > See Top 100



Britax 2 Pack EZ-Cling Sun...
~~\$9.99~~




Graco Backless TurboBooster...
~~\$24.99~~ **\$19.99**




Diono Radian Angle Adjuster
\$9.99


Gift Ideas > See Top 100



Kiddopotamus Snuzzler Compl...
~~\$19.95~~ **\$11.85**




Munchkin Backseat Organizer...
\$9.99




Chicco Keyfit 30 Infant Car...
~~\$199.99~~ **\$161.49**


Top Rated > See Top 100



Chicco KeyFit & KeyFit30 In...
~~\$84.99~~ **\$74.43**





RECARO Proride Convertible...
~~\$299.99~~ **\$223.99**




RECARO Proride Convertible...
~~\$299.99~~ **\$223.99**

Most Wished For > See Top 100







What we need to do here is make a list of all the top 100 products we find among the best sellers and rename them a bit so the product names make sense and appear like real people are searching for them since most people do not remember the exact names correctly all the time. Here are some tools that make this manual process real easy...

AMAZING TOOLS TO FIND PRODUCTS QUICKLY

Another easy way of finding a great number of products easily and quickly is to use software such as [AMASUITE](#). This is a suite of 3 tools namely:

The Azon Keyword Generator

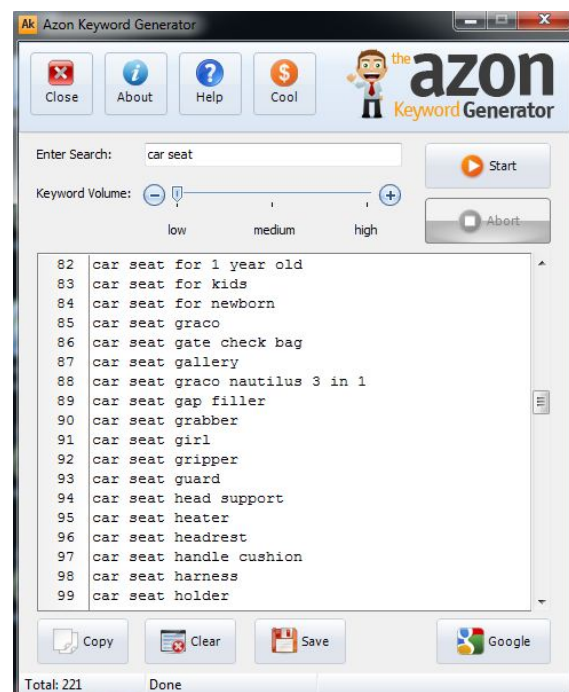
The Azon Top 100 Analyzer and

The Azon Product Inspector

These tools will help you find high commission paying keywords easily within minutes – saving you a lot of time on your manual keyword research. When combined and used properly, they can give you some amazing results. Let us show you how each of these tools work.

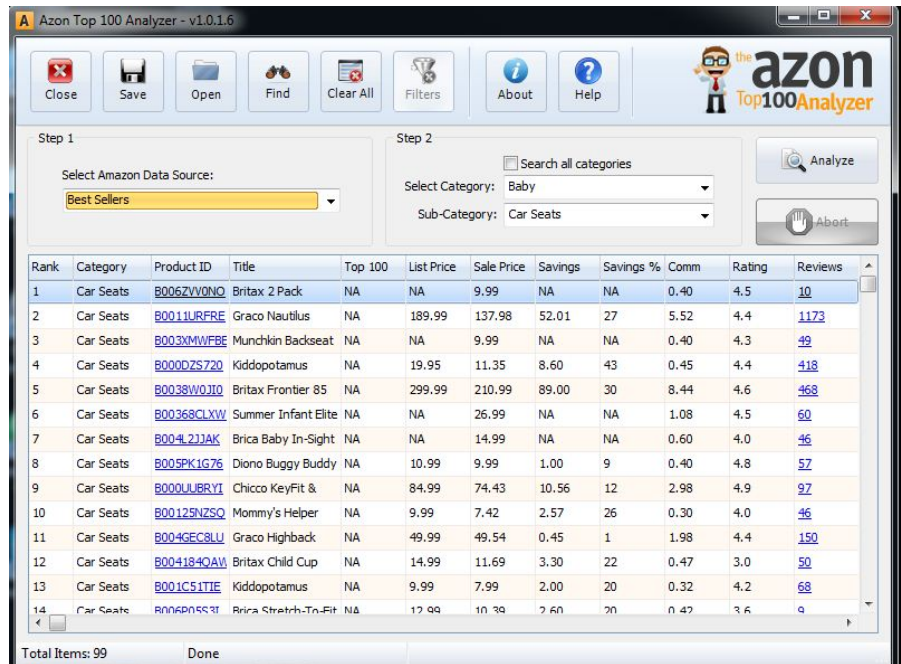
The Azon Keyword Generator

This tool will accept a primary keyword such as 'car seat' and find you hundreds of long tail keywords which you can copy and paste into the Google Adwords Keyword Tool to see if any of them have good number of searches. You can then paste the ones you find suitable into Godaddy's bulk domain checker to find if any of them have exact match or phrase match domains available. This can speed up the process quite a bit by finding you hundreds of keywords in your niche.



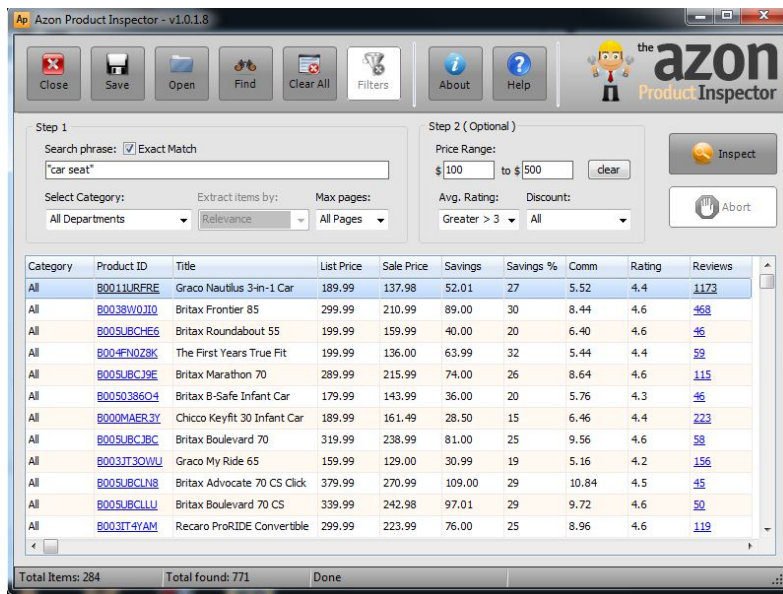
The Azon Top 100 Analyzer

This tool can quickly analyze the top 100 bestselling or highly rated products in any category or subcategory, hence saving you the time you'd spend going through pages and pages of products. It also tells you the latest price and the commission each product



would pay along with number of reviews of each – so you can make an informed decision about which product looks good to promote on your affiliate website.

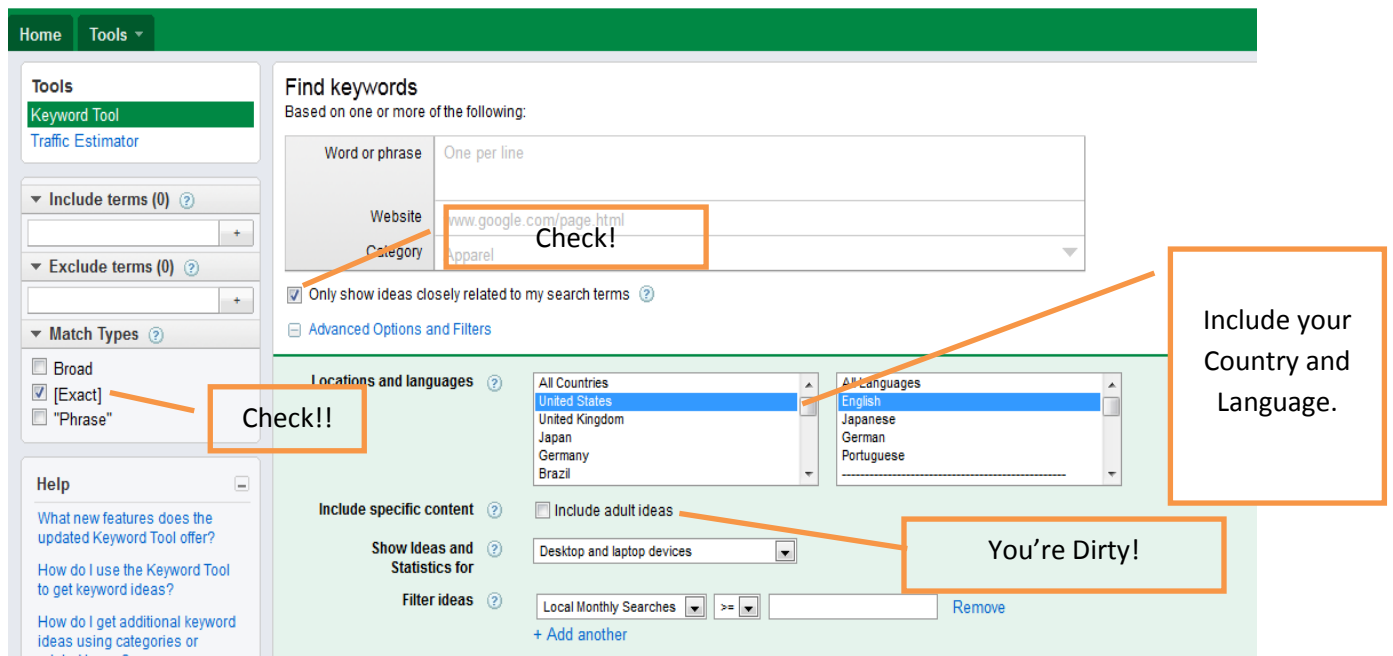
The Azon Product Inspector



This software analyzes can find you hundreds of products based on your keyword and price range, rating or discounts being offered on them. You can also select to look into departments or limited number of pages and sort them as per your wish.

Now, after finding your products either manually or using the software recommended, you need to create a list of all of them and since most people do not remember the name of the product as it is listed on Amazon.com, they use regular terms for searching. So you need to convert product names from Amazon to regular keywords that people may enter into 'Google' or 'Bing' when looking for that product. Now after getting the product names right, what we need to do next is insert them into the free keyword research tool - [The Google Adwords Keyword Tool](#).

Before inserting your keywords into the keyword tool, here's the kind of settings we prefer to setup the tool with so you get optimal results.



Once your Google Adwords Keyword Tool is setup like the above image - you can paste your keywords into the Keywords area and hit search. Before you begin shortlisting keywords that you can work with, you need to know what is the minimum number of searches you should see for any keyword to be considered 'worthy' of going after..

Well, here's our criteria:

Keyword Searches - at least 1000 exact global searches per month as per the Google Adwords Keyword Tool using the ‘exact’ option. You can also apply a filter in the AdwordsKeyword Tool for the 1,000 global searches per month to show only results having more than 1000 – we like to see what’s out there so do not use the filter all the time. For products that are high end and expensive, you may not see as many searches, so for them – you should be good with approximately 500-700 exact searches as each sale will earn you more \$\$\$ than the regular \$100 products.

Another thing we like to do is to BREAK UP THE KEYWORDS and split them up into parts that make sense to you. Like for the keyword “Graco Nautilus 3-in-1 Car Seat” – we would break it up as...Graco Nautilus, Graco Nautilus 3-in-1, 3-in-1 Car Seat

This way you can find a lot more keywords similar to yours in the same category and see what other products have more searches and can be promoted on the same website or a whole new website can be made for them. Break up the keywords – hit SEARCH.

After you hit Search, you’ll see a list of values next to each keyword you entered along with a huge list of other suggested keywords:

The screenshot shows the Google Adwords Keyword Tool interface. It has two tabs: 'Keyword ideas' (selected) and 'Ad group ideas (Beta)'. Below the tabs are navigation options: 'Add to account', 'Download', 'View as text', and 'View in Traffic Estimator'. There are also controls for 'Sorted by Relevance' and 'Columns'. The main content is divided into two sections:

- Search Terms (10):** A table with 10 rows of search terms. Each row includes a checkbox, the keyword, competition level, global and local monthly searches, and approximate CPC.
- Keyword ideas (800):** A table with 10 rows of suggested keywords. Each row includes a checkbox, the keyword, competition level, global and local monthly searches, and approximate CPC.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC (Search)
[graco nautilus 3-in-1 car seat]	High	8,100	8,100	\$ 0.64
[graco nautilus 3-in-1]	High	1,000	720	\$ 0.68
[3-in-1 car seat]	High	720	590	\$ 0.56
[britax frontier]	High	4,400	4,400	\$ 1.52
[booster seat]	High	22,200	12,100	\$ 0.83
[britax marathon]	High	12,100	9,900	\$ 1.00
[convertible car seat]	High	12,100	9,900	\$ 1.20
[britax boulevard convertible car seat]	High	260	170	\$ 1.69
[britax roundabout convertible car seat]	High	140	140	\$ 1.35
[britax advocate cs click and safe convertible car seat]	-	-	-	-

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC (Search)
[britax roundabout convertible car seat]	High	140	140	\$ 1.35
[graco nautilus 3-in-1 car seat]	High	8,100	8,100	\$ 0.64
[booster seat]	High	22,200	12,100	\$ 0.83
[britax boulevard convertible car seat]	High	260	170	\$ 1.69
[convertible car seat]	High	12,100	9,900	\$ 1.20
[britax frontier]	High	4,400	4,400	\$ 1.52
[britax marathon]	High	12,100	9,900	\$ 1.00
[graco nautilus 3-in-1]	High	1,000	720	\$ 0.68
[britax marathon 70 convertible car seat]	High	2,400	1,900	\$ 1.37

Just sort them by Global Monthly Searches in descending order and you'll have your highly searched keywords on top. Anything with over 1,000 searches is good for us, but what really makes us happy is a keyword having at least 1,500 searches a month because that guarantees you some traffic even if your site does not rank among the top 5 sites on page 1 for that keyword.

KEYWORD RESEARCH

So, let us get back to our list of keywords here and see which ones meet the criteria:

Keyword	Competition	Global Monthly Searches <small>?</small>
<input type="checkbox"/> [booster seat] ▾	High	22,200
<input type="checkbox"/> [britax marathon] ▾	High	12,100
<input type="checkbox"/> [convertible car seat] ▾	High	12,100
<input type="checkbox"/> [graco nautilus 3-in-1 car seat] ▾	High	8,100
<input type="checkbox"/> [britax frontier] ▾	High	4,400
<input type="checkbox"/> [graco nautilus 3-in-1] ▾	High	1,000
<input type="checkbox"/> [3-in-1 car seat] ▾	High	720
<input type="checkbox"/> [britax boulevard convertible car seat] ▾	High	260
<input type="checkbox"/> [britax roundabout convertible car seat] ▾	High	140
<input type="checkbox"/> [britax advocate cs click and safe convertible car seat] ▾	-	-

Well, among all the keywords that meet the criteria, we need to find out which ones are:

1. Buyer Keywords
2. Have Low Competition on Page 1 of Google.

What are Buyer Keywords?

To put it simply, buyer keywords are keywords that are used by people searching on the internet who are ready to buy the product –for example, in our Baby Car Seat category - keywords like “convertible car seat” are not your typical buyer keywords but just people

looking for information on that type of product - so no matter how good the number of searches look like you can ignore them because all you'll get are people looking for information and no one will buy, hence no commissions.

A good buyer keyword is like "GracoNautilus 3-in-1 Car Seat" where the brand name and the model number of the product or the exact specification of the product is used in the search query. People searching in this way, know what they want, especially if they have attached prefixes or suffixes like: buy, need, discount, reviews, offers etc.

So, shortlist all those keywords that meet the above criteria and we move towards finding out if these keywords are easy to rank for. Here for this example we're picking the keyword "GracoNautilus 3-in-1 Car Seat" as it has over 8000 searches per month and hence we can promote the product, but first, let's see the page 1 competition using the methods below...

Checking Keyword Competition on Google's Page 1

The above criteria are a great place to weed out the junk from the possibly profitable keywords. However, our initial screening does not take into account the actual competition of the websites for that keyword.

If you don't have it installed already, please install SEO Quake(<http://www.seoquake.com>).

This is a great **free tool** that shows up under each site in a Google search. It shows information like page rank, pages indexed, links to each page and the domain, Alexa rank, etc.

Let's get this over with quickly: we want you to forget everything you've heard about the number of competing websites. It is completely irrelevant to our search process. We care only about the top 10 spots on Google. Our goal is to be on page one for our selected search term, so why should we worry about competing sites 10,000 spots back?

So, let's keep focus on a manageable number of competition:10. Our goal is to beat out however many competing sites there are and land on page one of Google for our search term.

Let's take a look at the first page of Google for "Graco Nautilus 3-in-1 car seat":

The image shows a screenshot of Google search results for the query "Graco Nautilus 3-in-1 car seat". Three search results are visible, each with an orange box highlighting a specific criterion: "Title", "Description", and "URL".

- Result 3:**
 - Title:** Graco Nautilus 3-in-1 Car Seat - Breakers - Graco - Babies "R" Us
 - Description:** Product Description Finally, the car seat that parents have been searching for is here, Graco Nautilus 3-in-1 Car Seat in Breakers. The Graco Nautilus 3-in-1 Car ...
 - URL:** www.toysrus.com > Home > Babies R Us Exclusives > Car Seats
- Result 4:**
 - Title:** Product Listing | Graco – the leading brand of car seats, strollers ...
 - Description:** Mar 27, 2006 – Home > Car Seats ... Car Seat Selector ... Everything we do here at Graco is inspired by you so please take a moment to help guide us by ...
 - URL:** www.gracobaby.com/Catalog/Pages/productlistingPage.aspx?catid...
- Result 5:**
 - Title:** Graco Nautilus 3-in-1 Car Seat - Maura : Target
 - Description:** Find product information, ratings and reviews for a Graco Nautilus 3-in-1 Car Seat - Maura. This Graco Nautilus 3-in-1 Car Seat - Maura qualifies for Free sh...
 - URL:** www.target.com/p/graco-nautilus-3-in-1-car-seat.../A-13478072

Below each result is a toolbar with various metrics: SEOquake, PR, I, L, LD, Rank, Age, whois, source, Sitemap, Rank, Price, and a help icon.

Pictured above, with our fancy artwork, is what we believe to be the five most important criteria to assess competition. Let's take a look at all five of these in more detail.

- **Title:** The most important thing to look for in the title is if your exact search term shows up in the title. If you take a look at the top result in the image above, you can see it has the exact match of "Graco Nautilus 3-in-1 Car Seat". So does the third. The middle site though does not have a title optimized for the keyword.
- **URL:** Although this is becoming less of a valid screening item, we still believe there is some merit to using it. In the past, the root domain with the exact keyword match would rank better than if the root domain was different from the keyword. i.e. http://www.graconautilus3in1carseat.com would rank better for the keyword "Graco Nautilus 3 in 1 Car Seat Reviews" than http://www.carseatreviews.com/graconautilus3in1carseat.

Google's recent changes have been leaning towards domain authority – meaning a page can still rank well for a keyword, even if it is not well optimized, if the domain has credibility and authority. We believe there is little difference at this

point in comparing a root domain with a keyword match compared to domain authority without the match, and we are constantly seeing both ranking well in Google.

- **Meta-Description:** This is one of the most overlooked items when screening for competition and optimizing websites. This is similar to the title in that you want to look for the exact match of the keyword in the description. Notice that two of the three results have the exact keyword match of “Graco Nautilus 3-in-1 Car Seat”.
- **Pagerank:** This is what Google ranks individual web pages (not websites) based off their credibility and authority. The higher the rank (from 0 to 10) means typically the harder it will be to rank against this particular page (all other things being equal).

We typically look for a Page Rank below 3. Longtail Pro uses a different metric: Moz Rank. This is what SEO Moz uses for ranking web pages and domains. Many people believe that Moz Rank is better than Page Rank. Moz Rank measures to the tenth instead of a whole number and also will rank the domain authority. Both are good metrics to use in our book.

- **Inbound Links:** This is the last of the important screening criteria in Google and it measures how many individual links all over the internet are pointing back to this particular web page. If you click on this on the SEO Quake toolbar, it will take you to where you can see the individual links. We always look to see if the links are relevant first. For example, if <http://www.skydiving.com> points to your site about car seats, it is not very relevant.

The number of backlinks has little meaning now – as Google’s algorithm takes more into account the relevancy of each individual link. To stay safe, however, we still look for numbers below 50 and, if any higher, with non-relevant backlinks.

Checking your keyword's competition on Google's top 10 results that appear on page 1 is important because that's where you want your site to rank. If the sites on page 1 look really strong, you'll have less chances of being able to rank among them. But, if there are very few strong sites and you see even 3-4 weak sites, you can get your website among them very soon and start earning commissions.

Assessing Competition with Long Tail Pro

To begin checking up on the page 1 competition, we prefer to use an amazing tool called Long Tail Pro.

Long Tail Pro is a software that works both on Windows and Mac and helps you generate a bunch of keywords related to your product or category using the Adwords keyword tool - has some amazing set of features that let you filter and organize the results better. [Click here to take a look at Long Tail Pro.](#)

The feature we like the most about this tool is the Competition Analysis module. All you need to enter is your keyword for which you want to analyze Google's top 10 results on page 1 and it will give you tremendous amount of data to look at. Here's what came up when we ran it for our keyword "GracoNautilus 3-in-1 Car Seat"

The screenshot shows the Long Tail Pro software interface. At the top left is the logo with a yellow lizard. On the right are buttons for 'Keyword Research', 'Competitor Analysis', and 'Rank Checker'. Below the logo is a search bar containing 'graco nautilus 3-in-1 car seat' and a yellow 'Analyze' button. To the right of the search bar is a 'Location' dropdown menu set to 'US'. Below the search bar is a table with 12 columns: URL, Title, De..., Ke..., Pa..., Site Age, SEO..., edu..., gov..., Yahoo..., and DMO... The table contains 10 rows of search results for various retailers like Amazon, Walmart, Toysrus, Gracobaby, Target, Diapers.com, and eBay.

URL	Title	De...	Ke...	Pa...	Site Age	SEO...	edu ...	gov ...	Yaho...	DMO...
http://www.amazon.com/Graco-Nautilu	Amazon.com: Graco Nautilus 3-In-1 Car Seat	✓	✓	5	01.11.1994	4490	731810	229505	362	125
http://www.walmart.com/ip/Graco-Nauti	Graco Nautilus 3-In-1 Bravo Multi-Use Baby Ca	✗	✗	4	23.02.1995	1157	18966	1658	64	3
http://www.toysrus.com/product/index.js	Graco Nautilus 3-In-1 Car Seat - Breakers - Gr	✓	✓	2	08.11.1995	154	2572	387	11	3
http://www.gracobaby.com/Catalog/Pac	Products - Product Listing Graco – the leading	-	-	3	03.04.1996	0	342	225	3	1
http://www.target.com/p/Graco-Nautilu	Graco Nautilus 3-In-1 Car Seat - Maura : Targe	✓	✓	0	02.01.1997	17	27031	3298	31	22
http://www.diapers.com/p/graco-nautilu	Graco Nautilus 3-In-1 Car Seat - Gavitt - Best P	✓	-	3	03.05.1995	53	269	11	3	1
http://3in1-carseat.com/	Graco Nautilus 3 in 1 Car Seat - Sale Price!	✗	✗	1	28.01.2012	17	0	0	0	0
http://3in1-carseat.com/graco/graco-ne	Graco Nautilus 3 in 1 Car Seat – Sale Price!	-	-	1	28.01.2012	28	0	0	0	0
http://www.ebay.com/ctg/Graco-Nautilu	Graco Nautilus 3-in 1 Convertible Car Seat 047	✗	✗	4	04.08.1995	14	350742	10812	134	26
http://www.graconautilus3in1carseat.r	DEALS and Reviews: Graco Nautilus 3-In-1 Ca	✓	-	1	16.03.2010	179	0	0	0	0

Now, here's the breakdown of all the columns and what you need to be looking for:

URL

This column shows the URL of the site which is ranking on page 1 of Google, it can be an inner page of the site or the homepage. What you need to look at is... if the sites are like Amazon.com, Walmart.com, Toysrus.com etc. - these are authority sites and can be a bit difficult to outrank sometimes. Also, you should look if the URL has the keyword - it is an important aspect of search engine optimization and if it does not contain the keyword, then outranking it kind of becomes easier.

TITLE

This column shows the TITLE tag of the page that is ranking on page 1 of Google and what you need to look for is if the title contains the keyword. If it does, then you got some competition here, but if it doesn't then it makes your job easier.

Description& Keywords

This Description column indicates if the Meta Description tag in the page contains the keyword we are analyzing and the Keywords column indicates if the Keywords tag in the page contains the keyword we are analyzing among other keywords. Absence of any of these means this page is not very well optimized.

PageRank

This column shows the Google PR (Pagerank) of the page - this is a very important column and you should aim to have atleast 3-4 low PR pages (between 0 to 2) among the top 10 sites on Google's page 1.

SiteAge

This column shows the date the website was created. Old sites can be hard to outrank but new sites are generally weaker hence easy to outrank. This plays an important role in the way Google ranks sites.

SEOMoz Links (Backlinks)

This column shows the number of other pages that link to the page/URL listed as per SEOMoz's data. SEOMoz is used as a primary source of backlink data ever since Yahoo Site Explorer was shut down. The lower the number of links for any of the top 10 site URLs, the easier it is to outrank them. Generally any website with lower than 150 to 200 backlinks can be outranked without much trouble.

EDU Links & GOV Links

Links from educational and Government sites/pages are considered to be powerful and valued higher by Google, therefore the higher the number of gov and edu links, the stronger the site will be and difficult to outrank.

Yahoo Directory Listing & DMOZ Directory Listings

The higher the count in this column means the more number of pages from that website are present in the Yahoo & DMOZ directories. This shows that the website has some authority - not every site can get listed in these directories easily.

The screenshot shows the Long Tail Pro software interface. At the top left is the logo with a yellow lizard. To the right are buttons for 'Keyword Research', 'Competitor Analysis', and 'Rank Checker'. Below the logo is a search bar containing 'graco nautilus 3-in-1 car seat' and a yellow 'Analyze' button. A 'Location' dropdown menu is set to 'US'. Below the search bar is a table with the following columns: URL, Title, De..., Ke..., Pa..., Site Age, SEO..., edu..., gov..., Yaho..., DMO... The table contains 10 rows of search results, including links to Amazon, Walmart, Toysrus, Gracobaby, Target, Diapers.com, and eBay.

URL	Title	De...	Ke...	Pa...	Site Age	SEO...	edu ...	gov ...	Yaho...	DMO...
http://www.amazon.com/Graco-Nautilu	Amazon.com: Graco Nautilus 3-in-1 Car Seat	✓	✓	5	01.11.1994	4490	731810	229505	362	125
http://www.walmart.com/ip/Graco-Nauti	Graco Nautilus 3-in-1 Bravo Multi-Use Baby Ca	✗	✗	4	23.02.1995	1157	18966	1658	64	3
http://www.toysrus.com/product/index.js	Graco Nautilus 3-in-1 Car Seat - Breakers - Gr	✓	✓	2	08.11.1995	154	2572	387	11	3
http://www.gracobaby.com/Catalog/Pag	Products - Product Listing Graco - the leading	-	-	3	03.04.1996	0	342	225	3	1
http://www.target.com/p/Graco-Nautilu	Graco Nautilus 3-in-1 Car Seat - Maura : Targe	✓	✓	0	02.01.1997	17	27031	3298	31	22
http://www.diapers.com/p/graco-nautilu	Graco Nautilus 3-in-1 Car Seat - Gavit - Best P	✓	-	3	03.05.1995	53	269	11	3	1
http://3in1-carseat.com/	Graco Nautilus 3 in 1 Car Seat - Sale Price!	✗	✗	1	28.01.2012	17	0	0	0	0
http://3in1-carseat.com/graco/graco-na	Graco Nautilus 3 in 1 Car Seat - Sale Price!	-	-	1	28.01.2012	28	0	0	0	0
http://www.ebay.com/ctg/Graco-Nautilu	Graco Nautilus 3-in 1 Convertible Car Seat 047	✗	✗	4	04.08.1995	14	350742	10812	134	26
http://www.graconautilus3in1carseat.r	DEALS and Reviews: Graco Nautilus 3-in-1 Ca	✓	-	1	16.03.2010	179	0	0	0	0

Therefore, if you look at the screenshot above, we can see a pretty good number of weak sites with less number of back links and all other properties that make it a great keyword to build a site around and target the product.

After doing proper keyword research around the products, it is time to move on and see how to build a great site around this keyword and target the right products...

Before starting to build a site, you'll need to have 2 things:

A DOMAIN NAME

And

A WEB HOSTING ACCOUNT.

Domain Registration & Hosting

Selecting a domain name and hosting is a breeze compared to the other steps like niche and keyword research. We will provide you with the basic steps needed to get a good domain name and hosting account.

However, domain registrars (i.e. GoDaddy and NameCheap) and hosting providers (i.e. HostGator and WiredTree) are all different, and we recommend that you visit their website for any tutorials to complete the needed tasks. Don't worry though; we'll give you the important details you need to know.

Domain Name

There are two avenues to take when actually choosing a domain name:

1. Exact Match Domain - This is a domain that contains the entire keyword in the root domain. For example, if your keyword is "Graco Nautilus 3-in-1 Car Seat", your domain would be GracoNautilus3in1CarSeat.com.

2. Phrase Match Domain - This is a domain name that includes the exact match of the keyword but is not the entire domain. For example, using the same keyword as above, or domain may be GracoNautilus3in1CarSeatReviews.com.

With Google updates hitting left and right, most Amazon affiliates are beginning to lean towards using phrase match domains instead of exact match domains.

Another positive to using phrase match domains is there is more availability and you don't have to pay an arm and a leg to get a good domain name.

The Domain Extension Debate

We highly recommend you choose .com, .net, or .org domain, in that order of preference. It is a good idea to stay away from other domain extensions like .info, .biz, .me, etc.

* Tip * - A faster way to check for domain name availability is using DOMIZE.COM or AJAXWHOIS.COM , both these sites check almost in real time, the domain availability for your keyword and show you if any .COM / .NET or .ORG are available.

Domain Providers

We recommend two domain registrars:

GoDaddy.com - GoDaddy has been the “go to” domain registrar for years. Their user interface is great and easy to navigate and their support is awesome as well. We would not recommend GoDaddy hosting, however, because they are overpriced without the capabilities of other hosting providers.

NameCheap.com - NameCheap also has a great reputation as a domain registrar. One main difference from GoDaddy is that NameCheap gives you one free year of WhoisGuard to protect your information so competitors and spammers cannot get your personal information.

Before registering your domain name, go to a coupon website like <http://www.fatwallet.com> and search for GoDaddy or NameCheap coupon codes. We recently purchased a .com domain for \$1.53 using a coupon code.

Web Hosting

If you have already purchased hosting from somewhere, skip this and go ahead with configuring your domain name with your hosting provider's DNS Nameserver details.



If you DO NOT have hosting already, we recommend using [HOSTGATOR](#) as it has the easy to use Cpanel software for managing your hosting account, amazing support, very affordable and have had great uptime since we've been using them. Pickup whichever plan you want (We'd recommend starting small) as every plan

lets you host unlimited blogs/sites along with unlimited webspace and bandwidth for less than \$4 per month.

Another company that we often use for hosting is [HOSTNINE](#) – it's priced the same as Hostgator but the amazing part is it lets you choose the location of every new account you create. Since we have a reseller account with them, we can create accounts on around the world on any of their servers located in ASIA, UK, USA, AUSTRALIA etc. It helps if you are building a site that is targeting certain geography. Your site will load faster if it's hosted in the same country or continent. They have an amazing 99.6% uptime for us last month.

Setting up your Domain with your Hosting Account

Once you have purchased your domain name, you must connect your domain name with your hosting account by entering the name server information provided by your hosting company into your domain control panel.

we'll explain how to do this with NameCheap... After logging into your account on NameCheap.com , you will see this screen...

Namecheap Domain Registration with FREE E-mail/ URL Forwarding, Privacy Protection and more... \$

Address your life! [first click here](#)

- DOMAINS**
- EMAIL
- WEB HOSTING
- SSL CERTIFICAT

Register a Domain

Transfer a Domain

Bulk Domain Search

WhoisGuard Privacy

Domain Pricing

Whois

My Account

- Manage Domains
- Manage Transfers
- Renew Domains
- Your WhoisGuard

WhoisGuard subscriptions **9** [view](#)

WhoisGuard expiring within 30 days **0** [view](#)

Transfer requests in progress **0** [status](#)

Number of unread recent messages **4** [read](#)

Number of TRUSTe Privacy Policies **0** [view](#)

▶ QUICKLY MODIFY ONE OF YOUR DOMAINS

Enter domain: www.

After Clicking on 'MANAGE DOMAINS' you'll see the next screen...

Domain Names

- Your Domains
- Renew Domains
- Reactivate Domains
- Your Domains For Sale

FreeDNS

- Hosted Domains
- Pending Domains

Transfers

- Transfers in Progress
- Completed Transfers
- Cancelled Transfers

WhoisGuard

- Current Subscriptions
- Soon to Expire
- Unused Subscriptions

Others

- Whois Business Listings

Your Domains

CATEGORY

Filter list by category ([Manage Categories](#))

FILTER

PREFERENCES

DOMAIN NAME

[Select All](#) | [Select None](#) | [Invert Selection](#)

<input type="checkbox"/>	hidden for privacy	er.com	click on your domain name
<input type="checkbox"/>		d.com	
<input type="checkbox"/>		m	
<input type="checkbox"/>		m	
<input type="checkbox"/>		d	
<input type="checkbox"/>		iper.com	
<input type="checkbox"/>		emy.com	
<input type="checkbox"/>		ihilation.com	

Next click on 'Transfer DNS to Webhost'

General

- Change Contacts
- Transfer DNS to Webhost**
- Switch To DNS System v1
- Registrar Lock
- Auto-Renew
- List Domain For Sale
- TypoScan
- Whois Business Listing

E-mail Management

- E-mail Forwarding Setup
- OX Email Hosting

Host Management

- URL Forwarding

Mo

WHOIS

REGIST

Copy Inf

First Nar
Eric

Street A
PO Bo

City *
Detroit

E-Mail A
ericnls

Next, enter the nameservers provided by your webhost in the screen below.

Your nameservers will look something like this:

ns23.hostgator.com

ns411.hostgator.com

[the above nameservers are just an example]

You are currently using our domain name servers (DNS) for your domain.

You can change it and start using your own name servers or name servers of someone else like your webhost. This step is sometimes known as 'transferring the domain' by some webhosts. Please note that using custom nameservers will disable some of our free features like e-mail forwarding, url forwarding etc., as these functionalities depend on our nameservers.

Please enter DNS name only (ex: ns1.mydomain.com). Please don't enter IP addresses. You can enter up to five name servers. It is advisable to enter atleast two nameservers for a domain. Please note that it will take up to 24 hours for the changes to take effect.

Please note that if you are setting up DNS servers for .eu or .ca domains, use the IPAddress--dns.name format (ex: 12.12.32.22--ns1.domain.com)

Use NameCheap Hosting DNS Servers

Specify Custom DNS Servers (Your own DNS Servers)

1. *


2. *

3.

4.

5.

Enter the primary and secondary nameservers provided by your webhost over here. Then click on SAVE CHANGES!



[Add More Nameservers](#)

Save Changes

Save your changes and your domain should start pointing to your hosting account within 06 to 24 hours.

If you already have a hosting account and have a domain registered with that hosting account, you can add host more domains using the same hosting account by using the **ADDON DOMAINS option in your Cpanel. Here's how you add more domains..**

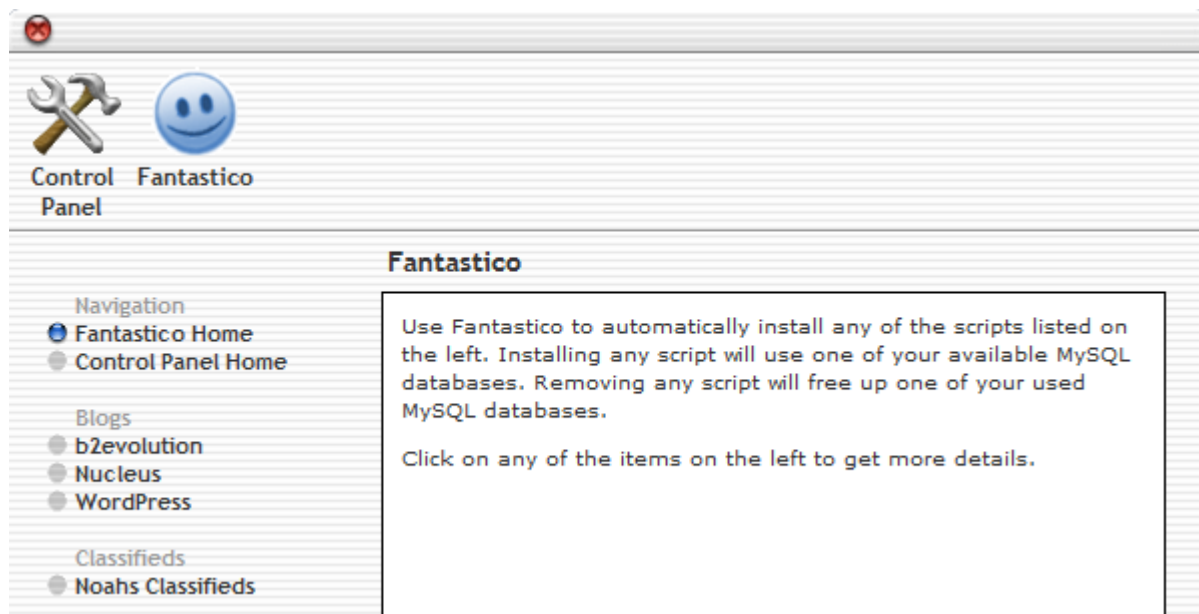
Goto 'Add-on Domains' option under 'DOMAINS' in your Cpanel, then enter your domain name and a password. The rest of the info will automatically get filled in. Click 'Add Domain' and your new domain will be hosted on the same account; now all you have to do is setup the nameservers using the above method.

Wordpress Setup

Wordpress is most easily installed through the Cpanel (<http://www.yourdomain.com/cpanel>). If you chose hosting through HostGator, HostNine, or another top hosting company, you will most likely have Fantastico De Luxe. This is found in your Cpanel under the “Software/Services” section.



Click on Fantastico De Luxe



Select “WordPress”

Control Panel Fantastico

WordPress

WordPress

Short description: WordPress is a blogging software with a focus on ease of use, elegance, performance, and standards with a huge selection of themes and plugins.
Homepage: <http://wordpress.org/>

WordPress support forum
 (We are not associated with the support forum)

New Installation (3.3.1)
 Disk space required: 12.76 MB
 Disk space available: Unlimited MB

Navigation

- Fantastico Home
- Control Panel Home

Blogs

- b2evolution
- Nucleus
- WordPress**

Classifieds

- Noahs Classifieds

Content Management

- Drupal
- Geeklog

Select "New Installation"

WordPress

[Install WordPress \(1/3\)](#)

Installation location

Install on domain:

Install in directory:

Leave empty to install in the root directory of the domain (access example: http://domain/).
 Enter only the directory name to install in a directory (for http://domain/name/ enter name only). This directory SHOULD NOT exist, it will be automatically created!

Admin access data

Administrator-username:
 (you need this to enter the protected admin area)

Password:
 (you need this to enter the protected admin area)

Base configuration

Admin nickname:

Admin e-mail (your email address):

Site name:

Description:

Select the domain you would like to install WordPress on. Leave the directory blank unless you want your website to show up under a directory for example - <http://www.GracoNautilus3in1CarSeat.com/blog/> ←do not click this link but 99% of the time you will keep this blank.

Also fill out your administrator username and password. This is what you will use to log into Wordpress.

Lastly, enter the information for your administrator nickname that will show up in your posts, your email, the site name, and the site description.

Click on “Install WordPress”

Install WordPress (2/3)

The MySQL database and MySQL user **reseller_wrdp1** will be created and used for this installation.

- You chose to install in the main directory of the domain **fxqv.com**.
- The access URL will be: <http://fxqv.com/>.

Click on **Finish installation** to continue.

Finish installation

Click “Finish Installation” and VOILA! WordPress is installed.

Logging into WordPress

To log into your newly created WordPress site, simply type in your domain followed by “/wp-admin”. For example, <http://www.GracoNautilus3in1CarSeat.com/wp-admin>. You may now enter the administrator username and password you created when you installed WordPress.

Themes and Plugins

Choosing a WordPress Theme

Wordpress is almost like that '69 Camaro and Wordpress themes are like that slick looking paint job. You don't really want to drive around a completely rusted out and nasty '69 Camaro, do you? There are hundreds of thousands of custom Wordpress themes out there – some free, some not. Here are some themes that we have used and never plan to use any others unless someone comes up with something even more amazing.

- **Azon Theme** - This is a slick WordPress theme made just for Amazon. This theme has some of the best conversion rates because of a great design, graphics, and navigation. Some of the features of the Azon theme are:
 - Add star ratings for price, performance, and quality
 - Add slick buy now buttons that are designed specifically for high conversions
 - Add a social sharing bar that allows people to share your posts with Facebook and Twitter
 - Much more!

Note : There is no need to buy this theme separately as its included in our Azon Armageddon Video Course Package. You can find a link to it at the end of this course.

- **Rapid Review Theme** - The Rapid Review Wordpress theme also uses a clean and stylish design to help keep visitors longer and optimize conversion rates.

Some key features include:

- User friendly admin area that makes creating sites a breeze
- Can be used for any niche you want with Amazon (and expanded to Clickbank)
- Search engine friendly coding
- Much more!

Note : There is no need to buy this theme separately as its included in our Azon Armageddon Video Course Package. You can find a link to it at the end of this course.

Finding Free and Cheap Themes

Our favorite place for inexpensive WordPress themes is www.themeforest.net. They have thousands of Wordpress themes that start at \$1. You can find some pretty good ones here for a few bucks.

If you don't want to spend any money, we would recommend searching the Warrior Forum or even searching Google for free Wordpress themes. There are tons out there. They will mostly have limited capabilities but free is free! You can simply visit www.wordpress.org and find yourself a bunch of free themes, there are more than 10,000 themes available for free.

Plug it in!(Wordpress Plugins)

WordPress plugins play a crucial role in the viability of an Amazon site. Plugins range from ones that are helpful with SEO all the way to contact forms and everywhere in between! WordPress plugins cover more ground than dirt.

MUST HAVE WORDPRESS PLUGINS

The following WordPress plugins are essential when building Amazon Affiliate Sites:

- **Improved Plugin Installation**
This is an amazing plugin that lets you install all the other plugins in just one click. Its improves upon the 'add new plugin' functionality of Wordpress and lets you paste the URLs of multiple plugins and installs them in one click.
- **All In One SEO Pack**
Helps improve the Search Engine Optimization of your Wordpress site.
- **[SEOPressor](#)**
AMAZING MUST HAVE PLUGIN - Optimizes your website content to rank better in Google. Tells you EXACTLY what needs to be improved in your site's articles and pages to make them rank higher (2.5 million sites run this).
- **Contact Form 7**
Helps easily add contact forms to your Wordpress posts/pages.
- **Google Privacy Policy**
Helps generate a Google AdSense friendly privacy policy page for your website. Having a privacy policy page is important for improving the overall score of your website hence can get you better rankings.

- **Google XML Sitemaps**
Generates a Google friendly XML sitemap and submits it to Google. Also whenever site content is updates, a newer version of the sitemap is generated and Google is informed about it.
- **Quick AdSense**
Helps insert AdSense ads at various locations of your website. It has very flexible settings so you can insert ads on pages/posts/sidebar etc. Also if you are building amazon sites, you can actually put amazon widget code instead of AdSense code.
- **CB Net Ping Optimizer**
Intelligently updates important websites and services whenever your blog is updated. Save your Wordpress blog from getting tagged as ping spammer. Pinglist provided.

AMAZON SPECIFIC PLUGINS (ALL FREE)

- **Amazon Auto Affiliate Linker**
This is an amazing plugin and is definitely a must have for building amazon affiliate sites. It will make sure that every Amazon.com link on your blog or website automatically becomes an affiliate link with your affiliate ID attached. With this, you'll see more sales in your amazon affiliate account than you normally would ;)
- **WP Amazon Search Widget**
This nifty little plugin lets you create a search widget on your Wordpress sidebar that allows people to search for anything on the amazon store and then sends them to that page with your affiliate ID attached. Welcome, more sales!
- **Wordpress Amazon Associate**
This plugin is very helpful when creating new post content inside Wordpress as it will let you search and insert amazon products and images into your post content and replace static links with your affiliate links. It also supports widgets etc. and a variety of languages and countries.

- **Amazon Affiliate Link Localizer**

This one is similar to auto affiliate linker but it's a little more smarter and better for sites targeting many geographies because it converts amazon links automatically to affiliate links based on the geography of the visitor. Therefore a visitor from UK will get an affiliate link redirecting him to amazon.co.uk

- **WP Amazon Ads**

Another plugin which is specially designed for multi author blogs. It has the option to share the earned amazon revenue with other authors or they could include their affiliate ID. So if you want to run an Amazon revenue sharing site then this plugin is best suited for you.

- **General Header & Footer Plugin (for affiliate disclosure)**

Amazon can close your account or refuse from crediting sales to your affiliate account in case you are found not complying by the FTC policy of disclosing information about your affiliation on your website. Therefore, you can use this plugin to insert a FOOTER text on all pages of your website stating that you are an amazon affiliate and will be compensated from the sales of items recommended on your website. The exact contents are available in the amazon-affiliate-disclosure.txt file with this package.

ADDITIONAL PLUGINS

- **Sociable**

Sociable adds lightweight and intelligent social media sharing icons on your blog posts. Social media mentions play an important role in ranking your site higher.

- **Automatic Wordpress Backup**

Using this plugin, you can easily and automatically backup your entire Wordpress website to Amazon S3. Amazon S3 is an extremely cheap service that is easy to set up. For pennies a month, you can make sure that your important files will be kept safe.

- **WP SlimStat**
A powerful real-time web analytics plugin for WordPress. Shows where your site is getting traffic from. We use this instead of using Google Analytics.
- **WP Antivirus**
AntiVirus for WordPress is an easy and safe tool to protect your blog install against exploits, malware and spam injections.
- **Secure Wordpress**
Secure WordPress beefs up the security of your WordPress installation by removing error information on login pages, adds index.html to plugin directories, and hides the WordPress version and much more.
- **Wordpress File Monitor**
Monitors your WordPress installation for added/deleted/changed files. When a change is detected an email alert can be sent to a specified address.
- **W3 Total Cache or WP Super Cache**
This plugin makes your site load faster. Fast loading sites rank better in search engines. It generates static html files from your dynamic WordPress blog. After a html file is generated your webserver will serve that file instead of processing the comparatively heavier and more expensive WordPress PHP scripts.

The URLs of all these plugins are present in the plugins-URLs.txt file provided with this package.

Content Creation

Ever heard that saying before, “Content is King”? Well, it is absolutely true. Content is the single best way to either get people to read through your website and hopefully buy a product with you being the affiliate, or run away screaming. Let’s focus on the first outcome and forget about the latter outcome because, say it with me, “We will not provide junk content for our Amazon sites!”

Writing Content (Product Reviews)

It is simply a personal preference to write your own product reviews or outsource them. The obvious benefit of writing your own product reviews is that it costs you nothing to write. However, it can take up a considerable amount of time. On the other hand, outsourcing your product reviews costs a bit of money but it saves you loads of time. We wrote our own content until we started to make more money and felt comfortable outsourcing the content to a freelance writer.

Outsourcing

Product reviews for Amazon Affiliates sites are not nearly as tedious as writing content for AdSense sites, so many people simply choose to write the content themselves. However, there is still the option to outsource your product reviews to a professional writer. Some sites that are popular for outsourcing content are:

- **Odesk.com** - You can post a project and people will provide a bid for their services and you can choose to accept or reject them. If you choose this method, we recommend posting a small project and test the person to see how they do. If they do a good job, you can post more product reviews for them to complete.

- **Warrior Forum** - If you browse the Warrior Forum under the “Warriors for Hire” section, you can find many people who are willing to write product reviews for you. As with freelancing sites like Odesk.com, make sure you test the person out before hiring them for multiple projects. This will save you a headache!

Content Quality Standards

Google has their big googly eyes set heavily on content quality. This means that you should not have misspellings, poor grammar, or poor sentence structure. If you aren't a great writer, simply have someone proofread your work or outsource your product reviews.

How to Write a Product Review

Imagine you are talking to your best friend about a product you just bought. Now, clean up some of your language and you are set to write a product review. Contrary to popular belief, you don't actually have to use the product to give it a review. Sure it may help, but it is perfectly doable without you ever having used the product.

There are two avenues to take when writing a product review. The first is to gather information and write a review of the product. The second is to take certain parts of reviews already on Amazon and use those while avoiding the Google duplicate content penalty.

We prefer to have completely unique product reviews written rather than use current reviews on Amazon, but we included it in the case you want to save some time. We do not specifically endorse this method because Google updates in the future may or may not penalize you for this method.

Method 1 - Write a 100% Unique Product Review

In this method, you will start with researching a product that meets our criteria mentioned in the Niche and Product Research section of this eBook. It is best to do some additional research on the product and learn about it so you can sound like an authority on the topic and know what you are talking about. Credibility is key.

Give the pertinent details of the product that you would want to hear if you were reading the review. It's often times helpful to put yourself in the shoes of the reader.

Include the pros and cons of the product. Please note that it is especially important to include something negative about the product so you do not come off as biased. Make it something minor though to avoid turning people away.

Don't worry about formatting too much yet - we will cover that in the next section: On-Page Optimizations.

Method 2 - Use Current Content to Write a Product Review

As previously mentioned, we don't endorse this method but it is currently not affected by the Google duplicate content penalty, so have at it!

Step 1 - Write a few unique sentences introducing the product. This should be around 100-150 words. Include your keyword as close to the beginning as you can without making the sentence structure look odd.

Step 2 - Begin opening the listings for the product you have in mind and look at the customer reviews and the descriptions of the product. It is a good idea to pull up about five of these.

Here is the important part, so pay close attention. If any of the customer reviews or descriptions are identical to each other, close one of the instances.

Step 3 - Copy and paste the product descriptions from each of the instances, the product specifications, and around seven or eight positive customer reviews and one or two negative reviews into a new instance of a text editor of your choice (i.e. Word or Notepad).

For the negative reviews, make sure it is something minor. Remember we are working on credibility? It is important to include at least one negative aspect of a product so we do not come off as biased.

Step 4 - Remember your unique introduction to the product you wrote a little bit ago? Open that back up. Copy one of the product descriptions you took from Amazon and paste it after your unique paragraph.

Step 5 - Add in half of your positive reviews.

Step 6 - Paste in another instance of the product description that is different from the first.

Step 7 - Add the remaining positive reviews and your one or two negative reviews at the bottom.

Step 8 - Lastly, add a buy now type button or even customize it to have your product name on it. i.e. a button that says "Buy the Graco Nautilus 3-in-1 Car Seat Now". Your product review is now written! Congratulations. Let's move on to the on-page optimizations so Google loves us. Trust us; we want Google to love us.

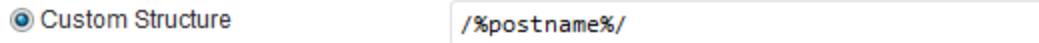
CONTENTWRITING &POSTING RULES..

- Keyword in TITLE.
- Keyword in URL of the article.
- Keyword in H1, H2 and H3 headings.
- Keyword in first sentence of the article.
- Keyword in last sentence of the article.
- Keyword in BOLD once in the entire article.
- Keyword in UNDERLINE once in the entire article.
- Keyword in ITALICS once in the entire article.
- Keyword linked to authority site once in the entire article.
- Keyword linked to main domain name once in the entire article.
- At least one image with filename containing the keyword and alt text containing keyword.
- Keyword Density = under 1.5%
- Article Length = 800+ Words
- 4 to 5 related keywords spread across the article.
- Keyword ONCE in Meta Title.
- Keyword ONCE in Meta Description.
- Keyword ONCE in Meta Keywords.
- The entire article should have a good amount of information about the topic with original content with good grammar. Not more than 2 links within each article is recommended. The content on the homepage should be 1000+ words using which you can target either 1 or a max of 2 keywords for your homepage. All other articles should be minimum 500 words (800 is recommended) and should link atleast once to the homepage and once to another article on the site.
- **IF YOU'RE USING [SEOPRESSOR](#) PLUGIN - IT WILL HELP YOU TAKE CARE OF ALMOST ALL THE POINTS MENTIONED ABOVE.**

Permalinks

Permalinks are how each page shows as a link after your root URL. For example, a page titled “Reviews” on a website of www.GracoNautilus3in1CarSeat.com would typically show up as www.GracoNautilus3in1CarSeat.com/reviews. However, this is not the default permalinks setting for WordPress, so we need to change it.

When logged into WordPress as an admin, click on “Settings” on the left navigation bar. Next, click “Permalinks”. In the box next to Custom Structure, enter `/%postname%/`. It should look like this:



Select “Save Changes” at the bottom and we are done customizing permalinks.

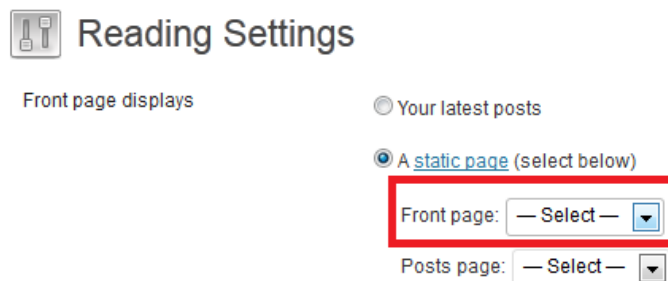
Front Page

If you are building your site specifically for a single product, you may want to just have that ONE product review on the front page instead of showing all the latest posts. If that is the case, then this is what you do...the thing you want to do is to write your product review as a page and not a

regular post. Then select “Settings” from the left navigational menu again and this time select “Reading”.

Select the box that says “A

Static Page” and select that page you want to show up as your homepage under “Front Page”. Otherwise, we prefer to have no more than 3 posts on the homepage and there is a setting for this on the same Reading Settings page that by default shows 10 posts – we like to change it to 3 so it does not get too crowded on the front page.



POSTING CONTENT TO YOUR WORDPRESS SITE

Posting content into your new Wordpress site is easy... All you have to do is login to your Wordpress admin area and create a NEW PAGE incase you want a single page as your homepage as we mentioned above.

Otherwise, if you are creating a site that targets similar products but not just a single one, you can select the frontpage setting to show only 3 posts as discussed above and you can create a POST instead of a PAGE and create content that way. If you want to make sure one of your posts sticks to the front page, Goto POSTS in your admin area and when you see the list of all posts, click on Quick Edit and select the checkbox that says 'Make Sticky' and this will ensure that post always sticks to the homepage.

Then, with SEOPressor enabled – you can type in your page TITLE and the page content as per the On-page SEO guidelines mentioned above – don't forget to insert your product image into the content area. Your page/post should look something like this:

The screenshot displays the WordPress post editor interface. At the top, the title 'Graco Nautilus 3 in 1 Car Seat' is entered in the title box. Below it, the permalink is shown as 'http://graconautilus3in1carseatreviews.com/faqv.com/graco-nautilus-3-in-1-car-seat/'. The main content area features a rich text editor with a toolbar. The post content includes an image of a car seat, followed by two paragraphs of text describing its features and safety. A sub-heading 'Graco Nautilus 3 in 1 Car Seat - Comfortable Design' is used. Below the text, there is a section for 'Real Customer Reviews'. On the right side, the SEOPressor Score panel is visible, showing a score of 91.11% and a keyword density of 1.56%. It lists several SEO checks that have been passed, such as having H1, H2, and H3 tags containing the keyword. At the bottom right, the 'Publish' section includes buttons for 'Save Draft', 'Preview', and 'Publish', along with status and visibility options.


Graco Nautilus 3 in 1 Car Seat

Permalink: <http://graconautilus3in1carseatreviews.com/faqv.com/graco-nautilus-3-in-1-car-seat/> Edit

Upload/Insert Visual HTML

Paragraph

Graco Nautilus 3 in 1 Car Seat Review



The Graco Nautilus 3 in 1 car seat is a fantastic car seat for one-year olds all the way to toddlers and beyond. The great safety features and sleek design have allowed this car seat to remain as a top seller for many years. Kids love it because it's comfortable, and parents love it even more because it is easy to use.

The features don't stop with just safety. It can be converted into a high back or backless booster for a comfortable fit for children up to 100 lbs. Not to mention it has a 3-position recline option for easy and proper installation combined with comfort for the child.

Graco Nautilus 3 in 1 Car Seat - Comfortable Design

The Graco Nautilus 3 in 1 car seat has a five-point harness that is designed to accommodate children over the age of one and from 20 to 65 pounds. It allows for a wider range of weight limits than most forward-facing car seats and also boasts a superior steel-reinforced construction.

Real Customer Reviews

Path: p

Word count: 633

Draft saved at 9:45:43 am. Last edited by ryan@adsenseapocalypse.com on May 30, 2012 at 9:44 am

SEOPressor Score

Score SEOPressor Keyword

91.11% Graco Nautilus 3 in 1 Car Seat

Keyword Density

1.56%

- ✓ You have H1 tag containing your keyword
- ✓ You have H2 tag containing your keyword
- ✓ You have H3 tag containing your keyword
- ✓ SEOPressor will automatically bold your keyword
- ✓ SEOPressor will automatically italic your keyword
- ✓ SEOPressor will automatically underline your keyword
- ✓ You have have ALT tag set to your keyword

Publish

Save Draft Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

[Publish immediately](#) [Edit](#)

[Move to Trash](#) [Publish](#)

We recommend your product review to be around 800 words or more and your SEO Score should be more than 90% with a keyword density around 1.5%. In case you are using the Rapid review theme or the Azon Theme that are specifically designed for Amazon Product Review sites – they come with instructions on how to set them up and the method of posting content is slightly different than what explained above.

We also included videos if you purchased the Azon Armageddon video course to show you exactly how to set these themes up and create sites properly. If you want to insert Amazon Widgets or other type of ads in your content – we recommend using one of the plugins that does this extremely well. They are listed in the recommended plugins list.

GETTING YOUR SITE RANKED!

This is the final step here. So far, you've built your niche site, scheduled some content to be posted in the next few weeks and are ready to do everything you need to do to take it to the #1 spot in Google for your main keyword.

Well, hop on!

Let's begin by first getting your site indexed by the search engines by using some FREE METHODS that will help you get your site indexed into Google, Bing, Yahoo etc. in the next 48-72 hours and you don't have to wait for weeks for Google's bots to come visit you.

We have a little RAPID INDEX tool for you. Goto this URL here...<http://totaladsenseannihilation.com/rapidindex/> and paste in your site's URL there. Just the main URL is enough and then hit Submit. Wait for a few minutes and you'll see more than 50 backlinks being built to your site. All these backlinks will also be automatically pinged to major ping services.

All with just one click. Isn't that cool? Few more similar tools are [IM WEBSITE SUBMITTER](#) and [INDEX KINGS](#). Another way to do this is to go to <http://pingler.com> and enter your URL, main keyword, category of your site and hit PING. On the next page you'll see the PINGS being sent – keep the page open until the process is completed.

Indexing by Google will take 48-72 hours and you can check by entering your URL in Google search and see if anything pops up. Initially nothing will show up which means your site is not yet indexed but a couple of days later your homepage should start showing up which means your site has now been indexed by Google. Wait for this to happen before you move on to the next steps. **Do not use these tools if your site is already indexed.**

SEO BASICS EXPLAINED

The process of optimizing your site to rank better in Google or other search engines like Yahoo and Bing is called SEO (search engine optimization). There are 2 kinds of SEO methods and both work together. ON PAGE and OFF PAGE SEO:

ON PAGE SEO – When we optimize the content and structure of your site as per the guidelines of the search engines, the process is called ON PAGE SEO. The rules that we followed while writing the content for our site was part of that process. Adding relevant meta title, description and keywords to the main site as well as each article and internal linking the articles is all part of on-page SEO.

OFF PAGE SEO – There are many things involved in OFF PAGE SEO but it mainly comes down to one thing and one thing only.. **BUILDING QUALITY BACKLINKS** to your website. Google ranks a website higher in search results based on the quality of links

pointing to your site or its pages. We need to get as many links as possible with the right anchor text from good quality sites to our site. High quality backlinks = higher rankings!

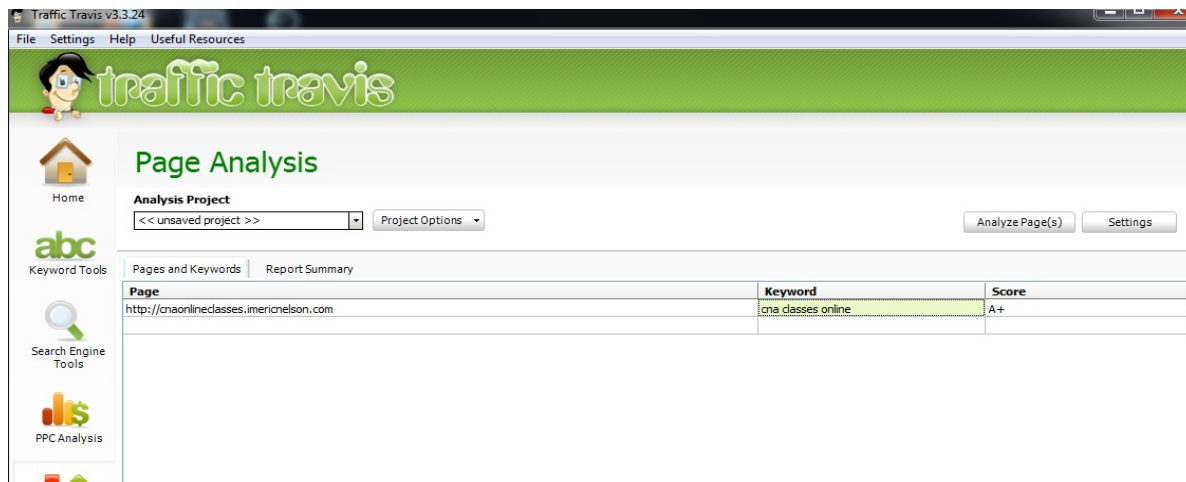
LINK VELOCITY – Building links at the right rate is equally important as the quality of links you are getting. For a new site, we recommend getting atleast 7-10 links per day to your site, not more than that using methods like social media bookmarks, blog comments from relevant pages and article links etc. The idea is to make sure it appears natural and the links come from a diverse source so make sure you do not build like 50-100 links one day and none for the rest of your week... that way it'll appear unnatural to Google and it may not like that. Another important tip – keep up link building at an average rate of 20 links per day even when your site has reached Page 1 and is ranking very well. Sometimes loss of link velocity can cause your site to lose its rankings and then there are your competitors ofcourse who are building more links every day and hence may outrank you one day.

LINK DIVERSITY – Link diversity and link velocity both have become very important with the recent Google updates hence it is highly advised to build links to all the pages of your site and to diversify the anchor text and use partial match anchor text.. For example, if you are targeting the keyword 'baby car seat reviews' then you should build links using the following keywords: car seats, baby car seats, car seat reviews, best car seats, visit this site, click here, [your site url], car seats for babies etc. This way, it appears more natural. Don't forget to include your site URL once in a while and words like 'click here' and 'visit this site' in your link building efforts.

CHECKING YOUR ON PAGE SEO – We like to use a free tool called TRAFFIC

TRAVIS 3 which has a page analysis module and it grades the overall ON PAGE optimization of your site. **TRAFFIC TRAVIS 4** is much better with a lot more features.

Here's how page analysis looks and it also gives you a detailed report if it find something wrong. Download link present in resources section.



OUR FREE LINK BUILDING METHODS..

After getting the site indexed, we do a few things every week to get the site to jump higher in search rankings. Now ranking with these can take your site anywhere between 3 months to around a year depending on the competition. We are not going to recommend any paid methods here with the recent crackdown on private blog networks; we feel these free methods are more than enough to get you ranking on Page 1 in Google. To check rankings, we recommend using this [free tool at SEOSERP](#).

METHOD 1 -

We use SOCIAL MONKEE as an amazing tool to get social media backlinks to your site. But they have recently closed their doors to users from many countries as they had a lot of spam complaints and are now seriously reviewing any site they submit. So after getting your site indexed, the next thing to do is submit the site's URL to 25 social media sites using this tool. If you upgrade to the paid version you can submit to a 100 social media sites but for starters, 25 is good. We then repeat this every week for every new article that gets published on the site so all the articles get 25 backlinks each. If SocialMonkee does not work for you anymore, just go to Fiverr.com and buy a gig that submits your site to 100 social media sites and give them at least 5 URLs and 5 keywords for each URL. Don't submit just ONE url to all 100 sites.

METHOD 2 -

Next, we grab the RSS FEED by going to www.mysitename.com/feed/ just replace mysitename with the name of your website and if you're using Wordpress, this is how you'll get your RSS feed. Now visit any of the RSS Submitters below and submit your RSS feed. Repeat these submissions every 2 weeks.

- [RSS Submitter](#)

- [BULK PING RSS SUBMIT](#)

- [950 RSS Submit](#)

METHOD 3 -

Google has started giving more and more importance to social sites and information shared on them therefore it is very important that our site gets some social media attention. A few great tools to do this are <https://seesmic.com/> and <http://hellotxt.com/> and <http://www.linksalpha.com/>, you can connect a bunch of social media account to just one account and post to all of them using these sites.

Now it may be a pain to create all these accounts but you can find people on FIVERR.com that will do this for just 5 bucks. Give them a general idea of your niche and some keywords so they name the properties in a relevant manner and they will also add all those accounts under a new account and verify everything for you, for just 5 bucks! Isn't that awesome?

Now, all you have to do is post a short 400 word article on these properties twice a week and you'll get plenty backlinks instantly. You can use **THE BEST SPINNER** to create unique versions of an article and keep posting it regularly and linking to different pages of your site. Remember, don't link out in every article you post and sometimes link to genuine articles from authority sites, let's be safe 😊

METHOD 4 -

Press release articles are a great way to gain some authority in the eyes of Google as well as get backlinks from high PR sites. Before you begin writing your own press release, [read this article](#) and learn how to write a great press release. OR you can just hire someone for \$5 on fiverr.com to write a press release for you. You can then find someone there to submit it for you to 10-20 sites. But if you don't have the money to spend on this, here's a list of the top 10 free press release distribution sites that can get you hundreds of backlinks as articles from these sites are syndicated on a LOT of sites.

10 BEST PRESS RELEASE DISTRIBUTION SITES...

<http://www.free-press-release.com/>

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

<http://www.1888pressrelease.com/>

<http://www.i-newswire.com/>

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

<http://free-press-release-center.info/>

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

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

<http://pressreleasepoint.com/>

<http://openpr.com/>

We recommend submitting a press release every month to all these sites. It's not too much of an effort to write one and it does not have to be long, a 500 word press release in the write format should do the trick!

METHOD 5 -

Article directory sites have always been there and have been a great way to build backlinks to your site. It is too much work though now that many sites are accepting only unique content – that's why we use **UNIQUE ARTICLE WIZARD** which takes 3 versions of one article and then submits different versions to over 1000 article sites over a period of 45-90 days. Not all of these get you backlinks, but we get anywhere between 300 to 400 backlinks from each submit. To begin with, you can order a gig for this on

FIVERR.COM to do this for you without needing an account on UAW. We recommend posting 1 article to UAW for every article on your site with relevant anchor text and a combination of other natural keywords as mentioned above. So at the rate of 1 submission per week, you'll actually submit 15-20 articles in total and with every article you are allowed to build 2 links, we recommend linking one to your homepage and another to an internal page/post of your site.

For a few tougher and possible more profitable niches, we also go ahead and submit unique articles to just 9 article directories because content from these article sites is scraped by thousands of websites hence you can get a lot of backlinks if you write up a good article for each of them. The only article directories we submit to are:

<http://ezinearticles.com/>

<http://articlesbase.com/>

<http://buzzle.com/>

<http://amazines.com/>

<http://goarticles.com/>

<http://articlealley.com/>

<http://articedashboard.com/>

<http://articlesnatch.com/>

<http://ideamarketers.com/>

We also go ahead and create a HUB on www.hubpages.com and a Squidoo lens on Squidoo.com using a few unique articles and some videos from Youtube if we find any for that niche.

METHOD 6 -

Another great way to get really good backlinks and authority in the eyes of Google is to get backlinks from VIDEO SITES. All you have to do is grab a free screen capture software like [JING](#) or just use the web based tool [SCREENR.COM](#) and just create a simple video walkthrough of your website, talking about the topic of your site, what it covers and what all other related topics are covered and how the site has complete information about that niche etc. Make sure the video is between 2-3mins long and then upload it to the top 10 video and some social media sites using this free tool called TUBE MOGUL - <http://www.tubemogul.com/signup/>

You can also get lots of gigs on Fiverr to do this for you if you can't do it yourself. Make sure the URL of your site is the first thing in the description of your video. The sites we recommend submitting to are..

<http://youtube.com/http://vimeo.com/>

<http://flickr.com/http://video.google.com/>

<http://video.yahoo.com/http://www.photobucket.com/>

<http://www.dailymotion.com/http://www.metacafe.com/>

<http://www.viddler.com/http://facebook.com/>

Using these methods, we're sure you'll get some great rankings for your sites. Just keep repeating these methods every few weeks and your site will definitely rank on Page 1. We recommend you keep repeating them even if your site is already ranking well so that it maintains the rank!

METHOD 7– LINKWHEELS AND MORE

Another amazing strategy we use to create powerful authority backlinks to our sites is by creating a Broken Link Wheel that links to our site and then sending hundreds of links to each element of the link wheel so they gain more value and help get the site rank higher. A link wheel for us is



a set of 12 or more web 2.0 properties that link to your website while also linking to each other creating a simple pattern. The image above shows graphically what a linkwheel looks like.

What is a Broken Link Wheel You Ask?

A **BROKEN LINKWHEEL** is where the pattern is random and not all web 2.0 properties link to each other but all of them DO link to your site. We use a number of web 2.0 properties to create the linkwheel including Squidoo, Hubpages, wordpress.com, tumblr.com, blogger.com, scribd.com, slideshare.com, livejournal.com, Vox etc. along with some video sites too like Metacafe, Dailymotion, video.yahoo.com, Youtube.com and maybe a handful of good article sites that we mentioned earlier. Here's what a broken or also known as OPEN linkwheel looks like...

The key here is to not make the linkwheel too obvious, so don't follow the same linking pattern shown in this image, get creative and you can also link randomly.

Now you don't really need original content for all of them, just get 1 original article and then spin it using **THE BEST SPINNER**- this amazing software will create hundreds of good quality versions of your article with over 70%

uniqueness. Use this software to create all these different articles and post them to all these web properties and link to your site using the proper keywords. Then, for each web property, get some social links and after that we like to use



ARTICLE MARKETING ROBOT to submit these articles to thousands of article sites. This is amazing software that once setup, is like a god send for you and you'll be able to drip feed these articles slowly over time to all these sites – we recommend not doing more than 30 links per day to any site. We recommend 30 because not all the sites will accept your articles and hence there will be an acceptance rate of about 50% which is fine. We also never link directly to the main site from these mass submitted articles – all the link value is passed to the web properties which become stronger and pass more value to the main site. All the links built this way stay really strong for a long time and we keep creating more every few months to maintain the rankings.

GOOGLE DANCE & FRESHNESS UPDATE

Now that you've started building backlinks to your site, you'll see in a few weeks it will start jumping around and sometimes will pop into the first 5 pages of Google and then go back to ranking on the 10th page or beyond. Well this is attributed to 2 things:

The Google Dance – When new sites are built and indexed by Google and then when it starts to get some quality backlinks, Google tries to place the site among its search results for that keyword. But as more content and backlinks are being built and since Google has such huge amount of data to process, it takes its time and the site jumps around for a while till it settles down and gets its final position from where it will then slowly move upwards as you build more links to it. This whole process is called the Google Dance and it happens to all sites.

The Google Freshness Update – Recently Google made some updates to its search algorithm as we've listed in detail in the earlier sections of this course. One of them was the freshness update where Google decided to rank 'fresh content' higher in its results for a smaller amount of time. Therefore, you'll notice sometimes your site will jump to the first or second page during the first few weeks of link building and then will then slowly drop down to lower pages. This happens because of this freshness update as the content on your site is fresh and Google ranks it higher. This is one reason why you should regularly post new content to your site, at least once a week or in two weeks.

There is no reason to be worried if the above happen as they are completely natural and all our sites experience the dance and the jumping around. When the dust settles, you'll see a stable rank which will then keep improving as you build more links.

THE PENGUIN UPDATE & AFTER...

Towards the third week of April, Google rolled out a set of updates for its search results to weed out spam sites and we don't think it really works but it did make a LOT of sites



lose their rankings for their money keywords. This was basically an 'over optimization penalty' targeted mostly towards the sites built specifically targeting a single keyword for its ranking. In this update, Google has laid more importance on the anchor text of the backlinks and has penalized sites that had 60-90% of their links coming from the same keyword. It considers these types

of links as unnatural considering that if other people or sites are linking to your site for its usefulness; it's not common for them to use the same exact keyword and hence treats too many backlinks with the same anchor text as unnatural linking.

In Google's words - "**Sites affected by this change might not be easily recognizable as spamming without deep analysis or expertise, but the common thread is that these sites are doing much more than white hat SEO; we believe they are engaging in webspam tactics to manipulate search engine rankings.**"

We knew this was going to happen sometime therefore we had changed our linkbuilding strategy quite early on and had started using a whole variety of anchor texts for our backlinks. For natural backlinks, the use of anchor texts such as 'click here', 'visit this site', 'here', keywords related to your main keyword, partial match keywords, phrases related to your keyword and your site URL etc. are important. Your main keyword should only be used anywhere between 10-15% of the times when you are building backlinks.

Therefore, think about how your friends and others visitors who like your site and the articles on it would link to your site – do exactly that type of links and make it appear as natural as possible. Avoid those thousands of profile links or links built in mass using Xrumer or any other mass automation software or such gigs from Fiverr. This may help in the short term but very soon, Google will catch up and your sites will be gone forever.

During our early days, we made such mistakes and after this Penguin update, we saw a few of our old sites lose rankings. While some of them only went from page 1 to page 2 in Google for a few keywords, there were a handful that were making more than \$100 per month that went from page 1 ranking to page 4 and page 5. These were not the sites that were earning big but these were some of the sites we had built early on in our internet marketing career and therefore we did lose about \$900 per month of income – we know it was our mistake as we had built these sites and almost forgotten about them as they were consistently bringing in the cash, we did not worry about updating their link profiles and build more links with varied anchor text to diversify them and only implemented our new strategies that we have shared in this course for our newer sites and recently completed sites. Simply speaking, they did not follow the link building practice that we follow today and they went down – doesn't bother much because in the past couple of months we have built more sites that will more than compensate for the loss and this is how you have to think.

Another good thing that happened with this update is that there were a good number of niches where our sites were sitting in top 5 rankings but not in top 3 and after this update, many of those sites moved up in ranks as some of our competitors lost rankings because of this update.. So, we don't feel too bad about this update 😊 as at the end of the day, our earnings for the month were higher than the last month.

This update did affect a lot of sites that should not have been affected and we don't think Google has really figured it out yet so you should expect more updates to come

every couple of months, but sooner or later, sites that were genuine and have still lost ranking will come back up. We have seen this happen over the past 2 years and we are sure it can happen again.

So our advice to you is – keep building sites the right way, this business is here to stay and you should not do anything for the short term benefit of it.

ALTERNATE TRAFFIC SOURCES

Apart from ranking your sites to the top of Google, there are various tricks that one can implement to get more traffic to their sites rather fast.

ALTERNATE TRAFFIC SOURCE 1: VIDEO

It's a very easy and fast way to get traffic to your website. It has been known that Youtube videos rank very easily on Google if there is almost no competition on Page 1 – so the trick here is to use a free site like animoto.com and create a short video advertising the product and mentioning that you can grab the product for a discount if they visit the URL mentioned in the description – a lot of traffic can be generated by this method very easily. Not just Youtube but you can use all the top 20 video sites to do this. The linkbuilding method already involves building links from video sites, why not rank them in the search engines too ;)

ALTERNATE TRAFFIC SOURCE 2: PAID ADVERTISING

Using paid methods to get traffic your site will certainly get you banned if you are running Google AdSense to monetize your niche site, but it's not the case with Amazon. As an Amazon affiliate, if your site sells products that pay you a hefty commission, you can definitely afford to drive some paid traffic using MSN AdCenter for PPC traffic. We do

not recommend Google Adwords as it can turn expensive real fast and we don't want you losing money there. Another method is to advertise using sites like adf.ly and Stumbleupon where you can get impressions from visitors real cheap, as low as \$5 for 10,000 visitors – they may not be very well targeted but you never know what can generate you sales! We've been lucky many times in cases like these where we went in expecting nothing and generated a bunch of sales – we still don't know how, this is so cheap, it's worth a shot!

Flipping Sites

Flipping a website means selling it – easy as that! Here's the best part... Are you ready for it? You can actually earn 10-20x your monthly site revenue if you sell your site on a website like Flippa (<http://www.flippa.com>). Hold up! Time to get out the old calculator. Say your site is making \$100 revenue per month with Amazon. We will use a modest 12x monthly income in our calculation.

$\$100 \times 12 = \$1,200$

\$1,200 for simply selling one website. You don't

have to continue updating content, worrying about ranking, or building backlinks. You just made a cool \$1,200 for doing what you've been doing. We have actually flipped so many sites that sometimes we don't know which way is up!



Best Practices

We've always been huge eBay fans, but we would stay away from it when flipping sites. You will not get even close to the payday that you'd get using Flippa. It is hands down the best site out there for selling websites. They do charge a one-time fee for posting an auction and a small percentage of the final value as well, but it's well worth it.

When do I Flip a Site?

There are actually a couple methods to flipping sites.

First, you can build the sites with the intention of flipping them. Set a realistic goal of monthly revenue and flip the site when it gets to that point. If you set a goal of \$50 per month and flip the site when it reaches that, you will be raking in the dough. With how fast you can make Amazon sites, it's really a no brainer.

Another option is to bundle all of your lesser performing sites together and sell them as a whole on Flippa. Take all your sites that are earning nothing or a few bucks a month and bundle them together and try to make a little bit of money off them. Otherwise they will just be sitting there dragging you down.

Can I Flip my Sites Right Away?

You sure can! We've sold Amazon sites for a couple hundred bucks right after they were built. And with all the content outsourced, they only cost us around \$60-75 per site. Not too bad making \$125 profit for an hour of work!

Calculator time again! Let's say we spend 20 hours per week making 20 websites. This includes doing the niche and product research, outsourcing or writing the content, doing a UAW campaign, adding the content to the website, and building a few backlinks. We've actually done all this in less than an hour, so don't think it can't be done. Not to say it doesn't take practice and repetition.

20 hours per week x \$200 revenue = \$4,000

20 hours per week x \$125 profit = \$2,500

\$2,500 profit per week for only working 20 hours per week! That's \$130,000 per year of profit straight to your bank account. Even if it took you 2 hours to make each site, that's still awesome!

The best part about the flipping sites is that it's completely optional. If you want to hang onto your Amazon sites and earn the residual income, that's fine. If you are confident in your site's long-term potential, you will earn more if you get above that break-even point of flipping the site.

IMPORTANT RESOURCES

[Google Keyword Tool](#) – Helps research traffic for various product keywords.

[AMASUITE Software](#) – Quickly finds best products to build affiliate sites around.

[Traffic Travis 4 Software](#) – To check SEO score of your affiliate site or blog post.

[Long Tail Pro](#) – Amazing software to analyze page 1 competition on Google.

[SE Cockpit](#) – Swiss Knife of keyword research software. Finds 100s of keywords.

[Hostgator](#) – Cheap reliable web hosting that we use every day.

[Hostnine](#) – Amazing web hosting company that allows to host in different countries all across the world.

[SEOPressor](#) – Wordpress plugin helps with better on-page optimization of your site/pages. Currently over 2.5 million sites run this plugin.

[UNIQUE ARTICLE WIZARD](#) – Build hundreds of backlinks for you from hundreds of unique sites.

[THE BEST SPINNER](#) – Created really high quality spun articles that can be used for building backlinks.

[ARTICLE MARKETING ROBOT](#) – Submits your spun articles to thousands of free article sites creating thousands of backlinks for you.

[FLIPPA.COM](#) – Marketplace to sell your Amazon affiliate sites or any other sites you wish.

If you have not yet purchased the [Azon Armageddon Video Course – CLICK HERE](#) and get the AZON Review Theme + Rapid Review Theme FREE (\$54 value).

Conclusion

We hope you enjoyed this guide to killing it as an Amazon affiliate. We have been extremely successful with Amazon, and we know very well that it's difficult sometimes to continue with a positive attitude. Always keep learning and always keep trying. You'll hear it time and time again: Amazon is a numbers game. And it really is. For every few sites you have that don't end up doing so well, you should have one or two that rock your Amazon world.

These are the methods we personally use to build and rank Amazon sites – nothing left out and no fluff. Many of the Amazon books we've read use old methods and leave quite a bit out. If you read a three page report on how to become rich with Amazon, you may as well find the shredder and throw it in there.

One of the biggest things you need to remember is that sites can take anywhere between 30 to 90 days to rank and start earning. Don't build a few sites and wait 90

days to see how they do unless you have another stream of income or other projects you can work on in the meantime. You need to consistently build sites and then begin to tweak your processes after the first 90 days.

This is by no means a get rich quick avenue to take. With that said though, it all depends on the actions you take. We gave you the framework to be successful. Now you just have to go out and take action to make it work. Build as many quality sites as you can comfortably do and soon enough you will be killing it with Amazon.

With this package, we have given you a **SET OF AMAZING PRODUCTS IN AN EXCEL SHEET** that you can take and run – build your sites around them after doing your keyword research and you're guaranteed to start earning if you do it right. Also we have provided a **SAMPLE Product Review article** that you can follow to the T and write your own reviews. To help you more, we've also added a bonus set of **20 PLR Review articles** that you can take and rewrite to get started immediately. Also the **ON-PAGE SEO Checklist** and the **SITE BUILDING ACTION CHECKLIST** leaves nothing out to get you started out there. This is a **COMPLETE PACKAGE** that will take you by the hand to become successful as an Amazon Affiliate. All you have to do is follow and take action each and every day.

To your Success!



Eric Nelson & Ryan Martin

For Support, please raise a ticket at <http://support.imericnelson.com>