Getting The Click

A bonus guide
From
PotPieGirl

When I was trying to come up with a somewhat clever name for this Bonus Guide, all I could think was what the guide is really about - getting the click.

It’s just that time of year again when it’s all about getting your website visitors to click through your affiliate links and go to Amazon.

While that is always important - it is UBER important the last quarter of the year as we head into the holiday shopping seasons.
Of course we want our content to help them, but if we’re all really honest, we know that we really, REALLY want them to click thru and get to Amazon, right? Right!

The ideal way to help them AND get the click is to give them a link to click that will lead them to information that WILL help them.

Confused now?

Hang tight =)

First off, every Amazon affiliate is linking right to the Amazon product page - that’s just what they (we) do.

But does that really help your readers in all situations?

Did you know that you can link to all kinds of pages on the Amazon site that offer all kinds of helpful information to your readers?

Let’s use an example…

Let’s say a potential customer goes straight to Amazon to buy a blender.
They type ‘blender’ into the Amazon search bar and BAM! They are greeted with all this overwhelming information:

Isn’t that overwhelming to look at!?! And that is just the first FOUR blenders that are shown for a blender search!

I’m seeing something like over 15,000 reviews they could read to figure out which blender is best for them when only choosing between those 4 blenders.

Ain’t nobody got time for all that...lol!
They might read a few reviews … look at that pictures...but they’ll end up on Google looking for help.

Enter: YOU and YOUR web page to help them.

Did you know that you can link to virtually any page on Amazon with your affiliate link?

Yep, sure can - but sadly very few affiliate take advantage of this conversion-boosting tactic.

As an Amazon affiliate, you should have the Amazon Associates SiteStripe at the top of every page on Amazon:

![Amazon Associates SiteStripe](image)

Whatever page you are on, you can click the blue text word and get an affiliate link directly TO that page.

Note: if you do NOT see the SiteStripe, log into your Amazon Associate dashboard, look under the ‘tools’ menu for ‘SiteStripe’ and click that. Then, click the blue “more” link to access your settings to turn it on:
Now then, let’s brainstorm some creative ways you can use your ability to link to any page on Amazon.

On the left side of Amazon search result pages are options to narrow down your search results.

For the blenders search, I get the option to narrow down that search to types of blenders:

I can narrow the results to show only Prime Eligible blenders:
I can narrow down to blender motor power and/or blender brand:

<table>
<thead>
<tr>
<th>Blender Motor Power</th>
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<tbody>
<tr>
<td>Under 200 Watts</td>
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<tr>
<td>200 to 299 Watts</td>
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<td>300 to 399 Watts</td>
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<td>400 to 599 Watts</td>
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<td>600 to 699 Watts</td>
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<td>700 to 999 Watts</td>
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<td>1000 Watts &amp; Above</td>
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<th>Brand</th>
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<td>Oster</td>
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<td>BLACK+DECKER</td>
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<td>Magic Bullet</td>
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<tr>
<td>Blenders</td>
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<td>Generic</td>
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And then there’s more filters for material the blender is made with, food mixer power, and some other things.
But then come my favorite Amazon search result filters:

![Amazon search filters](image)

- Price: Under $25 (7,537), $25 to $50 (3,924), $50 to $100 (1,892), $100 to $200 (1,225), $200 & Above (1,674)
- Discount: 10% Off or More (4,220), 25% Off or More (3,550), 50% Off or More (782), 70% Off or More (167)

Yep, average star ratings and price points.

I use those search result filters to really narrow down ALL those original search results to just a few products I believe my readers are looking for and what I believe they will be the most happy with.

I also want to link them to GOOD stuff … AND pages on Amazon they have NOT already seen (or could find on their own).
So, in the example of blenders, I might check the filters next to:

Countertop Blenders
Prime Eligible
Only 4-star and up
Only NEW blenders (ie, not refurbished)
Under $25
Discount of at least 10% off

By choosing those search result filters, I take those thousands and thousands of potential blenders down to:

FOUR blenders.
Then, I’d simply go up to my SiteStripe and get my affiliate link to those filtered down search results.

Then, in my hypothetical post, I’d link my readers to that page with something like this:

These are the only best-rated countertop blenders under $25.

Naturally, I’d have content before and after that statement, but I think that gives you the idea of what I’m doing.

I’m using my affiliate links in a way that actually helps my readers… and yes, those types of links generate curiosity and get clicked a lot.

Now then, let me share how I’d work these types of links in with this same example.

I’ve already linked the reader to the best-rated blenders under $25.

I also know that I only picked Prime Eligible products - but I don’t mention that to my readers. I just let them be happy when they get to that page, see the Prime symbol and think, “Hey, wow! I can get free shipping on any of these four blenders!”
Trust me, this simple symbol makes people very HAPPY.

It makes ME, as an avid Amazon shopper, VERY happy to see the Prime symbol.

I trust Amazon’s shipping, but after a lot of experience, I do NOT have a ton of trust in 3rd party shippers.

That Prime symbol means that product is being shipped from an Amazon warehouse (and they customer gets all the Prime shipping perks if they are an Amazon Prime member).

This is a HUGE concept at the holidays… HUGE!

I, personally, do not buy ANYTHING that is a Christmas gift on Amazon if it is NOT Prime Eligible.

I don’t have time to find out the hard way that some 3rd party seller is shipping from the other side of the world and it won’t get to my until Easter - or, it doesn’t get shipped at all.
Prime is HUGE the last quarter of the year. Just by simply filtering down a search result page to ONLY show Prime eligible products, you are really helping your readers.

AND, you are really helping YOURSELF.

Remember, we Amazon affiliates don’t get paid until that product ships.

Ok, that said, let’s move on with my blender example.

I’ve now linked them to only 4 potential blenders. That, alone, is a huge conversion booster because you really helped them narrow down their choices - and those blenders are probably not ones they saw when THEY searched Amazon.

(note: the number of products that fit those search filters WILL change so don’t ever say something like, “There are only four” or anything like that. Products and prices on Amazon change daily... heck, hourly for some products.)

Now, my reader has seen those blenders - and so have I.

What I’ll do here is the pick one of those blenders and talk about.
In this example, it is this blender:

Two color choices, lots of reviews, a good bit of questions… all good - and all those things give me even more opportunity to help my reader.

One thing tho - notice that this blender is on sale at this moment for $24.77 and looks like it normally is $39.99. That means, it is very possible that price will change back and that blender will no longer be one that is shown for being under $25.

So, I will talk about that blender from an angle of…
This is the blender that most consumers seem to be the happiest with and felt it was totally worth the money. If you can grab that blender for $40 or so, I think it’s a great deal, but I don’t think I’d spend more than $48 on it unless I was getting free shipping.

Check the current price here.

See what I did there?

I made sure the reader would see that blender - and maybe even see it twice if it DID show on the under $25 search result page I already linked them to.

I did NOT break Amazon’s rules by stating a price - but I have the reader a price range to help them feel more confident about the price they will see when they get to the blender product page.

AND… if they get to that product page and see the blender for only $39.99, they’ll be really happy.

AND… if that blender is still on sale for $29.99, it’s a no-brainer Add To Cart =)
At this point on my web page, I can feel pretty certain that they’ve looked at that blender.

If they’re still reading my post, they aren’t sold.

So now I have to lead them in another direction.

Enter: Star Ratings

If you scroll down a product page to the reviews area, you’ll see an area like this:

Did you know you can link to ONLY all the 5-star reviews, or ONLY the 4-star reviews, etc?

Yep, sure can!
You simply click the rating you want to isolate, let that page load, and then use your SiteStripe to get your affiliate link.

In our blender example, I know the reader isn’t sold because… well, because they’re still reading instead of long gone and shopping on Amazon.

So next thing I’ll do on my web page is talk about how happy people are with that blender and link them to ONLY the 5-star reviews.

The over-whelming majority of the reviews of this blender are very positive and contain a good bit of helpful info if you’re not sure that it’s the right blender for you.

Read all 5-star reviews here.

On the other hand, there are a few people that are NOT happy with this blender at all and only gave it ONE star.

Some of their negative feedback might really help you realize that this is NOT the right blender for you.

Read all negative ONE star reviews here.

You’d be shocked at how often the “bad stuff” gets clicked!
Always keep in mind that buyers do NOT want to risk making a “bad” decision or picking the “wrong” product.

And YOU are helping them avoid that outcome.

Now, let’s take it a step further.

If the reader is still reading on my page after all the links above, then it’s time to totally change my recommendation of a blender for them.

To do this, I will read the one-star reviews and find one specific review that points out a specific problem.

For example, this review:

That customer bought this particular blender to make smoothies...and the blender broke after only a few weeks of owning it.

What I would then do on my page is talk about the biggest problem people have with this blender...
The biggest problem I’ve read in all the negative reviews is like the old adage says, “you get what you pay for”.

If you’re looking for a high-quality blender that will easily make smoothies and last a long time, this is probably not the right blender for you.

One reviewer talked about how this is not a good blender for smoothies in this review here. I’d be very unhappy too if that happened to me!

In the part where I said “in this review here”, I am literally linking to that ONE review.

On any individual review, you can click the title of the review and go to a page on Amazon that is JUST that one review...and then use your SiteStripe to get your affiliate link to that page.

![Review](image)

Clicking the review title takes you to a page like this:
This is a very powerful technique to “get the click” AND it is really helpful for your reader.

You are directing them to the important things they need to know/read so they don’t buy the wrong thing.

After pointing out that “fault” with that blender, I am then going to recommend a better blender that IS great for smoothies AND will last longer.

I tend to get those ideas from the product page itself.

Many product pages have an area like this:
I like using a product from this “compare to similar items” area because as a reader worked through my post, they probably have already seen these other blenders and might have also clicked to LOOK at these other blenders as well.

In other words, they’re already familiar with those blenders so me mentioning that one of those blenders might be a better choice for them makes perfect sense.

In this situation where the bad things about the original blender were that it wasn’t good making smoothies and not durable, I’d pick a blender from the ‘compare’ options that is NOT made from plastic and IS better suited for crushing ice and making smoothies…and then link them to THAT product page.
I’d talk about that blender - why it’s a better choice even tho it’s not usually that much more expensive than the first blender, etc.

I’d point them to the good reviews and maybe even read a few of the bad reviews to see if one had a “reason” to not buy it (ie, an objection) that I could easily contradict.

For example, someone leaves a one-star review because they bought a refurbished/used version of that blender… I’d just remove that objection by telling them to be sure to buy a NEW blender.

Then, towards the end of the post I’d probably even offer them a “better” blender option if they’re willing to spend a little more money.

Here’s another nifty “get the click/help your readers” technique.

Have you ever seen these types of videos at the bottom of a product page on Amazon?
That first video - Blender Buying Guide - could be really helpful for my readers in this example, don’t you agree?

Problem is, if you click to play the video, the video opens and plays in a pop-up window - not on its own web page.

BUT, if right click on the video link and choose to open it in a new tab, you DO get a web page that is for that video...and you CAN then link with your affiliate link TO that video on Amazon.

Now, this doesn’t always work.

It does tend to always make a page to link TO, but the video doesn’t always play ON that page. Just keep that in mind.
Like ANYTHING online, Amazon changes things around all the time - point is, keep your eyes open for unique pages on the Amazon site to link to.

Look for things like this:

Amazon has random “buying guide” pages all over their site.

Or links like this:
You might have readers that ARE open to buying a pre-owned product to save money. Showing them what deals are available to them is very helpful (and it gets that click!)

Amazon even has “Gift Finder” tools - think those pages would be really helpful for your readers? You bet they are!

https://www.amazon.com/b/ref=nav_cs_gc_registry?ie=UTF8&node=14069511011
There are pages like this ALL OVER Amazon - you just have to teach yourself to look for them.

Above all, look for unique ways to link with your affiliate link.

Your readers will probably have already found other affiliates that only link right to a product page… be different, be helpful - and get the click!

Have fun with it!

Jennifer
~PotPieGirl