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Chapter 1:

Why Be An Amazon Affiliate?

What Is Amazon Affiliate?

An Amazon affiliate website is a website created to promote products from Amazon and uses affiliate links to sell these products to consumers who visit the website.

Amazon Associates is one of the first online affiliate marketing programs that was created to allow website owners, developers, and Amazon sellers earn money by advertising products from Amazon.com.

Generally, these kind of websites will have a theme or related search keywords, such as cameras, golf equipments, books. Affiliates get to decide on the product they want to sell, then they create posts, reviews and other things to attract their website reader's interest about that product to send the reader to Amazon to purchase that product.

Website owners and bloggers who register as affiliates get to make money from the referral fees they get when they create links and consumers click through those links and buy products from Amazon.

This provides consumers the convenience of referring them to a trusted site where they can immediately purchase the products you advertise on your site. And when they do, you can earn up to 10% in referral fees.

Why Should You Be An Amazon Affiliate?

It's free to join and easy to use. And it makes money.

There's plenty of reasons why the Amazon Associates Program is one of the best existing affiliate program.

1. Whatever they buy, you make money.

One of the great things about the Amazon affiliate program is if a reader clicks to go to Amazon through one of your affiliate links, it stores your affiliate code and anything that they buy will earn you commission.

I repeat, ANYTHING.

This simply means that they don't necessarily need to buy that product you recommended in order for you to earn commission - they can buy literally anything from Amazon and you will earn commission, as long as they are directed to Amazon through your website's affiliate link.

It's really common for people to buy more than one item. Regardless of whether people make purchase of the product you recommended or not, statistics have found that a significant crowd of people usually went on to buy all manner of products (other books, electronics, cosmetics etc) – where you will get a commission on each one of them – this is passive income.

You earn a commission on anything that a person buys within 24 hours of you directing them to Amazon.

2. Loyal customers.

Amazon is one of the most widely trusted brand on the internet. The traffic for Amazon has been proven to be one of the most popular shopping destinations online. Readers know Amazon and are familiar with it – they trust it and do spend significant amount of money there.

Tens of thousands of Amazon customers have already set up an account and specifically have a credit card stored on file for speedy checkouts. Proving that these pool of trusting loyal customers usually will not have second thought on making a purchase.

3. It's so easy to find the right product.

The amount of products on Amazon is what makes it attractive. The wide arrays of products selling on the site allows you to narrow down your options. Amazon has such a variety of products, bloggers with narrow niche generally get to avoid facing the common difficulty to find the right product that matches their blog's focus. For example, certain blog that only focus or specialize in reviewing a specific product that affordable affiliate program do not offer. Many bloggers don't have the luxury of being able to choose high paying affiliate programs that have narrow niche because they simply don't relate to their topics. Therefore Amazon is a great option to bloggers.

4. Investment that requires minimal effort

Your earnings might come in slower than you can wait but trust me on this, it will build up as time goes and when it is established, it will be your constant snowballing income source. The next best thing is the effort needed for this program is pretty minimal. Just by doing reviews, blog posts, adding links to your posts over time. Create as much doorways you can to direct customers into the Amazon store. Each time you do, you are increasing the chances of people making purchase and you will get your share of commission. That is literally all you need to do. Attract, direct, earn.

5. Amazon is like a shopping center.

And just like any shopping center, the sales during holidays season on Amazon bloom rapidly too. There is a significant bloom in sales whenever it hits holidays season so the key to making profit as an Amazon affiliate is to aim for times like this. Plan ahead, line up your links and posts a couple of months before, and run specific posts leading up to the holiday rush (like Christmas or New Year). You'll be sure to earn extra commission during the holiday season.

Why Is Amazon Affiliate Program Better Than Others

Joining an affiliate program can be a rewarding experience. But it can also be challenging when you have to deal with choosing what affiliate program is best for you. There are plenty, like Amazon, Ebay, Clickbank, Microsoft, Avangate and more.

The question here is which one should you choose?

Each has its own advantages and disadvantages. It also greatly depends on your current situation, as well as your own personal preferences and expertise when having to create related posts to advertise a product.

Of course, you have a choice to promote more than one affiliate site. However, to increase your chances of success, it is highly recommended to focus your marketing efforts on only one affiliate program first.

Especially if you are a beginner.

Once you have successfully established a strong loyal traffic and constant income through one affiliate program, perhaps that's the time you can promote the other program.

So if you find yourself struggling in choosing between different affiliate programs to work with, you have just landed at the right place. Whether you are new to affiliate marketing or been around for some time, you will be ready to maximize your income with the right affiliate program.

It is time you learned why Amazon Affiliate Program is better than the others.

1. It is comparatively easier to join the Amazon Affiliate Program.

At Amazon, joining the affiliate program is pretty easy. Your application will be approved regardless whether you have a website on your own or if your website has quality traffic.

You can even use the free blog platforms like Google's Blogger or Blogspot. Quite a number of Amazon affiliates are quite successful even if they don't have a website. The secret here is that the main method of promotion is via advertising.

2. It offers one of the best Commission System

With Amazon, you can easily estimate your earnings.

The payment structure is simplified. Earnings of products are based on percentage commission. Therefore, your affiliate income will be calculated as a percentage of the price.

However, there are also items where the commission is fixed. Regardless of the price, the amount of commission remains the same. An example is the electronics items like laptops. You will earn a flat rate of \$25 per sale, regardless if the laptop is worth more than \$2000 or less than \$500.

The best thing about the Amazon's affiliate program compensation program is the performance fee structure.

Simply understand this concept as the more sales you make the higher will be your commission rate. The percentage commission starts from 4% for those with monthly sales of 1 to 6 shipped items per month. It goes up to 8.5% for super affiliates who are able to sell more than 3131 items per month.

3. You do not have to do a lot of selling yourself.

Most of the Amazon products sell themselves. This means that this program do not require you to work hard at selling like you do with digital products.

For example, you don't need a sales page or landing page, and you don't need to become best buds with all the top marketers. All you need is your expertise in reviewing the products and advertising it to direct traffic from your blog or website to Amazon.

And then it will pans out well because the chances of a customer making a purchase upon entering Amazon is pretty high. Most readers/customers already have intention of purchasing, it's just a matter of how many more products would they end up buying.

There you have it - three excellent reasons why Amazon Affiliate Program is better than many of the others on the market. Amazon provides you with an opportunity to build yourself an excellent income source with reputable products that are readily available.

Chapter 2:

How To Register For Amazon Affiliate Program

This is a screen captured tutorial on how to register for Amazon affiliate program.

This will be the first page you see after entering the address. Click on the “Join Now for Free” button to continue.

After you have clicked on the Join Now button, you will be navigate to the page as shown. Enter the required details and hit enter. If you are an Amazon returning customer, just type in your password and continue. And for those who are the new customers, just enter your e-mail or mobile number and hit enter will do.

This is the page for new customer to setup your password. Click on create account to continue.

And then, you will each this page to enter the required details.

Fill in the details and hit on the “Next” button.

On this page, you will be required to enter your websites and mobile apps URL(s). You are able to enter several websites as long as they are legitimate. And it is okay if you do not have any mobile apps URL(s). You will still be able to continue by pressing enter after filling in your website.

And now, you will be navigated to the Profile page to enter your store ID and some description of your websites. In this page, you will able to choose your niche of your store. After setting up everything, click on the Next button to continue.

And here’s comes the identity verification. Enter your phone number and click “Call Me Now” button. You will receive an auto reply call which will direct you to enter the PIN on your computer screen to the keypad of your phone.

After you have done entering the PIN, your page will automatically jump to the page as shown. Click on the Finish button to continue.

Now, you will get your unique Associate ID and you will have the option to enter your Payment and Tax Information now or later. Click on the “Later” button to instantly see how’s your store looks like.

This will be your home page. And if you haven't enter your payment and tax information, there will always be a notice to remind you to do so.

Chapter 3:

How To Get Amazon Affiliate Approval

Anyone who owns a website or blog knows how costly maintenance and marketing can be. The most successful websites are known to have large budgets, thus making it difficult for smaller websites to compete.

While there are dozens of ways to increase funding for your website, one of the most popular ways is to tap into the advantages of Amazon's affiliate marketing program. This problem is one of the most costless and successful money making tools for any website, especially if you know how to use it right. To get the most of this modules and to get started, it is best for you to know the operating agreement in order to begin your journey.

Associate Program Operating Agreement

In this part of guide, I will include the simplified version of the operating agreement for your better understanding. First of all, this operating agreement has 20 descriptions for your acknowledgement. But, no worries, I will go through the simplified version one by one with brief explanation with a total of 19 descriptions excluding the disclaimers.

Description Of The Program

The purpose of the Program is to permit you to advertise Products on your site and to earn advertising fees from Qualifying Purchases. The product here means any item sold on Amazon Site. This may also include certain services. The description of your Program may include data, images, text, link formats, widgets, links and other linking tools.

Enrolment

This process only begins after you submit a complete and accurate Program application. However, Amazon Site will reject your application if they found out any inappropriate content. Examples of inappropriate content are sexually explicit materials, violence materials, materials that contain defamation, materials that promote discrimination and undertake illegal activities. Furthermore, your site shall not be directed toward children under 13 years of age, include any trademark of Amazon or its affiliate.

Links On Your Site

After you have been notified that you have been accepted into the Program, you may display Special Links on your site. Special Links are links to the Amazon Site that you place on your site. This Special Links permit accurate tracking, reporting, and accrual of advertising fees.

Program Requirement

By this, you will need to provide Amazon any required information to verify your compliance with the operating agreement. Besides, you are also consent Amazon in several issues.

- Sending you emails relating to the Program from time to time
- Monitoring, recording, using and disclosing information about your site and visitors to your site from your Special Links
- Monitoring, crawling and otherwise investigating your site to verify compliance with this Operating Agreement
- Using, reproducing, distributing and displaying your implementation of Content displayed on your site

Responsibility For Your Site

You will be solely responsible for your site, including its development, operation and maintenance and all materials that appear on or within it.

Order Processing

Amazon will process Product orders placed by customers who follow Special Links from your site.

Advertising Fees

Amazon will pay you advertising fees on Qualifying Purchases.

Advertising Fee Payment

Amazon will pay you advertising fees on a monthly basis for Qualifying Purchases shipped, streamed, or downloaded in a given month subject to any applicable withholdings or deduction.

Policies And Pricing

Customers who buy products through this Program are Amazon customers with respect to all activities they undertake in connection with the Amazon Site.

Accordingly, as between you and Amazon, all pricing, terms of sale, rules, policies and operating procedure concerning customer orders, customer service and product sales set forth on the Amazon Site will apply to those customers and Amazon may change them at any time.

Identifying Yourself As An Associate

You will not issue any press release or make any other public communicate with respect to this Operating Agreement, your use of Content or your participation in the Program. You will not be misrepresent or embellish the relationship between Amazon and you or express or imply any relationship or affiliate between Amazon and you.

Limited License

Subject to the terms of this Operating Agreement and solely for the limited purposes of advertising Products on, and directing end users to, the Amazon Site in connection with the Program, Amazon hereby grant you a limited, revocable, non-transferable, non-sub licensable, non-exclusive royalty free license to copy and display the Content solely on your site. You may use only the trademark and logos that Amazon may make available to you as part of "Content".

Reservation Of Right; Submissions

Amazon reserve all right, title and interest in and to, and you do not.

Compliance With Laws

In connection with your participation in the Program, you will comply with all applicable laws, ordinance, rules, regulations, orders, licenses, permit, judgment, decision and other requirements of any governmental authority that has jurisdiction over you.

Term And Termination

The term of this Operating Agreement will begin upon Amazon acceptance of your Program application and will end when terminated by either you or Amazon. Either you or Amazon may terminate this Operating Agreement at any time, with or without cause, by giving the other party written notice of termination.

Modification

Amazon may modify any of the terms and conditions contained in this Operating Agreement at any time and in Amazon sole discretion by posting a change notice, revised agreement, or revised Operational Documentation on the amazon.com site.

Relationship Of Parties

You and Amazon are independent contractors, and nothing in this Operating Agreement or the Operational Documentation will create any partnership, joint venture, agency, franchise, sales representative, or employment relationship between you and Amazon or Amazon respective affiliates. You will have no authority to make or accept any offers or representations on Amazon or Amazon affiliates' behalf.

Limitation Of Liability

Amazon will not be liable for indirect, incidental, special, consequential, or exemplary damages arising in connection with this Operating Agreement, the Program, Operational Documentation, the Amazon site or the service offerings.

Disputes

Any dispute relating in any way to the Program or this Operating Agreement will be resolved by binding arbitration, rather than in court, except that you may assert claims in small claims court if your claims qualify.

Miscellaneous

You acknowledge and agree that Amazon and the affiliate may at any time solicit customer referrals on term that may differ from those contained in this Operating Agreement or operates sites that are similar to or compete with your site.

Guide To Get Your Approval From Amazon

Before you start any program, it is important to understand what you are getting into. Amazon's affiliate marketing program is one of the prime ways to earn extra website income on the side. This income can be used for the maintenance of your website and if you earn enough, it can simply turn into revenue. The program allows users to earn four percent or more on products that individuals purchase after clicking on the Amazon affiliate links on your website or blog.

Your website can be related to nearly any topic, so long as it is reasonable and non-offensive. The registration process and getting approval is also extremely easy. Remember, the program helps Amazon more than anything. Therefore, your website is just a means to an end – which is Amazon's success. However, this doesn't mean that you can't stand to benefit from the program. If you take the right steps and configure everything correctly, you can earn some substantial pocket money.

Registration

The first step in the process is to go to Amazon's affiliate marketing page and register. At the top of the page, you'll see a tap that says, "Join now for free." To register, you need to have an existing Amazon account. After you fill in your account information after being prompted, you'll reach a webpage that details your account information.

Below is a step-by-step overview of how to fill in the information and to gain approval from Amazon. Just take note that you want to take care to fill in the information as correctly as possible. While you can certainly go back and fix a mistake, it is best to avoid the hassle and problems.

Account Information

To gain Amazon approval after you enter your username and password, you'll need to go through a step-by-step process. The first step is an overview of your account information. Amazon will ask you what your primary Amazon.com account address is.

The address that you use will determine where your payments from your earnings will go. The second important element that you need to look at on this page is a verification of the address. Amazon will ask you to whom the address belongs. While it is certainly alright to enter a third party's address, it is best to use your own information.

About Your Website

This portion of the application is the most important one because it is going to determine whether or not Amazon will agree to allow you to use its affiliate marketing program. The entire next step is a profile about your website. After you enter in your webpage URL, you need to describe exactly what your website is about. It is best to be upfront and honest at this stage since Amazon is going to verify your website anyways.

The next section of this page details the topics that your website features. The list that you can choose from is very extensive. It is best that you try to choose the category that is most reasonable. Using a category that most describes your website is going to ensure that you are using the proper links for the most revenue.

After determining the type of content featured on your website, you'll need to choose the types of Amazon items you intend your website to feature. You can choose from the main categories that are featured on the main Amazon website. Again, being accurate at this stage will help you attain the most revenue possible.

The next stage is to specify your current monetization methods. You'll need to disclose to Amazon the main ways that you drive traffic to your website. You can

choose from categories such as paid search, blogs, rebate, shopping, lead generation, offline, email, SEO, social networks, and display advertising. If your website does not fall into the main categories specified, you can also choose other.

Lastly, you'll get to the portion of the website page where you are prompted to disclose your link building methods. You'll also be asked how many visitors you get to your website per month, why you want to join Amazon's affiliate marketing program, and how you heard about the program.

Keep in mind that at this stage, you want to be sure that you do get a high level of visitors per month to your website. The more traffic your website has, the higher the chance you'll get accepted to Amazon's affiliate marketing program. You also want to be accurate about all the information that you enter because Amazon will be able to verify that the information is correct.

Identify Verification

The final stages of the application include verifying your identity. This portion will require you to disclose the main answers to your Amazon security questions. After you verify your identity, your website will be reviewed by Amazon.

If you are approved, you can start using your Associates Central page, which allows you to choose the products you want to feature, verify your banners, and determine where you want to post your Amazon affiliate links. When going through this entire process, there are also additional ways you can increase your chances of being accepted, ways of which will be described below.

Becoming Amazon Friendly

Amazon has a brand and image to maintain, which means that it is extremely hesitant to associate itself with websites that do not further or comport with its image. To best improve your chances of being accepted, you need to become Amazon friendly.

Keep In Check With Terms And Conditions

Amazon doesn't really mind what your website features as long as the content complies with its terms and conditions. This usually just means refraining from posting content that is sexually explicit or laced with bigotry. If your website contains any content that may be offensive, then it is best to take it down and turn it into a cleaner site.

Product Reviews

Another viable option to increase your chances of being accepted are to write product reviews and post them on your website. Not only will Amazon appreciate this more, but those who visit your website will be much more likely to buy into the content if you have a review about it.

The products that you post and review should also be relevant to your site. For example, it isn't going to do much good for both you and Amazon if you feature sports products on a website that is dedicated to fashion and style. You want to feature products that your website viewers care about and are interested in.

Amazon Widgets And Banners

Another step is to add Amazon widgets and banners. When setting up the program, you can choose from a number of styles. The style that you choose should be attractive, interesting, and it should also encourage your viewers to click on it. In most cases, banners are more successful than widgets because they are more visual and larger, making them more noticeable.

Payment

Now that the most important information is covered, you may be wondering about the payment process. It is pretty simple. Once someone purchases a product that they got to through an Amazon affiliate link on your website, you get paid for that sale.

The more sales and/or the higher the price of the product, the more commission you are going to make. You usually get about four percent per share, but you can also reach up to 15% depending upon the success of affiliate links. After you accumulate \$100 in sales, Amazon will send you a check. If you want, you can also opt for a bank deposit if it makes your finances easier to track.

Overall, while the program may sound tedious to get accepted into, it is actually very easy if you take the above steps. Making sure to ensure that your website is Amazon friendly, taking the time to fill out the application correctly, and taking the extra steps to ensure a successful application is going to be worth your while. The Amazon affiliate program is a great choice for many individuals that are looking to earn some extra pocket money for website expenses and more. Also, don't forget to write splendid product reviews and add the right products to your site.

Chapter 4:

How To Identify Best Sellers On Amazon

Upon registering as an Amazon Affiliate, it's time to move on towards deciding what your niche or topic will be.

As mentioned before, being an affiliate, you can make recommendations, do product reviews, or just discuss about a certain product in an effort of selling that product.

When picking a niche, it is common sense to choose one that sells. Ever wonder how some people can significantly increase their Amazon affiliate sales and increase their commissions exponentially?

That well kept secret is the 'Best Seller List.'

Many businesses will create a 'Best Seller List'. The music industry and book industry have been doing it for decades actually. You can identify what products are most wanted by online customers and decide your niche according to the category.

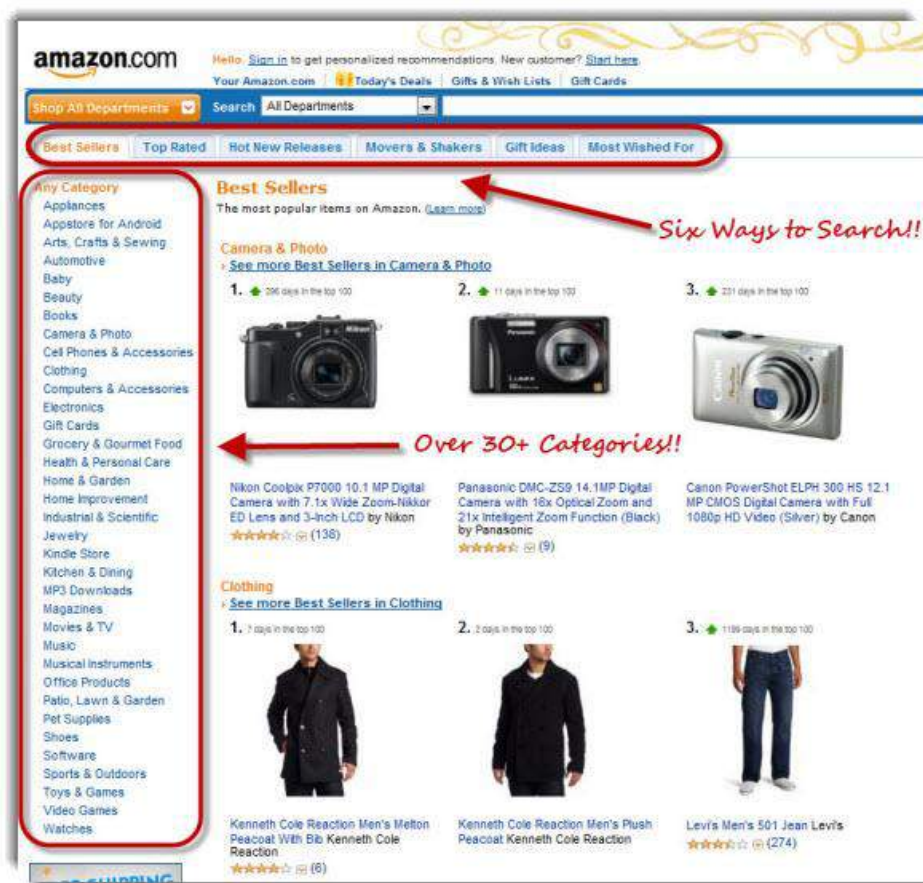
Here in this module, you will find a list of resources to identify the Bestsellers on Amazon. Spend some time browsing through the resources, research for the best selling products currently, and filter your results to match your interest. The list below will be very helpful in guiding you to decide a best niche for your affiliate business.

1. Amazon Best Sellers List

What's better than an in-house tool? Amazon.com is the biggest retailer of physical products and the site itself has offered a couple of tools to help you discover what the popular and wanted products are currently.

Go onto Amazon.com website and look for the tabs on the top. There's six ways to search for the current hot selling products: Best Sellers, Top Rated, Hot New Releases, Movers & Shakers, Gift Ideas and Most Wished For.

There's also a column on your right, the Category column - there's where you can get some ideas on deciding a niche. You can refer to the image below for guidance to navigate your way on the website.



2. Google Shopping

Google.com is the most widely used search engine on the internet. You can find out about the most searched about products on the tools Google has on its website. Go to Google.com, search for the tab on the top and click onto shopping.



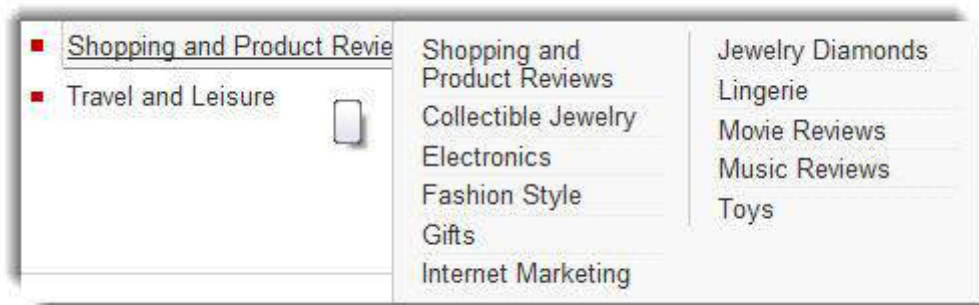
On the page, you'll see plenty of products selling from different stores. You can get a rough idea on what's selling best as well by searching for the Popular This Week tab. There is also a Seasonal Items tab where you can find products that are popular for this particular season.

3. EzineArticles.com Shopping Reviews

EzineArticles.com is a platform that accepts submissions from authors for free and features them on the site. Submit your article there and they will give you maximum exposure to the site's audience who each has major huge number of email list members. This means that your article stand a chance to get that amount of exposure.

Many internet marketers use this site to gain exposure. So you can use it to do the exact opposite, which is to obtain information on the markets and products that would sell well.

Check out the site and look for the Shopping and Product Reviews category.



You will be able to find ideas from this site because a lot of outstanding internet marketers uses this website to promote and market their products and articles. This is by far the best resource to do your research on finding a perfect niche. It's the ultimate information bank for you.

#Create Your Own Best Seller List

Guess what? You can custom make your own Best Seller list on Amazon too! This list can be posted on your blog, in your articles, or among your content on your website.

Why should you have your own Best Seller List?

Consumers love to be part of trends. We claim we are unique individuals, but the truth is we are social creatures and we want to know what others are doing. Nobody likes being left out. So naturally we will want to be on the same page as others, we want to be as trendy too.

And everyone loves short cuts, we like to be given suggestions, tips, or recommendations to find something that appeals to us.

There are numerous benefits of having a Best Seller List:

- Sales – whenever you produce a list, you should be able to see an increase in your sales on Amazon. Well, of course, assuming the list you made links to the item on Amazon.
- Conversion – although the conversion rates vary, you should enjoy a conversion rate that was higher before your list creation.
- More Commission – a higher conversion rate means more sales, more commission. This will potentially increase your commission rate from 4% to 6% since you are required to only sell 7 items for the increment to happen.

Lastly, there's a secret to having a good Best Seller List. You don't want to have to be changing your list weekly as this requires time. Simply choose items for your list that will stay popular at least for a 4 week period. Some items will have even a longer shelf life. Do some research on that and you'll make a good list that will help you earn more than you can!

Chapter 5:

Keywords Research

Strategic keyword research is not about finding words that people type in. It really about knows your target market. The ultimate aim of keyword research is to connect your customer to your product or service.

Why Keywords Research Is Important?

Keyword research is one of the most crucial aspects of a successful search engine optimization and marketing campaign. Proper keyword research and selection helps establish an effective foundation for most of your online marketing efforts. The keywords you choose will power your search engine optimization, sponsored ad campaigns, link building campaigns, press releases and more. Before you begin any of these marketing efforts you must have already determined what core terms your site will be built upon and what keywords will fuel your online marketing efforts.

Keyword research should be the first step in any process that involves optimizing and marketing your website through the search engines. I would say keyword research is the most important part of the process, yet often one that is glossed over as either largely unimportant, or not important enough to spend enough time doing effectively. Many site owners get caught up in the belief that if they just achieve any #1 ranking then visitors will begin flocking to their site. This may be true if your #1 ranked search term is actively searched and is relevant to your site or page which it leads to. If not—if you don't research your keywords properly—all the top rankings in the world won't drive or keep the best visitors to your site. In regards to getting

and maintaining top listings, keep this in mind: all search terms are not created equal.

You'll want to note that there is a big difference between a marketing campaign that delivers a lot of traffic to your site and one that delivers relevant traffic to your site. More often than not, sites that generate smaller amounts of targeted traffic see a better return on investment than sites that generate larger amounts of untargeted traffic.

Identifying and selecting the correct keyword phrases to optimize and promote your site with is important, time consuming and sometimes it's even difficult. Many people often get hung up on the wrong keywords based on incomplete data or not thinking through each keyword carefully. If keyword research is not performed with the correct focus in the correct areas you may find you have a whole mess of phrases to target but no clear picture on the value of those phrases or their ability to drive targeted traffic.

How To Judge The Value Of A Keyword

How much is a keyword worth to your website? If you own an online shoe store, do you make more sales from visitors searching for "brown shoes" or "black boots"? The keywords visitors' type into search engines is often available to webmasters, and keyword research tools allow us to find this information. However, those tools cannot show us directly how valuable it is to receive traffic from those searches. To understand the value of a keyword, we need to understand our own websites, make some hypotheses, test, and repeat—the classic web marketing formula.

Ask Yourself

Is the keyword relevant to your website's content? Will searchers find what they are looking for on your site when they search using these keywords? Will they be happy with what they find? Will this traffic result in financial rewards or other

organizational goals? If the answer to all of these questions is a clear "Yes!" then proceed.

Search For The Term Or Phrase In The Major Engines

Understanding which websites already rank for your keyword gives you valuable insight into the competition, and also how hard it will be to rank for the given term. Are there search advertisements running along the top and right-hand side of the organic results? Typically, many search ads means a high-value keyword, and multiple search ads above the organic results often means a highly lucrative and directly conversion-prone keyword.

Buy A Sample Campaign For The Keyword At Google AdWord

If your website doesn't rank for the keyword, you can nonetheless buy test traffic to see how well it converts. In Google Adwords, choose "exact match" and point the traffic to the relevant page on your website. Track impressions and conversion rate over the course of at least 200-300 clicks.

Using The Data You Have Collected And Determine The Exact Value Of Each Keyword

For example, assume your search ad generated 5,000 impressions in one day, of which 100 visitors have come to your site, and three have converted for a total profit (not revenue!) of \$300. In this case, a single visitor for that keyword is worth \$3 to your business. Those 5,000 impressions in 24 hours could generate a click-through rate of between 18-36% with a #1 ranking (see the Slingshot SEO study for more on potential click-through rates), which would mean 900-1800 visits per day, at \$3 each, or between 1 and 2 million dollars per year. No wonder businesses love search marketing!

Keywords Research Tools

People are asking, which tool should I use? Fortunately for us, we have plenty of compasses to choose from. Many software developers understand the importance of Keyword Research and are producing tools to make this process faster and more effective.

Google Trend

This Google tool will show you the hottest “trending” searches and topics on the Google search engine. Bear in mind that most of these searches will be along the lines of “Kim Kardashian bikini pictures” instead of actual physical products that people are looking to purchase online, but occasionally you will find a smoking hot product release that people are shopping around for and trying to locate. Be careful not to use copyrighted terms or the name of a manufacturer in your keyword phrase. For example, “Apple iPad” is not a good choice of a keyword that you would want to target. However, you may find some decent searches for a generic phrase like “E-book reader” that you can use instead to cash in on these hot “name brand” products.

Google AdWords

This tool will allow you to determine if there are enough monthly searches for this product online to justify spending the time to create an affiliate site in order to promote it. As a rule of thumb, you want to have at least 300 exact searches per month for a specific keyword for a mini site, and preferably much more than that. If you are looking to create a larger authority site, you should choose a long-tail keyword with at least 5000 exact searches per month per month. Make sure that this is a product or subject that you are genuinely interested in, because it will require a lot of TLC to make it an authority site.

Of course, this represents a lot of work, and therefore it requires a keyword with a lot of monthly searches in order to make it worth his while to create a website of this size. In this case, the Google Adwords tool tells us that there are plenty of searches for the exact keyword phrase “photography tips” (over 22,000 in fact!), so it is well worth the time and energy that it will take in order to maintain this site and push it to the top of the search engines.

Chapter 6:

Your Amazon Affiliate Site Blueprint

Are you looking to make some money with your blog?

Are you good in driving a constant traffic into your blog or website?

Why not sign up for an affiliate marketing program for some extra income?

Amazon, the world's largest e-commerce site has a well-established affiliate marketing program called Amazon Associates that allows you to earn up to 12 per cent of the total sales value of a transaction originating from your referral website. That's a pretty decent figure you earn for a successful referral.

E-commerce companies nowadays are trying to outdo each other in terms of sales and they are investing on every possible marketing channel available. Affiliate marketing is where they are interested heavily mainly for the returns it can guarantee.

It is really simple.

Once you open your Amazon account, you can insert plenty of Amazon HTML links into your articles or blog posts, which are based on the products you choose to promote on your blog.

These customized links will direct readers that click to the item on Amazon's page, and if they buy the product, you get a commission. Best thing is that these links will remain on your blog forever as long as you leave them there, meaning you can be paid commissions for an endless period of time whenever someone make a purchase through your referred link.

The Mechanism Of Amazon Associates Program

Amazon Associates has integrated their affiliate program with Blogger, which will make it easier for bloggers to add relevant Amazon product links to their blog posts. Amazon Associates for Blogger can be found on your Associates Central web page.

Sign up is really fast and easy. If you already have an Amazon Associate account, you can use your Associate ID. If you are new you can have your Associate ID almost instantly. For existing associates it will only take you a couple of minutes to sign up, and you will instantly have access.

You can turn the Amazon Product Finder on or off depending on your preference. Based on your analytics, you can check where your traffic is coming from. For most people, the US Associates account is the best choice because it allows you to appeal to the most people, but if you focus on a product that targets for example the British market, then you would want a British Associate sign up.

Once your account is set up, you'll place links in your blog posts, either text or image links, which is pretty straight forward.

There are just two simple steps.

First, type and highlight the text in your blog post that's related. The Amazon Product Finder will search through the millions of products on the Amazon site and recommend those of a close match with the text you highlighted.

Second, insert an image or link to that product, which will include your ID. If you are using a blog editor you might find it easier to write your entire post in the program and then post the draft on Blogger and then use the Amazon product finder.

The more you sell the more commission you'll make. General product commissions start at 4%, but after just six sales in a month that increases to 6%. Then there are incremental increases of .5% all the way up to 8.5%. Remember, this applies to general products.

Many specialty categories like electrical goods remain at 4% regardless how many unit you sell. But some categories like digital goods are set at 10%, while others have a cap. So be sure to check out on Amazon for the commission rate before you decide on your product.

The Program’s standard advertising fee structure is described in Table 1. The advertising fee rate is the commission you may earn. It will vary depending on the category of Products that are shipped, streamed, or downloaded (as applicable) in a given calendar month that constitute Qualifying Purchases.

TABLE 1 – Fixed Advertising Fee Rates for Specific Product Categories

Product Category	Fixed Advertising Fee Rates
Kindle eBooks	10%
Consumer Electronics (excl. Data Storage Devices)	4%
Televisions	5%
Gift Cards	3%
Clothing	12%
Shoes	12%
Beauty & Health	10%
Books	12%
Music, Movies, Video games	10%
Cars, Motorbikes & Industrial Products	10%
Toys & Baby Products	10%
Watches	10%
Jewellery (excluding Gold and Silver coins)	10%
Gold and Silver coins	0.3%
Home & Kitchen	10%

Kindle Devices	10%
Luggage & Bags	10%
Sports, Fitness and Outdoors	10%
Office & Stationery	10%
Musical Instruments	10%
Gourmet & Specialty Foods	10%
Data Storage Devices	2%
Major Appliances	6%
Symphony, Kenstar, Bajaj, Crompton air coolers	6%
Others	10%

Secrets to Earning Income With Amazon

Amazon offers an endless array of products. When you become a member of the Amazon Associate Program, you get the opportunity to earn income. Depending on how you work on your site, the amount you earn can vary from a couple hundred to even a full time income.

Here are some great ways to help you improve your earnings from Amazon affiliate program. Let's have a look.

#1 Deciding On A Niche

The very first thing you have to do is decide what your niche will be. In fact, this is a must or else you are bound to face failure. This is the most important decision you will have to make.

Reason being it is a lot easier to make money through Amazon affiliate program when readers that reach your website or blog are looking for a specific product that your website review about and offers the product.

When you cater to a wide selection of products without a specific niche, it is more difficult as your site won't appear on top pages in the search engines and you don't have the same targeted traffic entering your site. Chances are your income won't be stable and continuous.

#2 Build A Good Email List

Why? Because email lists can boost up to 10 percent of your income. Now that's the deal.

A great way to build your email list is to offer something for free. Because most people get attracted to the word "free". It can be a report on a product, a buyer's guide, etc. Anything that offers the consumer useful information will do the magic.

Keep in mind that it is usually easier when you have a website that focus on selling a physical product compared to digital products. People naturally have their guards up when it comes to digital products like eBooks and how-to courses and they tend to have second thoughts on paying for products like such online.

#3 Create Several Links to Amazon.com

Every link inside your article or content on your site is another opportunity to lead a potential customer to the product on Amazon, and that's an opportunity for you to make a commission. The more links you insert in your site that leads reader to Amazon.com the better.

Simple text links have proven to be the most effective way to get visitors to click. Six to twelve links in an article is perfect.

Web surfers trust the content on web pages more than any other are of a site, and so they are much more likely to click these links than they are to click graphic links.

Product images that click through to the affiliate make up about 15% of total Amazon income, and this is relatively easy to do using HTML code.

#4 Take Advantage of Holidays with Your Own Promos

Target every single holiday to get the most out of holiday revenues.

It's pretty common to earn extra during some of the main holidays like Cyber Week or Black Friday Week. While other holidays like Valentine's Day or Mother's Day are less, they can still amount to much higher than those on an average day. It can be even higher if you create your own promos.

You can make an article talking about the top 5 products and distribute it for Black Friday. Or you can offer a free item for Mother's Day. You could offer discounts. It's up to you – just make sure you take advantage of the opportunity that holidays bring to you. People fall into shopping mood whenever it is the holiday's seasons.

#5 Increase Product Sales to Make More Money

While this might seem pretty straight forward, the fact is that the commission rate changes with the more you sell, and that higher percentage means higher earnings for you. The rate for general merchandise is 4 percent and can climb to 8 percent with high sales. During holidays, you can actually reach that 8 percent with a lot less effort. Selling just 7 items in a month takes you to a 6 percent commission.

Chapter 7:

Ultimate Copy Formula For Your Website Post

I'm now assuming that you're new to writing posts as an affiliate to sell a particular product, and you're here looking for a guide to writing a good post or article that will sell your product.

You might be wondering what is it with affiliate product reviews? How is it any different from writing a normal blog post or just any kind of review for a product? They should be straightforward, but not too blunt. They should be honest, but you still need to make sure they sell that product.

Here is where you might get sandwiched between writer's block and fear. You may contemplate on should you say this? What should you write to get the best return from it?

But worry not, in this module I will be teaching you how to create a good content that will ensure you sell your product. From writing skills to customizing the format of your post, at the end of this module you will learn the simple formula to creating a perfect affiliate review for your website.

How To Create The Best Content

Write Like An Expert

You're now writing as an author that is creating a content to inform your readers, not to sell to them. Realize that you're writing a review, not a product description.

This is where many writers tend to make mistake. Niche site contents are designed to provide informative opinions that readers seek for online before they decide

whether to make a purchase on the product. Some writers make such mistake that their reviews mostly end up being disregarded because the readers do not need a descriptive content on a product, readers could simply find out about such things on their own.

Try to think from a reader's perspective. What would you want to read on a review if you were considering to buy a product? Be mindful and thorough when you write your review.

The three main points you should include in your review are features, benefits, and how it relates to your readers. Focus more on the benefits because it is the benefits that give your readers the reason to buy the product, the features do not have such effect. Analyze the features of the product and how it relates to your readers, then provide information on how the product can benefit them.

Most of the time, readers that reach the Amazon website are already prepared to buy that particular product, so they are just looking for reinforcement to click the buy button. And your job is to simply provide them reasons to do so.

Simplicity Is Gold

Make your content easy to read. I understand that you might be a writer with a super good command in English or maybe you have your own structure when it comes to writing.

But the rule here is simple, write to a fifth-grade reading level. Because your readers are not here to read a case study written for a physician in a medical journal, they're simply looking for information on something they're contemplating whether to buy or not.

So keep your words and sentences short, clear, concise, and easy. You can still make your article interesting and just make sure it is in a manner where it speaks to people using words they understand.

Recommend Only The Best Product

This is the best way to ensure your niche sells. The chances of your readers becoming buyers increase because they are bound to buy the product since it's a great product.

You will need to do thorough research on the best products on Amazon to find the one you will review. Be really diligent and check every product ranking, read on customers' reviews, other site's recommendations and more to decide whether that product is good enough for you to recommend to your readers to buy.

Formatting Your Content

Using the proper format for your post can increase your readers' average time spent on your page. How often do you find yourself spending long time reading an article that has no proper formatting? For example an article with little to no allocation of headlines, sub-headlines, and content.

A neatly done proper formatting enhances your readers' experience by providing flow and readability. There is two types of common readers on the internet.

The first type is readers who skim through. This kind of readers do not spend time reading through the whole article, they would simply browse over the first few sentences of the beginning paragraphs and then move onto the conclusion. They want straight to the point information. Therefore it is important that you include headlines and sub-headlines to categorize your content for easy navigation. A heavily clumped article would risks you to losing readers.

The second type is readers who are very thorough in their reading and they want to know everything in details. They would take time to read through the whole article, word by word. For readers like these, you will have to spend some effort in getting your grammar check done in order to give them the satisfaction and acknowledgment in your profession to review a product.

So the formula to a proper format for your article should include the points mentioned above. Focus on the writing, content, format, and the visual of the overall article should win your readers' hearts into becoming valuable buyers that would help you make commissions on their purchase upon reading your reviews.

Chapter 8:

How To Get Traffic To Your Amazon Affiliate Site

Traffic is important. It is what drives your revenue running. Without an adequate traffic level, you are not going to make money.

Amazon pays commission from 4% to 8.5% with the average payout of 6%, so you can see that having adequate traffic is essential.

Let's just say you have already got your blog posts written and also promoted them through social media. But you just don't seem to be earning as you expected?

Because that's not enough to generate traffic. There are more that you need to do to generate traffic to your site and get them to click through on your Amazon link. This article will teach you the steps to get traffic going to your Amazon affiliate site using backlinks and bookmarking.

Create Backlinks

Backlinks are an essential part of the Search Engine Optimization (SEO) process as they are links that are directed towards your site.

Backlinks are important for SEO because most search engines, like Google, give more credit to websites that have an adequate number of quality backlinks, therefore considering those websites more relevant than others in their results pages for a search query. Your website will then stand a better chance to make it on search engines.

Also known as Inbound Links (IBL's). The number of backlinks is an indication of the popularity or importance of that website.

Apart from posting your links through various social media resources, there are various other ways of linking back to your site. Below explains two other ways you can create backlinks to direct traffic into your site.

#01 Article Marketing

You can create backlink using article marketing. Article marketing is a kind of advertising in which you write and distribute articles to various outlets such as article banks, forums, and newsletter publishers.

The idea is to generate interest in your website, establish credibility as an expert in your niche and create back-links to your website that will improve your site's search engine ranking.

Look for article directories to find submission sites that will accept and publish your articles. Include both niche and general terms in your searches to find a variety of applicable submission sites.

There are some good article directories, such as Squidoo and Hubpages that can reach far and have a wide readership. It's important to read the directories rules, in case they don't allow links in the post itself. If that's the case, you can just simply place the link within your biography at the end of the post.

If you publish an article that is interesting and relevant, by including your link within the post, you will attract a lot of clicks on your link.

Steps To Use Article Marketing

There are a number of ways to incorporate Amazon products into your site, but one method that works very well is to include your Amazon product in articles. Here's the step to creating backlinks using article marketing:

1. Firstly, you need to login to your Amazon Affiliate Program at Amazon.com using your username and your password, which is provided to you upon sign up.
2. Once you have logged in, go to the best selling products, which you can select from the drop down list. Then choose the product type you want to sell according to the niche you have decided.
3. Then click on the get link to copy your affiliate link. Amazon has made this a very easy process for you to navigate and work with.
4. Now copy and paste the link into your document. You will insert it shortly.

5. Start writing your review or recommendation. Be sure that you provide detail in your writing. Discuss about the good and that bad, the pros and the cons. Readers value the honesty aspect in a review article. Make your article between 300 and 500 words. Try to not go over 500 words because you will lose your reader – a person's attention spans usually do not last that long.

6. The next step is to place your article on the web for others to read. There are a number of article banks out there, but Ezine Articles, which is found at <http://www.ezinearticles.com>, is one of the most popular and recommended. If you do not yet have an account here, or at any of the other article banks, you wish to use, then you need to create an account. You will need to provide your information and a photo so your customers can feel like they know a little about you, which are the first step to building rapport and trust.

7. Paste your article and then in the signature line at your Amazon Affiliate URL, which you obtained earlier.

8. If you have another product, just repeat the steps again.

If you don't like to write or you are not a good writer, there are many sites online where you can outsource to hire a qualified writer to write your article for you. This is a great way to ensure you get a top quality article. You can also use freelance writers to write your content for your site too.

#02 Backlink With Comment

Another easy way to create backlinks is to post your comment on blog posts written by others.

Search for blog posts written by others on the internet and write an informative and relevant comment.

Write quality and informative comment that readers would find useful and appreciate. Don't just simply write "Click my link" and leave. Most likely, those comments will be thought as spam and end up getting deleted by the admin.

Find a few blogs that are relevant or similar to your topic. That way, your comments and links will be relevant to your site as well.

Bookmark your site

Bookmarking is a way to save a site's link. This is also another popular way to create traffic and get your links out there.

You know how when you want to save a particular site, you simply use the bookmarking tool on your web browser? This is exactly it. Only greater as you can bookmark your site anywhere and share it with anyone.

At times when you're not at your own computer, you can use the social bookmarking sites created for you to bookmark links so you can access it anywhere you have internet access.

A step beyond that is now you can share those bookmarks with others. This is called social bookmarking.

There are many social bookmarking sites. The more popular ones are StumbleUpon, Digg, Reddit, tweetmeme, Delicious, SlashDot.

Sign up on these sites and you can bookmark your new posts and share them with users. The most effective way is to have a group of “friends” at each social bookmarking site that you share it with.

This way they can also share it with their “friends” if they find your post to be a good post. This is a great way to multiple the visitors and traffic to your site.

Chapter 9:

How To Optimize Your Landing Page

Landing pages are the foundation of great inbound marketing strategies. These pages literally serve as the location of your prospect “land” on your website. If you are trying to generate new leads or sell products online, landing pages are the place to that happens.

And in a world where the average attention span online is about eight seconds, it is critical that our landing pages are optimized for instant conversion. With such a short time to make your first impression, you need to ensure every piece of your landing page is well-planned and working correctly. In addition to that, many repeat visitors will come across your landing page. Optimizing your landing page will ensure these folks continuously see the information they expect, helping them become your brand advocates!

What Is A Landing Page?

Even in an intermediate guide, it is best to start with the basics. Let’s begin with a quick review of some core concepts in landing page optimization. A landing page is a web page that allows you to capture a visitor’s information through a lead form. It is where your visitor “land” after clicking on a call to action button. This is the crux of your inbound marketing strategy. It is the point on your conversion path where you collect the information that generates a lead.

As a rule of thumb, a landing page usually includes a compelling header, interesting copy, minimal navigation and an optimized form. In addition to good design, a good landing page employs great strategy. The best landing pages target a particular audience, such as traffic from an email campaign to promote a particular offer or visitor who clicks on a pay-per-click ad to promote a specific campaign. It is

important to build a unique landing page for each offer you create. You can build landing pages that allow visitors to download or opt-in to receive your content offer such as coupons, e-book, gift or sign up for offers further down the funnel such as free trials and product demos.

Why Are Landing Page Important?

As I explained above, landing page is where you capture your leads or sell your products. Therefore, designing an outstanding landing page experience is critical to effectively converting a higher percentage of your visitors into leads and sales.

Landing pages make it much easy for your website visitors to receive an offer, since they are taken directly to the offer itself rather than having to navigate around your website to find it. Landing pages also help to clarify what visitors must do to receive your offer.

The best marketing is about delivering the right information, to the right person, at the right time. That's how you create a marketing that people love. By directing your visitors to a landing page, the exact page with the offer and the form they must complete to get it, you increase the likelihood that they will complete your form and convert into leads.

Types Of Landing Page

Since landing pages play such a critical role in driving leads and consequently, revenue, many online marketing firms are building entire consulting arms with the sole aim of optimizing company landing pages. However, there is one thing you need to know. You need to know the type of your landing page that suits your website. Landing pages come in three main flavors.

Main Site

The landing page might be part of your main corporate website. Such pages have the same navigation and page layout as all of the other pages on your site. The specific

landing page might be buried several layers deep within your site organization, or it might be your home page.

Microsite

The landing page is part of a microsite specifically designed for a single audience or purpose. A microsite usually has one main call to action and all of the information on the site funnels the visitor back to this desired conversion action. A microsite usually contains a few pages of supporting information that allow a visitor to make an educated decision about the topic in question, and request further information or buy something. Such information includes a detailed description of your product or service, buying guides or wizards, downloadable whitepapers, comparison to similar products or services, case studies, testimonials, and other validation. Microsite can be branded as part of your main company or can have their own stand-alone brand.

Stand-alone

Some web pages are specifically designed for a particular marketing campaign. Such pages usually have specific information related only to the offer or action that you would like your visitor to take. Usually there is a clear, single call to action. If the desired action is not taken, stand-alone landing pages may employ an exit pop-up window with a secondary desired action, or a repeat of the original call to action.

The type of landing page that you deploy is largely dictated by your traffic source, as well as the type of product or service that you offer. Ideally your traffic can be specifically directed to a particular page and tracked in significant detail. For example, a PPC campaign allows you to specify the exact landing page for each keyword. This information can be tracked through the conversion process, and allows you to calculate the ROI at the keyword level. Such traffic should generally be directed at goal-oriented, stand-alone landing page. The advantage of stand-alone landing pages is that they are targeted. They do not overwhelm your visitor or distract them with irrelevant information. This usually results in the best bang for the buck and highest conversion rates.

Understanding Your Landing Pages

So now, what parts of your site are mission critical? Mission critical activities on your sites can easily be identified. All you have to do is ask yourself the following question.

Does the content create a meaningful transaction or deepen your relationship with the visitor?

A meaningful transaction does not have to be your ultimate conversion goal. It can be a small incremental step that creates psychological momentum toward that goal. Deepening your relationship means that you have been given a higher level of trust by the visitor. Tangible evidence of this includes spending more time on important parts of your site. So does increased page views of key content. Of course, the most important indicators are the sharing of information by filling out forms, calling or chatting; downloading written materials or computer programs; signing up for free trials and promotions or actually buying something.

Besides, this will be an important question that you will need to ask yourself which is, who is your target audience? Your business attracts a number of possible visitor classes to your site. These may include prospects, clients, current business partner or investors. The usual practice is to provide a comprehensive view of your company and to give each of these visitor classes equal billing. The company is often portrayed along product lines or as client-facing functional departments. Your landing page should be modified to best serve the mission critical visitor classes. Everyone may want real estate on the home page, but they do not necessarily deserve it in equal measure.

Conversion actions are measurable events that move a visitor toward the mission critical activities that you have identified. Examples of conversion actions along with their measurement and efficiency metrics follow.

Advertising

This includes advertising online, such as banners, text ads and sponsor links.

Measuring advertising effectiveness usually involves tracking the number of times that an ad was seen or clicked on. Another measure is the average advertising revenue per page view for alternative ad page layouts.

Education

Some websites have ultimate conversion steps that require a lot of up-front education. They provide resources and online guides to fully explain their products and services. If education of visitors is your primary goal, the key metrics are the time spent on your educational pages and the number of page views.

Purchase

Many companies measure sales efficiency by looking at their sales conversion rate, or their shopping cart abandonment rate. In many circumstances, the revenue per visitor and profit per visitor are more useful metrics. For example, if you sell multiple products at widely varying prices, you can bias the mix of products that you sell intentionally. This may mean that you choose to lower your sale conversion rate to focus on higher-ticket items. Conversely, you may seemingly raise your sales conversion rate by emphasizing smaller-ticket items. The merit of the trade-offs involved in such situations can be evaluated by focusing on the revenue per visitor metric.

Understanding Your Audience

We are all familiar with the Golden Rule: “Do unto other what you want other do unto you.” This ethical guidepost exist in many variants the world’s major philosophies and religions. But it is missing an essential component by presupposing that everyone is the same. Moreover, it makes your behavior and beliefs the standard by which all conduct should be judged and measured.

“Do unto others as you would have you do unto them.” The Platinum Rule, by Dr. Tony Alessandra. I ran across this more powerful formulation at a sales training workshop many years ago and it resonated deeply for me. Here was the missing component: empathy. People are not all the same. If we want to understand them, we should try to step outside of our own needs and experience the world from their perspective.

Like a solid news report, you must understand the basics of the story and be able to articulate the following particulars about your audience. Let me further explain.

Who Is Your Audience?

The who of your audience is defined by their demographics and segmentation. Because you can't meet every visitor to your site in person, you're limited to use aggregated information. You understand the traffic source hitting your website and the specific landing pages. Exclusive information is also available about these visitors and their behavior. From a landing page optimization perspective, it is important to exactly determine what subset of your traffic will be used for the test. You should pay particular attention to its stability and consistency over time.

Where On Your Website Does The Interaction Occur?

As you learned in the previous chapter, the “where” of your landing page optimization test should occur on your previously identified mission-critical landing pages. Sometimes the where may be an offline call-to-action such as a phone call or an in-store sale, but the mechanism for it (e.g., displaying a special dedicated toll-free number, or creating a printable coupon for redemption in a store) is still part of the website.

When Do Your Visitors Make Their Decision?

The when should be seen not as a specific time event, but more generally as a position in a decision process. Some visitors feel a vague unease about a concern that they may have, but have just begun to look around and try to formulate a

response to their problem. Others know exactly what they want, and may only be concerned with completing whatever transaction is required to obtain their specific product.

Why Do Visitors Behave The Way They Do?

You do not have intimate and accurate information about your individual visitors. The “why” can be understood by imagining the categories of behavioral styles.

What Is The Task That You Are Asking Them To Complete?

The “what” is the specific task that your visitor is trying to complete on your website.

How Does Your Site Operate In Order For Visitors To Complete Their Tasks?

The “how” is the actual design of your website or landing pages. It is medium through which each task must be accomplished. Specific page elements include layout, organization, and emphasis of key information, text copy, the call-to-action and hundreds of other factors. All of them combined to influence the effectiveness of your landing page.

Information about your site visitors comes in two main flavors: objective and subjective. Because almost everything on the Internet can be logged or recorded, it provides a wealth of objective information. The goal of the effective online marketer is to determine which specific metrics are good predictors of success, and to monitor them properly to focus your programs in the right direction. As with all numeric information, you should treat demographics with proper respect and be aware of the following issues:

Data-gathering Methods And Limitations

Depending on the exact technology used, software packages will track the activities of your visitors differently and come up with different numbers for the same metrics. Be aware of the limitations of the software that you choose.

Gathering Enough Data

Many online marketers do not wait to gather enough data before making decisions. Just because one out of the first four visitors to your website bought from you, it does not mean that you have a 25% conversion rate to sale. Wait to gather enough data to get statistically valid answers.

Chapter 10:

How To Scale Your Amazon Affiliate Business

Amazon Affiliates has provided many entrepreneurs with a comfortable income. But not everyone has been successful, so we thought now would be a good time to share a few tricks that have helped others be successful.

Making Money Through Amazon Affiliate Program

Sell Larger Quantities Of Those Inexpensive Products

If you want to boost your pay-out on high priced products, sell larger quantities of those inexpensive products. Expensive items over a \$100 are what you really want but to boost the commission rate you can include those lower priced items because these are easier to sell.

Have Different Websites Set Up For Each Niche So That They Don't Cross Paths On The Same Site

You can have different websites set up for each niche so that they don't cross paths on the same site. Higher priced items are sold less frequently but you only have to sell seven items to raise your commission rate from 4 percent to 6 percent, so if you sell seven small items, which is easier, you can enjoy a higher commission on your larger ticket items.

Multiple Tracking ID's

Make sure that you use multiple tracking ID's for each of your sites. Amazon's default is to assign you one tracking ID, but you can create up to one hundred tracking ID's. And if you create that many you just have to ask for more so don't be afraid to create these tracking IDs so you can see what's going on. After all, you would not use the

same Google Analytics code on all your websites would you? So why would you do it with Amazon.

See Where Your Traffic Is Coming From

You need to see where your traffic is coming from along with what products they are driven to in order to be able to make sound buying decisions.

Create Product Comparison

Make sure that you create a product comparison grid for each of the products that you are marketing within your niche. Then allow your visitors to sort by the different features of each of the products. This is an excellent way to increase your sales. In fact, it can generate as much as 10 percent more income for you. It is a tool that is often overlooked, but it has so much potential.

Music Is A Better Choice Than Books Or Other Products In This Category

Why? Because your visitor can listen to short clips off the album (about 10-15 minutes' worth) and get really hooked on the music, which leads to them buying the album. There are very few consumer goods that you can try before you buy, but music is one of them and that leads to a higher sales rate than other categories. Remember you only need to sell seven items to increase your commission from 4% to 6%.

You Need To Learn Some HTML

Don't worry you just need to learn the basics – it's not too hard. Otherwise you will have to rely on purchased software that does the coding for you or software offered on the site (such as WordPress), and you will not get exactly what you want. Plus many of these software WYSIWYG programs are code heavy and the search engines do not like this.

Sign Up For Google AdSense

If you want to know all the details about your visitors so that you can improve your conversion rate, you should sign up for Google AdSense. The sign up is free and it will help you to determine what's working and what's not. It will help you make all kinds of decisions about what you should do on your blog or website.

Earning Expectations

You should always set earning expectations that are reasonable, especially when you are starting out. Every business takes time to grow, and online businesses such as your Amazon Affiliate Program are no different. Remember, you'll get paid for sales that occur within a 24hour period, so even when a customer doesn't buy immediately there's still a chance you'll earn. You'll also get paid a commission if your lead buys more than just the click through item and that's a great way to increase your profits.

Golden Rule

If you are just getting started using Amazon Associate Program before you jump in promoting products, there is something you should know – The Golden Rule – actually there are a handful of golden rules you should follow that will help you make money with Amazon.

The products you choose should always be over \$100, because Amazon's commission is only 4% for the item that sells, it's important to sell higher priced items if at all possible. That percentage can go as high as 8.25% if you sell sufficient product quantities. You will make more money when high priced products sell, compared to low priced products. Amazon allows you to sort by price making it easier to find the products you want to sell.

The products you choose should get a minimum of a 4 star review. For success, it is key for you to promote products that have good reviews. You will get a much higher conversion rate on products that have a good review. These days' people like to do a lot of research before they decide what they will buy. After all, it's easy with the internet to review products and find the best products. Therefore, if you are promoting products that have a low review score people simply are not going to buy them because they know that there are better options.

Always create a blog that's like a review with only the best content and use text links, which Amazon readers prefer over widgets. If you ask bloggers who are successful with Amazon earnings they will tell you that they do best when they do product reviews. That's because people like to read reviews before they make their choice. The more compelling your review the faster you will make Amazon income. It's really that simple.

The Secret To Increase Your Amazon Associate Income

Amazon Associate Program has plenty of options even if you are just starting out. The 4% commission might not seem to appealing but there's plenty of potential here because when just seven items are sold that commission jumps to 6%. Let's have a look at the secret to increasing your income on Amazon.

You are going to want to find your niche and then search engine optimize your pages for the product you are going to sell. For example, let's say you are going to focus on toasters. Then you will want to SEO your page to bring targeted traffic to your site. You want to focus on the bigger ticket items for your main commission because 4% of \$100 is much better than 4% of \$10, so at least some of the items you are going to market needs to be higher ticket. Don't be afraid to include thousand dollar items as well.

However, there's a little trick that can help you increase your commission percentage and your overall income. We already mentioned to get to the 6% commission rate

you only have to sell seven items a month. You also already know that smaller ticket items always sell faster. So set yourself up so that you can move tons of these small products easily. That will instantly bump your commission up so that you are making more on those big ticket items. There is a higher rate of 8.5% but that one's a little tougher to reach, as you have to sell thousands of items, so focus on the 6% at least in the beginning.