

Amazon Kickstart V2



A Fast, Effective Way To Build Money Churning
Sites As An Amazon Affiliate That Get You
RESULTS!

You Also MAY NOT Give Away,or Share the Content Herein

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SEO

In this module we are going to look at SEO for your Amazon site and I am going to give you a checklist that you can follow when you are creating them.

Once you have built a few sites it will become second nature and you will be able to race through the set up. One thing to bear in mind with the SEO section of this course is that it will be backed up by the Social media aspect of the course as they both go hand in hand.

View this PDF as you are watching the video and you will have a good understanding of what you need to make sure your site has the best chance of ranking well.

Let me just run through WHY this strategy works:

The SEO Tactic:

Firstly, and this is a little disclaimer, I don't claim to be an SEO guru however I do have well over 100 sites and stay up to date with the changes that Google brings into place.

I can honestly say that using the SEO strategy I show you in the video I have had no adverse effects with the Panda 2.0 updates.

The MOST important thing for your site is updating the content regularly.

I KNOW I keep on saying that but it is the most important thing and you can see why people do not get ranked.

You need to make sure you update your site every day if possible with another review and keep on going.

Most people will not add 5 pages to their sites.

When Do You Stop?

When you notice through the tracking that you are getting decent traffic OR you are ranked on the first page of Google. Normally these two go hand in hand so when you start seeing the traffic come in it is normally because you are ranked.

THEN if you have got the product selection right you will notice sales come in and can choose to expand or not.

The absolute key is making sure you carry on adding content until you get ranked and then when you do you can move on to the next site.

About The Strategy:

Where did I develop the SEO strategy?

Well as I say I don't claim to be an "SEO guru" BUT with the [Thesis theme](#) and implementing the strategy in the video you can rank pretty much ANY site. That is worth bearing in mind if you want to promote Clickbank products as well.

In the video we have a look at Matt Cutts blog and you can see that he has a very similar set up.

It simply works by:

- Having quality content.
- Linking through to relevant content.
- Everything interlinked so the end user can find more information fast.

Here is an SEO checklist that you can follow:

Main Home Page Product:

- Main page should content a link to the main site as in the Best Boat sets at the top there is a <http://www.> Link.
- Try to mention your top 3 products on the homepage and link through to them.
- Make sure you have a generic keyphrase that you would like to be ranked for as anchor text. In the example it is "top boat sets".
- Make sure your other keyphrases that we found when we were searching for a product are headings on the homepage. As in the example you can see them as a series of questions:

"Should you buy Intex Seahawk 4?"

"Best Price on the Intex Seahawk 4 Boat Set?"

"Review of the Intex Seahawk 4 Boat Set:"

We are doing this in the hopes that we get ranked for "review", "buy" and "best price".

- Include an option to check out your other reviews underneath your main link to Amazon.

- Have at least 2 links that are anchor text of your main phrase that go through to Amazon.
- If you have more than 3 products only link to the top 3 from the homepage BUT make sure you link BACK from the product pages.

Other Product Pages:

- Have 2 links going to Amazon for the product.
- Have at least 2 links going back to your main product.
- Have one link going to other products on the site AND make sure that on THAT page you have a link back.
- Have the option under call to action link to view your other product reviews.

Have a disclaimer page and a Contact Us page.

On the disclaimer page make sure you include a link back to the homepage.

Also add a links page and on this page find YouTube videos on each individual product and link to them plus any wikis that you can find.

In the social media section we will look at adding your own YouTube videos on to your site that you can very quickly design yourself.

If it is your OWN YouTube video it is a good idea to embed that on your own page as I will show you how in the Social media module.

As long as you make sure you follow the above checklist with every site you will have no problems optimizing the site and as you keep on adding reviews you will begin to rank VERY well.

In the next module we are going to look at Copywriting and some of the sales tactics that you need to know.

If you have any questions about the SEO of your site simply post in the forums or send me an email to support@azonkickstart.com and I will help you out.

To Your Success,

Chris Jones