

Amazon Kickstart Content



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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Content

In this report I will give you a few pointers to back up the video when you are looking to create content for your sites.

The main thing you have to remember is that it does not have to be perfect! Gone are the days where you have to put in a certain amount of keyphrases and formulas to guarantee a Google rank.

Remember the Intro video that I showed you where we had a look at sites that are ranking in Google?

All of these sites were ranked using the same method I show in the video.

The MAIN thing you have to take away from the video and this guide is focusing on the content that you produce will be as unique as possible and quality content.

For the main page of your site I recommend that you make it at LEAST 3 pages long and all unique content. This is the page that will take you the longest but the reason you are doing this is because your other pages will all link to the homepage and vice versa.

How To Produce Content Quickly?

When you are looking to produce the content quickly the best thing you can do is pop over to the Amazon product page.

In this instance we promoting the Buddy Lee Jump ropes and our home page is for the Aero Speed Hyperformance rope.

The main thing to remember is that your home page is the page that I recommend you use totally unique content. As we can see on the example site:

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

The home page is for our MAIN product and you will find that I split the page up into a series of questions.

This is the FASTEST way to write your content quickly. If you ask questions that you think the customers would have when landing on your site you will find that you are able to churn quality content out faster.

You will have already seen the video on content which gives you a pretty good overview but let's break it down:

On the home page my first few paragraphs are an introduction to the site. **NOTE: You will want to put your full web address near the top as I have done.**

Next up I address the MAIN question I think people will have when they come to the site. Not to get to off point but essentially when people come to the site they are looking for Buddy Lee Jump Ropes right?

Yes, but they are also looking for the BEST jump rope for their money.

So you can see a heading there on the home page that says:

“The Best Jump Rope?”

Of course I then give my verdict on why Buddy Lee ropes are the best choice but you will also notice that I mention Cross Fit and Double Unders.

This is because during the keyword research phase I found that a popular fitness course called Cross Fit advise doing double unders with a Jump Rope. This is when you jump but the rope passes twice underneath your feet before you land.

So I decided to link to the best rope for Double Unders as well.

Here is the KEY:

“The main purpose of your website is to get people clicking through your affiliate link to Amazon.”

So many times I see Amazon sites that have awesome content and lots of it BUT if you are not getting the clickthroughs you will not make any money. So to go back to my point, your next few paragraphs after the introduction you could mention other popular products and place a link.

Next up I ask the question:

“Who Is Buddy Lee?”

The reason we are going to explore more about Buddy Lee is in the hope of getting a good search engine position in Google but also because Google LOVES content. We are still keeping all of the content unique on the site and I researched all of the information from Wikipedia.

You can see that this part is about 3-4 paragraphs long.

By that time if you have put some effort in you will easily have 500+ words and you need to add a strong call to action.

My call to action comes underneath the question:

“Why Get This Rope?”

You will notice that I start off with the sentence:

“There are a lot of reasons to pick up the Buddy Lee Aero Speed Hyperformance Speed Rope” and that the product name is a link going through to Amazon.com.

Again, and I really cannot stress this enough – the sites main job apart from ranking well and getting targeted traffic is sending through customers to Amazon.com.

Here is something to think about:

MOST people are ready to buy when they visit your website. All they are looking for is confirmation that they are making the right choice. We can tell this from the keywords and assuming you have covered this part they will pretty much be sold.

Now normally when people are going to buy something they are excited.

The job of your site is to make them feel more excited and to provoke an action and THAT is when there are a lot of links, call to actions and colorful banners.

So at the start of each question or section of your homepage make sure you put a link through to a relevant product.

Moving on to the bottom of the homepage you will see the strongest call to action.

This is where I point them in the right direction and say that if they want the best jump rope they should pick up the Buddy Lee Aero Speed Rope. Sometimes people will want you to make the choice for them.

You will then see a link going through to the product and also a picture link that goes through to the product.

After that we have some Customer reviews. This is a KEY part of every page!

The reason that we put the customer reviews there is to give people another chance to click through. Remember that you cannot reprint entire customer reviews on to your site and nor should you want to.

Take a few lines from a really good review and then put a link saying “Read More At Amazon.com...”

All of the above parts of the page work together and you not only have a page that is jam packed with unique content but also PLENTY of chance for people to click through to Amazon and buy the product!

Now let us have a look at the other pages.

The beauty of this method is that the other pages on your site, which will be product reviews, will not take you as long to create and you can get away with not using 100% unique content.

Or at least that is what I have found.

You can see on this page:

<http://www.budleejumpromes.com/buddy-lee-rope-master-jump-rope-with-free-replacement-cord/>

We are talking about an alternative product and we start off the same following the same “question” method.

But the important thing about this page is that the first sentence says if they are looking for our top pick to check out the “Buddy Lee Aero Rope” and you will find this link goes back to the homepage.

So EVERY product you write about you want to have linking to your main homepage as it is your number 1 choice and it also does wonders for SEO.

The next part of the page is talking about who Buddy Lee is again with unique content.

However after 3 or 4 paragraphs of unique content you will see that the product features are taken directly from the Amazon.com site.

You will see a link to the product with a picture and a normal link and then the Customer reviews.

Using this method for each of the additional products you will be able to write your content fast and get a decent CTR.

Here is a quick overview:

- Make sure your homepage is unique content that is about 800-1000 words or a page and a half in Word.
- Remember to include a link going through to YOUR site in the first sentence.
- Construct the content of the homepage by answering the questions you think a customer will want to know.

- Include a link to your MAIN product at Amazon.com in the first few paragraphs.
- 100% Unique content for the homepage.
- Use Wikipedia for research on the product/person behind it.
- Strong Call to action focusing on WHY they should get this product. Focus on benefits and NOT features.
- STRONG call to action with a link and the picture.
- Customer reviews with a link to read more...

Other product pages:

- First paragraph has a link to your MAIN product/homepage.
- Introduction to alternative product and then 3 or 4 sentences of unique content.
- Product features that you can get from Amazon.com
- IMPORTANT: Place a YouTube video that is relevant to the product on this page.
- Customer reviews at the bottom of the page.
- Repeat for each product – minimum 4 products.

Once you have completed the above you will find that producing content is easy for pretty much any product!

Any questions, hop over to the forums.

Zon Discount Finder – A Word About This Plugin:

If you want to up your CTR even further I recommend that you pick up Zon Discount Finder. Remember when I said the main thing is getting the people to Amazon – well this is precisely what [Zon Discount Finder](#) does.

You can see that I added this as a widget on the site and remember even if people search for something completely different to your chosen products you STILL get commissions if they buy.

Another really cool thing that I suggest you do is make a page and tell people to use Zon Discount Finder:

<http://www.budleejumpropes.com/jump-rope-discounts/>

This is covered in the Zon Discount Finder video but out of all plugins this product really ups my conversion rate!

[CLICK HERE TO GET ZON DISCOUNT FINDER](#)

Again, any questions or queries head over to the forum and let me know.

To Your Success,

Chris Jones