

# Amazon Kickstart Getting Ranked & Expanding



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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In this report we will look at Squidoo and how you can take your site further if you start getting sales and how to expand. First off I recommend that you use Squidoo to get your site out there and you will have a far better chance to get ranked in Google and quickly.

The example site I have been using in Amazon Kickstart is:

<http://www.budleejumprompes.com>

That is my wordpress site and I could just keep on adding content to the site and it will get ranked following the content method in this course. However if I want to make sure that the site ranks and speed up the process a little I recommend that you use Squidoo.com:

<http://www.squidoo.com>

### **Why Squidoo?**

Squidoo is loved by Google it is as simple as that! If you remember about 3 or 4 years ago everyone was using Squidoo in the hopes of getting ranked for pretty much any phrase. It worked VERY well but of course as everyone started jumping on it people started spamming and then Google dropped the site and all of the high listings and Squidoo clamped down.

However it is making a big comeback in the rankings!

You can get ranked very well with Squidoo BUT you need to follow a few pointers when you are going to use Squidoo.

If you do not you may end up with your lens being locked and or not promoted and that means that you will not get any listings in Google.

### **Can I JUST Use Squidoo?**

You could! However that is not what this course is about and bear in mind if you do, you could do well but you will not OWN any of your own content! This is a big issue because you could make a lot of money with Squidoo and then they could either lock your site or stop promoting it if they saw fit.

The MAIN reason is that you will not be able to sell the site and if you got the Flippa upsell you will see how much money you can sell a site for.

**The main points you MUST bear in mind with Squidoo is that:**

- Your content will need to be 100% unique!
- You need to make really GOOD lenses if you want to get ranked!
- You cannot just add a link to your site right at the top!
- You need to interact with the Squidoo community in order to get Likes on your Lens.

The big one above is the 100% content but it is SELL worth it!

You could build a Squidoo lens for EACH of the products that you are promoting on your site and then link back to them which will give you a huge boost in the search engines. Sometimes you will see that your Squidoo lens actually outranks your blog but as you have your affiliate id on both it should not matter that much.

Here is a simple walkthrough that you can use to build a good lens like I did with the Buddy Lee Aero Speed Jump Rope:

<http://www.squidoo.com/buddy-lee-aero-speed-hyperformance-jump-rope>

I thought I would give you a guide, which I covered in the video but if you want a follow through, how you can create a lens fast just like this one that will get ranked.

Of course you will need to add content relevant to your product and it needs to be 100% unique. I know I keep on saying that but if you use even the product features from Amazon.com it might get locked.

So no shortcuts with this one I am afraid!

The Squidoo lenses are all made up by modules and all you need to do is add each one into your lens from the right hand side like I show in the video.

So looking at mu lens we will run through how it is set up:

First up you need to pick a title for your Squidoo lens and this is obviously going to be the MAIN product you are promoting on your site. In my case it is the “Aero Jump rope”.

Once you have a title picked it will create your lens and ask you for some tags or keywords and for this you can enter your main key phrase and 3 other ones that are relevant.

Then you have the main lens intro right at the top and you can just type in an introduction to your lens here. Try to make it 3 or 4 paragraphs and do not add any links to your site or the product.

You can see on my lens that the next thing I put is the Table of Contents so you can simply add this widget from the right hand side.

Now I have 2 text modules added – one of them asks the questions “Why Start Jumping Rope” and the next one tells them “How To Jump Rope”, both of these are 3-5 paragraphs long and no links through to anything.

You will also notice that telling people why to jump rope and showing them how is not directly rated to Buddy Lee ropes BUT we do not want to seem like we are spamming and get the lens locked PLUS we might get picked up for some pretty juicy phrases this way.

So I suggest you follow suite and add 2 text modules but make sure the topics covered while they relate to your product are not overly promotional.

You will see the nest module is a Youtube video and this is simple to add – all I did was search Youtube for a good “how to jump rope” video and grabbed the URL and then you simply add the Youtube module and enter a description.

After that module you will see another module and this is where I start the main product review – the title is the same as the blog and I cover the main points of the product BUT with 100% unique content again!

Now to make really cool links, because Squidoo and the text modules will require you to use HTML – I recommend if you don’t know HTML to use this tool:

<http://squidutils.com/>

You can see on the left that you can make standard links, posters and banners and all you need is your Amazon ID and the product URL.

You can get the product URL from the product page and then your Amazon ID will be appended at the end of the URL.

The only other thing to bear in mind is that with this service they will credit 1 in 10 clicks to the Squid Utils site but it is still an awesome tool and time saver.

Then you can see I have added another Youtube video and this time it is Buddy Lee jumping rope but anything relevant should be fine.

After that you will want to put a Big Arrow Link and you just select the module from the menu on the right hand side. You then need to put your affiliate link going through to the main product and a title which is your main keyphrase.

After this I have added the Amazon module, mainly as filler and I will not get commission from these links but it fluffs out the content a bit on the lens.

Then there are the Guestbook comments.

Lastly and this is an important part, you will want to put 3-5 links through to relevant sites starting with your wordpress blog for the link juice, and then add the product Wikipedia page and any official sites and it will help you lens rank.

Then you can post your lens in the Squidoo forums asking for opinions and ideas for additions:

<http://hq.squidoo.com/forums/>

If you post asking for advice or ideas for modules to add with a link you will get people liking your lens which will boost it in the search engines!

After you have done that, assuming you have added quality, 100% unique content you will get ranked and then you can continue the process with each product you are promoting on your site.

I also wanted to talk briefly about what you can do if you have a site making sales. You can then find out which product is selling better than the others through Amazon and stat counter and what keywords you are being picked up on to generate the sales.

Once you have done that you can build a site with EXACTLY the same process but for your best selling product and link both of your sites together! This will not only rank you well in the search engines but will allow you to get picked up on twice as many phrases AND have double the assets to sell on Flippa if you decide to sell.

Any questions about Squidoo or expanding ask away on the forums and I will try and help...

The main thing is to get started!

I will be posting up case studies and competitions to keep you motivated!

Let's make some money together!

See you over in the forums!

To Your Success,

Chris Jones