



**Closing out 2015 with profitable tested tactics
for use in 2016 and beyond.**

I test things.

I test a LOT of things.

I'm *ALWAYS* trying new things.

It's a nasty little habit <grin> - but it's a habit that has served me well over the years.

As I enter the end of another year and find myself jumping into the holiday shopping season (again! Already!), I'm doing what I always do at this time – I review and analyze all the crazy little tests I've run throughout the year to see what's working for me.

That way, I can take the successful and profitable ideas I've tested and go tweak my other web pages with those tactics to help them convert even better through this year's holiday season...and beyond.

I've tested a LOT of things this year and have accumulated a long list of things that are working really well for me when it comes to converting my web pages to Amazon affiliate sales.

I'd like to share those tactics with you in hopes that you will find an idea (or 2 or 5 or 10) that will help YOUR Amazon affiliate web pages convert better for YOU.

Anyone can get content online – but getting that content to convert to clicks and sales is a whole different story, isn't it?

That's what this guide is for: to share what works for me – what works NOW – to help YOUR conversions improve.

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Before we jump in to all this... a few disclaimers. These things should be obvious, but I'll say them out loud anyway.

First off, these are MY results from the tactics and tweaks I have tested. I'm not claiming to have invented these ideas... I simply *implemented* the ideas to test them (ie, I took action).

The things listed in the guide have worked for ME – I make no promises that they will work for you as well.

This guide is a simple “brain dump” of my results from this year and strategies/tools/tactics I plan to use going forward.

The things listed in this guide are not the *ONLY* things that work for me – they are simply the most prominent things I've tested and done that have improved my Amazon earnings.

I do not work for Amazon... I'm just an affiliate for them like you are. I can't guarantee that Amazon 'approves' of any of these strategies today...or will tomorrow.

I've been using the strategies outlined in this guide on all kinds of sites – from my own Wordpress sites to other free sites. I test them everywhere.

Some things I'll be mentioning can only be done on your own Wordpress-based site – but all of them can be tweaked to fit your own situation.

My ultimate hope by sharing this guide is that everyone that reads it will have at LEAST one “Hey, that's a cool idea!” moment and go use that technique on their own site and see better Amazon sales as a result.

I simply want to share my results to help us all be better, do better, and earn more.

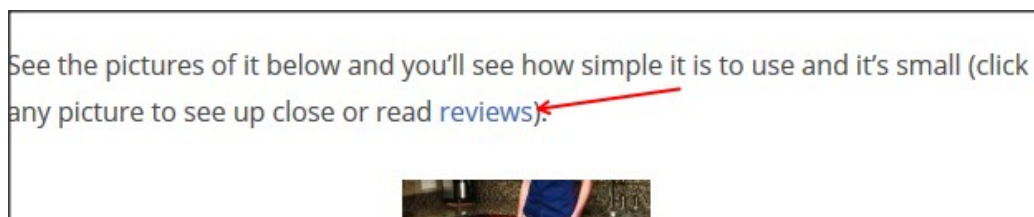
Got all that?

Great! Let's dig in!

1 - Text Links

I am sure you are NOT impressed with this first technique. Text links have been around since the beginning of the internet.

But to this day, in content links work better than any other type of link, banner, widget, tool, gizmo, plug-in, etc.

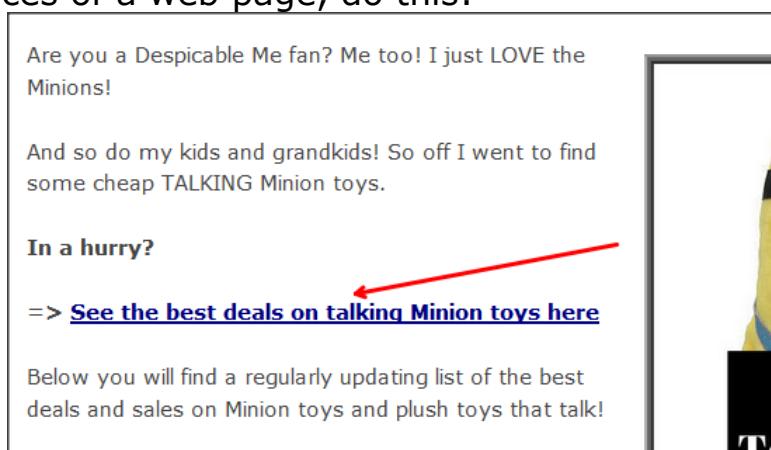


Simple little text links, like the one in the screen shot above, do VERY, VERY well for me. That's not new... and it's not something I 'tested' this past year, but it is so worth pointing out the obvious when it seems we are constantly being bombarded with tools and gizmos. **Text links are money.**

Text links anywhere in your content are always good – but there is one place that they do exceptionally well for me.

I started testing this wayyyyyyyyy back in my early Squidoo days (for those that remember Squidoo). We had what was called an 'intro module' where we'd add a picture and type our opening paragraph for our web page.

It's such a simple thing, but WOW, what a difference it makes. After your first few sentences of a web page, do this:



Simple, right? Write a little, and then link them out.

I thought that this tactic would stop being so effective over the years, but it sure has NOT.

If anything, it's gotten *better*.

I truly think that's because the internet users of this world (like myself) have gotten painfully impatient – they want something to click ASAP.

If you have a web page that is getting decent traffic, but just doesn't convert to clicks and sales as well as you would like, try this.

You just might like it =)

2 - Images

Wow, this one drives me crazy – both as a marketer AND as a consumer. You see an image on a page, it appears to be clickable...you click it and.... it links to the image file.

WHY do that? I either don't make it clickable at ALL – or best yet, it links to Amazon.

We are getting more and more mobile traffic – images are big, people want to click them – make those clicks work for you.

No, this isn't a news flash, but I see it SO often that I have to add this to this years guide.

Speaking of images....here's a neat tactic I've tested that works really well...

3- Buying Tips

Make an image that lists out a couple buying tips for whatever you're promoting. Then make some sort of call to action at the bottom of the image that looks like a text link.

Here's an example:



I tripped over this idea. I had some powerpoint slides I made for a slideshare test and needed an image for a blog post – so I used the one above.

It works **extremely** well.

Note for Reverse Attack Marketing members: Think of all the sites we use that pull images from a web page. These type of images get clicked a LOT.

Don't skip this idea because you think it's too hard to implement.

It's not! I have horrible graphic skills and I still managed to make something that was useful, helpful, and clickable for my readers.

This tactic is one that I WILL be adding to my web pages to amp up my sales this year and will be using on many web pages I create in the future.

I was a bit shocked at how WELL it worked when reviewing my stats – who-da-thunk it?

4 – Twitter

I've talked about this before in some bonus training of mine, but it really is worth repeating.

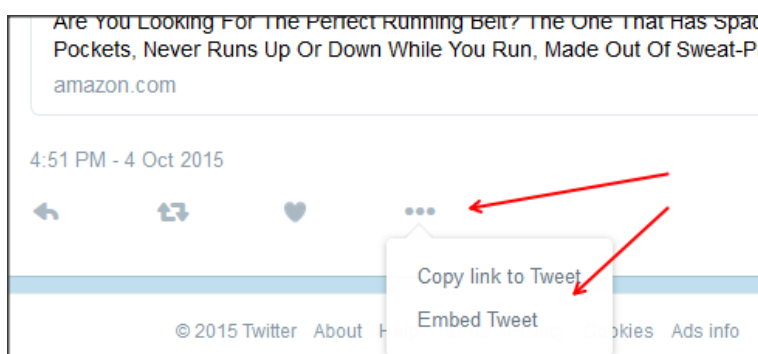
Twitter is good for lots of things. Sure, you can get out there and build a following and be 'social' and all that good stuff...but that's not how I use it when it comes to my Amazon stuff.

I really could care less if anyone follows me...lol!

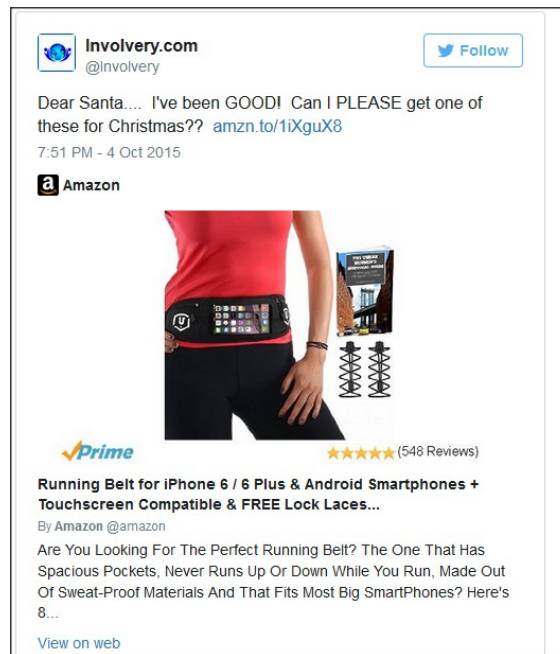
I like Twitter because.... it's so easy and so effective to embed tweets.

You simply tweet an Amazon product, add a sentence, publish it, then click on the date of your tweet.

Then you can click on the little dots at the bottom and grab the embed code.



Take that embed code Twitter gives you, and pop it into your web page.



It's really a beautiful and effective way to monetize your web page without it LOOKING and FEELING monetized.

When the tweet is embedded on your web page, it's clickable...and it's all your Amazon affiliate link =)

Try it out some time.

5 – Embedly

I'm one of those that gets annoyed playing with code, that's why I love this little tool I'm about to tell you about.

With this tool/plugin on your Wordpress site, you don't have to mess with all that embed code and stuff.

You just put the url of the tweet (or any web page) into your edit/create post screen and the embedly plugin automagically turns it into a pretty preview link (or full embed – depending on the web property).

For example, for my tweet, I'd just put the url of that tweet, and since I have the embedly plugin installed on my site, it automatically embeds the

tweet for me.

You can test out how it works here: <http://embed.ly/code> (that tool will give you embed code for virtually ANY web page).

If you want embedly to work on your site, get this plugin:
<https://wordpress.org/plugins/embedly/>

btw, embedly makes really nice embedded Amazon links too =)



note: ALWAYS check to make sure your affiliate tag “stuck” in the url – sometimes they disappear.

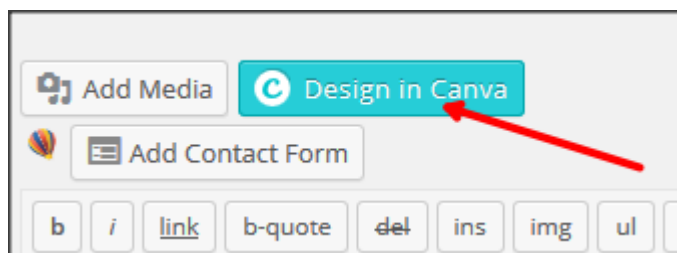
6 – Speaking of Images

Images are more important now that EVER for your web content.

You may have already heard of a free image design tool called Canva? (if not, check it out – it's pretty awesome and makes it so easy to create good-looking images).

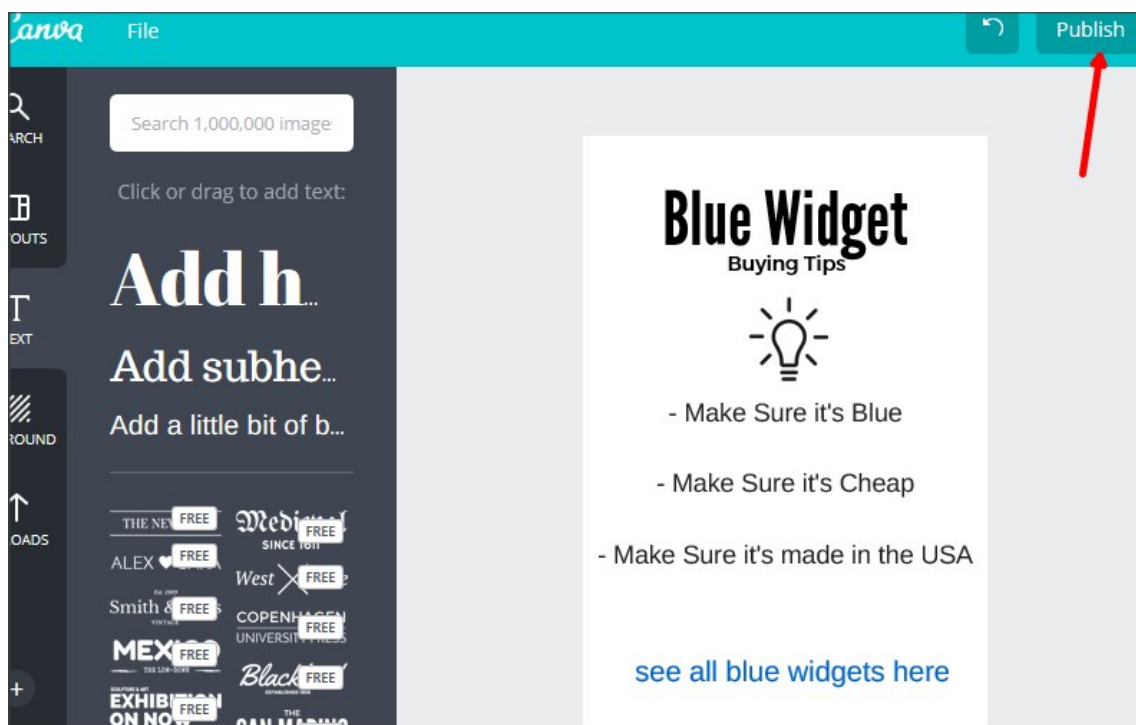
But did you know that Canva has a free wordpress plugin?

Once installed and activated, you will see a button like this whenever you are creating a new page or post:



Just click that, design your image, and then click 'publish' and canva will save your image to your site and put it in your post.

Here's a really fast example I made to show you (really rough but should give you the overall concept)



I can mess around with the image size and alignment, but when done, it works just great!

test

[\[edit \]](#)

Blue widgets are awesome! I really love me some blue widgets. I've been collecting blue widgets since I was 10 years old and have a keen sense of which blue widgets are best - and which are junk.

[Here are some great blue widgets I've found.](#)

Why do I love blue widgets? Simple, because I do not like green eggs and ham. Who DOES like green eggs? Sounds SO gross, doesn't it?

Blue widgets are so much better than green eggs and ham!

In fact, I think blue widgets are much better than green widgets. Their value is much higher and their resale value is exceptional.

Let's dig in and talk about blue widgets. Which ones are the best to buy and which you should avoid at all costs.

More talk about blue widgets...more pictures....etc etc etc I'm tired of typing random stuff about blue widgets.

Blue Widget

Buying Tips



- Make Sure it's Blue

- Make Sure it's Cheap

- Make Sure it's made in the USA

[see all blue widgets here](#)

I bet that example post above sure makes you want to buy a blue widget, doesn't it? Lol!

Now that's a really, really rough (and quick) example, but since we already talked about the power of images for Amazon affiliates, I thought it was important to show you one of the easiest ways I know of to create them and get them in your posts very quickly (without leaving your site).

Now let me show you my next technique that works REALLY well... remember that post example above.

7 – Yellow

This is so not my own original idea. I had seen it done on a few non-Amazon affiliate type sites so thought I'd give it a test.

Turns out, it's very effective =)

Remember that post example about blue widgets from above?

If I simply turn it into something like this... it gets even better.

test

[\[edit \]](#)

Blue widgets are awesome! I really love me some blue widgets. I've been collecting blue widgets since I was 10 years old and have a keen sense of which blue widgets are best - and which are junk. Curious which blue widgets are best?

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Blue Widget
Buying Tips



- Make Sure it's Blue
- Make Sure it's Cheap
- Make Sure it's made in the USA

[see all blue widgets here](#)

See that yellow box? Of course you do... anyone and EVERYONE that comes to that page would see that yellow box – and the link inside it.

Now that's a really rough and fast example. As I said, it's not my unique invention – I just tested it on my Amazon affiliate pages and it works really well.

I borrowed the idea and the code from Brian Dean that he shared in his post here:

<http://backlinko.com/increase-conversions>

It's about 2/3 of the way down on that page... under the subtitle of:

Pro Tip: The Power of the Yellow Box

The whole article is really great, but that part made me go hmmmmmm.... and off I went to test it.

And here is one of my reviews where I use the Yellow Box – and it works very well:

<http://involvery.com/nutri-ninja-with-auto-iq-blender-review/>

In fact, you will see a LOT of my “conversion tactics” on that one review page.

So, let's talk about each one.

8 – Table of Contents

When you first look at that page, you'll see my intro paragraph and my image (which is clickable, of course). Then you'll see the Yellow Box...then, in this particular review, my immediate call to action link is a bit lower.

Then, you'll see me using a Yellow Box to let people know that all images are clickable – then, a clickable Table of Contents that link to specific parts of the content on that page.

Note: – All images on this page are “clickable”. If you see something that interests you, please feel free to click the picture to get more info, read consumer reports and reviews, check pricing, etc etc.

Quick Links to Info on this Page: [hide]

Nutri Ninja Auto IQ Review Video
Features of the Nutri Ninja Blender
What Comes With the Nutri Ninja
Nutri Ninja Blender Duo with Auto IQ Review
Nutri Ninja Auto IQ Recipes and Tips
Nutri Ninja Auto IQ Green Super Juice Recipe
Is the Nutri Ninja Blender Easy to Use?
How To Use Auto IQ
Other Features
Common Complaints of the Nutri Ninja Blender
High-Quality or Over-Priced Junk?
Worth the Money?
My Bottom Line Thoughts
More Nutri Ninja Blender Reviews

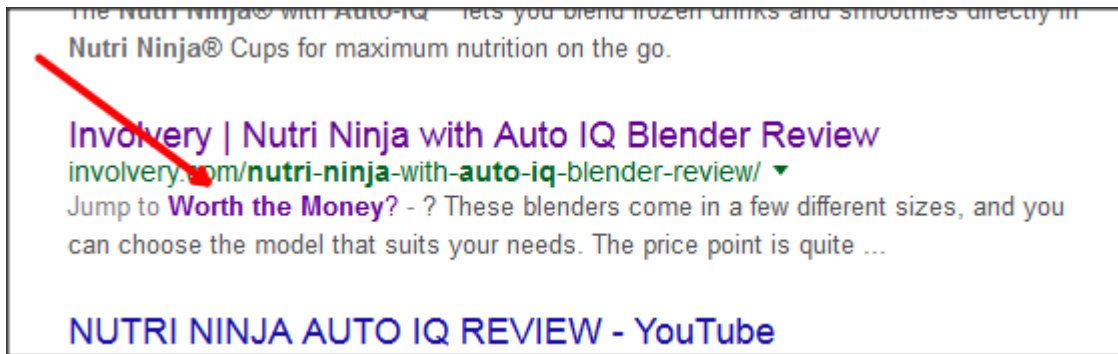
The Nutri Ninja Blender range of kitchen utilities that feature Auto IQ are powerful and versatile.

I can not stress enough just how AWESOME that Table of Contents is.

It's all done automatically with a free little plugin called Table of Contents Plus:

<https://wordpress.org/plugins/table-of-contents-plus/>

It really helps with click-thrus from Google.... because it helps to make your listing in Google search results to look like this:



See that little “jump to” link inside the Google description for my web page?

Yep, those really, really help!

Great for SEO, for ranking, for better CTR from the search engines.... and super useful and helpful for my readers.

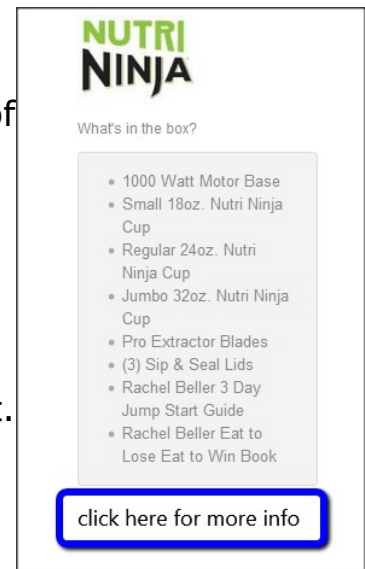
9 – Screenshots

I am BIG with screenshots of web pages.

I don't copy their text content (no one wants the text of their page copied), but I do take a 'snippet picture' of what I'd like to share from another web page and have that image be clickable (with my Amazon link, of course).

You'll see lots of examples of these screenshots in action all over that web page – like the one to the right.

Yes, people love to click those. Did YOU try and click it? =)



There are lots of free tools to make these screenshots of an area of a web page. Jing is one of them.... I use that and I also use one called DuckLink Screen Capture.

They each have some options to edit the screenshot – add arrows, some text, etc.

10 – BIG Images

Along with my screenshot images, you'll also notice some bigger and really nice Amazon product images.

These work great for clicks and sales... and for making your web page LOOK really great as well.

I'd love to say I coded all them myself, but I most certainly did not.

For that, I use an unbelievably wonderful tool/plugin called [Easy Azon](#).

EasyAzon allows you to search for Amazon products, get their links, AND some great images right from inside your wp-admin dashboard while you're writing your post.

It is not only a HUGE time saver, it is very effective for improving my CTR (clicks) and commissions.

I started testing “in the picture” links and had great results... like this:

Personally, I think it's more of a choice between a Nutri Ninja Auto IQ blender or a Magic Bullet (I've always loved my Magic Bullet Blender Mixer for smoothies).

in the picture: [Magic Bullet NutriBullet Pro 900 Series Blender/Mixer System](#)

The Nutri Ninja costs less than the rival blender, and it is generally able to blend any ingredients just as well – if not better. There are a couple of things that the Nutri Ninja does struggle with – but for the most part they are things that people are unlikely to really want to include in



The picture is clickable as well, but that 'in the picture' text link seems to really help. If I was reading this guide, I believe I would test 'in the picture links' in a Yellow Box (like we talked about earlier).

EasyAzon is one of the most important tools in my toolbox – [see the demo video here](#).

11 – Reviews

According to the Amazon Associate Terms of Service, we affiliates are not supposed to copy/paste customer reviews on our sites.

Amazon wants all that unique user-generated content for their web pages – which makes sense, doesn't it?

But – those reviews can really help convert our traffic to clicks and sales.

I have tested a few ways to get that 'real review' content on my web pages.

I've copied a sentence or two (a short snippet) or a review with a text link that says 'read more' or 'read the rest of this review' – and that does ok.

Problem is, online consumers are now almost 'trained' to recognize and trust the way Amazon reviews LOOK.

So based on that, I also tested something
I did on that blender review page –

a screenshot of a couple reviews, uploaded to my site, and made into a clickable image.

Like the image to the right.

Works great...and people totally click them.

Those gold stars are what consumers are looking for...

and those blue 'read more' links really stand out and make people want to click and read more =)

★★★★★ **Smootie Heaven**

One of the best purchases I've made in a long time. Easy to use, powerful and quick clean up. Making smoothies and protein shakes is a breeze, even at the office. [Read more](#)

Published 8 days ago by Mr. Gody

★★★★★ **Perfect blender for the price**

There is nothing that this blender can't do. I love the texture of smoothies that it churns out. It also doesn't take much space. Love it

Published 10 days ago by Amazon Customer

★★★★★ **This thing smashes everything, seeds, apples, bananas ...**

This thing smashes everything, seeds, apples, bananas , kayle, spinach sor far it has worked perfectly , it is loud though

Published 10 days ago by BigM

★★★★★ **Excellent Blender**

Bought this for my husband. He has been using the Isagenix shakes to lose weight and adds a big spoonful of peanut butter to the shake mix with ice. [Read more](#)

Published 16 days ago by M. Hart

As a consumer, I like when web pages do this.... it let's me see some reviews that help me decide what to get or if I want that particular thing, etc etc.

And since it's an image, there's no issue with those crazy fears of duplicate content or anything like that.

Now, there is yet another way to get Amazon reviews on your site and it works really great.

It's done with a free plugin called 'ScrapeAzon'.

It uses your Amazon advertising API credentials to go through the Amazon API and literally frame in the product reviews on your site... AND... all the links in the reviews are your affiliate links.

These are real reviews with tons of active links. Here's an example:



Customer Reviews

Average Customer Review
★★★★☆ (35 customer reviews)

35 Reviews

5 star	<div></div>	66%
4 star	<div></div>	31%
3 star	<div></div>	3%
2 star	<div></div>	0%
1 star	<div></div>	0%

6 of 7 people found the following review helpful

★★★★☆ **Received with slight damage**, May 28, 2014

By [S. Lipson](#) - [See all my reviews](#)

VINE™ VOICE REAL NAME™

This review is from: Circulon Genesis Stainless Steel Nonstick 10-Piece Cookware Set (Kitchen)

Vine Customer Review of Free Product ([What's this?](#))

The outer and inner packaging was in perfect condition upon arrival. All pieces were individually wrapped (bubble wrap for lids and bags for bottoms and packaged with layers of form cut out cardboard between pieces. Nonetheless, one of my lid edges was so bent that I thought it was intentional; like maybe it was a steam release or a gap for pouring out liquid. I do not believe it was intentional though after more thorough examination. We tried to bend it back by banging it on the counter, a small kink remains in the lid edge. Previous non stick cookware sets I have owned is Silver Stone, KitchenAid, and Cusinart. This Circulon set seems to be of better (heavier) quality than any of the other brands I have owned. The only part of the Circulon set that doesn't thrill me is the "bare" stainless handles. Heat while using isn't the problem, but ergonomics is. The pans are pretty heavy and holding a single flat metal handle isn't comfortable/stable to me, nor does it feel secure in... [Read more](#)

Help other customers find the most helpful reviews

Was this review helpful to you?

[Report abuse](#) | [Permalink](#)

 [Comments \(2\)](#)

4 of 4 people found the following review helpful

★★★★☆ **I love Circulon- my last set lasted 15 years**, September 18, 2014

Every single link in those reviews is your affiliate link to that product page (or to that specific review).

Once the plugin is installed and activated, all you do is add a shortcode to your web page that looks something like this.

```
[scrapeazon asin="FG78123"]
```

That FG78123 is the spot where you put the ASIN number of the product you are working with (I just made that number up).

Then, on the live published version of your post, you'll see the live Amazon reviews for that product framed in.

You can tweak the height and width and some other things, but that's the gist of it.

Very simple and very effective.

Only issue I've had with it while testing it was on mobile view of some of my sites – it did some weird things. The plugin has been updated recently which seems to have fixed the issues I had before.

The ScrapeAzon plugin is here: <https://wordpress.org/plugins/scrapeazon/>

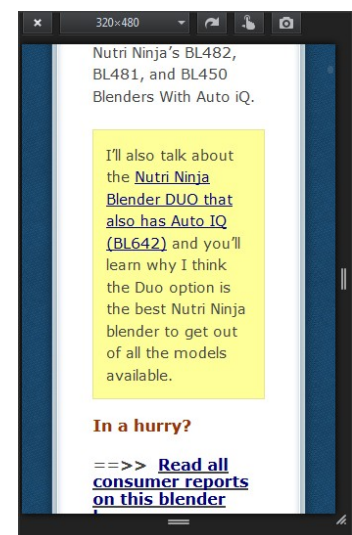
Speaking of mobile...

12 – Mobile

I had been noticing more and more sales come through from mobile traffic in my Amazon sales report so I set out to take a good look at just what people were seeing on my sites when it was loaded in a mobile/phone browser or a tablet, etc.

It was a VERY eye-opening experience!

It's not just about having a responsive website...it's



about what people SEE when your web page first loads...and when they scroll.

The biggest problem I saw on many of my pages was that the call to action links weren't really clear and friendly to someone using a cell phone or small device.

Subtle little blue text links just didn't 'pop' when viewed that small.

So a big change I made was to really *look* at my web pages – especially those that seemed to convert well with desktop traffic – and make a few tweaks to make the clickable stuff more obvious.

The Yellow Box sure works well for helping mobile traffic. See the image – that's how that blender review page looks on a mobile phone.

I am still working on and testing more ways to help my mobile traffic, but just adding a clear call to action with a Yellow Box or a good image or a button has really helped.

Just a little tip... remember those Twitter embeds I talked about earlier? They work great and look great in these situations.

Here's an easy way to see how ANY web page looks on ANY kind of device.

For PC users, simply push and hold Ctrl+Shift+M all at the same time and you'll get a screen just like the one I showed of my blender review page above.

You can change it to all sizes of screens and browsers so you can see what THEY see.

When you're done, just click the little x at the top left and you'll be back to your normal view.

That one little trick of ctrl+shift+m has really opened my eyes and helped me to be better able to convert my mobile traffic.

I'm not a Mac user, but from what I've read, you push Cmd+Opt+M to see

any web page in mobile view and other screen sizes.

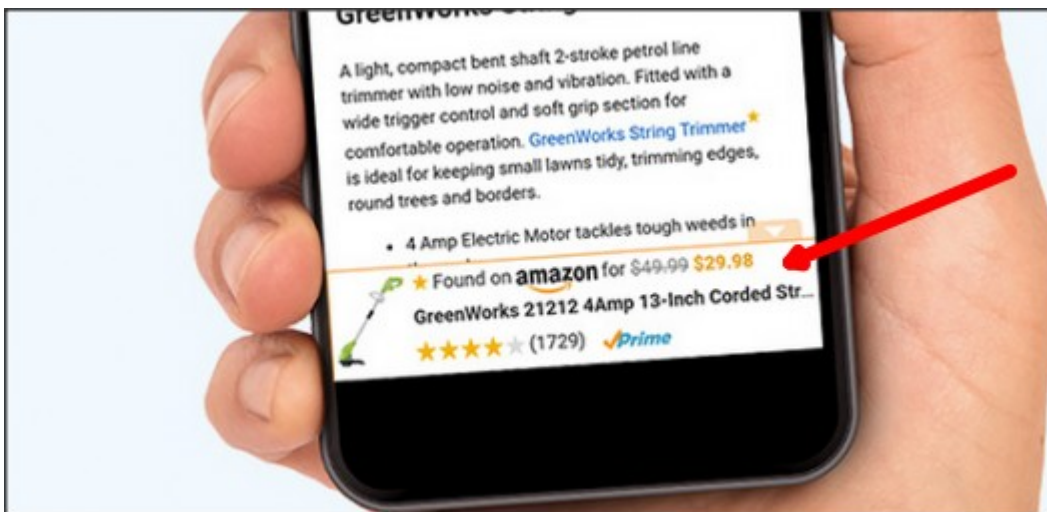
And while we're talking about mobile traffic...

13 – Mobile PopOver Ads

I don't hear many Amazon affiliates talking about this pretty awesome option inside our Associates dashboard, but I've been testing it, and it's working pretty darn well.

Amazon calls them their Mobile PopOver Ads.

It's a simple piece of code that you add to your web site and once installed, when someone is on your web page via a mobile device only and they are scrolling past an Amazon link on your page, something like this pops up at the bottom.



These ads only show when you are truly on a mobile device, but they work pretty darn well. And it's so easy... just pop a little code on your site and forget about it.

When you're logged in to your Associates dashboard, go to this url to get more info and your code:

<https://affiliate-program.amazon.com/gp/associates/network/mobile-popover/main.html>

I can't think of any reason to NOT have that code and those mobile popover ads on all your sites – sure doesn't hurt anything, but it absolutely helps.

Note: you can also ad this code to Blogger/BlogSpot blogs as well

Instructions to add the code and some FAQ's:

<https://affiliate-program.amazon.com/gp/associates/network/mobile-popover/faq.html>

Something I've noticed when testing on my own phone.... it seems that when you use those Amazon short links, those mobile popover ads may, or may not show.

Go ahead and install the code on at least one of your sites and then pop on your phone and check out your web pages on that site.

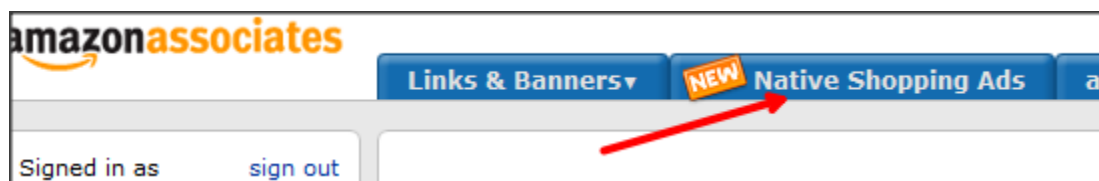
It's a total attention getter when, as a consumer, you're on a page reading about some product and a little pop up shows telling you that thing has been found on Amazon with the current price and sale price and review stars and count. Good stuff!

Speaking of stars...

14 – Stars!

Not too long ago, Amazon came out with what they call their Native Shopping Ads for affiliates.

The tool to make these is inside your Amazon Associate account:



I fell in love with these ads as soon as I saw them- what a simple way to add relevant, targeted, and up-to-date products to my web pages!

There are 3 kinds of Native Shopping Ads:

1 - Recommendation Ads: in these ads, you pick the specific products to show OR the ad code will pick the most relevant products to show based on your page content.

2 - Search Ads – these ads show products for a search you define.

3 - Custom Ads – these ads show the specific products you pick.

I've played with them all, but I am big fan of the Search Ads.

Why? Because they also have an active/usable search tool included. Here's an example of how they look:

Default Category (?)
All (Amazon.com) ▾

Default Search Term (Required) (?)
Dog Food

How to programmatically add search terms? [Learn More.](#)

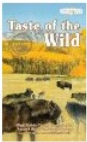
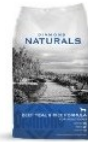


Advanced Settings ⤴

Ad Size (?)
☒ Responsive ☐ Custom Size

Show Search Bar (?)
☒ Yes ☐ No

Search Results from Amazon

All ▾ Dog Food Go

 Taste of the Wild Dry Dog Food, Hi Prairie Canine... \$44.89 Prime	 Diamond Naturals Dry Food for Adult Dog, Beef... \$32.65 Prime	 Taste of the Wild Dry Dog Food, Pacific Stream Ca... \$43.99 Prime	 Beneful Dry Dog Food, Healthy Weight with Real... \$13.98 Prime
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Powered by amazon

The tool settings to create the ads is on the left and a preview of the ad is on the right.

VERY effective... has all that stuff that online shoppers have grown to know and trust – the Amazon logo....the Prime logo... very clickable.

BUT.... there USED to be the stars and ratings count in the ad code when the Native Ads were first introduced to affiliates.... now the stars are gone.

That did NOT make me happy so off I went to figure out how to get the stars back. And yep, I figured it out =)

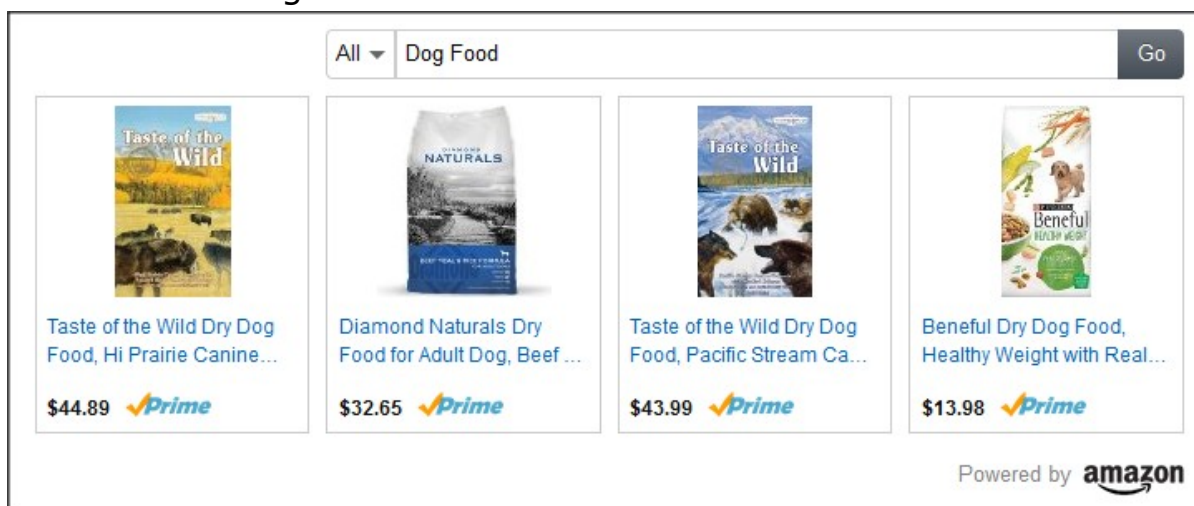
It's a simple line of code you add to the Native Shopping ad code Amazon gives you.

```
amzn_assoc_rating = "true";
```

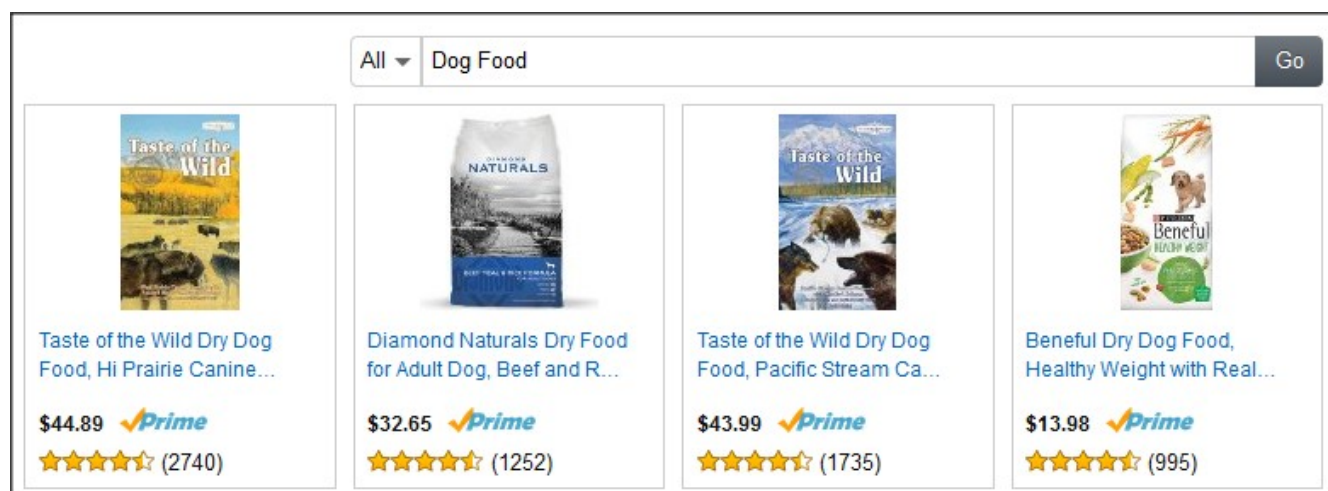
I just add it to the bottom of the code like this:

```
amzn_assoc_size = "autoxauto";  
amzn_assoc_rows = "1";  
amzn_assoc_rating = "true";  
</script>  
<script src="//z-na.amazon-adsystem.com/widgets/onejs?MarketPlace=US"></script>
```

That makes the ad go from this....



To this:



WAY better... and has that extra piece of magical social proof that consumers need...want... and trust.

Affiliate marketing has become somewhat of a 'fine science' these days.

Once upon a time, you could type [this is awesome, check it out!](#) And people would click...and buy.

Not so any more. Consumers are smarter..they don't blindly click like they used to, they want the info they are looking for right N-O-W - and if **you** give it to them, THEN they will click.

They (consumers) really do NOT want to read, but we affiliate marketers have it beat into us that our reviews have to be long and thick and full of tons of amazing content in order to have a chance at ranking in Google.

That's so not true.

Listen: the longer your content, the more chance your content has of ranking for multiple longtail phrases based on all the words on your page.

If you're honest with yourself (as an online marketer), if you didn't think you *had* to type that much for Google, you wouldn't do it, would you?

People don't read..they really don't. Think about what YOU **read** as a consumer of online content.

As for me, if it doesn't grab me right away, I MIGHT scroll and scan... but usually it's the back button.

And its so so SO much worse these days!

I'll be scrolling through Facebook, see an article link that looks interesting, and bless my heart, I click it....and it's yet ANOTHER ad-loaded heavy useless webpage that takes forever to load.

I've been around this business for quite some time – you'd think I'd learn by now...lol!

Internet users these days, myself included, are impatient, and well... we've got a BAD case of Technology ADD. Keeping our attention is super hard to do.

One of the best 'tests' I've run to help my Amazon earnings is a test I am constantly doing on my own personal 'guinea pigs' – my family and friends.

I watch them while they search online. Click, click, scan scroll, click, scan, scroll.... on and on and on.

It's **exhausting** to watch...lol!

And it's really hard to market to if you believe you have to have tons of expert WORDS on a page to make sales.

People don't want experts (in most cases – there are some exceptions) – they want to hear from other PEOPLE – people like THEM.

That's why Amazon reviews and those darn stars are so effective.

Those stars represent what other people *like them* have to say.

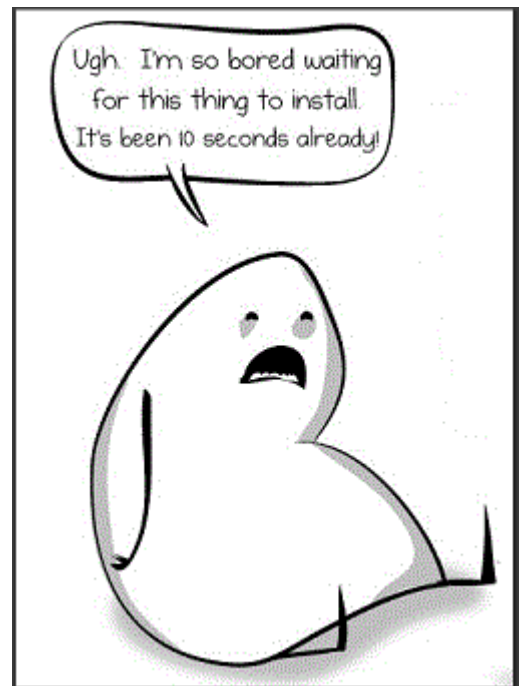
Heck, I know all this and ****I**** am a victim of the stars quite often myself...haha!

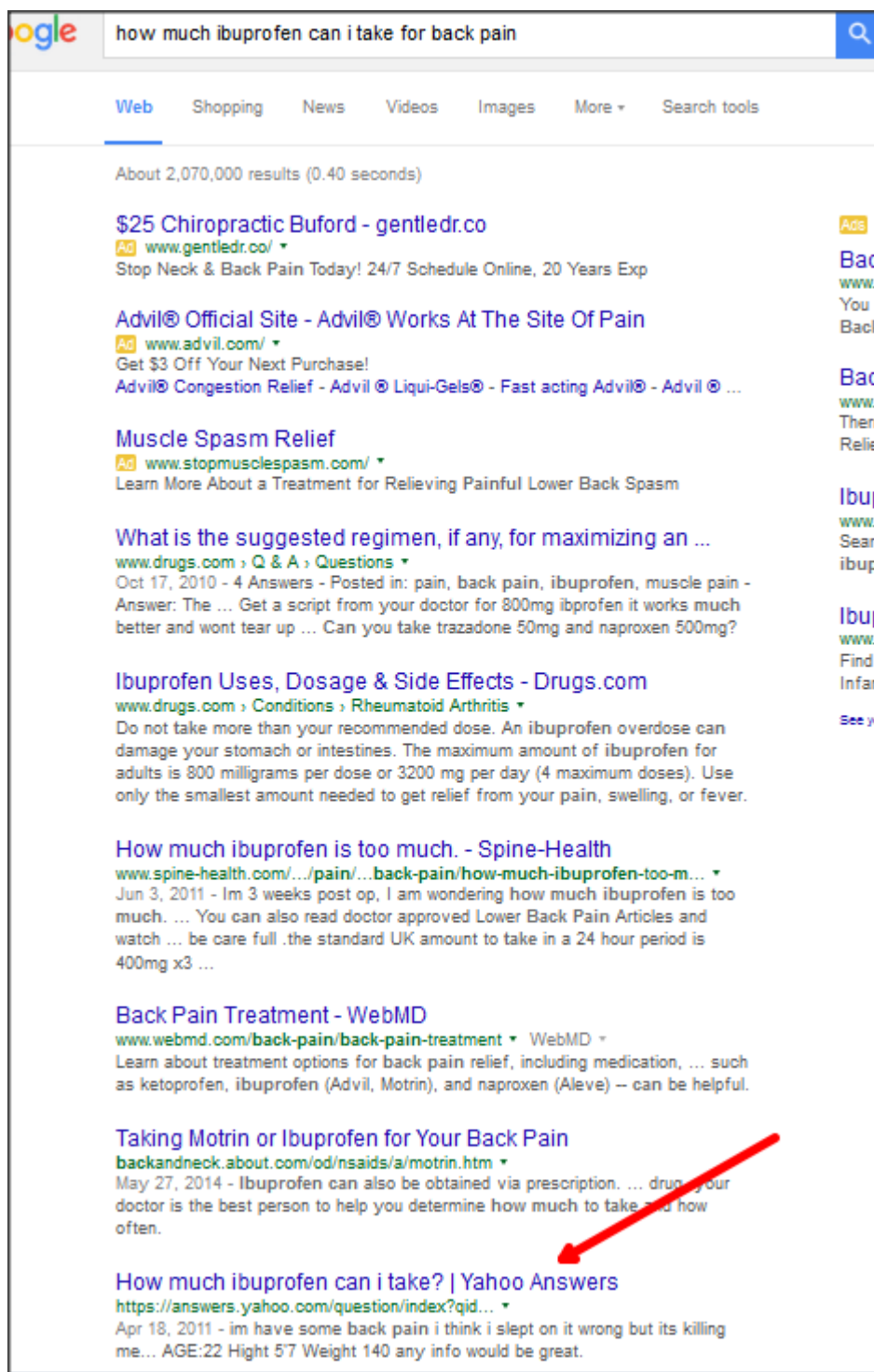
What's really scary is that even for medical reasons, people trust what other 'like them' folks have to say.

This is kind of hard to see since I had to squish it up some, but look at the query typed into Google:

how much ibuprofen can I take for back pain

now, look at these results:





Yahoo Answers? For medication advice?!?! Ack! Makes my 'Mom Brain' shiver...ugh!

Sadly, that's what people trust.

It's also what they *want* – a **quick answer from a 'real person'**.

A quick answer/solution to their problem from someone else who had that same problem.

That's all Google searches are... people looking for *solutions*.

That brings me to my final – and best tip – for making more sales.

15 – Keywords = Problems

When I first started online, it was all about having an exact keyword phrase on your page and you could rank for that phrase.

You'd rank, people would come... see a link, click it...and a good bit of them would buy.

I'd simply make a web page about the Best Blue Widgets... link to the “best” blue widgets... they'd click, the sales page would tell them what problem that widget would solve for them, and it was another sale.

In essence, our web pages were the 'social proof' back then – Amazon changed all that.

The review section on an Amazon product page is POWERFUL stuff.

Not very long ago, we could just link to an Amazon product page and that's all we needed to do – Amazon would do the rest to convert them to at least one sale.

For the most part, for medium to low-ticket items, it still works that way... unless people aren't sure **which** product solves THEIR problem.

If they knew which product was 'the one' – they'd just go straight to Amazon, right?

Seems everyone knows Amazon. Seems everyone trusts Amazon. I sure do – I am a Prime-aholic....lol!

But what do I do – *what do YOU do* – when we need a 'something' to be a solution to our problem?

Here's an example:

Recently, one of my cats was diagnosed as being diabetic.




Not to be crude but diabetic cats pee – a LOT.

I needed a new GOOD cat litter box for her.

So off I go... straight to Amazon (like many folks do these days) and type in:

best cat litter box

and I get this:

	<p>Omega Paw Self-Cleaning Litter Box, Pewter by Omega Paw</p> <p>\$27.99 \$49.99 ✓Prime Get it by Thursday, Nov 19</p> <p>More Buying Choices \$27.99 new (16 offers) \$23.79 used (3 offers)</p>	<p>★★★★☆ 5,837 ←</p> <p>Product Features ... big cats or multiple-cat households Large <i>litter box</i> self cleans by ...</p> <p>Pet Supplies: See all 600 items</p>
	<p>Catit Jumbo Hooded Cat Litter Pan - Warm Gray by Catit</p> <p>\$27.99 \$45.99 ✓Prime Get it by Thursday, Nov 19</p> <p>More Buying Choices \$27.99 new (18 offers) \$20.77 used (1 offer)</p>	<p>★★★★☆ 2,434 ←</p> <p>Product Features Provides your cat with privacy while retaining their <i>litter</i> inside the pan</p> <p>Pet Supplies: See all 600 items</p>
	<p>Petmate Booda Dome Cleanstep Cat Box, Brushed Nickel by Booda</p> <p>\$24.65 \$49.99 ✓Prime Get it by Thursday, Nov 19</p> <p>More Buying Choices \$24.65 new (13 offers) \$19.72 used (1 offer)</p>	<p>★★★★☆ 1,352 ←</p> <p>Product Features Quality Material used for your pet's <i>best health</i></p> <p>Pet Supplies: See all 600 items</p>

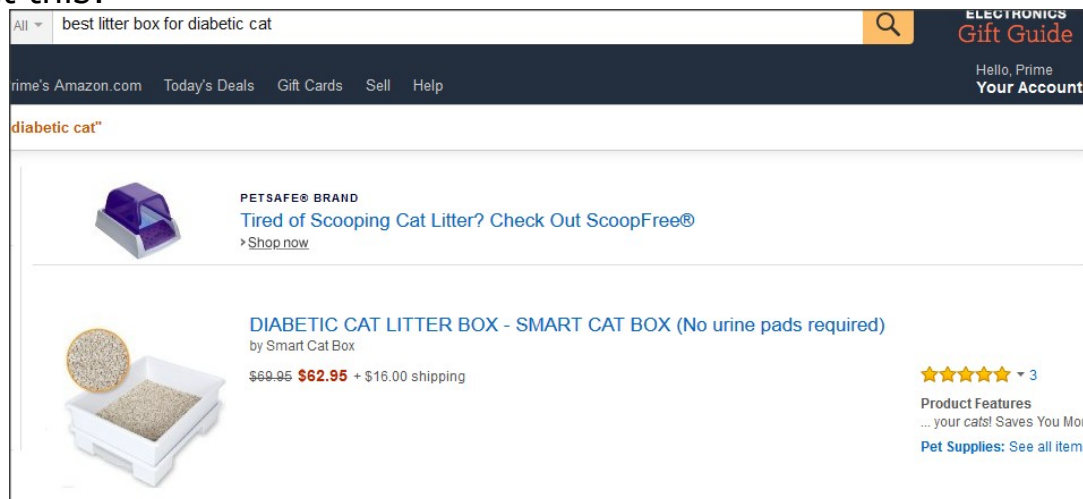
Holy Reviews, Batman!

5,837 reviews on the first "best" one.... next has 2,434 and then the next has 1,352 reviews?!?!?!?

I don't have time to read all those reviews!

So, I refined my search to: *best litter box for diabetic cat*

and get this:



ONE litter box returned as a result... and it's not even a helpful product. *(it's a special litter box that allows you to collect the urine from your cat to test for Ketones. While that's helpful, it's NOT what I'm looking for).*

So there I am, stuck back with those original Amazon search results with thousands and thousands and **THOUSANDS** of reviews.

Now, keep in mind that I'm a normal internet user and I have Technology ADD... so what do I do next?

READ all those reviews? Oh **heck** no!

I go to..... GOOGLE.

That, my friend, is where we affiliate marketers fit in.

Specific product solutions to their problems.

As a consumer, I was already presented with thousands and thousands of reviews – I want an ANSWER.

And my answer is a product.

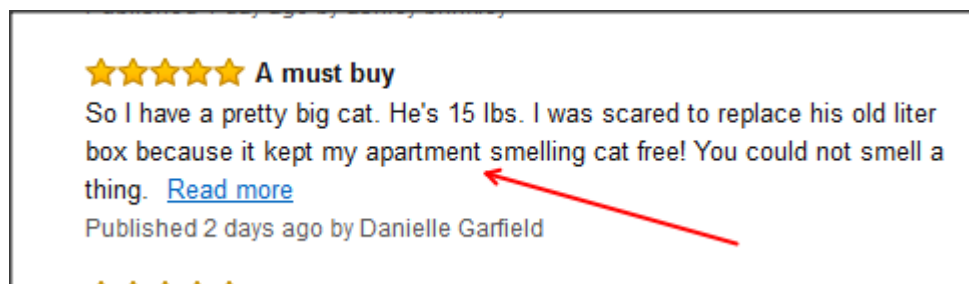
If I Google'd what I needed, and found YOUR web page... you'd make a sale =)

So, as the affiliate in this example, let's talk about how you'd make your web page on the Best Cat Litter Boxes.

The only real "keyword" you need is just what your title is: Best Cat Litter Boxes

But in your content, you need the **problem phrases** so you can offer the solution.

READ through some of the reviews. Look at the words real people use when reviewing the product.

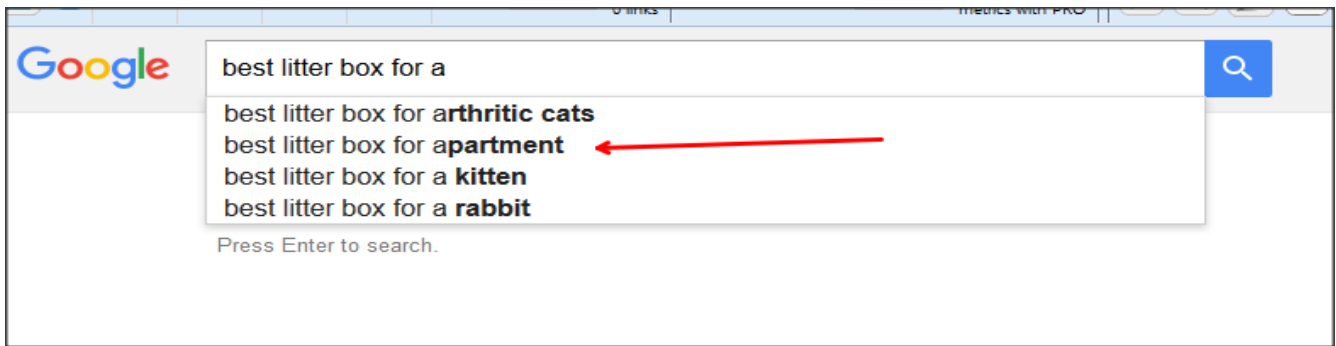


Their apartment doesn't stink like a litter box anymore. Trust me, that's a big solution for many cat parents out there =)

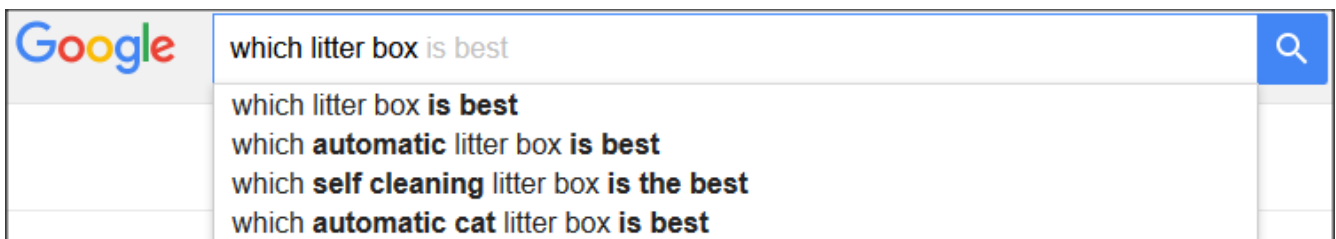
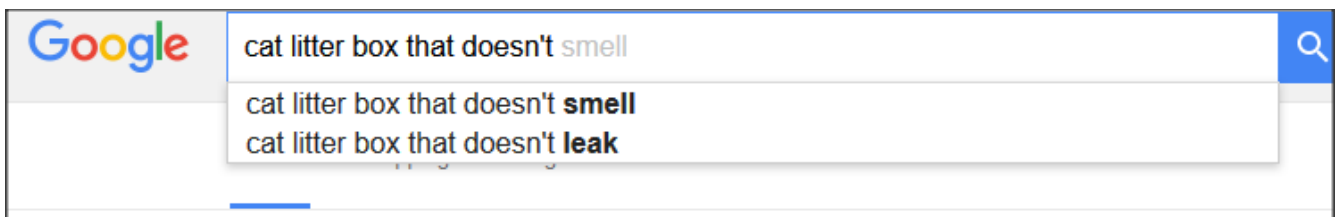
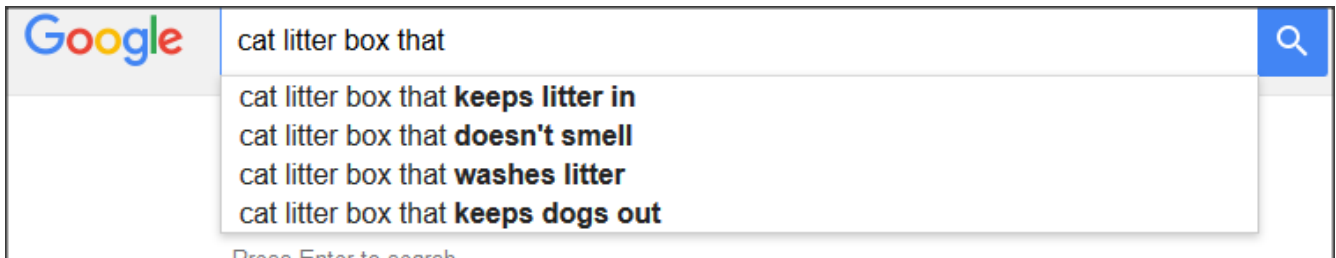
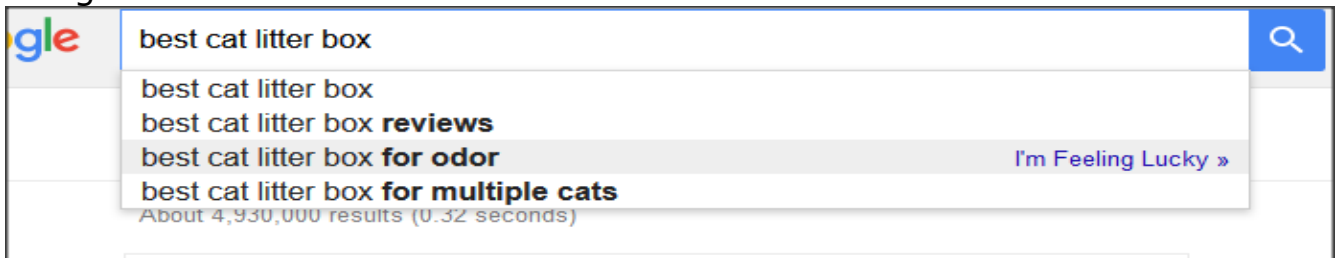
You should have that in your content – something like, "...those that live in small spaces, like an apartment, will love the odor control from this litter box. No one even knows we have cats!"

The reader who is looking for the 'best litter box for an apartment' will read that on your page... click through to your product solution... probably scroll a few other reviews and see that others have said the SAME THING about that litter box...and it's click – Add To Cart =)

And would ya look at this... people are really LOOKING for a solution to that problem:



Seems people have many litter box 'problems' and are looking all over Google for a solution:

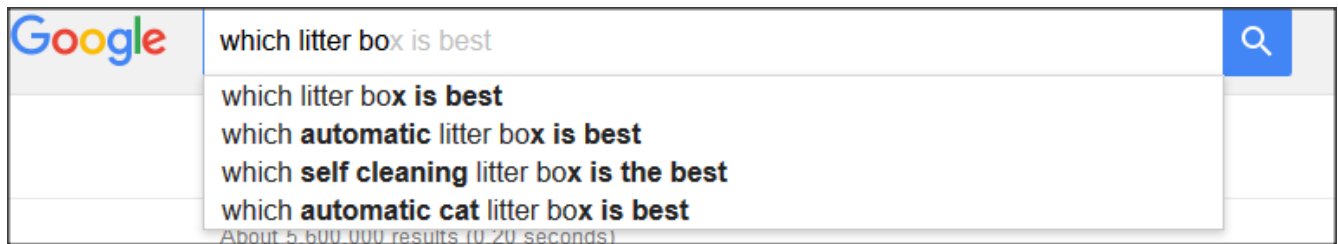


Starting to see what I'm trying to say?

You don't need a keyword tool for this part. Just head to Google and start typing.

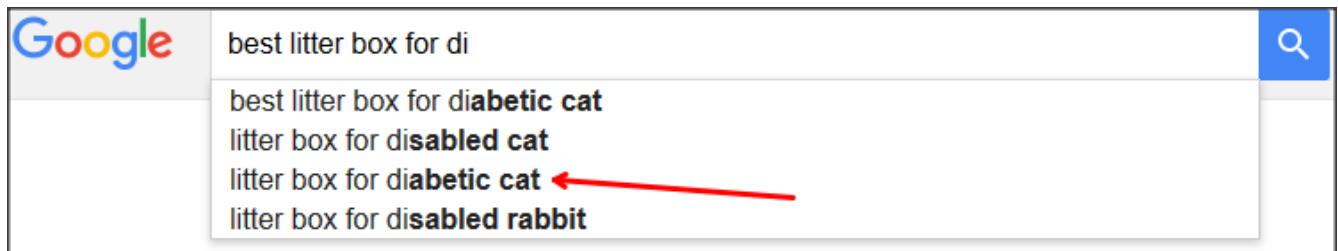
Just fill in the blank with your 'thing'

best _____ for
best _____ that doesn't
best _____ that has
best _____ with
best _____ without
which _____



Just keeping doing searches like that making a list of the problem words.

And look at that, others are searching for a litter box for their diabetic cat, too =)



If you really want to use a keyword tool to make this faster, here is a great free one:

<https://serps.com/tools/keywords>

It gives you all the Google suggest phrases very quickly.

It also gives you search volume, but do NOT get hung up on search volume.

It's the biggest myth in our business these days – don't even get me started on all that..lol!

Yes, some phrases are searched for more than others, but do not focus on supposed search volume. My best results have come from 'problem phrases' that show NO search volume.

But regardless of search volume, the tool is very handy:

Keyword	Volume
best litter box for cats	260
best litter box for multiple cats	260
best automatic litter box for multiple cats	110
best cat litter box for multiple cats	90
best cat litter box for odor control	110
best litter box for kittens	110
best litter box for odor control	110
best cat litter box for odor	70
best litter box for large cats	110
best litter box for small apartment	70

Now, you keep a little list of those problem words.

Multiple cats
odor control
for kittens
large cats
for apartments
disabled cats
diabetic cats
etc etc etc

Remember the Table of Contents plugin I told you about in section 8?

Yep, that's where this comes into play =)



Starting to see how it all comes together now?

Everybody and *anybody* can do, and IS doing, "review" sites, but here's the thing that I realized – there are MILLIONS of reviews ***already on Amazon.***

If someone has a problem and they don't KNOW which product solves their problem, then those thousands of reviews on each Amazon product page are *overwhelming*.





So they go to Google... they want a quick answer to point them in the right direction on Amazon.

Enter: YOU.

Your one thick web page has quick links to all kinds of problems litter box buyers have with product solutions for each problem.

And because you used a table of contents plugin (or html coding), you get nifty little 'jump to' links in your Google description that address the searchers SPECIFIC problem or question.

For example, I'm thinking of buying a Nutri Ninja blender and not quite sure I want to spend all that money on one. I COULD *read* ALL the reviews, but...

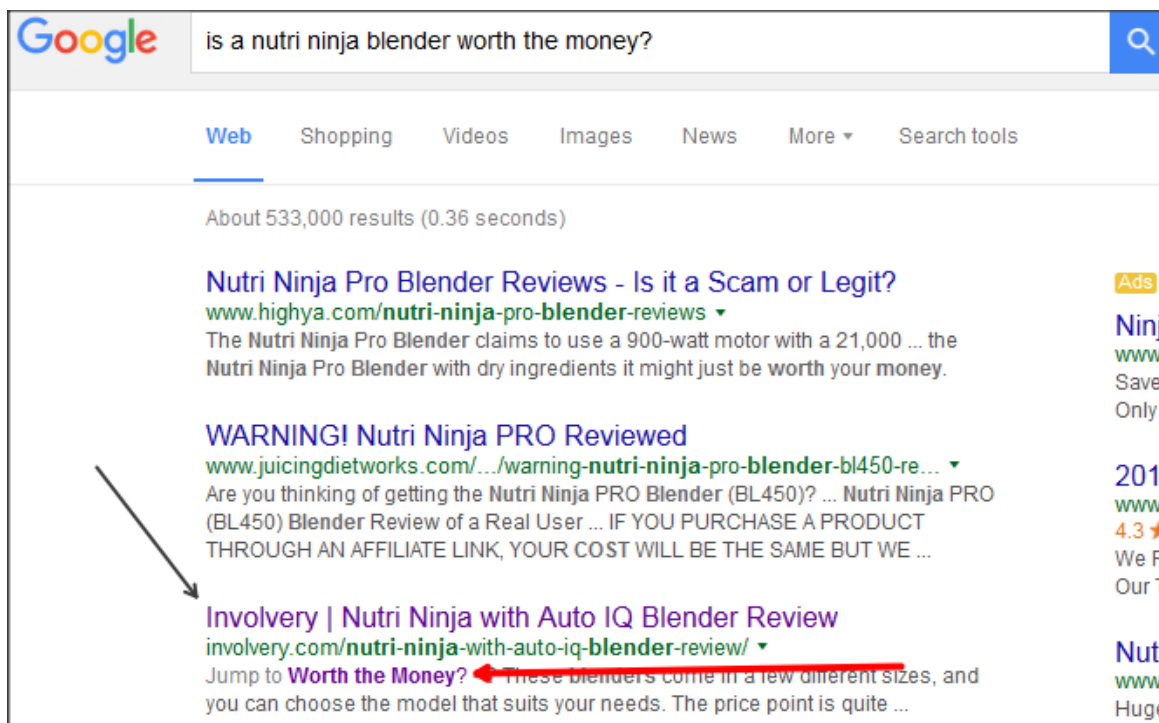
	<p>Nutri Ninja Pro (BL450) by Ninja</p> <p>\$78.99 \$99.99  Get it by Thursday, Nov 19</p> <p>More Buying Choices \$70.99 new (36 offers) \$67.14 used (5 offers)</p>	<p>★★★★★ 1,280</p> <p>Product Features ... <i>Ninja Pro</i> Extractor Blades crush through ice, seeds, skins and stems for ...</p> <p>Home & Kitchen: See all 158 items</p>
	<p>Nutri Ninja Auto iQ (BL482) by Ninja</p> <p>\$107.99 \$179.99  Get it by Thursday, Nov 19</p> <p>More Buying Choices \$104.99 new (35 offers) \$91.79 used (2 offers)</p>	<p>★★★★★ 393</p> <p>Product Features ... <i>Nutri Ninja Pro</i> Extractor Blades rotates at high speed to liquefy ...</p> <p>Home & Kitchen: See all 158 items</p>

Yikes, over 1600 reviews to read? Uh, no thank you!

So, I'll just go to Google because I trust Google to give me the best answers.

(People really, truly believe Google only gives the **best** answers at **all** times. The thought that web page owners could *manipulate* their way to the top never crosses their mind).

So... off to Google I go and I ask Google:



Google is a nutri ninja blender worth the money?

Web Shopping Videos Images News More Search tools

About 533,000 results (0.36 seconds)

Nutri Ninja Pro Blender Reviews - Is it a Scam or Legit?
www.highya.com/nutri-ninja-pro-blender-reviews
The Nutri Ninja Pro Blender claims to use a 900-watt motor with a 21,000 ... the Nutri Ninja Pro Blender with dry ingredients it might just be worth your money.

WARNING! Nutri Ninja PRO Reviewed
www.juicingdietworks.com/.../warning-nutri-ninja-pro-blender-bl450-re...
Are you thinking of getting the Nutri Ninja PRO Blender (BL450)? ... Nutri Ninja PRO (BL450) Blender Review of a Real User ... IF YOU PURCHASE A PRODUCT THROUGH AN AFFILIATE LINK, YOUR COST WILL BE THE SAME BUT WE ...

Involvery | Nutri Ninja with Auto IQ Blender Review
involvery.com/nutri-ninja-with-auto-iq-blender-review/
Jump to **Worth the Money?** ← These blenders come in a few different sizes, and you can choose the model that suits your needs. The price point is quite ...

Ads
Ninja
www.
Save
Only
2015
www.
4.3 ★
We R
Our T
Nutri
www.
Huge

I look at the Google results, and would you look at that? That 3rd result has a link right to the answer to my question – I should click that! And I end up here on that web page:

tends to hold up well.

Worth the Money?

These blenders come in a few different sizes, and you can choose the model that suits your needs. The price point is quite reasonable – slightly more expensive than a generic store brand blender, but more affordable than some of the lifestyle brands.

If you are looking for a blender that can withstand heavy use and that is ideal for juicing and health foods, then look no further.

Published 10 days ago by Amazon Customer

★★★★★ **This thing smashes everything, seeds, apples, bananas ...**
This thing smashes everything, seeds, apples, bananas , kayle, spinach sor far it has worked perfectly , it is loud though
Published 10 days ago by BigM

★★★★★ **Excellent Blender**
Bought this for my husband. He has been using the Isagenix shakes to lose weight and adds a big spoonful of peanut butter to the shake mix with ice. [Read more](#)
Published 16 days ago by M. Hart

Well that helps... so I scroll a little more on that page, read little snippets of more info on that page that truly **helps** me... click their link... and go buy me a new blender =)

See how that works?

And the beautiful part is... you don't have write some 1,000 word masterpiece on 'The Best Cat Litter Boxes'.

You break it down into problem words...then write a few sentences under each subtopic/problem ... then link them out.

Yes, you will have to do a little research FOR them in order to write these kinds of articles, but that's what you SHOULD have to do in order to earn the sale.

Be USEFUL – save them time. It pays off big time =)

Now, that's one way to do this with a single page of content (ie, one article that has answers to multiple problems).

You can also do this in a "mini site" type of concept – each "problem" has it's own short page with the solution.

And yes, that DOES work =)

Make your home page one thick article that talks about litter boxes and mentions each of the problems...and when you mention the problem, link it to a short post on your site that is an answer to that specific problem.

If you've read [Erica's One Hour Affiliate](#), think about how she talks about doing those fast little posts. Now, think about a site that has a home page that has one thick "overview" article and then the rest of the site is those quick little solution posts.

I LOVE making these kind of little sites –

and it's one the biggest reasons I love being a [member of Wealthy Affiliate](#) – I can make unlimited amounts of those sites (or any type of site) as I want.

GREAT for testing niche ideas!

I just pick a url for my site, give it a name, pick a theme, and then click "build my site" - and I'm off and running!

As I was typing this, I thought, "Heck, just go make an example site real quick for readers to look at"

So, I did =)

<http://bestcatlitterboxes.siterubix.com/>

That is just a rough outline of what I'm talking about. I just used an EzineArticle for my home page article, but added my own unique opening paragraphs.

This is totally allowed as long as you leave the links in tact. The only reason there isn't a link to the author's site is because the site no longer exists. I use EA articles a lot.

Also, the individual posts would have more content than just those Amazon Native Shopping ads =)

But that's the general idea of how to set it up.

I did each "problem" as a post, but if you think you might grow the site out, make the 'problem' content as pages...and then use your posts for anything 'cat' related.

That little demo site took me oh, maybe 20 minutes. Most of the time was spent looking for a remotely decent article to use for the home page.

Having access to a really quick way to make sites is priceless to me. So much better than using something free, like Blogger/BlogSpot – Google owns those and can (will) shut your site down in a heartbeat if they even THINK you might be over-marketing.

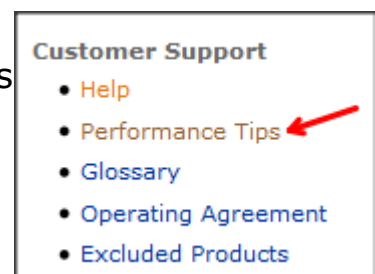
WA doesn't do that to sites... AND you get the boost of being on a strong main domain. I have some VERY VERY strong earning Amazon affiliate sites there – love it! Plus, I don't have to pay for a domain name, or pay for the hosting, or DEAL with the hosting issues.

If you're serious about your affiliate marketing exposure, amping up your knowledge, and building your toolbox, [join Wealthy Affiliate for free here](#) – SO worth it!

Bonus Tip -

This tactic to improve your Amazon earnings will sound so obvious, but it's amazing how many affiliates don't take the time to focus on it – and do it properly.

It's also a tip right that Amazon gives in their Associate Performance Tips found towards the bottom of the left side on your main page inside your Associates account.



One of the pages in their Performance Tips area is titled *Selecting the Best Products to Feature on Your Web Site*.

It's just five quick bullet point tips: pick products that match your site content, consider cross-merchandising (ie, related products), discover additional products from the product page (people who bought this also bought, similar products, etc), review your orders report (look for related things you are selling but not linking to directly)....and this gem:

- **Try promoting higher-priced products.** Featuring a range of price points gives you the chance to make higher commissions.

Promote higher-priced items.

Makes ya wanna say, "Gee thanks, Captain Obvious!" hahaha!

Even though it appears to be so 'obvious', there's a right time – and a wrong time – to start promoting high-priced products.

In my opinion, the wrong time to do it is when you are a new Amazon affiliate and you make a few sales a month or none at all.

First off, if a new Associate account doesn't make a sale within it's first 180 days, the powers-that-be at Amazon can (and usually do) close your account.

And I have to say, I don't blame them. If Joe Affiliate is sending tons of traffic/clicks to my site – a site that converts better than any other e-commerce site online – and doesn't make a sale at all in 180 days? 6 Months!?!? There's something wrong there and that would make me believe that the traffic that Joe Affiliate is sending to my site is BAD traffic.

There's just no way to send traffic to Amazon for 6 months and **never** make a sale – unless something is really wrong.

Amazon takes their site, and their conversion stats, VERY seriously. And even with a half-assed affiliate effort (real effort), it's close to *impossible* to not make a sale in 180 days.

So based on all that, if your Amazon affiliate account is new, or you're making very few sales, don't go rushing off to try and promote high-priced products. Stick with products that are \$50 or less – in consumer's 'impulse range' – they are much easier to convert to sales. And by using a few tips from this guide, you can send those people to Amazon thru your link in a better mindset so they make that purchase more often and much easier.

That will get your conversion rate up AND your payout commission percentage will go up based on your volume of sales.

My general rule of thumb is that you need to be selling about 300 items per month before you start working on high-priced items.

If you are having a hard time converting impulse-priced products through your affiliate promotions (web pages, etc), then it's going to be extra hard converting high-priced items.

High-priced items don't convert as easily – and there is a lot of “looker” traffic. You have to really prepare the reader for that purchase before you send them over to Amazon.

That means, you will have a LOT of clicks and very few sales. Your conversion rate will plummet and Amazon will start taking a look at your account. That's no good.

If you wait until you are selling 300 or so items a month, you will have those sales to cushion your conversion rate AND you will have learned how to convert traffic to impulse-priced product sales.

Yes, you can promote high-priced items via one-page “reviews”, but my best results have come from making full sites – in-depth, answer everything, types of sites.

It's a whole 'nother training guide for another day – if there is enough interest, maybe I'll do a “brain dump” on promoting high-priced items and all the little tips and tricks I've learned that have worked for me.

Bottom line, it REALLY helps your overall Amazon earnings when you start really focusing in on and working high-priced items.

It takes your daily earnings report from looking like this:

1	\$20.81	\$1.56	Desktop
1	\$25.93	\$1.94	Mobile
1	\$25.95	\$1.95	Desktop
2	\$53.90	\$4.04	Desktop
1	\$23.98	\$1.80	Desktop
1	\$14.03	\$1.05	Desktop
1	\$49.99	\$3.75	Mobile

To looking like THIS:

1	\$115.00	\$8.63	Desktop
2	\$279.98	\$21.00	Desktop
1	\$149.00	\$11.18	Desktop
2	\$298.00	\$22.36	Mobile
1	\$169.99	\$12.75	Desktop
1	\$169.99	\$12.75	Mobile
1	\$225.27	\$16.90	Desktop
2	\$379.98	\$28.50	Desktop
1	\$189.99	\$14.25	Mobile
1	\$332.99	\$24.97	Desktop
1	\$165.26	\$12.39	Desktop
1	\$216.99	\$16.27	Mobile
2	\$468.00	\$35.10	Desktop
1	\$13.68	\$1.03	Desktop
1	\$165.82	\$12.44	Desktop
1	\$136.24	\$10.22	Desktop
1	\$136.55	\$10.24	Desktop
2	\$137.66	\$10.32	Desktop

It's makes a MAJOR difference in my bottom line to have such a drastic increase in my commissions.

Between the monthly volume of items I have already built up to, plus the added promotions and campaigns and web sites for hand-picked high-priced items, Amazon went from being some nice extra money each month, to being a serious income stream.

It's also my favorite income stream.

No clients, no products, no phone calls, no schedule...just me and my content – and once that content is out there, it's hands off unless I want to add or tweak something.

Yes, I have a LOT of Amazon content out there... a LOT. In fact, there's stuff I forgot I even have out there. Such is life as an Amazon affiliate =)

Do I Write All My Content Myself?

No, I do NOT write all that content myself.

I hire out a good bit of my content. When it's written, I post it, add my tweaks and stuff, and also add bits and pieces of “problem” words to the content to make it more as I want it.

I find hiring someone to write the initial big chunk of the content to very helpful. There's many times I'll look at a blender (as an example) and start to write about it...and my mind goes BLANK.

Having the big base piece of the content written FOR me really, REALLY helps me be more productive overall.

I don't pay a lot for my content to be written either.

I've used [this article writing service a ton](#) since it first opened and I really, really like it.

If you'd like to see the quality of the articles they write, well, you already did. That blender review was written by [this service](#).

[I just started using this service](#), and the first batch of 15 articles or so have turned out really, really good and the price was exceptional (AND the turn-around was SUPER fast!)

Do I have ALL my content written?

Oh no, absolutely not. For example, it's really ME writing THIS guide =)

(note: anything with my name or PotPieGirl on it was absolutely written by ME. I don't outsource ME... I outsource tasks)

The higher the price of the item(s) I am working on promoting, the more likely I am to pay for that content to be written.

If the content is for a \$10 product, I'll just write it myself. It would take a LOT of \$10 sales commissions to recoup the cost of that article.

However, if the product is about \$100, paying \$10 for a really good article to be written FOR me makes perfect sense.

WHERE the content is going also comes into play.

If it's MY site, I'm more likely to hire out the content.

If it's MY site and a high-priced product 'niche site' – I totally get all the starter content written for me.

I spend a lot of time picking which high-priced product to promote – which keyword angle to focus on – picking the right products to recommend – and good chunk of time picking and reverse-engineering the right keywords/problems to target.

I do all those things, then turn in my article requests based on what my research shows me to target, and then work on setting the site up the way I want it while the content is being written. I have a pretty set certain way I set high-priced product sites up based on what works for me so I like to be the one to do that part. I COULD outsource all of it, but well, I don't think I'm capable of being THAT hands off =)

Then, in about 24 hours, all my articles are ready and then I set about getting them all formatted and tweaked and inter-linked and published.

Then I say, "Come and get it, Google!" haha!

Gee, wish it was THAT easy...lol! Actually, I get Google in to start indexing and I set about off-site promotion of the new site (I almost always use Reverse Attack Marketing sites for this – works great).

If you're interested in having content written FOR you at really good prices, I highly recommend both of these services:

- [iNeedArticles](#)
- [Hire Writers](#)

So this wraps up this edition of What Works NOW.

I sincerely hope you read at least an idea or two in this guide that made you say, "Oh cool idea! I'm gonna try that!"

And you DO try it...and it works great for you as well.

Any questions, etc, feel free to email me at:

info@reverseattackmarketing.com

Just please keep in mind that I get a TON of email and do the best I can to keep up with it (thank you!).

Best of luck!

Jennifer
~PotPieGirl