

Step By Step Learn How to Make Money as an Amazon Affiliate

Advertise products
on your web page



People follow the
links to Amazon



Earn up to 10%
when they buy



amazon
associates

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Preface

Have you ever wondered how you can create a website to promote an affiliate product from Amazon? If so, then you are at the right place. In this guide, I will take you step-by-step to pick a high earning product on Amazon to developing a website to help you promote the product. I will then show you how you can promote this product to get a high ranking on Google. You soon will collect money from referrals made from your website for the product that you are promoting.

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Step 1: Overview and Amazon Affiliate Marketing

In this guide I'm going to show you a step by step system and strategy for cashing in as an affiliate for physical everyday type products. We're talking things like TVs, we're talking cameras, we're talking video games systems, video games themselves, very popular items that people buy and that people want. So to do this and to also become an affiliate we're going to use the Amazon.com affiliate program for this example. Now there's a whole variety of additional programs that you can become an affiliate for that this would also work for, but I'm just going to show you.



So what you want to do is go to Amazon.com to become an affiliate. Look for something that we know is very popular and that people want to get. Those would be things like TVs, people really want good TV systems. So what I would also choose is bestsellers, so go to the category that you choose televisions and video, and then select bestsellers. And this is going to tell you the bestsellers under television and video. Now if you want to see actual televisions and where they rank as far as the most popular televisions themselves then you can see bestsellers for a variety of topics. The ranking statistic listed besides the best seller items is updated about every

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hour and it really gives you some good indication of the top TVs that people want to buy.

I find here the Panasonic Viera X1 series TV is very popular among people. So you can stand to make about 4-6% commission on televisions which is really good for this style of what Amazon is. Now Amazon does have a cap on certain higher end electronics so you might look for other products that maybe don't have a cap. So you might consider digital cameras, for example. You might just look at straight electronics, those are always popular no matter what the time of year is. Any time you can look at a store like Amazon and they can tell you what the bestselling items are, this is a really good indicator to you that that item is extremely popular.

Look for things like for example here's the Flip Ultra HD camcorder, very popular. You know Flip Mini Camcorder is one of the top five electronics. So this would tell you that you should become an affiliate for this product because a lot of people want this item obviously because it's a bestseller. You notice something very interesting here too amongst the entire electronics category you'll notice that in the top ten, I've recently ran across two GPS systems. One of which is the Garmin Nuvi GPS system. So that would also tell you that that's extremely popular, so you might want to consider setting up a site selling Garmin Nuvi GPS units; that might be another idea for you.

Step 2: Select Product Keywords

What I'm going to do here is show you the product that I've selected to promote. I have decided to target in on Oakley sunglasses just because they are very popular, and they are rather expensive as well which means a higher pay-out as an affiliate. They pay up to 8% commission, so let's say \$195 pair of sunglasses you know you stand

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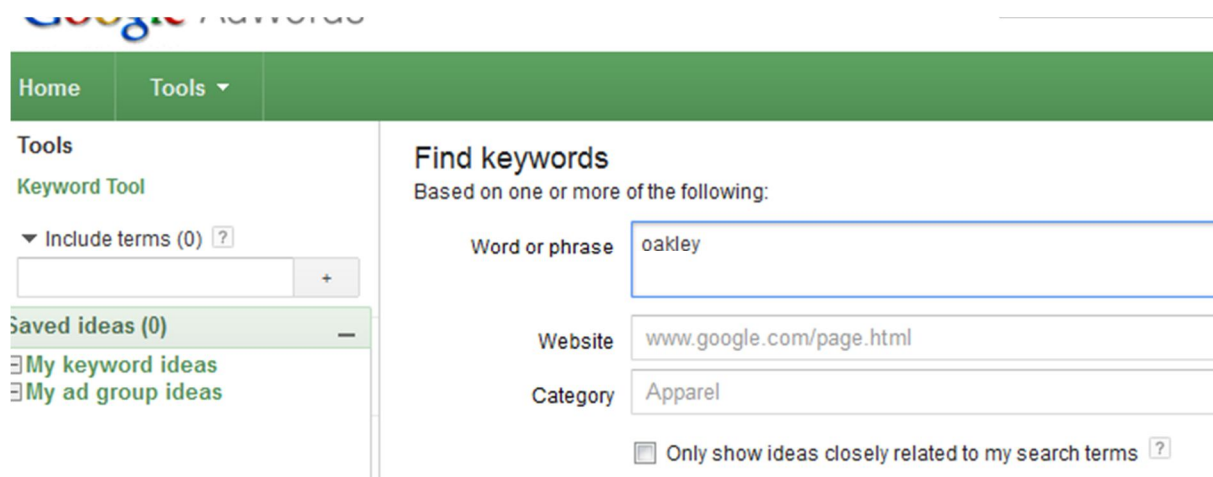
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to make around \$15 a pair. That sums up pretty quickly for you. So I would recommend that you go after that type of market.

Having decided on the product, we can then go to Google to do some quick keyword research. You can use the, Adwords keyword tool. You need to go to the web address:

<https://adwords.google.com/o/KeywordTool>

So inside here what I'm going to do is type in the main product name that I'm going to be going after. Now this is going to be slightly different than other kind of research that you may be doing so you know it is just because we're promoting a different sector of products we're promoting a specific kind of physical type product. So let's just type in here Oakley.



The screenshot shows the Google AdWords Keyword Tool interface. At the top, there's a green navigation bar with 'Home' and 'Tools' (with a dropdown arrow). Below this, the 'Tools' section is active, showing 'Keyword Tool'. On the left, there's a sidebar with 'Include terms (0)' and a search box, and 'Saved ideas (0)' with a minus sign. Under 'Saved ideas', there are two expandable sections: 'My keyword ideas' and 'My ad group ideas'. The main area is titled 'Find keywords' and says 'Based on one or more of the following:'. It has three input fields: 'Word or phrase' with 'oakley', 'Website' with 'www.google.com/page.html', and 'Category' with 'Apparel'. At the bottom, there's a checkbox labeled 'Only show ideas closely related to my search terms' with a help icon.

After entering "Oakley" as your keyword phrase, you will then be presented with several keywords that your main keyword Oakley has extracted. So let's see here we've got a variety of different options here.

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<input type="checkbox"/>	oakley ▾	Medium	5,000,000	1,500,000
<input type="checkbox"/>	✓ Save all	Keyword ideas (100)		1 - 50 of 100 ▾ < >
	Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/>	oakley vault ▾	Low	60,500	40,500
<input type="checkbox"/>	oakley fives ▾	High	18,100	8,100
<input type="checkbox"/>	discount oakley ▾	High	27,100	14,800
<input type="checkbox"/>	cheap oakley ▾	Medium	74,000	49,500
<input type="checkbox"/>	oakley sale ▾	High	40,500	18,100
<input type="checkbox"/>	oakley frogskins ▾	Medium	60,500	22,200
<input type="checkbox"/>	oakley holbrook ▾	Medium	90,500	18,100
<input type="checkbox"/>	oakley golf shoes ▾	High	3,600	2,400

▼ Match Types ?

☒ Broad

☐ [Exact]

☒ "Phrase"

Download ▾ View as text ▾

Category

☐ Only show ideas closely related to my search terms ?

☒ Advanced Options and Filters

Locations: United States ✕ Languages: English ✕ Devices: Desktops and laptops

Search

Sign in with your AdWords login information to see the full set of ideas for this search.

About this data ?

Download ▾ View as text ▾

Sorted by Global Monthly Searches ▾ Columns ▾

☐ ✓ Save all

Search terms (2)

1 - 2 of 2 ▾ < >

	Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/>	oakley ▾	Medium	5,000,000	1,500,000
<input type="checkbox"/>	"oakley" ▾	Medium	4,090,000	1,500,000

☐ ✓ Save all

Keyword ideas (100)

1 - 50 of 100 ▾ < >

	Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/>	sunglasses ▾	High	11,100,000	5,000,000
<input type="checkbox"/>	"sunglasses" ▾	High	5,000,000	2,740,000
<input type="checkbox"/>	ray ban ▾	High	5,000,000	1,000,000
<input type="checkbox"/>	oakley oakley ▾	Medium	5,000,000	1,500,000
<input type="checkbox"/>	oakley and oakley ▾	Medium	5,000,000	1,500,000

You've got everything from Oakley Juliet, Oakley Goggles, Oakley Polarized, Oakley sunglasses, just a whole list of different kinds of Oakley sunglass. Now what I like to do is to look where to where it says global and do a search that way. To do this click on the top of the column that says "Global Monthly Searches" (or GMS). The list will then be sorted into ascending order of GMS. and then also come right over here to where it says match type and when I click on that that just sorts it from the most searched for to the least searched for.

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And I'm going to choose phrase match because it's going to give us a better indication as to the popularity for example. So as we go down here what we're looking for is just some keyword phrases that might jump out as being keyword phrases that look like they could potentially give us some traffic. So for example here's one in the table below; 18,100 people in the local search area and then 90,500 every single month are looking for Oakley Holbrook.

<input type="checkbox"/>	"oakleys" ▾	Low	110,000	74,000
<input type="checkbox"/>	oakley lens ▾	High	90,500	60,500
<input type="checkbox"/>	holbrook oakley ▾	Medium	90,500	18,100
<input type="checkbox"/>	oakley holbrook ▾	Medium	90,500	18,100
<input type="checkbox"/>	"polarized sunglasses" ▾	High	90,500	60,500
<input type="checkbox"/>	oakley cheap ▾	Medium	74,000	49,500

You could do the same for any product that you find on Amazon. Before you want to promote a particular item, you could do keyword research, just as I have outlined above. If there seems to be a high GSM (i.e. more than 20,000) then you should consider targeting this item, otherwise look for another.

Step 3: Becoming an Amazon Affiliate

Now it's time for you to become an affiliate for Amazon.com so you can start promoting the physical products that are very popular for good profits. So you need to go to Amazon.com. Scroll down to the bottom of the page to where you see make money with us, and then you want to click on join associates.

What you'll then see on this page is basically kind of a tour of the Amazon affiliate program. It talks about what the program offers you. It gives you some really good ideas as far as different ways you

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can promote products. So what you need to do when you first get there is click on join now for free and then just put in your email address and then put that you're a new customer or if you are an existing customer you can put that in; then sign in. So that's how you would sign in or you can just log in once you become an affiliate. here so this is kind of an example account here.



Once you are logged in to your Amazon.com account, you will need to decide on the type of product that you wish to promote. I will show you later how to do this. Before we do this, you will need to grab our domain name and then get that domain name hosted. From that point you can setup a mini-website for your campaign and then also work promoting and getting as much traffic as possible for the specific products that we have decided to promote and push out there to the market.

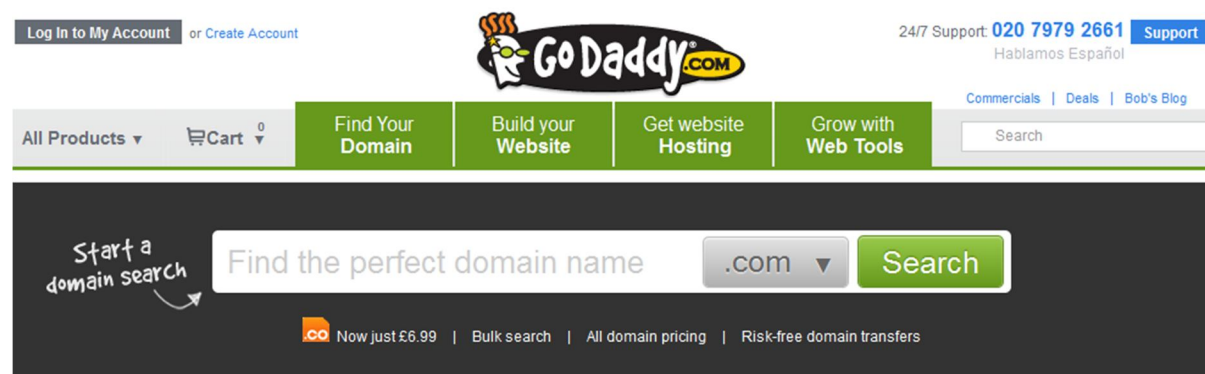
Step 4: Registering a Go Daddy Domain

Now it's time for you to register your domain name. To do this I recommend that you use Godaddy.com (<http://www.godaddy.com/>) because it is very important that you have your own domain name with hosting. Now there are ways you can get around this but to really make this system work properly it's very much advised that you have your own domain and that you have your own hosting set

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up. I highly recommend using GoDaddy to purchase your domain. I think they're a great company; they're reliable, they're fast, they're efficient. There are other website domain name companies out there. You can get your domains through them, that's not an issue. I'm just using Godaddy.com for this example.



So what you do now is to start a domain name search for whatever product it is you've elected to promote, whether it's the Oakley Holbrook sunglasses for this particular example or let's just say a certain brand of TV.

When you have decided on a particular product to promote then try to use that as your domain name. For instance, if you are deciding to promote the "Samsung PN05 TV", then you should try searching for the domain name "SamsungPN05TV" on Godaddy.com to see if it is available. This will help with your product visibility on Google. Of course some of the domain names may have already been acquired for many popular products. In that case, try to get a domain name which has Godaddy.com may suggest and has the keyword within its name.

Now if you have any questions as to the legality of using the companies name within your domain it's best that you talk to somebody about it but I've never run into any issues with this, and also it is most advised that if you're going to do this that you make sure that you very much are very aware of the rules and regulations.

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Also make sure that you put notices that you are not tied to the company and that this is an affiliate site or something like that. Usually when you do that you're going to be just fine. I'm mentioning that now because some people can get concerned about that.

When going through the process of buying your domain, beware that Godaddy will try to upsell on other items related to other domains or domain features. You can choose NO to all these upsells. So by the end of buying your domain, all you end up with is just the domain name. As far as registration length for your domain, I normally choose just one year. You can always choose to extend at this at the year's end.

Okay so now you've got your domain and you've got the year and then you just choose your payment method. Whatever payment method, you will then need to agree to the terms of service and then just hit continue with checkout. On the next page you're going to be met with a form where you would fill out your credit card information for example.

So that's through the process of registering your domain and once you register you'll get a confirmation message telling you that your domain(s) have been registered so you'll be able to access it.

You're going to be able to find your domains inside your Godaddy.com account under domains. Then just select "my domains" to actually look at all the domain names that you have purchased in the past or present; or the domain that you have just purchased if it's a brand new account.

Step 5: Setting up a Hosting Account

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The next process is going to be to choose and set up your hosting account and then we'll tie this domain name to whatever hosting account it is that you set up. I recommend that you set up your hosting account with a company called HostGator (<http://www.hostgator.com>). HostGator is a very reliable, very cost effective; and has 24/7 customer support so if your websites go down at 2 am you can still pick up the phone and call them, if you have questions for them. If you already have your own hosting set up you can just skip this step.

When you go to purchasing the hosting, there are three main packages: hatchling package, a baby package, or a business package. I recommend you go with the baby package because that gives you unlimited hosting as far as unlimited space, unlimited bandwidth, and even unlimited domains can be hosted so you can have multiple websites within the baby package. This package will cost you less than \$5 monthly and is really all you need. Just go ahead and choose order now. Where it says select a domain, you can choose "register new domain", but at this point you should have already registered your domain. However, for this example just put in any domain name here (for example "sample domain") and just choose next.

Then you will go through a process to declare you as a new customer here and you can put I'm a new customer, and then what you're going to do next is just put in your first name, your last name, your address, your city, your state, your primary email, phone number, and your username. Make sure that you remember your username and password. This will be used later to logon to your account.

In the next chapter, I will show you how to link the domain name that you just purchased to your hosting account that you just set up.

Step 6: Adding Your Domain to your Hosting Account

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This chapter is a very important step. I'm going to describe to you step-by-step how to tie your domain name to your hosting account. For this to work you need to go to Godaddy.com (or wherever you have registered your domain). What you need to do now is go right on over to your hosting account at HostGator and actually get some information from there first, before you go to Go Daddy.

So what you want to do in HostGator is to find out your name servers (or DNS information). You might find this when you log in using the user name and password that you set up previously. If you can't find it, HostGator have a 24 hour support service. So you just need to get in touch with them and find out how to change the name servers and what they are. You can also check the FAQs for an answer.

There are two unique name servers that you will need to obtain from HostGator. They always will be in the format: "ns#.hostgator.com" (where # represents a numeric). These name servers or DNS are crucial to getting your website running.

Once you have obtained both name servers, you then need to go right on over to Godaddy.com and login to your account. Then go to "domains" and select "my domains". If you have multiple domain names you just need to scroll down until you find the domain that you're working from, otherwise if it's your first domain it should be right at the top. And they do alphabetize the list, so that makes it easier on you.

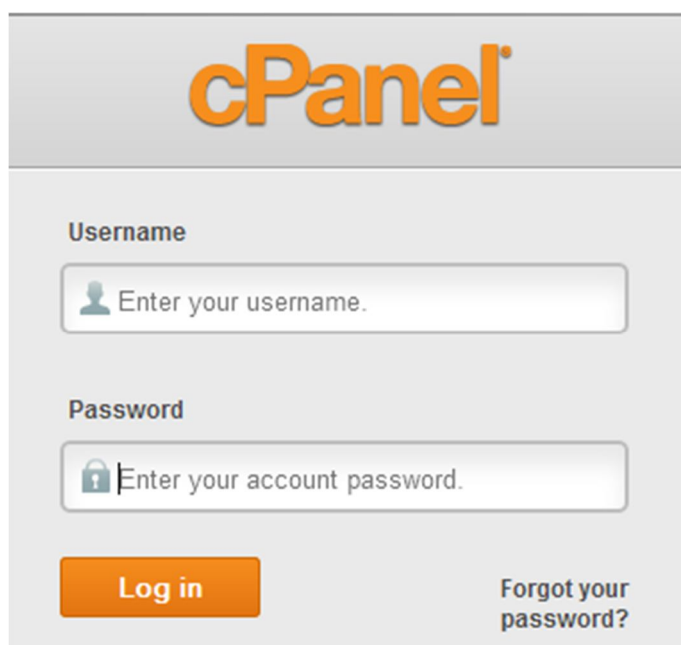
Now select the required domain name, by clicking the check box beside the domain name. Now select name servers, and then select "I host my domain with another provider". Make sure that is checked and then you're going to put in the name servers that you are going to be using, i.e. the two name servers from your HostGator account.

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You can type this information in either lower case or upper case, it will change it accordingly. When you choose okay, your changes will be submitted. So go ahead and select okay and your name servers are actually all completed now.

Now you can go back to our hosting account HostGator for the next step of this process. From your web browser, type the following: <http://<yourdomain>/cpanel> (where <yourdomain> represents the domain name that you purchased at Godaddy.com). This will take you to the backend administration page of your domain. Before accessing the administration panel, you will first need to log in using your user name and password.

The image shows the cPanel login interface. At the top, the 'cPanel' logo is displayed in orange. Below the logo, there are two input fields. The first is labeled 'Username' and contains a placeholder text 'Enter your username.' with a user icon. The second is labeled 'Password' and contains a placeholder text 'Enter your account password.' with a lock icon. Below these fields is an orange 'Log in' button. To the right of the button, there is a link that says 'Forgot your password?'.

You will only need to understand a few areas within this administration panel. We will be covering them here. Go to the domains section because you now need to tie the domain name to your hosting account. So go to the "Domains" section and choose "add on domains". Now enter the name of your domain. If you have set up your name servers correctly it's going to tell you the name servers are verified.

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Step 7: Installing Wordpress Using Fantastico

In this chapter I'm going to describe to you step-by-step how to set up Wordpress and install it on your website using Fantastico which comes preinstalled on most hosting companies. If you're going to use HostGator, which is recommended here, then what you would do is just log into your Host Gator Cpanel via <http://<yourdomain>/cpanel> (where <yourdomain> represents the domain name that you purchased at Godaddy.com). If you do not have this information to hand, then you can check your welcome email. Otherwise HostGator support will help. Their phone number is right on their website at Hostgator.com. They also have a 24/7 support; i.e. 24 hours a day, 7 days a week.

Armed with your username and password, you can then login to your Cpanel. Now scroll down to where it says software and services. You then want to choose Fantastico deluxe. After that, what you want to do is to go to blogs on the left hand side and select Wordpress. Then after that you want to choose new installation and then choose your domain name and install it.

In the directory field, leave this blank because that's going to install it in the main folder. As far as admin access goes you want to just choose "admin" for FTP username, then for the password put in a memorable name that you will not forget. The email will just be an email where people can contact you at; use your normal email address here. For your site name, enter the name of the product that you are promoting. Also suffix the site name with the word "Blog". Then just simply choose install Wordpress.

After the Wordpress installation it's going to tell you to install and create "my sequel" database. You can just accept this step. Then choose finish installation. There you have it. Your website is actually

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now setup. Subsequent to the installation, you will be given a summary of the installation, including the full area where you can go to actually log in. Use your username and the password you've selected. Literally within minutes you will have installed Wordpress on this site.

In the next chapter, we will go through the process of configuring your website. This phase is the start of the step of putting money into your pocket.

Step 8: Optimizing Your Site with Plugins

In this chapter, I'm going to show you step by step how to set up your Wordpress website, now that you've actually done the installation of it. I will be showing you how to optimize your site using plugins and other ways to make your site search engine friendly. This will maximize the targeted traffic that you receive. This step is extremely important to the overall success of the campaign.

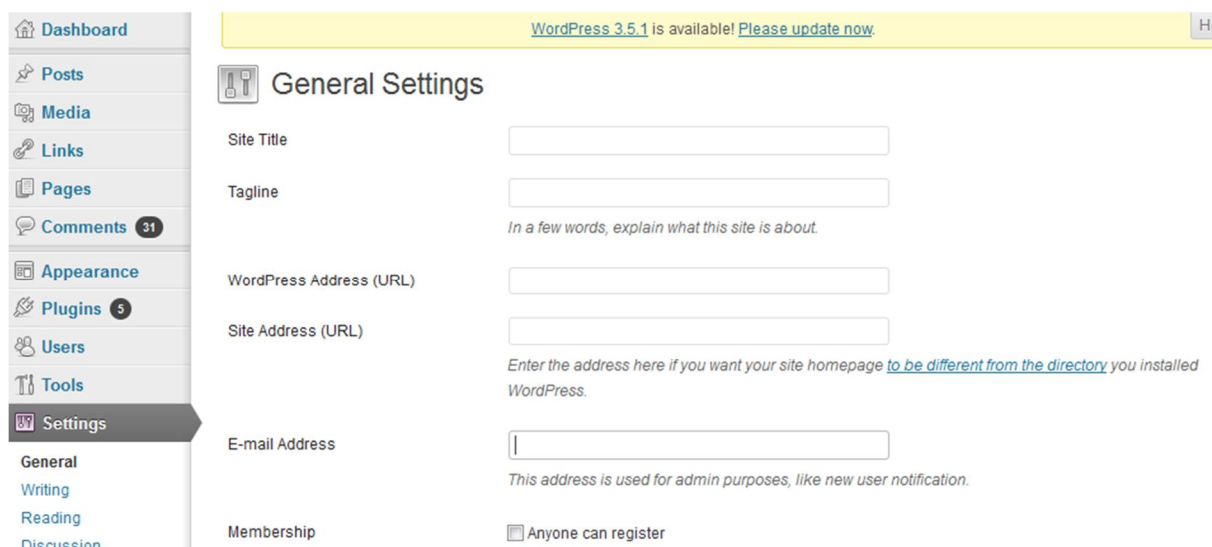
So to make this work you need to login to your main website via the address <http://<yourwebsite>/wp-admin> (where <yourwebsite> is the domain name that you have already purchased and installed Wordpress). You will enter this in the address field of your web browser. You will then be prompted to enter your username and your password that you used to set this up. Once you're logged in, you will first be asked if you want to change your password; you can choose no thanks, but you can also do this at a later. Our main task here is to make this website more search engine friendly. So to do this we need to do a couple of things. The first thing you want to do is you want to change the site's title and its tag line. To do this, go to the left hand of the dashboard and then choose settings.

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For the blog title, you do want to make sure it has your main keyword phrase and then followed with something like “blog” or you know “review site” or just the name of the product or keyword phrase you’re really targeting.

For the site address (URL) field, prefix this with “www”. For the next field, enter your main email address that you check often. Then you can get notified when activity happens. Here you can also choose your time zone. Be sure to also date format. So when all of items have been amended hit save changes.



The next thing that you need to configure is something called permalinks, in the settings menu. Inside permalinks you want to make sure that custom structure is the option you choose and you want to set it up so it looks like this: `/%category%//%postname%`

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