

The Easiest way to make a small fortune with AMAZON- Open Journal

如何靠 AMAZON 致富

原帖地址:

<http://www.blackhatworld.com/blackhat-seo/making-money/530110-easiest-way-make-small-fortune-amazon-open-journal.html>

To start an open journal is an old idea I have (not too old, 7-8 months) but I hesitated because I don't like to speak about myself and my performances. I am not doing this usually because all the forums are full of people who are struggling to make even 5-10\$/day but they can't and in their eyes, if we can't share all our secrets are no more than arrogant bastards I understand them.

I decided to go public with two main objectives:

- a) to help people who want to make a long-term business with AMAZON
- b) to emulate a target-community which will generate not only questions but also ideas.

AMAZON is paying billions to affiliates, I am sure there is enough space for everyone.

I will post in the following lines the main lines of my business plan, two attachements with my earnings which will sustain my words and I will be opened to questions.

1. I am owning around 50 projects (3 authority sites- 500 pages + and 47 niche websites-20 pages)
2. I am doing just SEO, mixed type, always testing and researching the best alternatives. I tried and tested different types of paid traffic but wasn't experience the success I wanted.
3. I am having a bunch of squidoo lenses but even if I used them for SEO purposes, they made some income. More than I was thinking.
4. None of my projects is more than 1 year old. The oldest has 11 months.

Open to questions and don't hesitate to add me on Skype.

I will answer as my free time permits

简而言之，是出于两个目的发这样一个开放性的帖子：

1. 帮助大家可以靠 amazon 长期稳定盈利（卤煮在帖子里提过多次的 long-term business）。
2. 希望能形成一个小圈子，大家在这个圈子里都能有自己的想法（ideas），而不只是问题（questions）。

在操作的项目情况：

1. 目前有 50 个站，3 个 500 页的权威站，47 个 20 几页的小站。
2. 只做 seo，还是混合型的，不断测试哪种手法效果最好。也曾尝试过测试付费流量，但

3. 有很多的 squidoo lenses 做外链，但即使是出于 seo 目的，它们也会给我带来收入，而且比我想象的要多。
4. 没有一个站超过 1 年，年头最久的 11 个月。

[illegible]

Which amazon themes do you find the most effective? I'm using a custom edited magazine theme and currently get about 35% CTR from my visitors but once they get onto amazon, the conversion rate is only about 3-3.5% when it's not the holidays.

答: It's a very long discussion on what is considered a good conversion I know someone who is having a 6% conversion and an average commission of 2\$/order and I had months with 2.5% commission and 5.5\$/order. It depends what products do you usually target. (just on factor) I am aiming more expensive products because the cookie lasts just 24h and this worked for me better.

[illegible]

Could you post a link to the AMZ themes?

用啥主题呢？

答: the themes I use are premium themes. I am not sure if I can post here the link to the theme.
Mods, please let me know if it's forbidden.

<http://demo.wplook.com/?themenam=dailypostpro> (No aff link) - It's just one example. CTR it's around 65%.

我一般用高级主题，比如：

<http://demo.wplook.com/?themenname=dailypostpro>

CTR 为 65%。

[illegible]

问: Originally Posted by **TwistedSEO**

I appreciate you answering questions and helping others out. I've had success on Amazon but I'm always looking to improve my methods.

That's an incredible CTR you have. I'm going to look into a couple of other themes for my new sites.

I used to get higher CTR around 45% when I had 5 affiliate links per page, but my site got slapped for having too many and my traffic dried up. I dropped my affiliate links to 2 per page now. Traffic is back, but CTR is down. I actually tested removing affiliate links from product pictures and having them only with text/buttons and the conversion became higher. I only tested on one niche so I can't say for certain.

The products I target are \$200-\$700 range. I didn't have that much success with \$2000+ products. I also promote \$1-\$50 products on other sites to get my commission % up.

How many call to actions do you usually use on a page?

你的 CTR 挺不错，我的 CTR 在 45% 左右，当每页有 5 个 amazon 链接的时候。但是可能是我放的链接有点多，流量逐渐减少了。所以我把每页放的 amazon 链接减少到 2 个每页，流量是上去了，但 CTR 降低了。你是怎样组织链接的呢？

答: I've tested many alternatives. Can't say traffic went down because I had too many links (I am using pretty links plug-in and mark them with no-follow)

For category pages (where i have short summary for 5-6 products) I use 2 call to action for each product (one pointing to "click here ot read full customer reviews" and another to "Visit amazon and read full product description")

For Product pages I use 4-5 pointing the most popular unclear things for customers (more photos, custome reviews, discounted price, special price + free, FINAL call to action - the idea of how this can add significant value to your life)

流量消失不能就说是因为链接太多引起的。(我使用 `pretty links` 插件, 将链接做成 `nofollow` 的)。

对于分类标签页（category pages）（有 5、6 样产品的简介），我一般使用两处诱导点击的标语，一个是 [click here ot read full customer reviews](#)，另一个是 [Visit amazon and read full product description](#)。

I have some questions,

1. When picking a keyword for an Amazon project, how high should the minimum estimated searches for the keyword be per/month in order to be worth your time?
2. Are all your sites ranking on the first page of Google for their keywords?
3. Are any of your websites responsive for mobile devices?
4. What do you think of a Wordpress theme like GorillaZon? (sorry can't post the link, it's sold on WF though)

- 1.多少搜索的关键词才值得去做？
- 2.你网站的关键词都排在第一页吗？
- 3.你的网站可以用手机浏览吗？
- 4.类似 GorillaZon 的 wordpress 主题你觉得怎么样？

答: 1.Since I work a lot on volume, I can go for 750 exact searches. It's fine for me since I am aiming more keywords and I am looking for low competition mainly and not for many searches. Being 1st at a keyword with 750 exact searches is way much better than being 5th at 1500 searches.

2. Since there are 50 projects I am not really tracking their places. I am taking a closer look only when I see a decrease or big increase in traffic.

3. Yes. I bought a plug-in which optimizes them. It started to become a MUST.

4. GorillaZon is fine with some changes (I don't like scraping customer reviews from AMAZON). There are better templates on the place you mentioned. I am using 2 of them.

- 1.我做的网站较多，所以我一般寻找低竞争的关键词，操作的关键词至少要有 750 的精确搜索每月。750 的搜索排第一，明显要比 1500 的搜索只能排第五要好。
- 2.只有当流量下降了，才会分析一下自己网站具体的关键词排名，因为手头的项目比较多。
- 3.买了一个用于优化手机（mobile）流量的插件，这开始逐渐显得重要了。
- 4.GorillaZon 一般吧，WF 上有更好的主题。

[illegible]

问: *Originally Posted by Ramus313*

ah ok thanks, how did you pick your niche? Did you do keyword research after you had picked a niche?

如何选利基 (niche) ?

答：

I analyzed the market for about 2-3 weeks to find the niches. I will give you a valuable tip. The best niches can be found on Squidoo lenses

最好的 niche 可以在 Squidoo lenses 上找到。

[illegible]

问: Originally Posted by **Panther28**

What is the highest amazon sales rank, that you don't go beyond for a product? cheers mate,

答: I am not really interested to be sincere. I am going for new products with 0 reviews as well if I find them pretty ok.

You must keep something in mind. If a person reads your website and clicks to go to AMAZON for product X, if he wants to buy, let's say a GRILL and if product X has 3 reviews and 3 stars, he will continue to search in AMAZON with your cookies installed.

You shouldn't be afraid to add new models on website just because they are not having customer reviews yet. Adding them and getting a high SERP position it's + value no matter how you see the problem. All it costs you is 3-4\$, the cost of the review (which is solved from the first sale you will have) .I sold products even with 1 stars customer review

IMPORTANT: People become more experienced in browsing websites and if they clicked to visit AMAZON, they know to browse to the products they want. Don't put a huge price just on bestsellers

在 amazon 上有的产品没有评价，其实只要觉得可以，都可以做。有的顾客来你的网站是为了买产品 A，他还可能会浏览其他产品的，只要你的 cookie 放在他的电脑上了就可以了，加一篇文章只需要三四美金（只要出一个销售就可以赚回来），但作用在你网站上的都是正能量。我还卖出过评价只有一个星的产品呢。

记住：顾客远比你挑剔，不要只把精力放在 bestseller 上。

[illegible]

问: Originally Posted by **zekiel218**

I have a quick question I would like to ask. I have an affiliated amazon site which only shows products and their amazon description. What should I add to increase the likeness of someone click on the buy link?

如何提高 affiliate 链接的点击率?

答: As long as you have traffic with taking product description from Amazon it's cool. I couldn't do that For the best results, I am putting 3 contextual links: after the first paragraph, at the middle and at the end.

只要能把流量导入 amazon 就好，我一般放三个文字链接，第一段、文章中间和末尾。

A decorative horizontal separator composed of many small, stylized double chevrons pointing left followed by double chevrons pointing right.

How to make your backlinking (Please keep in mind this strategy is for 3 main keywords)

PART 1: Tier 1

1. Create 8-10 web 2.0 properties

Examples: blogger, wordpress, weebly, jimdo, newsvine, yola, tumblr, livejournal, blog.com, cabanova

2. Write 3-4 articles for each (for the beginning)- 450 words+, unique and readable. Put a related Youtube video and at least 1 photo with a contextual "alt tag"

3. Post them (without links to your websites)

4. Wait another 2-3 days until the pages are indexed and put 1 link to your website and another 1 to a related high-authority website

(but not competitors) - Wikipedia is fine)

5. Use your keywords (contextual) in 30% of the cases, money making keywords- 50%, 20%-generic terms, naked URLs

6. Add at least 2 articles/property/month

7. After 2 weeks start adding social signs (but not much) - Google + , Delicious, Stumbles, Twitter (10-20 is fine)- Use your money making keyword in 20% of the cases and contextual keywords in rest.

What I mean by contextual keyword:

If your money making keyword is : Cheap convertible car seats

Your contextual keyword will be: Infant car seats with cheap prices

Obs1: Once you reach first page, in the next links you will create, you can decrease the % of the money making keyword and increase the % for contextual keywords

Obs2: This is what it worked for me and even if it's costly, believe me it works.

Obs3: This strategy has Tier 2 &3 as well but I will post them at a later stage (or maybe in the E-book I will prepare)

Open for questions.

针对三个关键词的 seo 外链策略 (1)

Tier 1:

1. 8 到 10 个 web2.0 博客。比如 blogger, wordpress, weebly, jimdo, newsvine, yola, tumblr, livejournal, blog.com, cabanova
2. 每个博客 3-4 篇文章, 450 词左右, 原创的, 可读的。每篇文章还需要放一个 youtube 视频和至少一张图片 (设置好 alt 标签)。
3. 刚开始发布的时候不要带你网站的链接。
4. 两三天之后, 文章收录了, 可以添加一条指向你自己网站的链接, 再加一条指向其他权威站的链接, 比如 wikipedia (掩人耳目用)。
5. 描述文本组成比例: 相关关键词, 30%; 主关键词, 50%; 一般性的可以不相干的词、裸链, 20%。
6. 每个月每个博客至少加两篇文章。
7. 两周后, 开始做社交推广 (不用太多), Google + , Delicious, Stumbles, Twitter (十几个就好)。主关键词, 20%, 剩下的就用相关的关键词。

说明:

主关键词比如说 Cheap convertible car seats, 那么相关关键词可以是 Infant car seats with cheap prices

1. 一旦排到第一页，在接下来做外链的时候，就需要提高一般性相关关键词的比重，并降低主关键词的使用。
2. 这个外链策略对我来说是管用的，虽然花费较大，但我认为值得。
3. Tier 2 及 Tier 3 待续。。。

我也尝试过这样做站，但出现的问题是，6个月后，流量消失。。。。

外链不只与数量和质量有关，要不时的增加外部链接。第一个月做了 100 个外链，那么第二个月也要做差不多类似的链接，这样才自然。

寻找关键词的一个最简单的方法是搜索有很多 Amazon Squidoo lenses 的人，看一下他的 lenses 是哪个主题的，搜索三四个这样的人，你一般就会找到一个不错的 niche。

主站上的文章一般是什么类型呢？

主站只有产品评论的文章，这也是我测试了很多之后，发现只有这个效果最好。

[illegible]

How to make your backlinking strategy:

PART 2: Tier 2

If Tier 1 backlinks are important because those are the ones which are linked directly to your money website, TIER 2 is what gives them strength. Without Tier 2, the web 2.0 properties would be just another blogs with no power and just a few pages of content.

What I am using for Tier 2:

a) High PR Blog Comments with low OBL: There is a very good service here on BHW. Use the search box and I am sure you will find it. This is the first STEP I do, 1000 BL, 100-120 to each web 2.0 property is cool.

b) SAPE Links: Ok, many of you will say those will stop working. Maybe. I don't think so but let's consider they will stop working. What can happen? You will simply remove them and this is it. Your money making project is still there since the SAPE backlinks are pointing to web 2.0 properties. Until these will be banned or their power full be decreased by Google, the momentum they create is fantastic. They are not cheap but for low competing keyword, you don't need a big package, a custom one with very good backlinks is enough. Don't spend more than 30\$ on this. I am doing this together with the High PR Blog comment.

c) Wikis: Safe and good for STEP 2. 2000 Wikis, 200 for each web 2.0 property is done after 4-5 weeks.

d) SENuke fiverr service: I know there are many shitty gigs but there is one which works fine for me. Many people are using it in Tier 3, but I had good results by having it in Tier 2.

There are many other things you can add in Tier 2, but this is all I do.

PART 3: Tier 3

Many are saying, put all your spam shit here. I agree and don't agree. I am putting here

a) 20.000 Blog Comments

b) 20.000 Forum Profiles

once every 3 months.

REMEMBER: This is what worked for me.

I will add more details about the Backlinking strategy and a case study in the next E-book I will write.

Seo 外链策略（2）

Tier 2:

为何说 Tier 1 链接是重要的呢？因为它们是直接连到你主站上的。

而 Tier 2 呢，就是给予 Tier 1 以力量！如果没有 Tier 2 的话，那么你 Tier 1 的 web2.0 就仅仅是有几页文章的无力的博客而已。

Tier 2 我用以下几种：

1. 高 PR 低输出（low OBL）的博客评论。BHW 上有几个不错的这个服务提供商。这是我做的第一步，一般做 1000 个左右，每个 web2.0 博客做 100 到 120 个
2. SAPE 链接

上面是网站的主题,在这个大的主题下,我一般发 3-4 篇这个 niche 的带相近关键词的文章。然后发的文章会更深入,如下面的:

- a) Weber Charcoal Smokers
- b) Impermeable cover for infrared grills
- c) Nike Sport shoes for jogging

[illegible]

The answer differs from niche to niche and from keyword to keyword but generally, if a website which has 15 pages + of good content, optimized on one well-researched keyword and with the SEO steps I mentioned in my previous posts, doesn't start to bring traffic after 1 months and if it doesn't pay the domain cost + content after 10 weeks, I stop putting any more content on it and the investment in that project becomes 0.

一般来说，如果一个网站有 15 篇以上的高质量文章，并且关键词分析也做的很好，上述的 seo 外链策略也做了，但是一个月之后还是没有流量，10 个周之后域名、文章的钱也没赚回来，我就不会对这个网站继续投资了。

A decorative horizontal border at the bottom of the page, composed of two rows of stylized chevron symbols. The first row contains approximately 20 chevrons pointing to the left (<<), and the second row contains approximately 20 chevrons pointing to the right (>>).

One important thing I recently noticed. Even if your EMDs will be hit by Google, there is a nice amount of traffic from yahoo&bing.

I have some projects which were used for testing purposes, they were hit by G, but the traffic from Bing and Yahoo kept the project alive and profitable.

发现一个情况：如果你的 EMD 网站被 GG 打击了，也可能会从 bing 或者 yahoo 获得不错的流量。

[illegible]

问: Originally Posted by **dentawor**

I have question regarding your 500+ pages authority site.

What is the structure you are using. I mean how many niches you have around there?

Do you concentrate to 1 niche and expand it by related products or you have many kind of product reviews divided by categories?

Do you use pages or post in the WordPress to add new articles? (sorry to sound nob but just want to make sure about this think)

关于 500 页权威站的几个问题。

答: Your question regarding posts vs pages is not as noob as you might think.

I am using posts along with all-in-one seo and azontrigger plug-ins.

我发布 post，并配合使用 all in one seo 和 azontrigger 插件
我在主站上使用很多的 niche，比如说 5 种关于 baby 的产品，4 种关于运动的产品。每个 niche 下，都会有些品牌产品，在做调研的时候可以尝试从这些产品入手。

Hello,

1. Don't delay the backlinking process thinking that content is king. I did the same mistake with some projects and I wasn't happy about the return...once you have 10 pages+ indexed you can start doing small SEO steps.
2. Related to point number 1: recently I found how important velocity is. Prepare your SEO strategy on a step-by-step plan and once you reach the maximum point- be constant.

1. 不要因为“内容为王”而耽搁了外部链接的建设，曾经的我犯过这个错误。。一旦网站有 10 几页的收录了，就可以开始 seo 外链部分啦。
2. 外链建设速度很重要！需要一步一步的，持续的。

BY 两三天
发布于 TGL