

Quick Start Guide

KEYWORDS



For Amazon
Affiliate Marketers

by Erica Stone

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Introduction



My name is Erica Stone and I make my living as an Amazon Associate.

I'm the breadwinner for a family of 5 and all of our income comes from the writing I produce online.

Almost four years ago, I left a management position in one of the largest banks in the US in order to spend more time with my family.

It was a risky move, to be sure, but I don't regret my decision for a second. I get to spend more time with my family and less time on the road traveling for someone else. No more airplanes, hotels, and meals with strangers unless I'm traveling for fun and then I get to choose where I want to go!

It wasn't easy to get started and I spent very long hours studying and testing and trying over and over again to make affiliate marketing work. I know what it feels like to WANT it to work but not be able to quite pull it together.

Today, I enjoy writing strategies and how-to guides that help others accomplish the same things I've been able to accomplish but without the headache of trying to figure things out alone. Armed with information you can see results much more quickly than you might otherwise.

In this guide we're going to talk about how to find simple, product based keywords that you can write about – keywords that are great for Amazon Associates.

Keywords First, Content Later

Words connect you and the people searching for your content. Keywords are the important words in a phrase someone types into a search engine to find information. The search engine uses those words to filter through their index and find the pages that best match the information being requested by those keywords.

If you want to find the rating for a new movie, you might type the following into Google:



That phrase is a keyword. Other people may have searched for the same thing. The more searches there are for a particular keyword, the more traffic you might get to your content if you were to rank highly in Google's search results.

Search engines like Google track how often people search for any phrase (keyword) and you can access that information through online tools and applications like their free [Google Keyword Planner](#).

You might have an idea for something you want to write about but if you don't use popular keywords in your content you might find it hard to get traffic as keywords are one (of many) factors search engines use to decide where your content should rank in search engines for searches people type into the search bar.

This means doing keyword research first – before you write your content – can help you include important phrases that will improve the chances your content is found online.

Best Beginner Keywords for Amazon Associates

It can be hard to rank for keywords that get lots and lots of searches. The more searches there are, the more marketers there are targeting those keywords and creating content for those keywords. That means a lot of competition.

For a beginner, targeting keywords with low competition is a great place to start. Your chances of ranking in Google are better. There may not be as much search volume for these phrases but if you choose the right kind of low competition keywords you will find that you have a higher conversion rate anyway so that more of your traffic results in sales.

This is why long tail keywords (long phrases instead of short ones) are a favorite of mine.

Love Those Long Tail Keywords

Understanding keywords is a very important skill internet marketers must achieve in order to improve their chances for online success.

Search engines spend huge amounts of money and dedicate significant resources towards building sophisticated data models that will match search strings entered into the search engine with content that best matches the intent of the search string.

You have to try to do the same with nothing more than your own brain and maybe some helpful online tools.

When someone types “purple curtains” into Google, they could be looking for any number of things.

PURPLE CURTAINS



There are over 2000 possible matches for purple curtains on Amazon. If you try to target a keyword like this, your chances of showing something on one page that perfectly meets the needs of every person who types that phrase into Google is very, very, very small.

That leads to low conversions.

When you can present options that best match the intent of the search phrase, you have a much better chance for making sales.

This means that the more contextual clues in the keywords you find, the better you'll be able to understand what someone is looking for. Long tail keywords are easier for you to interpret.

Something like "purple and white striped silk drapes" is pretty darn clear, right? There might not be a lot of searches for phrases like that but when you connect with the person using that phrase, you're going to have a better chance of showing them something they want which means a much better chance of actually seeing a SALE and earning COMMISSIONS.

Don't Try to Change a Non-Buyer to a Buyer

There are lots of keywords that look really good – high search volume and weak competition - but the keyword has some pretty clear signs that the person does not have their wallet in their hand looking to buy something.

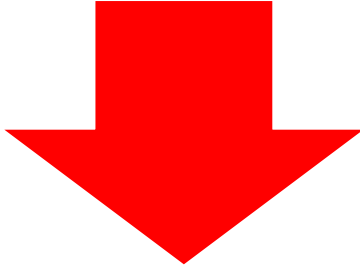
Instead they're looking for information. These phrases include things like "how to". If you find a keyword like "how to make purple curtains" and find it has great search volume, low competition, and a great selection of purple curtains on Amazon, you should still AVOID this keyword.

The searcher obviously has it in mind to MAKE purple curtains, not buy them. Don't try to change their mind. It's an uphill battle to convert that person into a sale when there are so many easier keywords for you to use.

The best kinds of keywords for this strategy are very direct, include great contextual clues about what the person is hoping to find online, and are not describing someone searching for free information or instructions.



Very direct
Clear about the product



Free
How to

What Do Great Keywords Look Like?

Ideal keywords for beginner Amazon affiliate marketers should meet two kinds of requirements – keyword criteria and SEO competition criteria.

Keyword Criteria

The best keywords a beginner (well, frankly, even experienced Amazon Associates target these kinds of keywords!) for promoting physical products meet every one of the factors on the following list.

It's not that these are the ONLY kinds of keywords to target. I only mean that for someone just starting out these kinds of keywords are the easiest and can be the most profitable for you because they target buyers.

- #1
 - Are four or more words long
- #2
 - Describe a niche of products that can be found on Amazon
- #3
 - DO NOT contain brand names
- #4
 - Have between 100-1000 exact monthly Global searches
- #5
 - Have at least 18 of these products on Amazon to pick from
- #6
 - Have an average price under \$500

REVIEWS AND RATINGS: The number of reviews for the products and the number of star ratings on Amazon **do not matter** for this strategy. If you were creating a review site, those might matter, but in this strategy you're focusing on the kinds of products people buy based on APPEARANCE not on ratings from others.

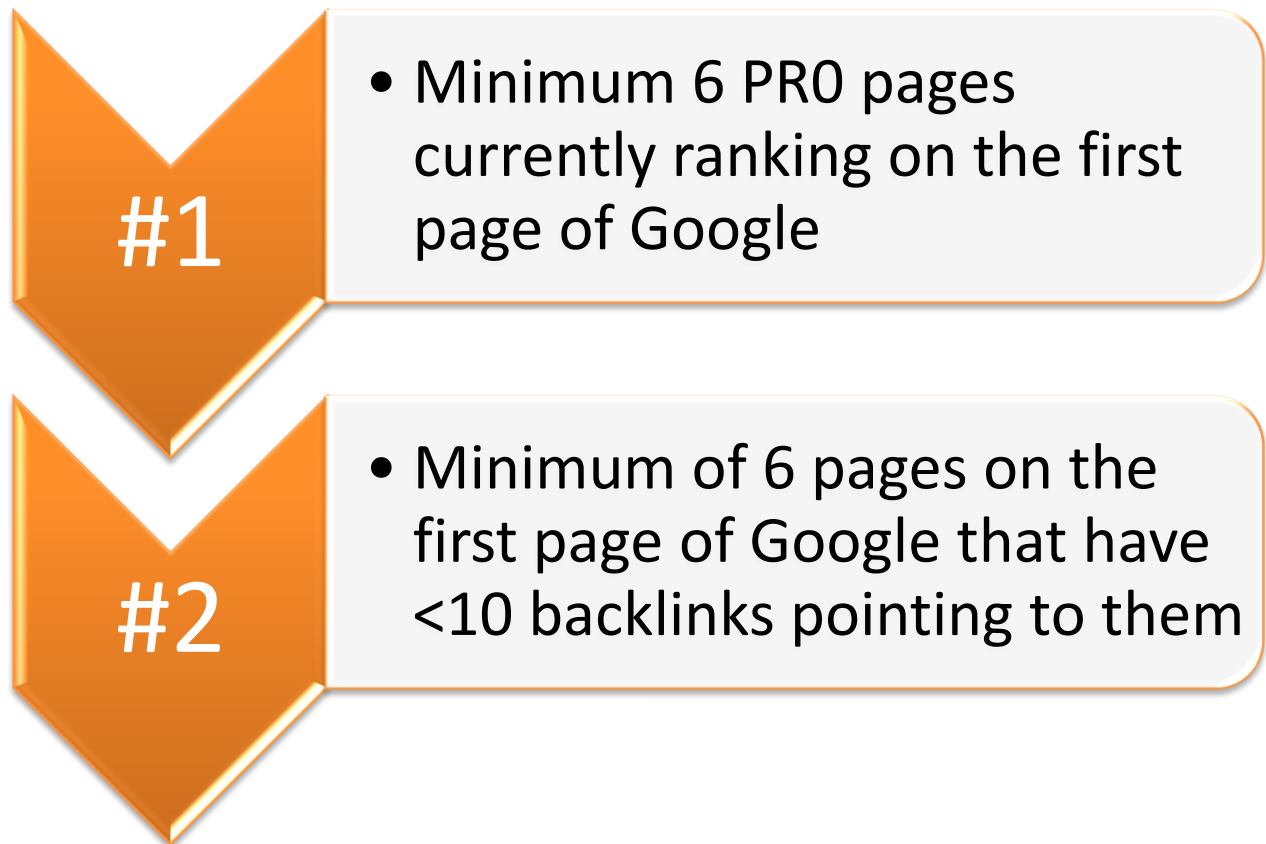
If you're shopping on Amazon for purple curtains, you might not care how many ratings the product has (if any at all). You're more concerned with whether or not the size, color, material, and pattern fit your needs.

AVERAGE PRICE: While I have sold products that cost as much as \$300 with this method, I have found that the higher the price, the fewer the sales. Don't feel you need to target high priced products to make this strategy work for you. I do best with products that cost \$20-100.

BRAND NAMES: Why no brand names? Because most of the time the manufacturer's website and/or retail stores already targeting a product by brand name are going to come up first. A beginner would have a hard time outranking a manufacturer for their own product. Much easier to go for phrases that the manufacturers and retail stores aren't targeting as heavily.

SEO Competition Criteria

In addition, ideal keywords also have competition criteria. Certain things need to be evident on the first page of Google for your ideal keyword in order for it to be considered acceptable.



PR stands for Page Rank and can be N/A (new page) or from 0-10. It's a value Google assigns to every page on Google and, in part, describes the value of the backlinks pointing to that page. The number of high Page Rank pages on the first page of Google for a keyword can be a clue about how hard it might be to rank for that same keyword.

The more PR0s and the more pages with 0 backlinks that are on the first page of Google, the better your chances at ranking quickly.

How to Find Ideal Keywords

The first step involves finding “seed keywords” you can plug into a keyword tool to generate “ideal keywords”.

Finding Seed Keywords

Seed keywords are **3+ word phrases describing consumer goods** such as “oak wood table lamps”, “counter top stand mixer”, “cordless 18V power drill”, “backyard soccer net for kids”, “outdoor fire pits”, “blue picnic coolers”, and “vegetable cutting board”.

Remember that we’ve covered the criteria for “ideal keywords” also being four or more words long. Just because a phrase has four words in it does not mean it’s an ideal keyword because we haven’t checked the competition in search engines yet. However, long tail phrases are really good as seed keywords for finding MORE long-tail phrases. We’re going to gather a bunch of them and then check the competition to find the ones that offer the best opportunity to rank quickly in search engines.

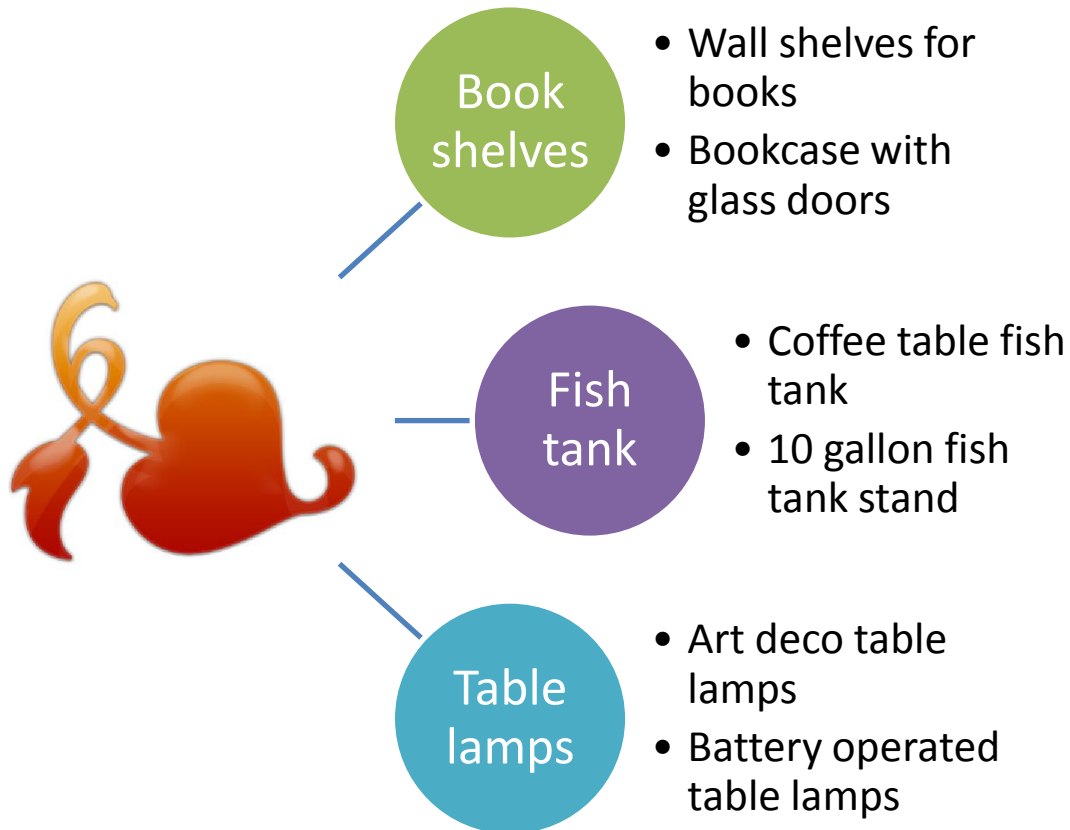
To find seed keywords:

- Look around your home at your own belongings and you’ll probably see book shelves, weight benches, desks, and end tables - all of these can be used to generate ideas for seed keywords
- Browse through all of the Amazon departments looking for ideas for seed keywords
- Pay your teenaged kids \$10 to come up with a list of 50 seed keyword ideas (you never know what cool things they’d come up with that you might not think of yourself)
- Ask your friends and family what they want for Christmas or their next birthday
- Look at catalogues you get in the mail
- Look at online catalogues for your favorite stores

Come up with a list of 20 seed keywords to get started.

Seed Keywords to Ideal Keywords

Seed keywords are the key to unlocking “ideal keywords”.



When I plug “fish tank stand” into my keyword tool and apply the criteria identified earlier, I find possible ideal keywords like “coffee table fish tank” and “10 gallon fish tank stand”. These are keywords that are more than four words long and describe products I could find on Amazon.

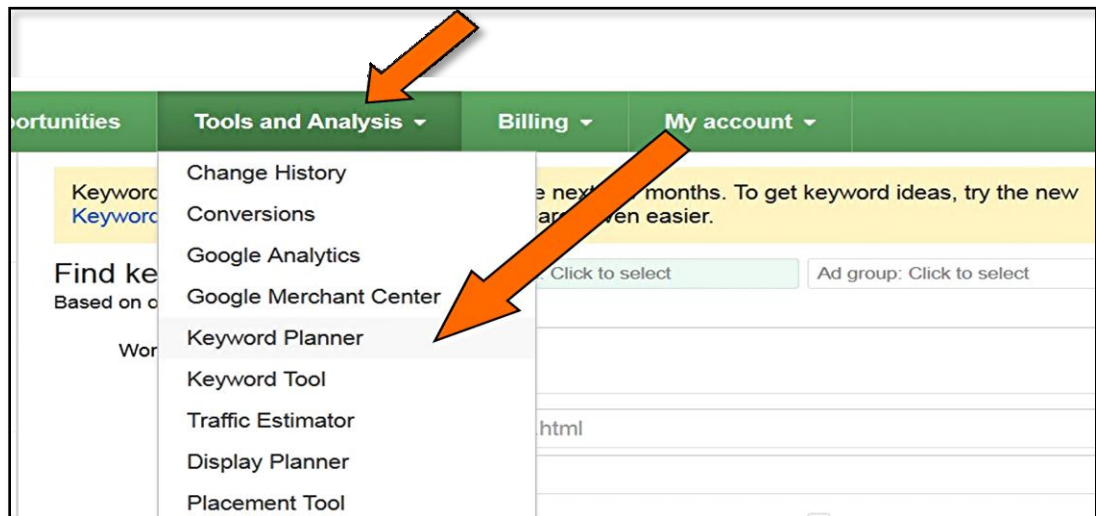
This next step involves using a keyword tool to help you turn your seed keywords into ideas for ideal keywords.

YOU MIGHT HAVE TO RUN THROUGH 10-20 SEED KEYWORDS BEFORE YOU FIND A FEW GOOD IDEAL KEYWORDS. KEEP TRYING AND YOU WILL FIND THEM. IT'S WORTH THE WAIT.

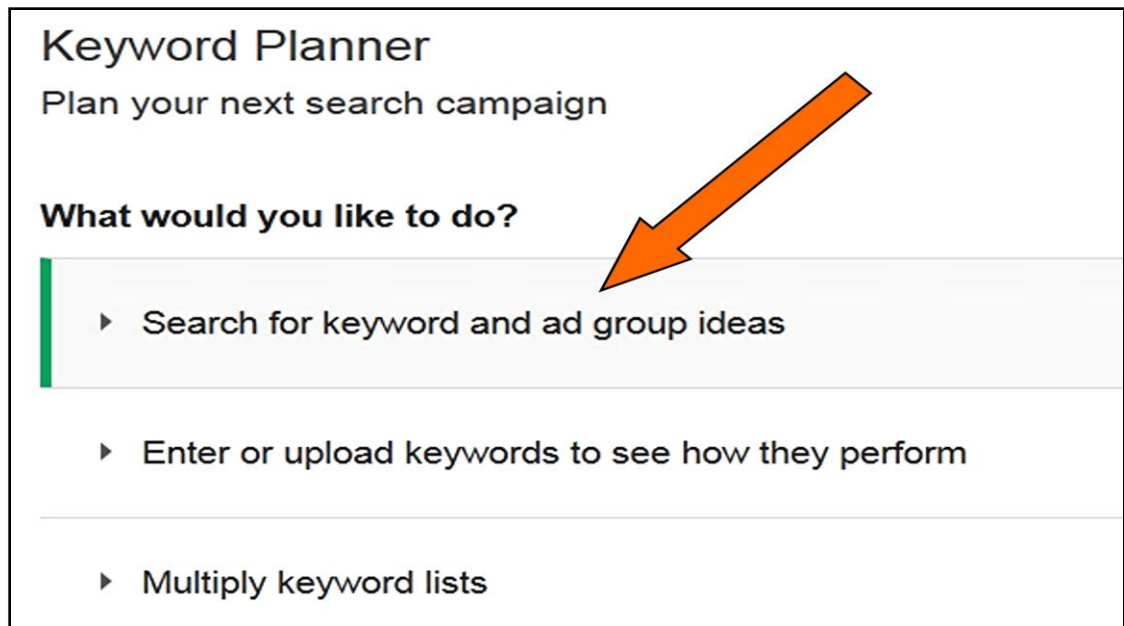
You can use the Google Keyword Planner (free) in combination with the free version of Traffic Travis to do all the keyword and competition research.

Google Keyword Planner

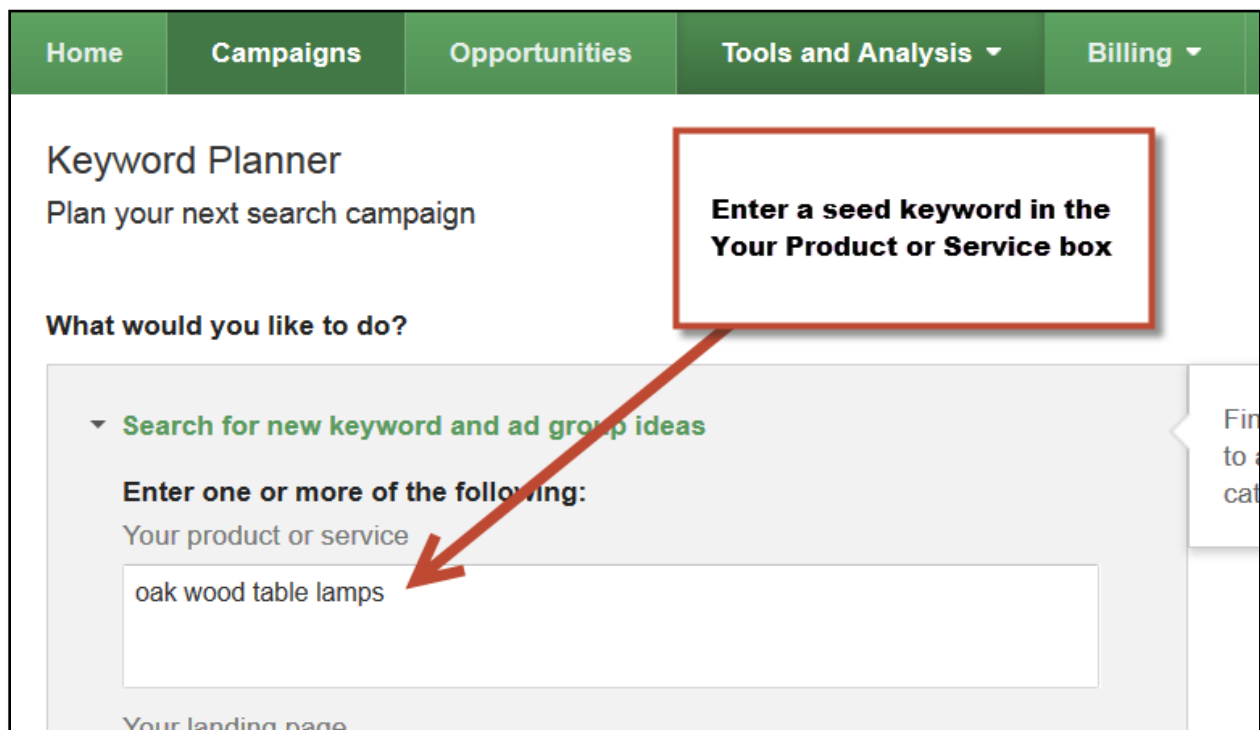
1. Log into [Google Adwords](#) (it's free)
2. Click on the *Tools & Analysis Tab*
3. Click on *Keyword Planner*



4. Click *Search for keyword and ad group ideas*



5. Enter your first seed keyword in the box called *Enter Your Product or Service*

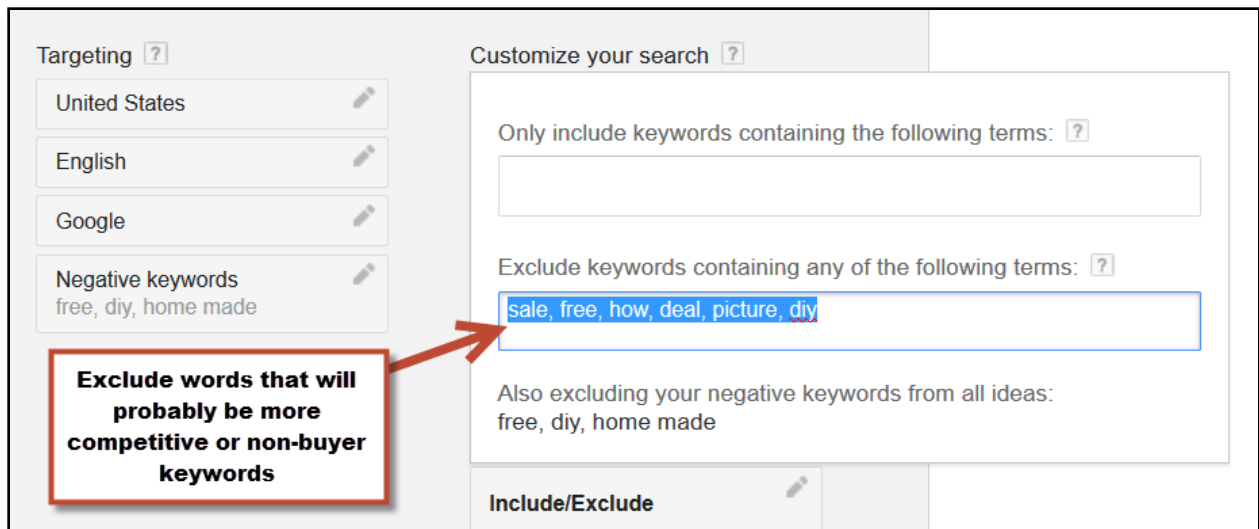


6. Under the Targeting section customize your search for the countries of interest (to get global statistics, select all countries and territories – to get local statistics, select only the countries where the residents can purchase the products listed on your site). If you

use only Amazon.com for US residents, select only US data for your keyword research.

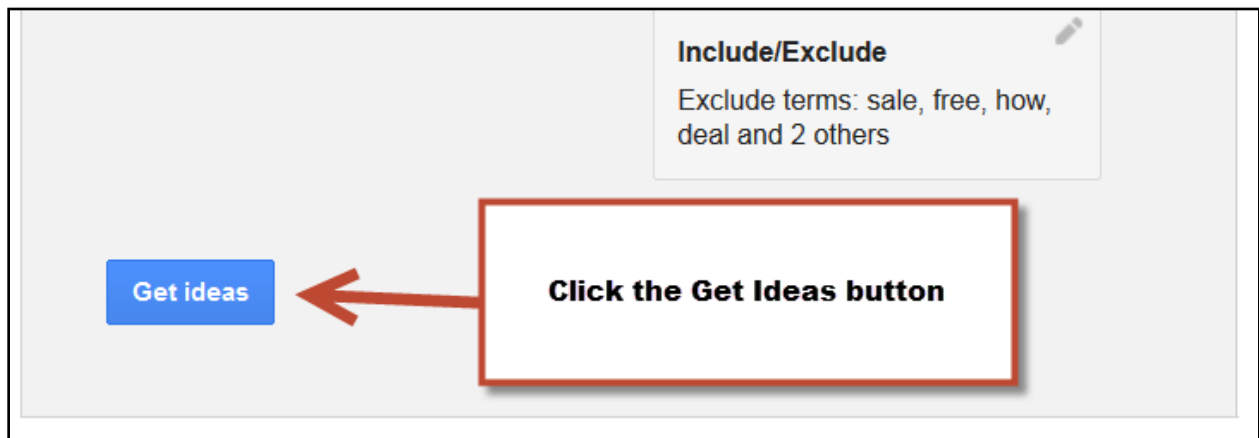
The image shows a screenshot of the Amazon Keyword Planner interface. On the left, under the 'Targeting' section, there are four rows: 'United States', 'English', 'Google', and 'Negative keywords free, diy, home made'. Each row has an edit icon. A red circle highlights the 'United States' row, and a red arrow points from a box below to it. The box contains the text 'Choose your country/territory targets'. On the right, under 'Customize your search', there are three sections: 'Keyword filters' (with criteria: Avg. monthly searches ≥ 0, Suggested bid ≥ \$0.00, Ad impr. share ≥ 0%), 'Keyword options' (with options: Show broadly related ideas, Hide keywords in my account, Hide keywords in my plan), and 'Include/Exclude'.

7. Click the edit icon for the Include/Exclude box
8. Enter the following into that box: sale, free, how, deal, picture, diy (trying to rank for keywords that include the word "sale" is usually more competitive as those phrases are targeted by retail stores pretty heavily – words like "how" and "diy" usually indicate people who are not in shopping mode)

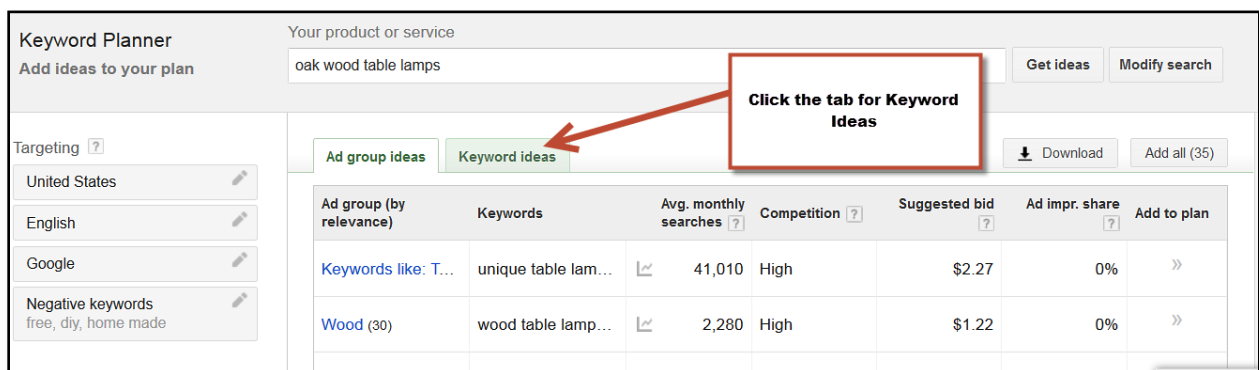


9. Click anywhere inside the Include/Exclude edit box to close it

10. Click the Get Ideas button



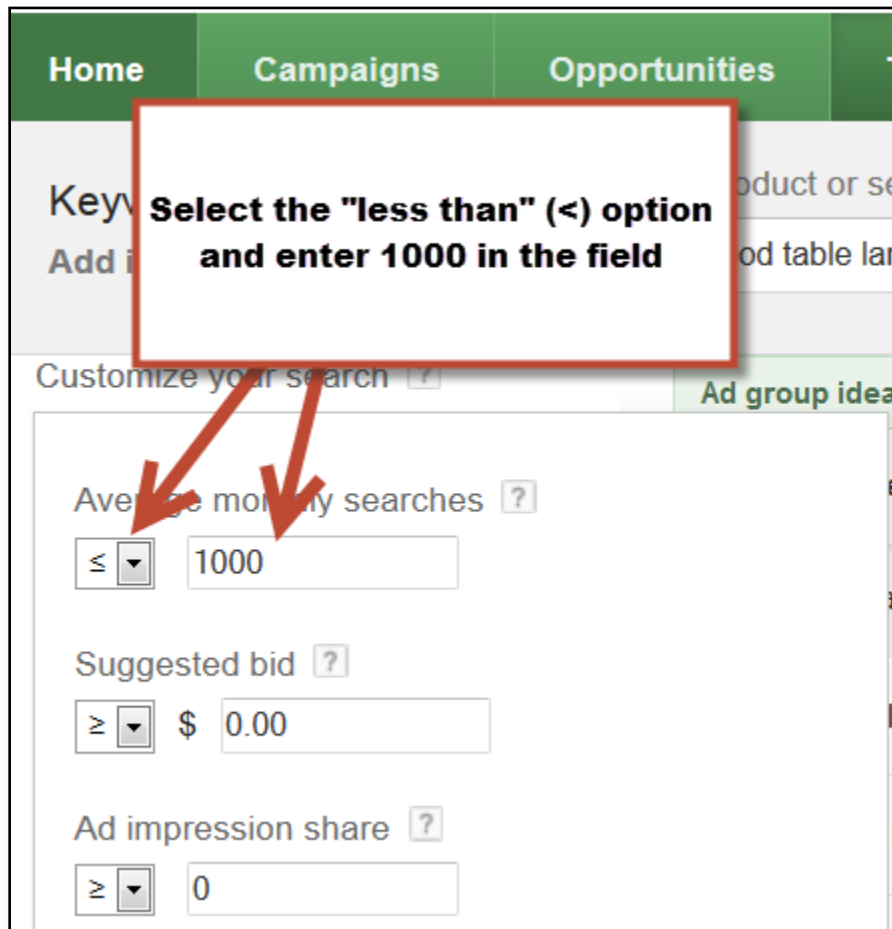
11. Click on the Keyword Ideas tab (not the Ad Group Ideas tab)



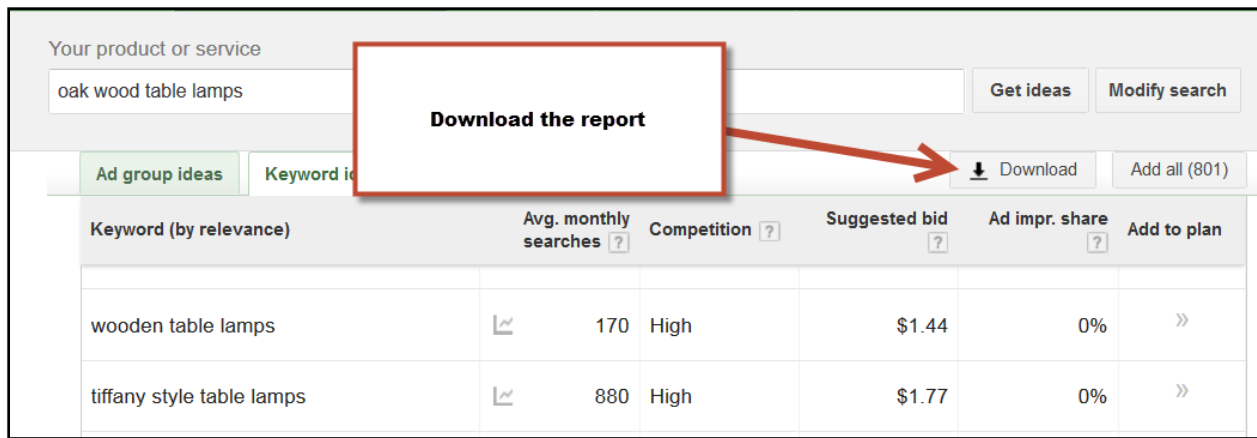
12. Remember that one of the criteria for an ideal keyword for this strategy is one that has between 100 and 1000 exact searches a

month? We can use a filter in the Google Keyword Planner to help us narrow down to those keywords.

13. Click the edit icon in the Keyword Filters box on the left hand side of the screen



14. Click anywhere in that box to close it
15. Click the Download icon (the arrow pointing down)



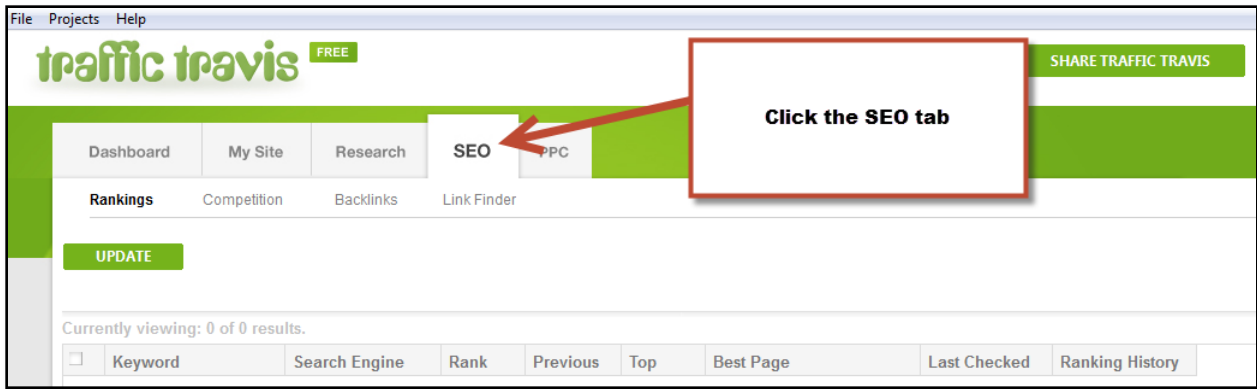
16. If you're experienced using spreadsheet tools you can use a spreadsheet to weed out the keywords that do not meet the criteria; otherwise you'll have to do this part manually.
 - a. Remove all the keywords that have 3 or fewer words
 - b. Remove all the keywords that have <100 searches a month
 - c. Remove all the keywords that mention a brand name
 - d. Remove any keywords that you think describe someone looking for free information rather than looking to buy something

The next step is to check the search engine competition for each keyword left on your list. We want to find the ones that have at least 6 pages on the first page of Google with a PR0 and at least 6 pages on the first page of Google with <10 backlinks.

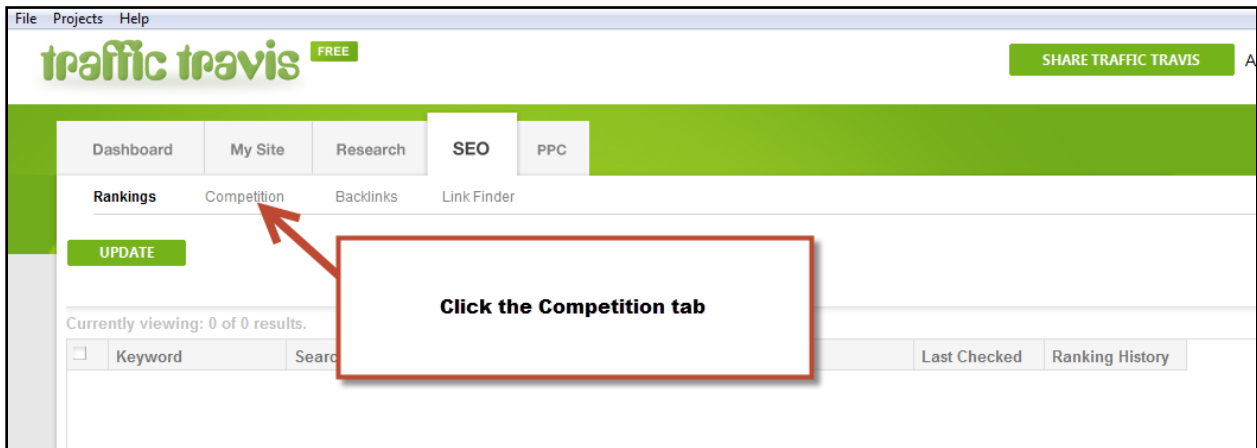
Traffic Travis

[Traffic Travis](#) is a keyword and SEO competition analysis tool. They have a free version that will work for checking SEO competition on your list of keywords.

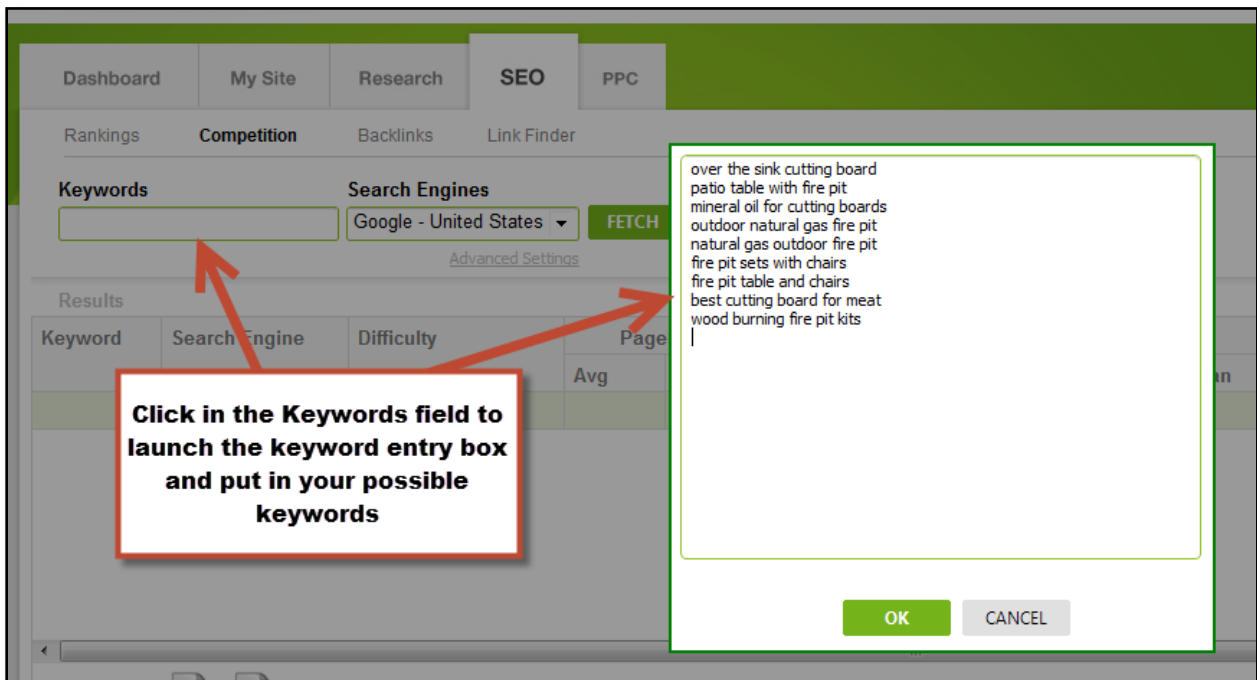
1. Download the free version of [Traffic Travis](#)
2. Click on the SEO tab



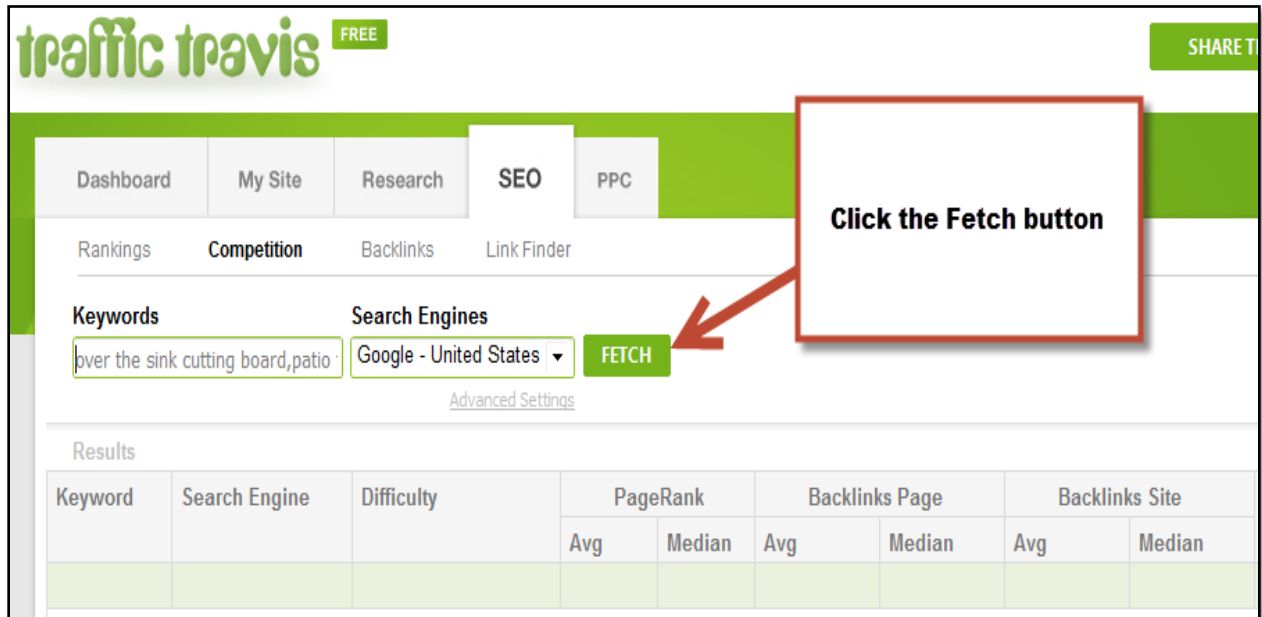
3. Click on the Competition tab



4. Click in the Keywords field to bring up the keyword entry pop up box

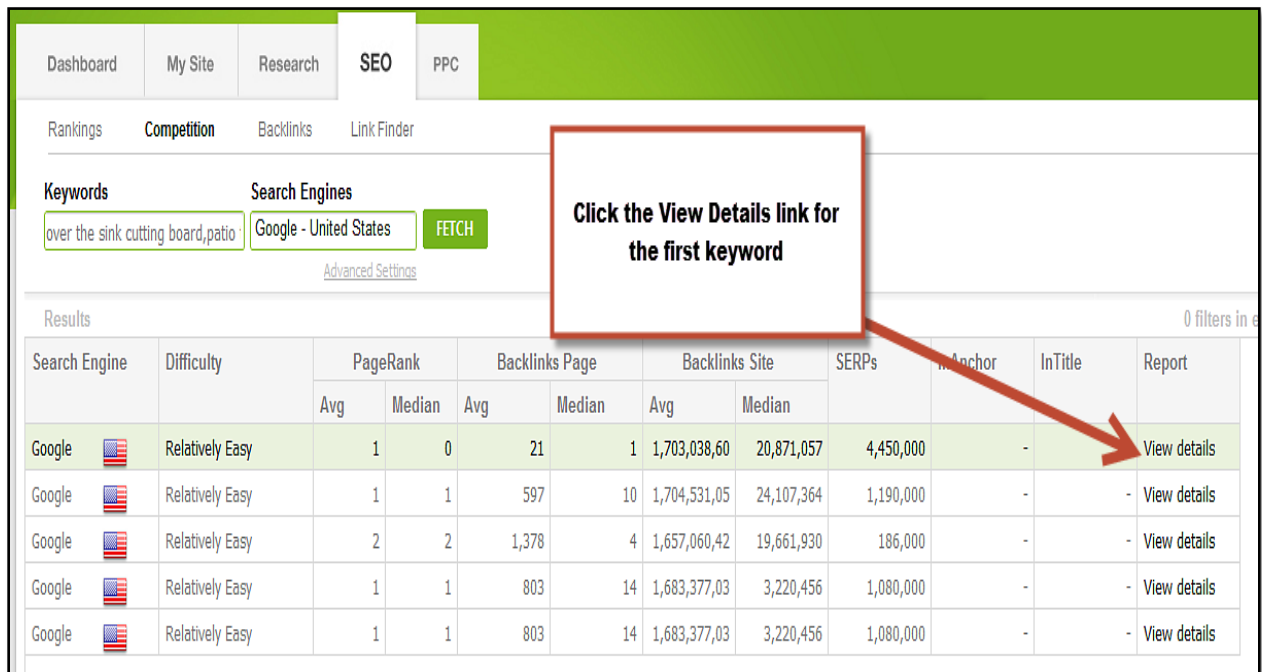


5. Enter 5 of your possible ideal keywords from your last exercise and click the OK button (you have to upgrade to Pro to do more than 5 at a time)



6. You'll have to let the tool run for a few minutes

7. When it's done running, scroll over to the right and click the View Details button in the Report column for the first keyword



- Count the number of 0s in the PR column and the # of instances <10 in the BL column – you want to have at least a count of 6 from each column

Count the # of 0s in the PR column and the number

Keyword: over the sink cutting board
Search Engine: Google - United States

Uri	PR	Page Authority	BL	BLS	EDU/GOV	DMOZ	TITLE	DESC	H1TAG
http://www.walmart.com/ckp/over-sink-cutting-board	0	41.53	0	162055746	0	✓	✗	✗	✗
http://www.amazon.com/Progressive-International-Over-Cutting-Board/dp/B00364Q9DE	2	46.66	54	16269850509	0	✓	✓	✓	✓
http://www.thekitchn.com/10-over-the-sink-cutting-boards-space-saving-products-for-a-small-kitchen-168089	3	43.19	27	18967788	0	✓	✗	✗	✗
http://www.ebay.com/bhp/over-the-sink-cutting-board	0	1.00	0	505031134	0	✓	✓	✓	✓
http://www.williams-sonoma.com/products/over-the-sink-dexas-cutting-board/	0	47.78	120	22774326	0	✓	✓	✗	✓
http://www.bedbathandbeyond.com/1/3/sink-cutting-board	0	34.59	0	3628140	0	✓	✗	✗	✗
http://www.1.macys.com/shop/product/martha-stewart-collection-over-the-sink-cutting-board-with-colander?ID=320438	2	40.70	0	4570551	0	✗	✗	✗	✗
http://www.houzz.com/photos/products/over-sink-cutting-board	0	41.14	0	40845369	0	✓	✗	✗	✗
http://progressiveintl.com/index.php/details/over_the_sink_cutting_board	2	21.88	7	2636789	0	✗	✗	✗	✗
http://www.shopt Trudeau.com/Over-The-Sink-Cutting-Board-p/09911074.htm	0	19.20	2	25724	0	✗	✗	✗	✗

See? We've found a great keyword – "over the counter cutting board"!

We know it has between 100-1000 exact searches a month and the competition on the page is weak enough to give us a great chance to rank for that keyword.

We also know exactly what the searcher is looking for because there are enough words in the phrase to be very clear about the intent. There are such products on Amazon, too, so we'll be able to highlight some great choices and use our affiliate links to drive the searcher over to Amazon to buy.

The only thing left to do is to write the content that goes with that keyword and decide where to put the content – your own site, a web 2.0 site, or even a free Blogspot blog.

Organize Your Efforts

If you came up with a long list of keywords, you can prioritize them to focus on the ones with the best ranking potential first.

Add together the # of PR0s and the number of <10 backlinks for each keyword on the list. Sort the list from high to low based on that total. Start with the first keyword on the list – the one with the highest total. Then work your way through the list one at a time.

What If You Already Have a Site?

If you've already started your own site in a niche, then you can mirror these keyword research steps but limit your seed keywords to phrases related to your niche.

Suppose you're running a site on home organization. Storage containers might be a big item for you to promote. You'd come up with seed keywords related to "storage containers" and use only those kinds of seed keywords to find phrases that would best fit your site.

Wrapping it Up

This keyword strategy is a powerful tool meant to help you rank content that includes your affiliate links and drive BUYERS to Amazon.

I'll continue to send you information to do even more with this knowledge such as finding the best places to post content, how to build your own sites, and how to grow those sites.

If you've been trying your hand at affiliate marketing for awhile and feel you need more help, you can join me at Online Business Insiders – a members-only forum staffed with experts in Traffic Generation, Product Creation, WordPress, Social Media Marketing, Kindle Publishing, Email Marketing and Business Management.

As the Amazon Affiliate Marketing expert in the forum, I provide case studies, walk throughs, answer questions, and provide on-going mentoring.

You can join under my special discount rate at <http://www.extremereviewer.com/joinericastone>. It's literally like having a TEAM of mentors all working to see you succeed and meet your internet marketing goals in as short a time as possible.

To your success!

Sincerely,

Erica Stone

Erica@extremereviewer.com

<https://www.facebook.com/pages/Erica-Stone/518371151590582>

Advanced Strategies

Once you've got some experience under your belt you're going to want to step up your game. You can build a solid, reliable income stream from the Amazon Associates program from a single site you own done the right way.

A question I get most often is "How many sites do I need to build to generate an income of...say...\$1000/month?" My answer is always ONE.

You don't need loads of different sites, don't need to buy a ton of domain names and you don't have to juggle a pile of sites trying to get each of them to make a minimal \$100/month.

Instead, you need to build ONE site the correct way and turn it into a true asset that works for you month after month.

When you're ready to put all the lessons you've learned to the test and take your affiliate marketing efforts to the next level check out my Extreme Review or Hobby Master courses.

[Extreme Review](#) – The Amazon super-book! **Step by step** instructions for setting up your own Amazon review site - everything from finding great niches to doing competitive analysis to growing your affiliate marketing site so it dominates the search engines.

Hobby Master – Add at least 3 income streams to your wallet with a hobby site that promotes AdSense, Amazon, and Clickbank products. Get detailed instructions for finding hobby niches, building your site and creating content. Build a solid business from a single topic with easy to follow instructions.

Use Your Words – Complete keyword research and usage strategy for any project. Includes step by step instructions for proper keyword research techniques, how to organize your keywords, and – most importantly - how to use them in your content.

Titanium Backlinks – The safest way to acquire natural backlinks in accordance with Google’s Quality Guidelines. You’ll open new traffic sources as well as improve your rankings in Google without risking a penalty for unnatural links. It’s easier than you think and my time-saving tools and tips will boost your performance.

The Reviewer’s Edge – A complete product review writing system to help you create the perfect review for any niche. Use the templates with outsourcers to keep the feel of your site consistent review after review.

Amazon Niche Master– Don’t know what else to write about for your Amazon review site? This will take your site from standard to authority by helping you find an endless number of buyer-targeted topics your target audience wants to read before they buy. Works for ANY niche!