

Building Affiliate Niche Stores Successfully



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This is a free guide and can be given away!

Getting Started!

This guide will be geared toward physical products and creating sites with eBay and Amazon products. First you need to understand how affiliate marketing works and how to make a full time income with affiliate niche stores! You should remember, there are many merchants you can affiliate with besides eBay and Amazon. Any of the other merchants can be included in your ProNicheStore with a few lines of code.

Internet marketing is simply a promotion of products that everyone needs. There will be a slight learning curve when you learn how to market but in the end you simply need to connect the right product with the right person. I am going to make this guide simple and right to the point. You will need to put forth some effort but it will be well worth it.

I should tell you that you do not have to be a website techy person. If you can write and know basic english you can do this. If you are not sure how to install your niche sites, ProNicheStore will install your site for you for a small fee. Pronichestore is very easy to use once installed. It comes with many videos showing how to set up your store. So don't be afraid of website building! This business of affiliate marketing is also very inexpensive. Once you have the right tools it is just a matter of doing the leg work to make money.

Getting Started:

Before you sign up for affiliate programs you may need a website first! The quickest way to get approved for affiliate programs without your own domain is to create a new blog at <http://blogger.com> you can set up your real website after you are approved or you can go ahead and build your site it is up to you.

Here are some of the most popular affiliate programs:

<http://linkshare.com>

[Shopping.com](http://shopping.com)

[Amazon Associates](http://amazon.com)

[eBay Partner Network](http://ebay.com)

(wait until you have your own site with your own domain and host + traffic first for eBay)

[CJ.com](http://cj.com)

If you are new to affiliate marketing, this is how it works. It is a way for you to refer anyone to a merchant's products. You refer another company's product from your website and you will make a commission if they buy anything through your affiliate link. All merchants have different cookie retention. The cookie retention is how long they store your tracking ID.

There are tens of millions of products to choose from. The sky really is the limit. You have access to recorded search activity of people using the internet. This information is recorded by Google.com and other search engines. We turn to keyword tools to see how often people search for a particular product to determine the demand there will be for our niche site.

Steps

The first step is to pick a product type.

The next step is research and deciding how to layout our store into pages that will be based on your main niche.

Next is to build the site with original content that search engines love.

Then market the website.

Repeat this process.

1. Choosing Your Niche

You should try to find a product that is at the last leg of the purchasing cycle. For example, say you are selling baby strollers. The first thing I would type in as a consumer would be baby stroller. As I looked at the information I would narrow down the strollers I was interested in. I would probably type in a name brand or specific type of stroller next. I learned more and more about what kind of stroller I wanted. This may take a few minutes to a few days. I finally decided that I wanted a Graco jogging stroller. I am at the last leg of the purchasing cycle! I am ready to buy one.

Another example, if someone types in Nissan parts, they do not know what part they want, but typing in abc part for 2005 Nissan is focused on what they are looking for. Your content on your site and your keywords must reflect what they are searching for. These are the keywords that will turn your visitors into buyers.

If I typed in best toy I am not sure what I want, but if I type in Baby Einstein mirror as my keyword, I am looking for a particular product and may possibly buy it. If you try to build a store with every toy made for babies in it, you are too broad and your site will be hard to market. The niche store makes it easy to rank and promote your products!

- ***(Take a break if you need to and then we will go to lesson 2)***

2. Research Your Niche

Become a “sponge”

Brand names are very important to remember. If you are selling a skin care cream that fades dark spots chances are the consumer went to the internet to research different brands. The last leg of the purchasing cycle is when they know that they want Strivectin SD as an example. You can have a site based on brand names but you do not want to have any trademarks in your url. You will be working very hard on your website and to have it taken down would stop you from making money and you could get in trouble. Make sure though, that you insert brand name keywords in your page titles because this is generally a safe thing to do and way to rank your website for brand names.

Tips on choosing a domain name:

Remember not to use any copyrights! Use your keywords in your domain name as much as possible. If it is not available, use a .org or .net domain.

My suggestion on choosing your niche is to pick something you are familiar with. When you know more about the niche it will be easier to write content. Let's look at some websites that will help you decide what products to sell.

<http://whats-hot-weekly.com> – FREE- That site will tell you the most watched items on ebay in every category and subcategory. It also tells you what the most popular typed in keywords are on ebay itself.

<http://terapeak.com> Monthly fee- That site will give you extremely detailed market data about ebay. If its selling well on ebay chances are it is selling well on Amazon also. I have found a lot of hot items using this tool.

<http://mysimon.com> FREE This site gives you the most popular products searched for on shopping.com

<http://Amazon.com> Look at the bestsellers.

<http://givemeaniche.com> for Free Niche Ideas!

Before you decide on a niche, make sure there is enough supply on eBay, Amazon, CJ, or other affiliate programs.

Keywords

If you are new I do not recommended spending money on keyword tools. There are a lot that are free. Here are the best free keyword tools:

[SEO Keyword Tool](#), [Free Wordtracker](#), and [Google Keyword Tool](#).

Keyword research is extremely important! You need to find keywords that have decent search volume that have competition of less than 10,000 pages. That is hard but not impossible....If you are promoting a Graco jogging stroller you want to be on one of the first three pages of Google for Graco jogging stroller. In order for people to click on that link you need a catchy headline with different keywords.

The headlines I came up with were - Graco Jogging Stroller Review | Discount Graco Jogging Stroller | Cheap Graco Jogging Stroller

You will want your site to rank high for these main phrases. This is where the hard work comes in! Keywords are a little hard...Many will ask, how do you get on the first page of Google? We will get into ranking later but it will depend on your keywords.

It will take time to learn keyword research. Some people say you should pick keywords with at least 30 searches a day. If you are on the first page for that you will make A Lot of money! Take your time, and pretend you are the buyer. What would you type in right before you are ready to buy?

So after you have chosen keywords that are buyer keywords with prefixes and suffixes like cheap, buy, purchase, review, on sale, etc. Check to see how much competition the keyword

has by typing it into the search bar with quotes around it. Like this: "Graco jogging stroller". There are 305,000 competing websites for that keyword!

Lets use [Keyword Discovery](#) to see if we can find a good keyword in this niche! So we had the keyword "jogging strollers", This is what it came up with:

Enter Keyword:

Query: **jogging strollers**

Results 1 - 100 of **183** Page: 1 2 3 4 5 6 7 8 9 10

Search Term	Total
jogging strollers	1186
double jogging strollers	310
bob jogging strollers	65
baby jogging strollers	54
instep jogging strollers	31
twin jogging strollers	29
best jogging strollers	21
schwinn double jogging strollers	20
single jogging strollers	14
in step jogging strollers	12
triple jogging strollers	11
jogging strollers single	11
schwinn jogging strollers	10
strollers jogging	10

The keyword "jogging strollers" is typed into the search bar a lot (this is why the number is so high) It is hard to compete with these types of vague keywords that have a lot of traffic so let's look at the next one. Double Jogging strollers ...it is less but is it better? We need to see our competition: How much competition do you have from other websites with that keyword?? You can find out like this: Enter the keyword into the

Results 1 - 10 of about 225,000 for "double jogging stroller". (0.18 seconds)

Sponsored Links

Double Jogging Stroller
 Find Jogging Strollers on eBay®
 Buy Jogging Strollers.

Google search bar with quotes around it: And it says there are 225,000 websites advertising for strollers, you want this number down to about 900-5000 And you CAN target harder keywords but it will be harder to market. The lower the number the better. So, on to the next keyword... How about "twin jogging stroller"

Results 1 - 10 of about 6,080 for "twin jogging stroller". (0.16 seconds)

Sponsored Links

Twin Jogging Stroller
 Shop Name Brands At Dick's Online
 Free S&H On All Jogging Strollers
www.DicksSportingGoods.com

6,080 That is Better! What about another one?



“best jogging stroller” This one is MUCH better only 500 websites in your competition, its time to dominate that keyword! PLUS “best jogging stroller” keyword also means they are actually looking for a review so you want to build your article around that keyword.

*Next you should choose a niche market and try to pick one that is priced at \$50 or more. Go through the list of keywords you would choose if you were going to buy the item and make sure your keyword has a minimum of 20 to 30 searches per day.

How Much Can You Make?

With very little effort, one niche store can make about \$10 - \$20 a month. If the niche is chosen right it can bring in much more. If you have 10 sites and each one is bringing in \$100 that is at least \$1000 a month. Now add in your adsense profits and other banner ads and you will be making double very soon. You can make money within 30 days if you follow the steps. I know you can! If you do the work!

Choosing your domain name:

Remember not to choose a copyright domain. You want your domain to have your keywords in it. Remember to use an .org or .net if you cannot get the one you want. I use Godaddy for my domain names and you can get a [discount at this link](#). I do not use Godaddy for hosting. Keep your Godaddy password strong!

You will need at least 10 sites for your goal of \$1000 to \$2000 per month. The best hosting provider I have found is <http://hostgator.com> and that link will give you a discount. It is only \$9.99 a month for unlimited websites. I use it personally and I have the baby gator package. They are very reliable and have 24/7 support.

Please consider using [ProNicheStore](#) for your affiliate niche store. They rank very fast in Google and make optimizing your site a breeze.

3. Optimizing Your Niche Site

This is what I do with my niche stores.

SEO, Page Optimization, keywords, etc. do not have strict rules. In order for the search engines to know what your page is about it does need to have your main keywords along with content containing your keywords. Your title should have your keywords as well as the content, and domain name. All of this site optimization and more can be learned at [Affilorama](#).

[Traffic Travis](#) is a free tool that will help you see exactly what you need to do to your pages to have the very best optimization.

Each page needs text. This is where you will need to do some writing. You can outsource this as you start making more money.

Try not to publish your site until you have at least 5 articles on it. Google loves new content. Your sites should be updated once a week until it has a good spot in the search results. Your articles should be about your main keywords. For example: How to choose the perfect jogging stroller, Finding the Best Jogging stroller, Best Jogging Strollers Reviewed, etc.

ProNicheStore makes it very easy to submit your sites to the major search engines.

4. How To Market Your Niche Site

As I said before I learned how to market at [Affilorama](#) and there is a lot to learn. I can only show you the basics here but you will need to expand and learn more as you get more involved in marketing. I drive traffic to my sites by writing articles. I love ezine articles but there are other good article sites like <http://articlesbase.com> and <http://associatedcontent.com>

Here are more places to add your article or link to your website:

1. Ezinearticles.com: Submit an article about your topic here and put your anchor text link to your site in your author's "Resource Box."
2. Blogger.com: Create a free blog and then post an article to your blog. Within the article, link to your site using your keyword as anchor text.
3. Ehow.com: Allows you to contribute a "how to" article on your topic. Link to your site (using your keyword as anchor text) in the "Resources" section of the article you contribute.

4. **Articlesbase.com:** Much like Ezinearticles, you'll add an article related to your topic to their database. You can link to your site both in the body of your article and in your "About the Author" box.
5. **Wordpress.com:** Similar to Blogger.com; you'll create a blog and post your article to their site. Include your anchor text link within the body of your article.
6. **Buzzle.com:** A third article submission site, Buzzle allows anchor text links within the body of your article.
7. **Squidoo.com:** One the darling of the spammers, Squidoo has tightened it's policies and the page you create here (called a "lens") must contain valuable, helpful information. To do so, I recommend you include more than just your article – they have many modules to choose from to add more content to your page and fly under the spam police radar.
8. **Hubpages.com:** Allows anchor text links in their "hubs" (the page you'll create on their site). They can be a bit trigger happy on the spam button, so you'll want to make sure your content is high quality here, just like Squidoo.
9. **PRLog.org** – Allows you to submit your press release to their service – so you'll need some news to write the release about. Launching your site, new products in your niche or new scientific research in your niche all qualify!
10. **WIKIHOW.COM** – Like Ehow.com, you'll submit a "how to" style article for inclusion on their site. Include your anchor text link in the "Sources and Citations" section.

Here are more great article sites:

Go Articles, Article Dashboard, Search Warp, I Snare, Buzzle, Article City

All of those are free. There is one service I pay for. It is USfreads.com your ad will be listed in 24 to 48 hours and if you have 100 ads and each ad brought in 1 person that is 100 extra people to your site! USfreads.com allows you to create an ad instead of just an article and they rank well in Google.

Your goal is to have 5 articles on your store niche site (to begin with) and add 2 to 3 articles to ezine or other article sites pointing to your store. Write information about the product which will help them make a purchasing decision without sounding like you are "selling" a product. These are Information articles.

Getting Traffic!

We have talked about keywords and writing articles. Each page and each site needs to be linked with keywords so your niche store will rank in the search results. In order for this to happen the links pointing back to your site need to have anchor text links. They look like this:

discount jogging stroller

Let's see if we have everything covered:

First you need to get your website up, hosted and designed. Next you need to optimize it and add content. Last you need to write articles to drive traffic to your site.

Before you register your site with the search engines, you need to have all your pages optimized and have at least 5 articles added. Also make sure your keywords are added in your content and page titles. Make sure you have 3 to 4 back links coming to your site. Once the site is set up, my job is to promote it. I try to write at least 100 articles going back to my site. Some will be usfreeds. It is a lot of work but instead of paying for advertising you are using your time.

You should have your first site set up within 7 days. You should add about 5 links to it and register it with Google and leave it alone until the pages are indexed. While you are waiting, work on your second site. Go back to the first one when it is indexed and add more articles pointing to it.

This business requires at least 20 hours a week so be prepared to work a little. The good news is that once you are set up these sites will make money on auto pilot 24 hours a day 7 days a week!



