

How To Build an Amazon Niche Site That Makes \$1,000/month in 5 months?

Welcome reader!

You've just made a right decision to show interest in affiliate marketing. Because, this comprehensive guide on Amazon niche sites, may change your blogging future!

In this case study, you'll learn step-by-step, how to build an Amazon site that will help you make \$1000/month within 5 months.

This is a small ebook, and I'll present you the step by step strategies that I used to build my site. This post includes the niche selection process, content strategy, outsourcing, SEO part, and also the CRO (conversion rate optimization) part I did for growing my revenue.

If you are serious about building tangible income online with Amazon affiliate program, make sure you read this guide.

Also the better way to create the amazon affiliate site will be to follow my video guide, which is 10 times easier: [Watch amazon affiliate marketing course](#)

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Introduction to my affiliate site

The site I'm talking about here is an Amazon affiliate site and is created in a tech niche. The site deals with various sound equipments like headphones, microphones, and also speakers.

I'm not going to reveal site URL perhaps you can easily find the site using reverse engineering.

As when writing this post, the site is an year old, and it is earning \$1,200 per month.

In this guide, I will be going to keep this site as a reference and guide you through the process I followed to make this site successful from scratch.

Niche selection

When starting an Amazon niche site it's important to choose a niche that's both profitable and interests you.

It is a common advice that whenever you choose a niche for blogging, choose a niche that both is profitable and you have interest in it. In case of Amazon niche sites, this entirely depends upon whether you hire the writers or write content on your own or both.

If this is the first Amazon niche site you are starting out, I would suggest you to go for a niche in which you have at least a little of passion.

When choosing a niche, you need to ensure that the niche satisfies the below criterias.

- ● Low competition
- ● Good commission rate
- ● Products selling at a good price (Rs 3,000-20,000)

Low competition: Before considering to dive into any niche, first you need to come with at least 7 ultra low competition money keywords.

Products selling at a good price: Conversions will be high when you promote low ticket products like Rs 3000-5000 Whereas, for higher ticket products like between Rs 7000-13000, the conversions will be quite less but the commission you earn is drastically more. A niche that has both low and high ticket products would be a great go.

Commission rate: Amazon has recently changed their commission rates from performance based system to [flat rates for categories](#).

Product Category	Fixed Standard Program Fee Rates
Amazon Gift Cards, Wine	0.00%
Video Games & Video Game Consoles	1.00%
Televisions	2.00%
PC, PC Components, DVD & Blu-Ray	2.50%
Toys	3.00%
Physical Books, Health & Personal Care, Sports, Kitchen, Automotive, Baby Products	4.50%
Digital Music, Grocery, Physical Music, Handmade, Digital Videos	5.00%
Outdoors, Tools	5.50%
Headphones, Beauty, Musical Instruments, Business & Industrial Supplies	6.00%
Amazon Echo Devices, Amazon Fire TV Devices	7.00%
Apparel, Jewelry, Luggage, Shoes, Handbags & Accessories, Watches	7.00%
Amazon Fire Tablet Devices, Amazon Kindle Devices, Dash Buttons, Furniture, Home, Home Improvement, Lawn & Garden, Pets Products, Pantry	8.00%
Digital Video Games, Luxury Beauty, Amazon Coins	10.00%
All Other Categories	4.00%

You can refer the above table to get an idea about the commission rates for the categories. You need to make sure to choose a good niche that falls under the category that has good commission rate.

My niche falls under headphones and musical instruments attracting a decent commission rate of 6%. The home improvement niche is very lucrative as it attracts a commission rate of 8%.

Domain selection

Many people make a mistake of choosing a keyword stuffed domain name or they go just too narrow and choose a domain which makes them locked to a particular sub niche.

For example, if you are thinking to start a blog in “fishing kayaks”, don’t go for something like “KayakGuide.com”. Instead go for something like “OutdoorGear.com” or something like that. Don’t make your domain name lock you down in a specific sub-niche. If you want to write about “Chainsaws” make it “ToolsGuy.com” not “BestChainsawsOnline.com”

This is very important by taking future into perspective. The domain name you choose should not limit your site’s growth by any means. At any point in time, your domain name should give you the freedom to reinvest the money that you’ve earned and spread your wings across various niches and sub-niches.

The Google is strengthening its emphasis on brandable domains, and the effectiveness of EMD and partial EMD have lessened from the last year.

So I would worry less about keyword in the domain name, and make it brandable and relevant to my niche.

Hosting and WordPress setup

I one I use and recommend is [Siteground](#) .

This part is more technical and requires video tutorial and hence I would recommend you to [watch this video](#).

Keyword research

This is the most important thing you need to do. As you'll be targeting only buyer-intent keywords in your site most of the times, let me give you some keyword research patterns you need to consider.

XXX = product name

- ● Best XXX under Rs - Best headphones under \$200
- ● Best XXX for XXXing under Rs - Best headphones for traveling under 3000
- ● Cheap XXX for XXXing - Cheap headphones for workouts
- ● XXX review - Beats Solo Review
- ● XXX vs YYY - Beats Solo vs Skullcandy Crusher Review
- ● XXX alternatives - Beats Solo alternatives

In order to make your keyword research more easier, you can make use of tools like [Ubersuggest](#)

A keyword is of low competition if:

- ● Any social media posts are ranking for the keyword
- ● Any forums are ranking for the keyword
- ● Any similar affiliate sites with DA less than 15 are ranking
- ● At least 5 of the search results don't have target keyword in their title
- ● If there are repeated results from a same affiliate site
- ● If your competitor is ranking for it

For my affiliate site I used the above mentioned keyword tools and also Ahrefs for competitor keyword research. I never used Google Keyword Planner.

Hiring content writers (optional)

I mainly outsourced the content on my site. I mainly used Naukri or Iwriter for hiring writers.

For getting started, you need to first post the job on Naukri. Here are some tips for you to get started.

- ● Ask freelancers to only apply if they have a sample or willing to write a sample in your niche.
- ● Only apply if they write content on their own but not outsource the content again to other freelancers.
- ● Ask them to apply if they have experience writing product reviews.
- ● Ask them if they are willing to include images with the article as well.

Make sure you look at their samples carefully and scrutinize their previous works. Don't make any quick decisions. Interview 2-3 writers before hiring one.

I usually prefer hiring freelancers from India and Philippines as they tend to write quality articles at cheap prices.

I also give the hired writer the template of content for my site. They need to follow the template in every article they write.

Content strategy

Depending upon the wideness of the niche, I tend to post 1 article per week of 3000 words. Added to that, I also post 3-4 1000 words informational articles per month to compliment them, so as to make sure that my site won't appear like a purely affiliate site.

I built majority of my guest post backlinks to my informational articles where linking to affiliate blog posts would not be ideal. In this case, for passing link juice to my affiliate blog posts, I usually interlinked between my informational articles and affiliate blog posts .

Coming to the posts I publish, I made sure that the article title is catchy so that it attracts clicks. For Amazon niche sites, including the year in the post title is proven to increase rankings and gain additional traffic.

For example, "Best Headphones Under 3000 in 2019" attracts more CTR than the one without "2019" in it. Don't forget to implement this. You'll be surprised to witness the difference in rankings by implementing this.

I also made sure to include a catchy introduction to the blog post. Once the visitors get attracted to your blog, post it's time for you to show them that the post is indeed relevant to them. Just include a catchy introduction and address their problems. Make your readers feel that your post will be indeed valuable for them.

While writing reviews, make sure you also include the cons of the product. Trust me. Including the disadvantages of the product won't reduce the conversion rate (at least in case of Amazon where you'll be rewarded for every product purchase made through your link).

Make sure you write the article in conversational tone. It makes the readers to engage reading your review and they tend to trust your review.

When it comes to the types of articles, always maintain a diversity of the blog posts you publish. Your site should be a good mixture of best of posts, buyer guides, information content, review posts, and perhaps tutorials. Your site should not seem like a just another affiliate site to the plain eye to be a link magnet.

Thrive Content Builder helps you in a great way to beautifully design and present your content. This is the plugin I personally use in almost all the sites. But since this is paid, you can go without this plugin as well.

Adhere to the terms of conditions of Amazon affiliate program:

It may be easy for to regret later than preventing to get banned.

Here are some of the common reasons why you get banned from Amazon affiliates.

- • Mentioning product prices inside the article
- • Not having a privacy policy and disclaimer page. (mention that you are on Amazon affiliate)
- • Using Amazon affiliate links in your email or PPC ads.
- • Copying the Amazon user reviews on your blog post.

Onpage SEO

Follow all the basic onpage SEO like interlinking, navigation menu, related posts, image optimization, nofollowing affiliate links and recent posts widget.

Here are some of generic onpage SEO tips I followed, just for your reference.

- • Interlink blog posts
- • Including categories in navigation bar
- • Including recent posts widget in sidebar to make the indexation of new blog posts faster
- • Used Yoast SEO plugin for onpage SEO
- • Include main keyword in h2 tag of the article
- • Include the main keyword in the first and last paragraphs of the article
- • Included LSI keywords throughout the blog post
- • Added outbound links to authoritative brands and also research articles
- • Kept the paragraph length shorter to boost the page visit duration of the visitors.

When starting out my site for first 3 months, my articles are solely based on headphones (so as to appear as topic expert and gain trust in the eyes of Google). Later as my traffic start to grow, I spread my wings to mics and speakers.

Backlink building

For backlink building, there's no best way than spying on your competitors. That's why I invest monthly on Ahrefs. I have premium competitor research tools like Ahrefs

If you are not having the budget to go for these premium tools, you can make use of Ubersuggest. It returns good amount of backlinks of your competitor sites. These are the three backlink building strategies I follow for my niche sites.

- ● Guest posting
- ● Guestographics

Guest posting

Here are some of the ways I use to find blogs that accept guest posts.

- ● Use Ahrefs filters to only show the guest post backlinks of my competitors. I do this with the help of backlinks filter to show only WordPress backlinks, dofollow, etc.
- ● Search for the "author bio" of other guest bloggers in Google.
- ● Search Google for the term - tech "write for us" OR "contribute"

Once I get some of the sites that are readily accepting guest posts, I make use of Email Hunter and prepare a sheet containing the details like name of the blog owner, site name, email address.

Now I'll make use of MailShake tool to reach out to them. I make sure to personalize the pitch and also follow up by tracking the emails. I usually present them my blog post ideas before sending the document right away.

I also outsourced the guest blogging content. Only the automated outreach process is done on my end.

Guestographics

In case of Guestographics, I got my infographics created and post it on my site. Later I reached out to the sites (that have previously linked to other sites' infographics), and ask them whether they are interested in seeing the relevant infographic. If they say yes, then I'll present them the infographic along with some unique content say 300 words to post in their site or compliment their existing content. I'll get a contextual link.

A video on Guestographics by Tung Tran -

<https://www.youtube.com/watch?v=0AUL3qpBQfQ>

Guestographics Post by Brian Dean - [How to Get Backlinks With Guestographics](#)

Refer the above resources to get to know about Guestographics process in more detail.

Conversion Rate Optimization Strategies for Amazon affiliate sites

Once you start earning decent money out of your Amazon affiliate sites, the next question is how can you increase your earnings out of the traffic that you're getting. For this, you need to do the conversion rate optimisation for your content.

Here in this section I will present you some of the best Amazon CRO techniques that have worked for me in maximizing my income.

When I come across some of the Amazon niche sites with great traffic, I'm disappointed to see how some of the little changes can almost increase their income by 150%.

The secret lies in implementing CRO and copywriting strategies.

Here are some of the top-notch CRO strategies that you can implement right now on your Amazon affiliate site right now to increase conversions. All the strategies are personally tested by me.

#1. Localize the links (use EasyAzon). Bit generic tip, though.

#2. Make the relevant Amazon native ads (maybe best seller ad) stick on the sidebar (make use of Q2W3 Fixed Widget plugin and the Thrive Clever Widgets). At least implement this on your most popular money posts.

#3. Always include comparison table (should be data-rich with more relevant columns with data) at the top of your post for "top 10" kind of posts. It increases the chances of your post featuring in knowledge graph and also increases CTR. You may use TablePress or any content builders).

#4. The in-content links in the blog post tend to perform better than the links in the header tags when it comes to CTR (tested with Clicky). Anchor texts like "check out various product colors" and "check out what users say" work great. The curiosity is the only thing that earns you a click nothing else.

#5. Make sure that the images are linked to Amazon product pages too. At least on your popular blog posts.

#6. "Check the price" button is better than "Buy now" button for the call to action. (the #FEBD69 color button works like a charm as it is tightly tied to Amazon brand). You can also include a button that says - "Lowest price on Amazon".

#7. If you can reinvest what you earned in getting "Clicky" Analytics. It's good to look at the what are all the links that people are clicking on your blog.

#8. Use "add to cart" link to increase affiliate cookie to 90 days (use EasyAzon). I know this is annoying. But use this for at least the 5 most clicked affiliate links on your blog.

#9. Mention the pros and cons of the product (Thrive Content Builder or WP Product Review Lite), write the verdict, and right under it include a click to action button. This converts crazy.

#10. Don't get worried due to the fact that Amazon won't allow you to display the product prices on your site. Because not including the price of the product in your blog content is itself a great conversion rate optimisation technique for leading users to the Amazon product page quickly to check the price.

Another strategy is to study various Amazon sites with marketing shoes on. Pay attention to the various "Conversion Rate Optimization" strategies they used.

Wrapping up

Like for doing any online business the right mindset is very essential for getting success in Amazon affiliates. The tools like SEMrush and Ahrefs, helped me a lot in spying on my competitive sites and getting to know what backlinks and keywords are essential for my site to get rankings in search engines.

Hope you loved this definitive guide on Amazon affiliate sites. All the best in your digital marketing journey.

Once again,

The better way to create the amazon affiliate site will be to follow my video guide, which is 10 times easier: [Watch amazon affiliate marketing course](#)