



## How To Promote Products Like A Super Affiliate

In this report I am going to share the techniques I use to promote other marketers products as an affiliate.

Anybody can do this, you don't need a list, you don't need big name contacts, you don't need any special skills and the only costs involved are the price of a domain and hosting.

I will use John Thornhill's Masterclass as an example although these techniques could be applied equally successfully to any affiliate product.

### Overview

To achieve sales I need to drive targeted traffic to the products sales page, I achieve this by creating a Wordpress blog and using a few, simple SEO techniques to get the blog ranked on the first page of Google for my chosen keywords.

People interested in the product will search Google for further information, visit my blog, read my review and click my link to the sales page.

## Step 1: Domain and Hosting

I chose the keywords "John Thornhill Masterclass Review" and purchased the corresponding domain (\$9) I use namecheap.com for my domains. I then added the domain to my hosting account with [d9 Hosting](#) great value (\$7.95 pm) and superb service put this hosting company head and shoulders above the rest.

## Step 2: Create Wordpress Blog

For those of you who aren't sure about this step I have created an illustrated, step by step tutorial that you can download free called; [Wordpress2Website](#)

## Step 3: Create Content

When people visit the blog it is vitally important that the blog content engages them and pre-sells the product.

If you visit the [John Thornhill Masterclass Review](#) you can see that I have used a combination of personal reviews of the product, screen shot videos and still images plus links to student case studies and various other material to achieve this.

I made my first post on Jan 9<sup>th</sup>, it is important to include your keywords in the post title and within the post at a density of around 2% (your keywords appear twice in every 100 words) it is also helpful to bold or italicize them.

I linked from my existing blog to the review site to help Google to find it, once it was indexed by Google I posted new content every couple of days.

## Step 4: Make a Video

As you know video content is extremely popular and sought after on the internet, consequently the search engines give videos a high ranking.

I created a few screen shot videos using [Camtasia](#) (there is a free trial of this software available or you can use one of the free tools available, search Google to find them)

It is important to give people plenty of time to note down the URL of the site so make sure it appears for around 10 seconds at the end of the video.

### Step 5: Distribute the Video

I use [Hey!Spread](#) to distribute my video to around a dozen different video sharing sites (including YouTube).

There is a small fee for this service but you can submit your video manually to each of the sites if you don't want to pay.

Including a link to the review site in the video description and our keywords in the video title gives us a double benefit, our video will be indexed by the search engines and viewers on the video sharing sites will click the link to visit the site.

### Step 6: Use Digg

[Digg.com](#) is a social bookmarking site that allows you to 'digg' (highlight to the world that you think the content is worthy of attention) any online content such as blog posts or videos. Again, we obtain a double benefit by 'digging' our posts and videos, the search engines will index the 'digg' and other users of the site will read/view the item and visit our site.

### Step 7: Google Analytics

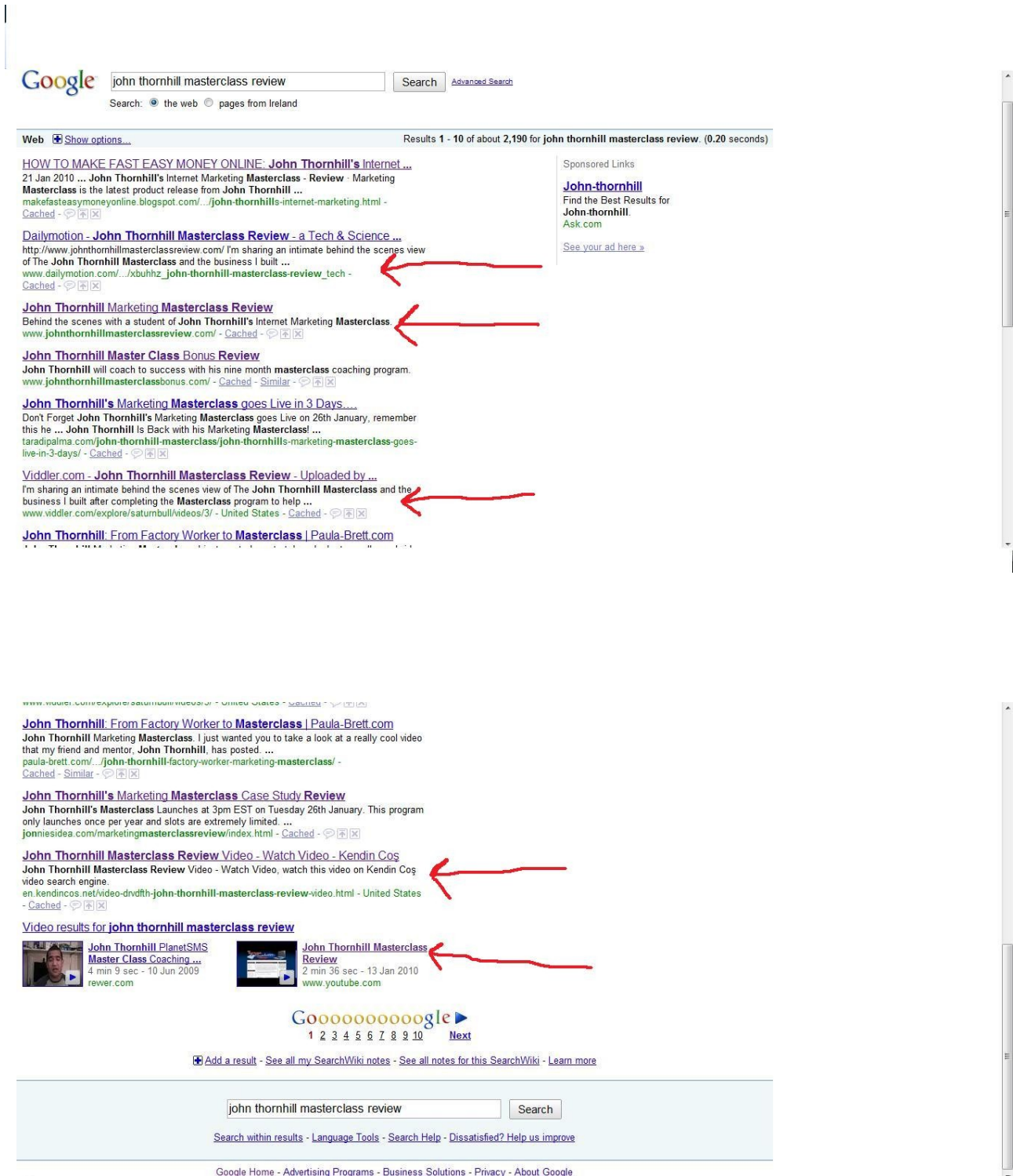
It is important to track the results of our efforts so that we can learn from our mistakes and refine our techniques for our future promotions.

To achieve this I use [Google Analytics](#) it is free to open an account and Google provide tutorials to help you paste the analytics code into your website.

Once set up, you will be able to track how many visitors your site gets and how they found the site (plus lots of other very useful information).

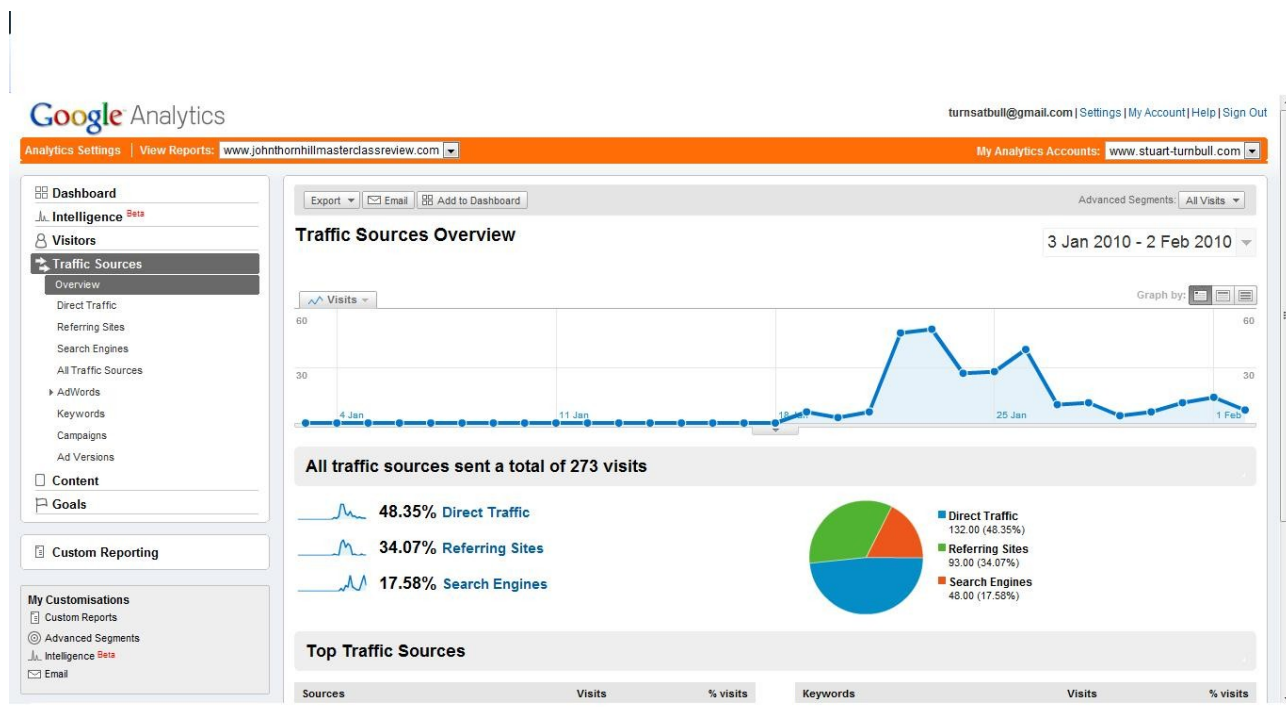
# Results

These 2 images show the first page of results from the Google search for my keywords;



As you can see my site and videos appear 5 times on the first page of Google results for my chosen keywords.

The next image is from my Google Analytics account and shows the number and source of visitors to the site.



The pie chart shows that my review blog received a total of 273 visits during the launch period (1 week), some of the traffic resulted from emails to my list but 17.58% of the total traffic came from the search engines.

Total commissions earned \$2250.

Remember, you can use these techniques to promote any affiliate product and because the costs are minimal you can build any number of review sites this way.

If you'd like to ask me any questions send an email to;

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