

HOW TO MAKE MONEY WITH AN AFFILIATE MASHUP STORE

By Paul Hedger <http://affiliatemashupstore.com>

Imagine you have a niche website or blog. You want to monetize it somehow, so you add some adsense, a link to eBay or Amazon etc.

Maybe you find some products which fit in your niche, so you write a 'review' about each of them, make a landing page, whatever.

Now you have a niche website with a handful of products which you've spent a few hours making pages for. Great.

Then someone else comes along, sees your niche website and thinks the niche might be profitable. In ten minutes they set up an affiliate mashup store which grabs 10,000 niche products from dozens of merchants and generates SEO-optimized pages for each of them.

Suddenly you're competing against an authority website with thousands of pages indexed and ranked.

THAT'S why you need an [Affiliate Mashup Store](#).

BUT you mustn't believe that you can simply build an affiliate store, throw it out there and wait for the money to roll in. Sure, you might get lucky and hit an undiscovered niche, but more often than not you'll need to spend time

getting out there and promoting it with plenty of backlinks.

For example, one of my affiliate stores earn me nothing - not a penny. I just put it together quickly for testing purposes while I was creating my application, and left it to fend for itself. Not surprisingly it gets no traffic and thus generates no income.

On the other hand, another of my stores earned me just over \$800 last month (just two months after creating it). Now that's not exactly a fortune, but let me just say it's not my only store and leave it at that... But the difference is I went out and promoted the hell out of it. I wrote articles, blog posts, set up Squidoo lenses and hubs and even did a little PPC (very cheaply, and I'll get to that later in this document). The result is first page google listings for some VERY hot niche keywords - and a constant flow of targeted traffic and income.

How to Promote your Store

Lenses and Hubs

This is what some of us like to call 'Parasite SEO' because we're using the pagerank of authority sites to direct some google-juice into our own sites.

We use sites like [Squidoo](#) and [HubPages](#) to create content-rich articles which link back to our own sites. I'm not going to explain how to set up accounts at these sites or how to create your lenses and hubs (that's not within the scope of this document) but here are a couple of tips to get the best out of them.

First, write about your niche, not about your store. Don't make it look like an advertisement. If your store's selling golfing equipment, for example, write about the types of clubs you can buy, who the major manufacturers are, what people wear when they're golfing... then within that discussion you can deep-link to individual product pages in your store.

Note also that you can pad out your lens or hub with an RSS feed... Did I mention that the [Affiliate Mashup Store](#) generates its own RSS feeds of your products?

Think about using other high-ranked sites for parasite SEO too - [GooglePages](#) for example is great for link juice even if no one sees your pages, simply because it's owned by Google themselves.

Blogs

Link to your store from your blog. You do have one, don't you? Even if you already have a blog, create another one on [Blogger.com](#) and get yourself an [eBay blog](#). Why? Blogger is owned by Google, and outgoing links are weighted nicely in your favour here. Plus eBay replicates its blogs across all its countries and domains, so you'll have links coming in from dozens of sites with one post. Last I checked, eBay blog posts ranked pretty well on google by their own merits too.

Here's a killer tactic for you: Attach a blog to your store. Set up a wordpress blog in a folder on your store's site (or set up a subdomain, but a folder is better for SEO). Then write posts linking to products in your store. Have a 'Product of the Week', for example. You can use the images from your store in your posts and even copy the item descriptions. Each post should take you no more than a few minutes.

Google loves wordpress blogs, and if you're pinging the major blog aggregators you'll have plenty of incoming links. In fact, you may well find your store's blog ranks higher in the SERPS than your store itself, but who cares - it all ends up making you money, right?

Pay Per Click

OK personally I hate spending money on advertising when you can do so much of it for free, but sometimes PPC is just too easy to avoid it.

Now I'm not going to give you a course on PPC or Adwords here, but the idea is basically to go for the long tail, and dominate it. For example, is your store full of jewelry? Don't bother bidding on 'jewelry' or 'gold jewelry' keywords unless you want to throw your money away. Just remember you have hundreds if not thousands of individual pages in your store with their own products (and with the product's name in the title tag, meta description, and body of the page). Think you can take advantage of that? How about bidding on keywords like '9ct gold rainbow topaz diamond ring' or 'cantilever jewellery box silver'?

The point here is that your store will have hundreds of keyword-optimised pages that you can take advantage of to blast out tons of really cheap adgroups.

Set up enough of these item-specific PPC adgroups (and you'll need lots!) and sooner or later you'll see which are your most popular products, and for mere pennies per click. Then you can even go ahead and single out these converting products and set up some dedicated parasite SEO links for them.

Social Networking

The new paradigm of the web: social networking. It's all about community these days.

First priority, get accounts with the major social bookmarking sites like Digg, Reddit and Delicious, etc. Submit your site (or better yet write an article which may be of interest to people, post it on your site and submit that) to these sites to get a bit more linkjuice.

But more importantly, find forums and newsgroups related to your store's niche. Make quality posts in the forums (not just adverts for your store) and develop a decent reputation. Have a link to your store in your forum signature. Do the same thing with [Google Groups](#) and [Yahoo Groups](#), but also use these for research - consider that the people posting here are either full of valuable knowledge about your niche or are looking for answers (which you can provide). In the same vein, go ahead and participate on [Yahoo Answers](#) - another invaluable marketing tool if used subtly.

Here's another killer tactic: [Kaboodle](#). Imagine a social network of people who love shopping, and who create lists of their favourite products. That's Kaboodle. Imagine how easy it would be to create your own lists of your favourite products using the resources of your own affiliate store...

There's a lot of depth to Kaboodle, so rather than pad out this document I suggest you head over to [Cash Tactics](#) where there is an excellent series of articles with step by step instructions for marketing your affiliate products with Kaboodle.

Conclusion

OK now you should have a firm understanding of how to promote your affiliate store, so the only task that remains is to get one of your own.

Head over to <http://affiliatemashupstore.com> now and pick up a free sample script to get going.

To your future,
Paul Hedger.

P.S. Need hosting? For an excellent webhost compatible with the Mashup Store and with unlimited databases, check out [HostGator](#).

