

# SEO For Affiliates

- Got my start in affiliate marketing in 2000.
- Currently run an organic SEO firm that has marketed affiliate sites and declined to market even more.

*Here's why ..*





"Where Affiliates Always Attend for Free."

## What We'll Be Covering ...

- **Why Google Hates Affiliates**  
Don't take it personally.
- **BANS Sites**  
Real vs imaginary sites.
- **Content Is King**  
Yeah I know ... but I have to.
- **Link Building**  
No explanation necessary.
- **Building An Affiliate Site**  
A how-to list.



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## Why Google Hates Affiliate Sites Or ... The Taming Of The Wild West

### **Do affiliate sites add value to the web?**

- Google doesn't hate affiliate sites per-se, it just loves quality.
- Google doesn't care about webmasters, they care about searchers.
- If you aren't providing something unique, why should you rank?
- Your links ... they're just not good.
- Do your tactics conform to Google's WMG? Really?



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## **BANS Sites** Or is that BANNED sites?

### **BANS – Build A Niche Store**

- BANS sites (and affiliate sites like them) are one of the most common of all methods of marketing via SEO.
- The majority of webmasters simply fire up numbers of these domains with little or no changes.
- These stores provide no added value.
- These stores will not attract high-quality links.
- In September 2008 Google started penalizing and deindexing BANS sites (including some legit ones).



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## **Content Is King** **(Just because it's cliché doesn't mean it's not true)**

### **Sites (Even Affiliate Sites) Need Quality Unique Content**

- Google wants to rank sites that provide a quality experience to their visitors. You need to provide content/tools/videos/etc.
- That content needs to be optimized realistically. What is your timeframe? What are you willing to put in?
- Do you really have time to work on 50 sites and provide a good experience for anyone?
- Have I mentioned unique content?



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## **Link Building Or ... Argument #2 For Good Content**

### **Treat Your Site Like A "Real" Site**

- Poor sites of any kind are going to only attract links from those with equally poor sites.
- Diversification of link building strategy will provide stability in the rankings.
- Link building should not be a one-off, build 500 links and you're done exercise. You need to continue to show that your site is worth linking to.



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## **Building An Affiliate Site Or ... Building Any Good Site**

### **Basic Steps To A Successful Affiliate Site**

- Choose a topic or topics you are interested in.
- Research your competitors. What can you offer that they aren't or what can you do better than they are?
- Don't put your affiliate links on every page. Host lots of great content, link through to reviews of the target products and link to them from there.
- Treat your affiliate site like the product owners would treat theirs. Add new products, announce new content, blog about industry events. Make your site a resource.



Beanstalk Search Engine Optimization, Inc.  
103- 814 Broughton Street  
Victoria, BC V8W 1E4 Canada  
tel - 877-370-9750 fax - 800-979-3215

[www.beanstalkseo.com](http://www.beanstalkseo.com)

Thank You.



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