**Course Name: Affiliate Marketing**

**Trainer: Tanveer Nandla**

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# Lec#1: Course Introduction: Course & Trainer Introduction

selling products of other companies by You. Through this, You get your commission.

1. To become a good affiliate:

i. You need to use your energy in this field to gain more traffic

ii. You need to be patient and spend time on it to gain more sales.

2. How to sell

i. Through Blogs

ii. Through other channels too.

3. After some time, You flip assets through your blog/ channels etc

# Lecc#2:

How much money is in Affiliate Marketing?

1. flippable asset

2. Platforms for flippable assets:

i. Empire Flippers

ii. Flippa

iii. motioninvest.com

It is not rocket science. Just follow the rules, be consistent and be patient

# Lec#3:

This course is for everyone. which know normal English language, know how to research and browse.

Through this course, You can earn from home and make flippable assets. Through this skill, you be a millionaire.

Skills required:

i. Content Writing

ii. Niche Research

iii. Keyword research

iv. Finding good affiliate products

v. Low competition products

vi. How to promote these products

vii. How to make websites/blogs

viii. Improving the design of websites/blogs, UX/UI

ix. What is quality content

x. What is value-added content

xi. Which type of tools are required in affiliate marketing

xii. Blogs SEO

xiii. Many inner fields of SEO

1. OnPage SEO

2. OffPage SEO

3. Technical SEO

4. Link Building, etc

All these above skills are learned through this course.

# Lec#4:

Methods of Affiliate Marketing

1. SEO and Blogs

2. How to become a good SEO-optimized Content writer.

3. YouTube Channel

4. Email Marketing

5. Pay per Click, Social Media Marketing, FaceBook ads, Google Ads, YouTube ads, Instagram Ads, Snapchat Ads and other methods

# Topic 5 | Niche Research: What is Niche: Understanding Niche & Types of Niche a Beginner should Select

This is the main part of Success. You need to be focused on searching for your specific niche

Don't rush, don't stress out. Just be focused and consistent

This is the basic topic of your blog

i. Is it easy to create content on this topic

ii. Is it easy to manage and add value-able content

iii. Is it an affiliate program topic

iv. Is it a profitable topic, and how to check it? if I sell a $100 product, how much money I earn from one sale?

v. How do I know this topic or niche gives me how much money?

vi. When people search for this niche what do they actually need from this search?

vii. Seasonality of niche, how much time it takes to become a profitable blog/niche

viii. How much investment it takes

ix. Which niche is selected as a beginner?

1. Lowest competition niche

2. At least you have some knowledge about this topic/niche, it helps you with content coverage and content generation.

3. Search volume in search engine

4. Top search engine

5. Where is amazon available? Where people search and purchase from Amazon.

# Topic 6 | Niche Research : Niche Selection & General Criteria Part 1

1. Keyword Search Volume

How many times a keyword is searched in one month?

like: a keyword is searched for 1K time in one month.

Tools:

i. Keyword EveryWhere -> price $10 Good

ii. Keyword Surfer -> Free low quality

2. Keyword Difficulty: 0 ~ 100

How much it takes to rank my blog up against my competitors?

like: if you have Keyword Difficulty less for your niche, then it is easy for you to show your blog on the first page of the search result

If You have high keyword difficulty, then it is hard to rank on the first page.

Tools:

i. MOZ Paid-Version tool to help you to detect keyword difficulty

3. Trends or Keyword Seasonality

Monthly search volumn in regionally based, country based, continent based, etc.

Tools:

i. Google Trends website

4. Product Price:

Tools

1. SEO Quake -> to see our competitor's website

2. SemRush

3. ahrefs.com

# Topic 7 | Niche Research : Niche Selection & General Criteria Part 2

1. Install the Keyword-EveryWhere Chrome extension

i. Get and add the API key of it. and then see the settings

ii this tool gives a competition Matrix. It is not an SEO competition. it is an Ads competition.

For SEO competition or keyword ranking competition, we use the MOZ tool.

iii. Highlight the results if the value of the website is greater than the threshold.

iv. Configure to use fewer credits of Keyword-Everyone

2. Install the Keyword-Surfer Chrome extension

same things like keyword-EveryWhere

# Topic 8 | Niche Research : Niche Selection & General Criteria Part 3

keyword difficulty Through MOZ

1. Sign up,

2. Keyword Explorer, or Keyword Research

It gives us the following results:

i. Monthly Volume

ii. Difficulty

iii. Organic CTR

iv. Priority

v. SERP results: Search engine Result Pages

vi. DA: Domain Authority (0~100)

vi. PA: Page Authority (0~100)

3. MOZbar Chrome extension

If You find a website which have less then 20% DA (Domain Authority). then You can replace it with your website by your SEO skills.

i. DA

ii. PA

4. SEO Quake Chrome extension

gives us:

i. Google indexes

ii who's details

iii. traffic Analysis

# Topic 9 | Niche Research : Niche Selection & General Criteria Part 4

1. SemRush in SEO-Quake extension

See the traffic Analysis of the competitor's website

# Topic 10 | Niche Research : Types and Intent of Keywords

1. What is the intend of a Google query?

informational keyword

1. What

2. How

3. Where

4. When

etc

How to use a DSLR? intend to purchase a DSLR or purchase but need to learn it. You can sell accessories for this DSLR to him.

best way to make French fries at home. sell a frying machine to him. or sell a cutting potato machine,

2. Comparison Keyword

compare similar products and at the end sell one of them through an affiliate link to the visitors

3. Best keyword:

best camera for vlogging. Compare 3 to 4 products and sell one of them

4. Alternative Keyword:

Show the alternatives of one product in the field of price, handly, etc

5. Product Review:

Review niche products and review them in detail. visitor read and made up his mind to purchase this through your affiliate link.

6. X Accessories keyword:

blog about accessories of your niche products

7. Bargain Hunting Keyword:

Show discounts on your products

Show under $xx budget products

like: best DSLR under $xx budget

8. X Deals keyword:

specific events or deals: like Black Friday deals, 11-11 Daraz deals, etc

9. Affordable keyword

best Affordable camera for VLogging

# Topic 11 | Niche Research: Affiliate Niche Research Method 1

Steps of Method 1:

1. Go to Amazon.com

2. Set Location to New York

3. Go to Best Sellers

4. Explore Categories

5. Explore Products

6. Check search Volume with the "Best" or "Review" keyword

7. Check KD of selected product in MOZ

8. Analyze SERP and Check the DA of the top website

# Topic 12 | Niche Research: Affiliate Niche Research Method 2

This is only for Amazon niche research

Type this string in the Google Search bar:

"IS A PARTICIPANT IN THE AMAZON SERVICES LLC ASSOCIATES PROGRAM" -> type this with double-quote and in capital letters

If needed also include your desired niche at the end of the string outside of quotes

1. In search results, open the first website. copy its base domain URL and use the MOZ tool for keyword extraction from this website.

2. In MOZ, paste URL and select "subDomain" instead of "extractPage", Use your desired location or remain it "United States".

3. Click on "Analysis Button"

4. See Results:

i. Ranking Keywords

ii. Top Positions (Keywords)

iii. Page Authority

iv. Domain Authority

Click on the "See All ranking Keywords" link at the right side of the end of the table

1. Use Filters to see the desired output. like, difficulty level.

If you like any keyword, just copy and search on Google and see the "Search volume" of this keyword with the help of the "Keyword Every-where" extension

5. Do the above steps on other search results websites.

# Topic 13 | Niche Research: Affiliate Niche Research Method 3

1. You can search niches from website selling platforms, like Flippa, empireFlipa, etc

2. Go to these platforms, and see which website have large traffic, big income, spend, ranking, Keywords, time to reach top, etc

3. Flippa

i. Open website

ii. Click on the browse dropdown menu

iii. Select "Website" -> "Content" -> "Review"

iv. see results,

v. Use left-side Filters

vi. Click on the "Review" checkbox,

vii. Click on the "recently Sold" checkbox, bottom last, Heading "Status"

viii. Click on the website that you like after filtering the data,

ix. explore the website in the "ahref" tool and see the its features

1. Registration date

2. Total articles

3. Traffic (organic, social media, etc)

4. Keywords

5. Domain Authority

6. Page Authority

7. Website SEO

8. OnPage and OffPage SEO

9. Website extension type, like .com, .au, .ru, etc

10. Ranking of keywords in different countries

x. After extracting the Keywords from the selected website, search these Keywords on MOZ and see the keyword-difficulty

xi. Go to Keyword-Every-Where and see the keyword search volume.

xii. same above process on MotionInvest

xiii. same above process on empireFlippers

# Topic 14 | Niche Research: How to Find 100s of Niche Ideas for Your Blog

1. For this purpose you need to purchase "ahref" premium tool

2. log in to ahref website

3. Click on "Keyword Explorer"

You can explore keyword Ideas for Google, YouTube, Amazon, Bing, Yahoo, Yandex, and many more

4. You can select location, and country, and also give some keywords for a specific niche.

5. You can learn Filters by using them, Filters like, "include" this filter include given words

6. research result table headings are also filters for sorting incrementing or decrementing

compare KD (keyword difficulty) of different tools and explore more.

7. Filter "include" include more or other keywords, like, electrical, wireless, kitchen, house, house-item, etc

8. Explore more and make your data for better niche selection.

# Topic 15 | Niche Research: Niches to Avoid

There are some niches that need always updates every day. it takes so much energy and time.

some of these are:

1. Small seasonal niches, like in some countries, there is 2 months season of fishing. then the other 10 months, you did not make any income from this website.

2. Medical and surgical instruments, Google did not rank these types of websites in months, it takes years to rank these medical instruments websites.

because it is a life-threading issue. it can save someone's life and it can also cause death for someone.

3. Arms, Harming instruments, same as medical website issues

4. Illegal products, like adult products,

5. unEthical Products

6. You need to make websites that you think are good according to Islam.

# Topic 16 | Keyword Research: An Introduction of Keywords

What is the keyword?

Keywords are phrase, a string of words, sentences, or query which is used by people to search on the Google search bar.

There are two types of keywords:

1. Short Tail Keywords: which contains 2 to 3 words

weight loss, shahid afridi,

2. Log Tail Keywords: contain more than 3 words, like

how to lose weight in days

biography of shahid afridi

Niche and Keywords are the same thing. Niche is the parent Topic and keywords are the branches of the parent topic.

you need to rank your ONE webpage on MULTIPLE keywords. so that you website appears on so many search results and Google rank that one page on multi-search queries.

# Topic 17 | Keyword Research: Keyword Research Method 1

SeoStack Keyword Tool v1.1.7 Google Chrome extension.

Topic 18 | Keyword Research: Keyword Research Method 2

1. samRush free account will tell you the keyword traffic.

2. Before selecting the keywords, you need to see the traffic on that keywords.

3. Search on Google Search bar and see the results website and

4. Use similar-web and compare websites that are competitors to each other.

5. Use MOZ "site Explorer", to explore the keywords of the selected website. note down those keywords and then write articles on these keywords.

# Topic 19 | Keyword Research: Keyword Research Method 3

This method use 'ahrefs tool' this is a paid account. research keywords through this account.

finding matching keywords.

matching keywords should be 40 to 60 %.

keywords and matching keywords are inter-linking too.

# Topic 20 | Keyword Research: Finding Informational Keywords

Informational Keywords are:

1. What are

2. Best --- thing in this world.

3. how to use ------

4. Best accessories of ------------

5. How to made ---- in home.

Informational keywords and Commercial keyword ratio should be 50, 50.

# Topic 21 | Keyword Research: Keywords Grouping & Mapping

1. Group the same intended keywords in the xls file which we downloaded from the tool. (ahref, MOZ)

2. Remove duplicate keywords in the list

3. The same intended keywords will reside in one article.

4. Extract many more topics for articles on your niche from the list.

5. If you find some keywords, which are not reside in your niche topic. then delete them or make another website.

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# Topic 22 | Introduction to Domain and Hosting: Choosing the Domain Name for Your Blog

1. TLD -> Top Level Domain, .com, .net, .org, etc

2. ccTLD -> Country Code Top Level Domain, like .ca, .us, .ru, .pk, etc

# Topic 23 | Introduction to Domain and Hosting: Brand Based, PMD and EMD Domain Name

1. BMD -> Brand Based Domain Name: Brand Names, like, Google, Apple, MicroSoft, bonanza, etc

2. PMD -> Partial Matched Domain Name: matching words as like Your niche topic

3. EMD -> Exact Match Domain Name: same words as your niche topic

# Topic 24 | Introduction to Domain and Hosting: Buying and Setting up Domain and Hosting

MiddleHost company in Pakistan

# Topic 25 | Content Writing: Introduction to Content Writing

Writer is the responsible for making the correct decision to buy something

writer should have

1. Strong Grip on Language and Communication.

2. Strong Research Ability.

article writing types:

1. Review-based article writing, this should take the best user experience.

2. How-to guides, Top 10 --- in this year, Best ---- in this year, best --- online.

1. Article Title: Title (main Keyword) + Year & Month

2. Fellow Keyword: matching keywords, not use the keyword stuffing.

All you need, Write the correct keywords and research all the features of selected review products. so that users can make decision to buy from your affiliate link.

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# Topic 26 | Content Writing: Types of Content

Types:

1. Article Writing

2. Blog Writing

3. Podcast Writing

4. UI/UX Writing

5. Email Writing

6. Video Content Writing

Versus Articles:

one thing Vs second thing

in features, usages, Pros and Cons, etc

How-to-Articles or Informative Article,

how to use ---- perperly, etc

Guides,

Email Marketing

Share Case Study

LinkedIn Guide Share

# Topic 27 | Content Writing: Affiliate Content writing

Samples sharing, competitor's website articles teardown for better Understanding

# Topic 28 | Content Writing: Essential Tools for Content Writing

Online One Drive MS-Office, Grammarly or Ginger Tool etc

# Topic 29 | Content Writing: Spying the Top Ranking Pages for Content Writing

Read the competitor articles and Understand:

1. Word Choice

2. Flow of Content

3. Grammar (Strong / Weak)

4. Active Voice and Passive Voice (how much in number in total article)

Review quality of competitor website

is they actually use and then write this article or just write on research base.

Pros and Cons of selected Products

Products Comparison Table:

You need to build and develop your website to become a better DA and CPC rate in front of Google.

# Topic 30 | Content Writing: Spying on Your Competitors for Title, Description, and URL Ideas

Install Chrome extension:

Detailed SEO extension

1. CTR -> Click Through rate,

If your website is ranking in 9th number on some keywords, then it is called impressions. if a user click on your website and opens your website page, then it is called Clicked-Impression.

If 100 people see your website on their SERP. and 30 people click on your website, then Your website CTR is 30%.

CTR is a ranking factor.

2. Meta Title:

3. Meta Description:

4. URL:

5. Canonical:

6. Robots Tag:

7. Other SEO params:

Best Practice for Title Word Selection:

Article-Title-Some-Details | Month Year | Your-Brand-Name

# Topic 31 | Content Writing: Variations of the Main Keyword

Affiliate keyword Variations

1. Modifiers

2. Best

3. Top

4. Versus (Brand vs Brand)

5. Budgeted

6. Affordable

# Topic 32 | Content Writing: What Is Keyword Cannibalization and How to Avoid it

Cannibalization = (Same-Keywords + Same-Intent + in-different-Articles-of-same-website)

Cannibalization = (Ranking Multiple Pages/Articles on the Same keyword)

if Page-A is using the keyword XYZ in title and ranking on this XYZ keyword. It is also important to use this XYZ in page-B content (not in the title),

Then You need to inter-link these two Page-A and Page-B to normalize the Cannibalization effect.

Optimize One article for one keyword.

Make sure that, one article is optimized for one Keyword or one group of keywords.

Did not optimize one article for more than one keyword.

You did not use all keywords in one article.

How to check the Cannibalization effect:

Google Search Bar:

"site:example.com keyword/s"

# Topic 33 | Content Writing: How to Avoid Keyword Stuffing

When we use the keyword of the article so many times in that article, it is called keyword stuffing.

If you use your keyword so many times in the article. Google did not rank your article due to keyword stuffing.

You need to find the perfect ratio of keywords in the whole article.

Keyword Density or ratio of keywords in the article should be: 1% or the max limit of 2%

1% is better from a google point of view.

# Topic 34 | Content Writing: Product Selection For Writing Review

1. Sometimes, affiliate products are available and ready to ship.

2. Make sure, the product is in large amounts available

3. It is not good to think about the price of the product. You need to select any product that has low keyword difficulty.

4. Price should be between 75 to 100 dollars.

5. Product rating is also important. it should be more than 3.5 stars. 4.0 stars are better.

6. Read reviews of people about that product.

7. Make sure that the number of reviews is more than 70.

8. The product should be related to your keywords. If it is not, then Google rejects your article ranking which also affects website ranking.

user experience is everything. Google detects user experience through different methods. please make sure that you have the best user experience on your website.

# Topic 35 | Content Writing: Informative Content Writing

1. Is informational content important?

2. Informational Content keyword:

How, What, Where, Why, When, etc

3. How do fishing rods work?, how fishing rods are made?, etc

informational content is the pillar of your website ranking. Please write the quality of the work in detail and explain the perspective.

These informational content articles have a large number of visitors. Make sure you link your commercial articles to it. so that visitors read your informational content, open your commercial article too, and purchase from your affiliate link.

4. You need to publish 50% commercial and 50% informational articles.

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# Topic 36 | Setting Up Website: WordPress Installation and Basic Settings

Cpanel Introduction

CMS Content Management System

WordPress Installation

1. WordPress->Settings->Reading

\*For Each Post in a feed include: \*Excerpt checkbox\*

2. Make sure You have at least 5 articles ready to post when installing WordPress

3. WordPress->Settings->Permalinks

Custom Structure: "/%PostName%/"

# Topic 37 | Setting Up Website: Selecting an SEO-Optimized and User-Friendly Theme

1. Always use lightweight Themes, which did not take a long time to load. and also handle images efficiently.

2. Choose a theme, that is widely accepted, fast, follows standard rules, SEO optimized, Schema Optimized,

If you are using proper tools and other tags/things, then your CTR increases. CTR increased then Ranking also increased

3. Clean and Beautiful Design, Mobile Response theme.

4. The theme is updated with the latest WordPress Version

5. SEO optimized theme.

6. Better Layout for reading and interaction, better color for reading and Fonts (size + Weight).

Recommendations and Suggestions:

1. Astra WordPress Theme (Free and Paid)

2. Genesis Framework Theme (Free and Paid)

3. GeneratePress (Free and Paid)

4. Kadence WP, (Most Recommended) (Free and Paid)

# Topic 38 | Setting Up Website: Setting Up the Theme

Difference b/w normal Blog and Affiliate Blog Theme and Layout

1. Kadence WP Theme install and activate

2. WP->Customize (Theme)

Use BreadCrum option

make Social Media Pages and Groups for social media growth also link in WP

Upload, Logo, Title, taglines, site-Icon/Fav-Icon, Footer and other general things.

# Topic 39 | Setting Up Website: Guternberg vs Classic editor

# Topic 40 | Setting Up Website: Gutenberg Editor Overview - Part 1

install Plugin

Gutenberg Blocks by Kadence Blocks - Page Builder features

# Topic 41 | Setting Up Website: Gutenberg Editor Overview - Part 2

# Topic 42 | Setting Up Website: Setting up Homepage Layout Part-1

Home Page: Guidelines

# Topic 43 | Setting Up Website: Setting up Homepage Layout Part-2

Home Page: Practice

# Topic 44 | Setting Up Website: Setting up Categories, Menu & Widgets

# Topic 45 | Setting Up Website: Installing and Setting up SEO Plugin

1. Yoeast

2. RankMath (Recommended)

use Advance Mode

use its Modules.

user BreadCrum

other options as you like.

# Topic 46 | Setting Up Website: Setting up Google Search Console

welcome to Google search Console.

Use URL-Prefix verification, Use HTML Tag, and copy paste verification code in RankMath

Request Indexing

Include SiteMap of Your website.

it takes time to fetch data from Your website.

use "Test Live URL" option

See YouTube video on google Search Console.

# Topic 47 | Setting Up Website: Setting up Google Analytics

See the user interaction with our website.

very important tool and deep of knowledge about our visitors.

1. Install the "Insert Header and Footer" Plugin. This helps us to run scripts in our header and footer.

insert the GoogleTagManager code in the header section.

# Topic 48 | Setting Up Website: Setting up Bing Webmaster & MS Clarity

Same as Google Search

# Topic 49 | Setting Up Website: Creating Privacy Policy and Other Important Pages

create

1. Contact Us Page (email and HTML Form) use Email like this: name[@]gmail.com

2. Privacy from AI and other tools that help to create this page.

3. Affiliate Disclosure Text in the Footer section of the Article view

4. Term and Condition Page

# Topic 50 | Setting Up Website: Website Speed & Core Web Vitals Optimization Part-1

1. Page Speed Optimizer (must load in less than 3 second)

2. LCP (Largest Contentful Paint) (Loading) less than 2.5 sec

- Image Optimization

- Divide Large Text Block in to Small text Blocks

- JS execution time

3. FID (First Input Delay) (Interactivity) less than 100 milli sec

- use parallel page loading and JS execution

4. CLS (Cumulative Layout Shift) (Visual Stability) less than 0.1 no-unit

Go to "web.dev" and learn more

Optimize the Google Fonts, if it is used in your website.

# Topic 51 | Setting Up Website: Website Speed & Core Web Vitals Optimization Part-2

1. External Scripts:

2. Google Fonts: use locally hosted fonts instead of Google CDN Fonts;

3. Lazy Load: Load images and text when needed.

4. Minification of HTML, CSS, and JS files.

5. Error: Eliminate Render Blocking JS

6. Always update WordPress, Plugin and Themes

7. DataBase should be optimized, delete not used information and theme&Plugin entries

8. Use SSL fix and your website always loads with HTTPS://

9. Install Plugins:

- WP Super Cache OR WP fastest Cache, WP rocket

- Image Optimization:

EWWW Image Optimizer + WebP Express Plugin

Use these online Tools: tinypng.com etc

Minification and Loading

- Autoptimize Plugin

- WP Rocket

- Perfmatters Plugin

Database optimize

- WP Optimize

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# Topic 52 | Amazon Associates: How To Create an Amazon Affiliate Account?

Pre-work

- Niche Research

- Content topic Research

- Domain and Hosting

- WordPress installations

- Pre-define Theme and Plugin Installation

- Pre-define Pages and Content Upload (Policy, Terms, ContactUS, etc)

- Content Uploading

- SEO Optimization

- Get Traffic more than 50 per month

Post-work

- Go to Amazon Affiliate programs and then sign up

- Fill with Understanding

# Topic 53 | Amazon Associates: Overview of Amazon Affiliate Dashboard

Dashboard insights

# Topic 54 | Amazon Associates: Setting up Amazon Payment Method

Use Valid CNIC Names and phone numbers

- Update information of Tax-Form

see the video lecture before uploading this form

- Pay out method (payoneer)

# Topic 55 | Amazon Associates: Creating an Amazon Affiliate Link

simple tutorial. just see one more time when doing practical.

# Topic 56 | Amazon Associates: Mistakes to Avoid

To prevent Account Ban:

1. Changing Amazon Affiliation Link. Customizing, or something else

2. Don't Show the prices of products on Your Website. make a button "Check Price" and insert an Affiliate link in this button.

3. Making more than 1 affiliate account

4. Amazon Account Suspend in 180 days. If you did not sell any product

5. Did not use the logo of Amazon, Amazon Word in your domain, etc

6. Show Amazon Disclaimer in the footer section.

7. Did not use Email marketing for sales

8. Use Email marketing to generate traffic to your own website

9. You are using objectionable content, adult content, etc on your website

10. Don't copy reviews of Amazon products, or content of that product

11. Use value-added content of that product, and share the experience of using that product.

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# Topic 57 | On-Page SEO: Ranking Factors

1. URL Structure is important (Permalink Structure) domain/Categories/article

2. Meta Title and Meta Description, (Main Keyword must be used)

3. Inter-linking (linking all existing pages with each other in one domain)

4. Remove broken links

5. Use HD Images but optimized, and also use the ALT attribute of the HTML image tag

ALT attribute: Description of the image, the situation of the image,

6. Web pages and posts should be well Layout on Mobile devices. (See Google Search Console warning and errors)

7. Website Speed Should be good.

8. SSL certificate is used and only open with https://

9. Use redirect from http:// to https:// and from www.domain.com to domain.com

10. Better font for reading and color combination on your website.

11. Use lists, embedded video, tweets, tables, images, line breaks, Grammar, etc and make your content a better presentation

12. Don't use the same word again and again. your synonyms, and other techniques, related words,

13. When you read your competitor, don't copy paste, or write with bias-ness with their content.

14. Google Alert Tool, alert about specific topics.

15. Use info-graphics about your content for better conveyancing the visitors.

16. You need to use Sub-headings

17. Use schema Tag

# Topic 58 | On-Page SEO: Adding Content to Your Blog

1. Uploading content on commercial article

2. Use your own product image of the selected product don't copy-paste the product images from Amazon

3. Use reuse blocks of the Gutenberg editor

4. Install Plugin -> Best Responsive Comparison Table for Gutenberg Editor - nicheTable

5. Use pros and cons

6. Info-graphics tools. Canva, Snappa, etc

7. It takes time to set a better Layout for reader.

8. Take time and final one design, did not change on every month

9. Add conclusion section

10. Add frequently asked question (Accordion )

# Topic 59 | On-Page SEO: Optimizing Your Post

Score of SEO plugin about Post content:

See RankMath Score out of 100

1. Add details about the content in RankMath Plugin forms,

2. Add details about the Description in RankMath

See RankMath Tutorials on YouTube

# Topic 60 | On-Page SEO: What is Structured Data?

Structured data is important for SEO and google. it did not appear on your website content. it only visible to google

Schema Tag is the Structured data.

Structured data helps Google to Understand the content on that page.

Structured data is the semantic vocabulary of Tags. like:

1. RDFa

2. JSON (most used)

3. Microdata

don't over-optimize through Schema Tag for google.

don't spam google through Google. like, did not use event-Schema on a software review article.

- Google Tool: Structure data testing Tool

Read this section and understand it, for better CTR

Did not use Product-schema on affiliate website.

You can use:

1. Article Schema

2. Blog Schema

3. List Item Schema

4. Table Schema

5. FAQ Schema, frequently Asked Questions

6. Text to Audio Schema

# Topic 61 | On-Page SEO: How to Add Schema in your Article?

Practice of Schema data inserting in article.

install plugin:

"Schema & Structured Data for WP & AMP"

There is also an option in RankMath. but it only gives one type of schema for one article.

above mentioned plugin gives options to add multiple schema types in one article.

Make Your schema free on website: https://instantschema.com/

Make many types of schema of JSON Category from this website and then paste this JSON code in your article through above mentioned plugin.

Test Your article through google->Rich Result Schema Test Tool

# Topic 62 | On Page SEO: What Is an XML Sitemap and how to deal with error 404.

it is a XML file which contains all the webpage link.

it helps crawler to see website have which links and list of articles.

RankMath have option for SiteMap Settings.

- Links per Sitemap : 200

- Images in SiteMap : Yes

- include Feature Images : Yes

- Exclude Post : If any

etc.

404 Pages:

- use RankMath redirect or 404-Monitor tool and redirect these 404 links to related content link.

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# Topic 63 | Off Page SEO: What Is Link Building?

- If low credited website link to your website, google thinks your content is also a low credited content.

+ Link building helps to get traffic from other website;

+ Link building helps to become a brand. a name which know by so many peoples.

+ Link building increases your DR (Domain Rating)

+ Good Link Building is a tough task, dry task. But it generate so many traffic.

method:

1. Pitch other website owners, admins, and about-us section about this link building/ or guest posting.

2.

# Topic 64 | Off Page SEO: Dofollow and Nofollow Links

Link, or Back links type:

1. Do-Follow Link: (Pass the link Juice/authority to the linked website)

2. No-Follow Link: (Did not pass link Juice/authority to the Linked Website)

Maintain Do-Follow and No-Follow links Ratio.

Make natural and organic link.

Pitch other websites for link. if they link your website, this is more powerful than purchasing links from Fiverr.

# Topic 65 | Off-Page SEO: Anchor Text Distribution

Google penalizes a website if it only has back-links from one website. it means the first website and second website have an agreement to spam back-link link juice in search engines.

Distribution:

1. Keyword as an Anchor text

2. The naked URL of the website is used as Anchor text (best with variant, like, with/out www, https/http, etc)

3. Your brand Name as Anchor text

Improving the back-linking will increase your website income or growth

Don't use Exact match with keyword, use long tail keyword. use whole phrase instead of exact match of keyword.

Random generic keyword for Anchor text:

1. Click Here

2. Go to this Website

3. Read this article

4. Read Here

5. etc

# Topic 66 | Off-Page SEO: Traditional Ways of Acquiring Backlinks

Any webpage that is publicly available for Google Crawler:

1. Reach out to another website owner for Acquiring Backlinks

2. Comment Backlinks, commenting on other website's blogs

3. Image Submission website, like Flicker, upload an image, and insert your website URL in the Description of your uploaded image

4. Video Sharing websites: YouTube, dailymotion, Vimeo, other so many website

5. Docs Sharing websites: Google Docs, SlideShare, MS Office Share,

6. Audio Sharing website: paste URL in Title, Description

7. Social Bookmarking, Directories,

8. Use common sense: don't use bad reputation websites: adult content, gambling websites,

9. Sharing Stats website: foundation links, branding links.

10. Community Forms: Use relative topics, discussion threads,

: don't use bad reputation forms or un-related forms

11. Social Signals:

# Topic 67 | Off-Page SEO: Advanced Ways of Acquiring Backlinks

1. Get links only from relevant sites. close relevant, long way relevant,

2. If you get the un-relevant link, it is occasionally ok, but not so good.

How to reach out,

1. send email with pitching:

We read your post (link), we also publish this sort of information, study on your post(link), can you please link our post in your post, etc

- This include payment, getting link is costly.

2. .edu and .gov link weightage is greater then other .com site links

3. Guest Post is a business. Through this you can get link for your website.

Guest Post website will hit long term. did not purchase only Guest Posting link.

4. Search on Google:

"Guest Post" Niche-Topic

This only show results that have Text, the option of "Guest Post"

5. Online Tool: "SEOLYTICS"

6. Follow your competitors and see which links they have, list down those,

- Forum links

- Comment Links

- .edu domain links

- .gov domain links

- Contextual Backlinks

7. PBN -> Private Blog Network

Not a good practice, but poeple have them.

8. SiteWide link:

link in sidebar or header, footer: shows on all post view pages.

# Topic 68 | Off-Page SEO: Social Signals

When to start Off Page SEO:

When You get organic traffic on your website: min 20 visits

make your website a brand:

Make Social Media pages, group, theme pages, on all social media, Reddit.

make sure the post on these pages, groups are publicly available, do not required login

Reddit and Pintrest is the biggest source of Affiliate Marketing Traffic.

Make sure you are not only posting, but also engaging with post, comments, and reply’s

To measure the social signals:

1. socialsignalscheck.com

2. signalcount.com

3. sitechecker.pro

4. smallseotoolz.net

# Topic 69 | Off Page SEO: Finding backlinks Opportunity Part-1

Google Search bar:

"Leave a Comment" niche-topic

result shows list of website, which allow comment in their post.

open websites, leave a comment according to the post, give suggestion and other things along with your website link.

To automate above work:

go to "DropMyLink.com" website, signup, and fill the form on your requirements:

press "Search"

result-> Google Search Result Page, with customized search results according to give information on "DropMyLink.com"

It is boring, Dry, and time taking process. It is 10% success rate. comment did not approve, etc.

# Topic 70 | Off Page SEO: Finding backlinks Opportunity Part-2

Go to Ahref Tool:

1. click on "Site Explorer"

2. get a competitor from Google and copy the base url of competitor

3. paste this url in Ahref site-Explorer

4. Select the option for all variations and press the Search icon.

5. Read and search all information give by the Ahref tool.

Find DR (domain rating) of less than 35%, it gives motivation to you and you find the capability to meet the target.

Your anchor text can increase your authority, but it (anchor text) is not related to url post then it can give you hit and go to down

Diversity in anchor text is best.

# Topic 71 | Off Page SEO: Finding Backlinks Opportunity Part-3

Ahref Tool: link with the last lecture.

1. Go to the "BackLinks" tab and see the history of "ALL"

2. See how competitors build their backlinks and how to get them.

3. Reverse engineer this link-building process of competitors and build your backlinks like them.

# Topic 72 | Off-Page SEO: Outreach Link Building

Some websites did not publicly show that they support Guest Posting with payment;

These websites show and appear on these marketplaces:

1. SEOLYTICS org

- signup on this

- Select or choose the website to which you want to get a link on it.

- Pay the payment

- Your link will be built on the selected website.

2. Authority dot builder

# Topic 73 | Off-Page SEO: Link Building through Email Outreach

1. Don't purchase the backlink from a website, which openly tells everyone that, they support guest posting and sell backlinks.

2. Sky Scraper technique:

- if your competitor has a link from Site-A, for the post xyz,

- You need to read and understand that post xyz, and write a rich article/post which has better keywords, better understanding, and better SEO, etc

- Pitch through email to site-A and tell site-A that, we publish better content, better knowledge

- So, You (site-A) must also place our link in that post.

Email Template:

Hi [Name],

I am MyName and i really love what you are doing at [domain].

I want to ask you about the link insertion SERVICE on your website.

if you are providing then what's the procedure?

sincerely,

MyName

Reply Template:

Hi [Name]

Thank you for responding. I can pay you $25. if you can providing me a do-follow link from this page: [There Page URL] to this page:[Your Page URL], on the anchor "Your Anchor" as shown in the screenshot below.

Do let me know if you are interested.

Cheers,

MyName

[Your screenshot]

---------------------------------------------------------------------

Sky Scraper Email Template:

Hi [name]

I googled about [Your Niche topic] yesterday and came across your website's page: [url]

I could see that you link to one of my favorite articles - [article Title]

I just want you to read and link to an article with similar topic but in-depth research.

Here's the url: [url]

might be worthy a mention on your page.

cheers,

MyName

Success rate is 5% to 10%.

-----------------------------------------------------------------

Search on Google bar:

"niche topic" "Guest Post"

# Topic 74 | Off-Page SEO: Other link building Techniques

Sometimes, competitors make your back-links on bad website, which you did not bother to monitor.

these bad backlinks, decrease your DR, and sometimes Google hit your website and penalizes you.

Google has a tool called: "Google Disavow Tool", which helps us to disconnect these backlinks and save ourselves from hits.

Before using this tool, make sure these link are really toxic,

It takes 1 to 3 months to recover from the effect of toxic backlinks.

Help a reporter out: HARO technique:

Media reporters have authority to place your link on a news-channel website like CNN, BBC, BNC, PTV, etc.

Find broken Links, Expired domains,

- Purchase those domains, and build them as your PBN (Private Blog Network)

- Pitch parent domains, via email to tell them that, you are pointing to a broken link, the domain is expired. It is generous, that you replace that link with our website link.

Press Release, Paid media promotions:

Wikipedia Link Building.

cite your website on the related content page.

It takes time to get a link and understand how to get a better link.

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# Topic 75 | Affiliate Marketing using Google Ads: Affiliate Marketing with Paid Ads

Very important lecture, take 20 minutes.

- You need a budget of 10 Million Rupees.

- Affiliate Marketing with SEO is best, instead of Affiliate Marketing with Google Adds

- Advice:

If you have not done a task before and understand it completely, then offer your service on freelancing.

- You need to learn, understand, and at-least do 2 times by your hand:

then purchase services from others to know they are doing right and providing value to your business.

- If you have a thousand of budget:

You were not able to start a physical business

You are able to start an online business that gives you Millions if you understand how to do it, when to do it, and when to flip.

Google adds support Affiliate marketing campaigns but the policies of both platforms (Google and Amazon) are very strict, so sometimes your account permanently disabled on any one of the platforms

Some hints to keep in mind:

1. Don't promote Affiliate Links Directly, place visitors to your website landing page, then Affiliate link on your landing page.

2. Do not promote Health and adult products, are harmful to human health.

3. Don't create misleading content, like using this cream and changing your skin color to white.

4. Track the traffic on your website through Analytics. to calculate spending on ads, conversion rate, income generation, profit, etc.

# Topic 76 | Affiliate Marketing using Google Ads: Introduction to Google Ads

Google Ads work on the CPC method: Cost Per Click method

Google Ads is very effective because, Google has all the data, where people go, what they do, where they live, which things they like, what they need right now, etc.

Google ads provide:

- Leads generation

- Display Network Ads

Video Ads: YouTube videos

# Topic 77 | Affiliate Marketing using Google Ads: Google Ads Account Setup

- Need Credit or Debit Card. make sure you have enabled international/online transactions

- Designing an ad on Google:

1. Connect Google Analytics WP and then design the ad

2. Select the landing page of the ad

3. Select the best Heading 1 and Heading 2.

4. Select the keyword/hash-tag, etc for better selling the product. If visitors come and only read your content informational posts. then you are wasting money on ads, that did not bring fruitful results.

5. Select the region/countries, the budget also varies when you select the USA region.

6. Google Ads CTR is 8% to 10%.

7. Purchase depends on region/location, and mostly keyword which are used in ads headings 1 & 2

8. Research your competitors and then craft your campaigns

- use coupons on google ads platforms to get some discounts

9. Insert your billing details, credit card and debit card details.

10. Submit and enjoy.

# Topic 78 | Affiliate Marketing using Google Ads: How Google Ads Work?

Google ads measure the

- Quality Score: relevant keywords, matching intent with ad and search query.

- Important lecture, re-take when you need to run a Google ads campaigns.

# Topic 79 | Affiliate Marketing using Google Ads: Google Ads Campaign - Part-1

Brands want to leave their name in people's mind.

Campaign Type:

1. Video Campaign

2. App Campaign

3. Search Ads

4. Shop Ads

5. many more.

You can ask for help from Google and FaceBook if your ads did not generate traffic or income.

Your budget may be spent on learning. don't worry and learn from it.

# Topic 80 | Affiliate Marketing using Google Ads: Google Ads Campaign - Part-2

- Do not waste your budget, select "Location and Language" with a deep Understanding

- Set the budget of your Campaign properly calculated, to compete with your competitors.

- Use Google Keyword Planner to understand the Monthly searches of these keywords, this tool also helps to understand the competitor budgets and other things.

- Google sometimes automatically adjusts the spending per day. you set a budget of 15 and Google sometimes spend 12 sometimes 18,

- Set the Bid, if you set it automatically, google adjusts the Bid with your competitor's Bid budget

- Manual Bid is best for low budget.

- Search keyword intent is important, if you run your Campaign on mismatched intent, then your budget will be wasted.

- Keyword match for showing your ads to people:

1. Brad-match keyword ads:

2. Phrase Match keyword ads

3. Exact match keyword ads

- Also have the option to select the negative keywords: which means don't show our add-on queries which contain these negative words, mis-leading keywords

# Topic 81 | Affiliate Marketing using Google Ads: Google Ads Campaign - Part-3

Campaigns have these parts:

- In ads, CTA is important (Call To Action button)

- Add-Extensions: site links, Description, etc

- Call-Out-Extensions

- Call-Extensions

- Price Extensions

- Device targeting (Desktop, Tablet, Mobile, etc)

- many more;

Through these parts, ads increase the CTR.

Your landing page quality must be clear, relevant content, Layout and design will be catchy, page speed, and other things, for better user experience.

- Use Google Analytics + MicroSoft Clarity tool to monitor the visitor behavior.

Practice: ads.google.com

- Click new Campaign:

1. Select an objective from the given options

- sales

- Leads

- Website Traffic

- Product and Brand Consideration

- Brand Awareness and reach

- App promotions

- Local Store Visit and promotions

--- Create a Campaign without a goal's guidance.

2. Fill the form of conversion Goals to Improve Website Traffic

3. Select the Campaign type:

- Search

- Performance max

- Display

- Shopping

- Video

- Discovery

4. Insert your website URL

5. Insert a Campaign Name to remember which Campaign is it.

6. Select the Bid

- Select the Max Bid Limit

- Other settings of Bid

7. Select the Network: Search Network, Display Network

8. Select Location:

- Exact City/society location, and circle radius from the center (Km/miles).

- Add as many locations as you need.

9.

# Topic 82 | Affiliate Marketing using Google Ads: Google Ads Campaign - Part-4

9. Open Location Options:

- Select Target select tag,

- Select exclude options

10. Languages: All, English, Chinese, Urdu, Farsi, etc.

11. Audience Segment:

1. Search

- Women appear

- Sport Fans

- Sport Game Fans

- Cricket Enthusiast

- Media & Entertainment

- Sport & Fitness

- Activewear

- etc.

2. Browse

2.1 Who They Are:

- Parental Status: parent of Infants, parents of toddlers, Pre-Schoolers, etc,

- Marital Status: Single, in a relationship, married

- Education: College Students, Highest Level Education, Advanced Level Degree, etc.

- HomeOwnerShipStatus: HomeOwner, Rented

- Employment: Company-Size, Industry-Type, etc

2.2 What are their interests and habits are

- Banking and Finance,

- Shopper, always Shopping

- Sport & Fitness

-

2.3 What they are actively researching or planning

- Auto & vehicles

- Education

- Event Tickets

- Real Estate

- Software Searching

-

2.4 How they have interacted with Your Business

- my website visitors,

- All converters (through Ads)

- All converters (Through Analytics)

2.5 Your Combined Audience Segment

- Observation only,

12. Ad rotations

13. Start and End Date;

14. Ad Schedule

15. Campaign URL options

16. Dynamic Search Ad settings

Above all settings interface on ads.google.com will be changed from time to time.

17. Enter the Keyword, Enter the URL Google crawler, and select the keywords that are used to show ads when they are present in a search query.

18. Generate ads copies,

19. Monitor Ad Strength.

20. Enter your ad Ideas roughly, Google will understand and generate ideal ideas.

21. See suggestions and other things from Google that help to Strengthen your ad.

This is an ongoing process, You did not become a master for Designing the first Campaign. it is the hit-and-try method.

22. Add Extensions

23. Set a budget (Monthly, daily, etc.)

24. Publish Campaign.

# Topic 83 | Affiliate Marketing using Google Ads: Google Keyword Planner Tool

Features:

1. This tool gives us traffic estimates
2. This tool is specifically designed for Google Ads, Paid Campaigns, etc.
3. We can use this tool for SEO.
4. This tool gives us Traffic estimates and cost of ads on these keywords.
5. Gives us trends and historical data on keywords.
6. Gives us ideas about new keywords
7. We give it our website URL and it extracts keywords from the given URL. It also suggests the new keywords.
8. Gives us the option for keywords list building.

Practical:

- Open google keyword planner:

- Choose options from (Discover new keywords, Get Search Volume and Forecasts).

- Discover new Keywords:

\* Option: Start with Keywords, Start with a Website

\* Start with Keywords:

+ Give a website URL

+ Set the Location of the desired country.

+ See results,

+ Explore more duration time.

+ Explore more data and filters,

* Explore **Forecast** option.
* This tool also extracts keywords from competitor’s website.

# Topic 84 | Affiliate Marketing using Google Ads: Google Display Ads Campaign

When you are browsing websites, you see banners and other ads on the sidebar, these ads are called Display ads.

Display ads are used:

1. Branding: Remember in mind.
2. Showing repeatedly on Display ads, through Images, and videos. Through this people remember your image, logo, brand name, etc.

This lecture shows how to make a display ad on google, which shows on other websites

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# Topic 85 | Affiliate Marketing using YouTube: Introduction to YouTube

How much YouTube is important for affiliate marketing?

How to set up a YouTube Channel. Basic settings and interfaces. Free audio library and other stuff.

# Topic 86 | Affiliate Marketing using YouTube: Products and Services you can promote on YouTube

Any type of video will be made and published on YouTube. Influential marketing is best for YouTube. It will generate a lot of audience and promote any type of product through videos on YouTube.

Read a lot of information about the selected product and then influence the market with your knowledge and conveyance to viewer about this product and make them purchase this product.

If You are a programmer, then YouTube is best for You. You need to record every session of programming and show your skills about these tasks.Your client can also reach out from YouTube too.

Just record and optimize your content so that your potential viewer did not get bored.

# Topic 87 | Affiliate Marketing using YouTube: How to make Affiliate Marketing Videos

For Unboxing videos:

1. Purchase that product
2. Ask for people who are using this product already.
3. Conduct a survey online of above mention people
4. Ask for Feedback from people who are already using it. Read review comments on Amazon, AliExpress, Daraz, etc.
5. Make a 5 to 10-minute video, optimize the above collected content, and only show data that encourages people to buy that product.
6. It did not mean, you always buy things and review them on YouTube. Yes, at the start of your career, it may be necessary, but after some time, when you are an established content creator, companies send new products to you for YouTube review and marketing.
7. Collect the above data and then write a script for a video, then make a video. Use video editors, and other tools. Adobe Premiere, Filmora, VideoScribe (White board animation).

# Topic 88 | Affiliate Marketing using YouTube: Product Unboxing Video

Make details about unboxing and upload with consistency.

Tanveer Nandla made a video of the unboxing of the Nokia 3320, explaining its popularity, battery timing, battery capacity, charger, charging port, length of hand-free, user manual, warranty card, etc.

# Topic 89 | Affiliate Marketing using YouTube: Comparison Videos

Compare two or more two products and explain their specialty, specs, and other things.

Things take time. Be patient and consistent while making content on YouTube, Blog, and E-Commerce websites.

Explore YouTube and other platforms to find out your potential competitors in your desired niche.

# Topic 90 | Affiliate Marketing using YouTube: Top 10 videos

Make a legend, original video on review. Don’t compromise on your integrity. Be loyal to yourself and to your viewers.

Make video titles: Top 10 restaurants in Rawalpindi. Top 10 Laptops on Amazon, etc.

Select different country's YouTube channels and explore them. Get ideas and implement them in your country.

Go to Amazon, and select location Zip Code: 10001 (New York)

Select any category, like; Clogs,

Go to YouTube and search “Top 10 Clogs”,

* See the video likes, views, and descriptions to find out affiliate links and tags.

It Takes 2 years, full time to be a stable and successful independent person.

If you are an app developer, then You search for issues on StackOverFlow and make videos on its solution. Upload it on YouTube, and mention that, solution is provided if you need more insistence then hire me.

# Topic 91 | Affiliate Marketing using YouTube: Optimizing and Uploading Videos on YouTube

In the YouTube platform, user experience is the key point. YouTube monitors the retention (how much the user sticks to the video, how much time he/she re-visits your channel/video/ new video, etc. It only depends on Content quality, yes first thumbnail then video content.

Showing the uploading sequence. For Thumbnail:

1. Canva Website.
2. Snapa online tool

Make a playlist to manage video on your channel.

If it is not made for Kids, then mansion this that, this video is not for kids. Kids videos have less CPC.

Take the YouTube SEO Course on DigiSkills.

# Topic 92 | Google AdSense: Introduction to Google AdSense

Go to Google.com/AdSense URL.

Give details about your business and website. After analysis, your Google AdSense account was approved. Then you log in to your account and copy and paste the Google AdSense code in the header section (using a plugin “insert header footer” ).

Other AdSense platforms:

1. PropellerAds
2. Media.net

# Topic 93 | Google AdSense: Google AdSense Approval Tips

Simply, go and just apply for the Google AdSense. In one week, your application reply will be received about approval or disapproval.

Some of the key features of approval are:

1. Website Topic, (How to, Guides, informational)
2. Affiliate Websites have an edge over regular blogs
3. Not a copyright issue, like video streaming.
4. Good layout and page speed. The website properly working.
5. Good Organic traffic on the website.
6. Do not use the drop-down menu.
7. Rich and value-added content in visitors’ lives.
8. Lengthy content. To show more ads on the page.

# Topic 94 | Google AdSense: How to Setup an AdSense Account

Simply apply for a Google AdSense account for your website.

# Topic 95 | Google AdSense: Overview of AdSense Dashboard

After login to Google AdSense, Go to the home page:

1. See the warning and suggestions
2. Add the “ads.txt” file to your website “root” folder.
3. Download the “ads.txt” file and upload that file to the “root” folder of the website.
4. Uploading methods:
   1. Through Cpanel
   2. Through WordPress Plugin: “Ads.txt Manager”. Install and activate
      1. Go to the settings of the above plugin
      2. Copy and paste the text/content of the “Ads.txt” file.
      3. Delete/Clear All Chache

Go to **Ads** page: Options:

1. By Site
2. By Ad unit
3. Global Settings

**Sites** Page:

Add new sites to your AdSense account through this menu.

**Blocking Control:** controls to block some types of ads on your website.

**Reports**: Explore traffic, earning money, which post gives more money, other reports, day stats, monthly, etc.

Experiments:

Labs:

How platforms work:

Any platform works simply, “The User Experience”. If You upload a video on YouTube/ TikTok, the platform shows your video to a chuck of people who are already subscribed to your channel and monitors their feedback on your video. Feedback like time duration in which people engage with content, number of likes, shares, comments, and re-watch the video. If feedback is good, then, the platform shows your content/video to the remaining chuck of people from your subscriber. After reviewing the other phase of feedback, the platform shows your video to the people who are not your subscribers.

If you purchase subscribers, and that are bots, a lot of bots. Purchase fake followers, fake traffic, and many other things, the platform shows your latest content/video to your subscribers, if they are fake, bots and do not show your new content, the platform thinks your content is not valuable.

The same is implied with Fiverr Gigs. You make a Gig on Fiverr. Fiverr sees the content of a gig and compares it with other gigs. Platform decides to show your gig to those people who see those type of gigs that matches best with your gig. Fiverr monitors the number of impressions in which your gig appears on search results. Fiverr monitors the number of clicks on your gig, and then the number of conversions (inbox messages). Fiverr monitors the time of response, number of messages, and number of messages before placing an order. After monitoring all this, Fiverr also monitors the number of orders that are placed and the number of clients that did not place an order. After successful delivery, the feedback of the client is publicly (which shows on your profile) and Fiverr also gets feedback privately from purchasers/clients which helps Fiverr to rank your gig. **All these things are used to place your gig at which point in the search results page.**

Initial engagement is everything. You need to deliver the quality of content.

# Topic 96 | Google AdSense: Optimizing Google AdSense Ads

Both platforms allow you to monetize your website at the same time. This means you are allowed to run google ads from Google-AdSense account oy your website pages and show Amazon Affiliate link in your commercial posts.

RPM -> Revenue Per Thousand Impression

CPC -> Cost Per Click

Optimizing Google AdSense ads:

1. Placement of Google ads in a better position. Some key positions are:
   1. Just blow the Title, before starting the paragraph (This is the hotspot place). Ads placed in this spot, clicked most and generate more revenue compared to ads placed between the content of the article.
   2. If you are conscious about the user experience, then you need to show a paragraph under the title and then show the ads.
   3. Google suggestions are, to show the ads in the “**above the Fold**” section. “**Above the Fold**” is the section which is displayed on the screen before/ without scrolling down.
   4. Course suggestions show the ads with the most value-added and promised content of the post.
   5. Blow or aside with the website logo/ or top menu. This is also a hotspot that generates more revenue.
   6. If you are new then focus on the user experience, not on the earning through ads. When you become a brand, earn trust of user/visitors then you apply for many ads on every part of the post.
   7. Key position for desktop devices is the top of the sidebar. In mobile devices, the sidebar go to the end of post or blow of post, so optimize the sidebar for mobile devices and if possible, did not show the ads on sidebar in mobile devices.

# Topic 97 | Google AdSense: Why AdSense does not get Approved?

1. Your website is just brand new. You just upload the content and apply for Google AdSense within a week. Just wait and get some organic traffic, then apply for Google AdSense.
2. Your niche did not qualify for Google AdSense. Like Adult, Gambling, Weapon, copyright protection (Streaming), etc.
3. No content, not understandable, not valuable content, not proper layout (like the dropdown menu), etc.
4. Poor quality of traffic, like using mis-leading thumbnail on social media and then visitor did not find that content on your website.
5. Use encouraging signs to click on ads, like using arrows, and emojis to click on a specific ad position. Encouraging visitors to click on ads by telling them or requesting them to click on ads.
6. Your age must be 18+. When verifying your identity at the time of withdrawal.

Please Read all Terms and Conditions of Google and other platforms.

# Topic 98 | Google AdSense: Alternative Networks of Google AdSense

If google did not support your website niche, then go to these platforms and get their AdSense programs:

1. EZOIC:
   1. Need more than 1000+ visitor per day.
2. MediaVine:
   1. Need traffic from premium countries, tire-One countries.
3. Media.net
   1. Demand more traffic and traffic from premium countries
4. Taboola
5. revContent
6. PropellerAds
7. Info-links
8. Ad-Center
9. Many more, search on Google.

Is it possible to show ads from two or more than two platforms? It depends on the policies of platforms.

EZOIC is more powerful than Google. It mostly supports bill-boards.

MediaVine is better than EZOIC, but it is difficult to meet the criteria of MediaVine.

# Topic 99 | Event Blogging: What is Event Blogging?

Some blogger only targets the events. They just purchase a domain and post content for a specific coming event. They rank their website before that event. That specific event gives a lot of traffic to that website from the countries that support that event. This a lot of traffic generates a lot of revenue for them.

It takes time to rank before the event. You need to work more than 8 months before the event date. Research the events and select one event which has potential to generate more revenue according to your efforts. Work on the prediction of keywords which searched on that event.

After that event, you can convert that website in to regular blog and cover many other upcoming events in that niche. You flip that blog too.

List of Events:

* Black Friday
* Cyber Monday
* Chrismas
* Olympics.
* Elections – Country Specific.
* Cricket World Cup.
* Halloween Season
* Fifa Men’s World Cup
* Fifa Women’s World Cup
* UEFA Champions League.
* World Boxing Event.
* Valentine’s Day.
* Happy New Year.
* World Health Day.
* Father’s Day.
* Mother’s Day.
* Oscar.
* Grammy Award.
* Dakar Rally.
* French Open.
* Tenis.
* No Bra Day.
* WWE – WWF
* Independence Day.
* Diwali
* Holi

Some characteristics of event blogging:

### **Content is Time-Sensitive**

### **Sudden Traffic Spike/dive**

### **Short-Term Work Involved.**

### **Content-Length is Short.**

### **Write Readable Content**

### **Great Short-term Earning Potential**

### **Requires High-Quality Web Hosting Services**

# Topic 100 | Event Blogging: How to Start Your Event Blog?

1. Your revenue for the whole year will be generated in one week, or month, according to the selected event.
2. Content Coverage: You need to cover all the topics and details on your website. If you miss any, that point will lead traffic to others blogs.
3. After event date, you need to cover other upcoming events in that niche.
4. Don’t use year in your domain text. Like cricketCup2025.com, this domain did not looks good after this event.
5. You did not rank on different type of niches events. Like you did not rank iphone release with covering the tesla car release event.
6. Use Google Trends, which helps to give you suggestion about the upcoming events.

You can also VLogging the ongoing event on YouTube.

# Topic 118 | Affiliate Marketing Case Study Part 1

1. This case study website is earning 20000 dollars per month.
2. This website starts on Jan 2019. Monthly spending on 1290 dollars.
3. This 1290 dollars spending on monthly basis.
4. May2019 traffics, 4K.
5. First earning on July 2019, 196 dollars.
6. Spending 1290 dollars monthly basis.
7. After 14-to-15-month, website earning meets to it’s spending/expense (1290 dollars).
8. This website takes 3 years to earning 20K per month.
9. Stay tune and stay motivated.
10. See next lecture for better understanding and spending of off page SEO.

# Topic 119 | Affiliate Marketing Case Study Part 2

1. Exploring case study website front end, menu, then HomePage layout,
2. To see how much pages index in google, we use site variable in google search bar like this [site:gardentoolbox.co.uk],
3. Now find sitemap.xml on this link: <https://gardentoolbox.co.uk/sitemap_index.xml>
   1. Post-sitemap.xml (295 posts) informational articles
   2. page-sitemap.xml (395 pages) commercial articles
   3. tools-sitemap.xml (31 tools)
   4. category-sitemap.xml (237 categories)
   5. author-sitemap.xml

Total 730 articles posted

1. analysis content quality:
2. Compare table, 10 ~ 12 products
3. Then explain all products one by one in details.
4. Minimum 5k to 8k words of article.
5. Explore more on ahref tool.
   1. Domain Rank: 61
   2. Ahref Rank: 240,196
   3. Backlinks: 13.3K
   4. Reference domain: 2.02K
   5. Organic Keyword: 126K
   6. This domain purchases an expire domain and then use that expire domain for off-page SEO.
   7. In Jan 2021 update, google hit this domain, and traffic decreases from 27k to 12k. The owner did not go heart broken. The owner show patience and work on the Google-new-update. After 6 month, this domain’s traffic increased from 12k to 30K+. After that new layout, working scheme, traffic increased day by day.
   8. Google algorithms hit this website for bad-quality backlinks. After the hit, the owner find that bad-backlinks and disown them by using the google tool.
6. Website have 3660 keywords, which are in top 3 positions.
7. Website have 10328 keywords which are in top 4~10 positions on google search results.
8. Reverse engineer this website:
   1. find all keywords, topics, titles of this website.
   2. onPage SEO, see which plugins are used. Which scheme of layout, keyword density, etc.
   3. OffPage SEO: find first backlink, where and when, and then other backlinks, list of referring domain, etc.
   4. All other things, image alt text, etc.
9. Mimic this strategy.
10. The owner worked 14 months straight and did not get any traffic or income from any source (Amazon, adsense).

# Topic 120 | Closing remarks: Final Words

Conclusion:

1. Niche Research
2. Content Coverage
3. Content Writing
4. Off-Page SEO
5. Website Making
6. WordPress SetUp
7. Google Ads
8. CPA
9. YouTube
10. Event Blogging.

Some other closing remarks and motivation.