

# GIFT GENIE: OFFICIAL OWNER'S MANUAL

*Version 1.0 / Prepared for New Owner*

## Welcome, CEO

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Congratulations on acquiring **Gift Genie**. You now own a sophisticated, AI-powered Programmatic SEO engine. This document is your roadmap for Technical Operations and Growth Strategy.

## Part 1: The Revenue Stack

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Your income comes from three layers. If one breaks, the others sustain you.

### Layer 1 (Volume): Amazon Associates

The app links to search results to ensure items are always in stock. This maximizes the 24-hour cookie window for attribution.

### Layer 2 (Profit): ClickBank

The “Life Improver” card targets digital courses (50-75% commission) which have much higher margins than physical goods.

### Layer 3 (Passive): Display Ads

Hard-coded slots for AdSense are located in the Footer, Header, and In-Feed positions.

## Part 2: Growth Protocols

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### 1. Programmatic SEO (The Google Strategy)

Every time a user searches for something new, the app builds a permanent landing page. You should seed the database by searching for high-volume keywords yourself (e.g., “Gifts for 30yo Nurse”).

### 2. Pinterest Automation (The Social Strategy)

Pinterest is a visual search engine for shoppers.

- Search a phrase on your site (e.g., “Gifts for Mom”).
- Take a screenshot of the result.
- Post it to Pinterest with the caption: “Top 3 Gifts for Mom (AI Generated).”
- **Goal:** 5 pins per day.

## Part 3: Technical Support

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For the first 30 days, I am available via email to assist with the transfer and setup.