



[HTTPS://WWW.CHARLESFLOATE.COM/](https://www.charlesfloate.com/)

PARASITE

SEO

(?::)

SECRETS
// REVEALED

WRITTEN BY
CHARLES FLOATE

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Introduction

Firstly, I want to thank you for purchasing this course! It's taken me nearly 6 months of work to put this altogether, and I'm hoping you'll be able to use the information and sites inside to make an outrageous return on your investment with me!

As with all of my training, I have to give the beginners a complete introduction first. So, if you're already an intermediary or experienced SEO and know exactly what parasite SEO is, then you can skip straight to page #8 where we jump into real world examples in the wild.

The (Sad) State of Affiliate Niche Sites

Google has been ramping up with algorithm updates these past few years.

Let's take a look at the updates from the last 12 months alone:

- [**Product Reviews Update**](#) - Google wants product review pages to be more in-depth rather than just summaries about the product. That means authors need to actually use the product they're reviewing, show photos of them using it, and provide readers with meaningful information that will help them decide whether or not to purchase the product.
- [**Link Spam Update**](#) - In December 2022, Google launched SpamBrain to identify backlinks aimed at gamifying the search algorithms. Once spotted, these links no longer pass PageRank or link juice to the site, resulting in decreased search rankings across multiple keywords.
- [**Helpful Content**](#) - As the name suggests, Google wants websites to provide users with a satisfying experience. They can achieve this by providing content that is not only in line with their search intent but also contains useful and unique information.
- [**E-E-A-T**](#) - While not really an algorithm update, Google did make changes to their Quality Raters Guidelines by adding another "E" in the acronym, turning it into E-E-A-T or double E-A-T. The extra "E" stands for experience, which questions whether the author of the piece has first-hand experience of what they're talking about.
- [**Search Generative Experience**](#) - Arguably the most significant update and the biggest threat against online publishers. Google will show a section above SERPs that answers your search query and is generated in real-time to provide users with the best and latest information. This feature is currently available to users who signed up to Google's Search Labs but expect the search engine to launch it very soon.

These updates have made life much more difficult for niche site owners.

Years back, you could churn out a few articles with decent quality for underserved keywords on Google and expect to rank for them in a few weeks or months' time.

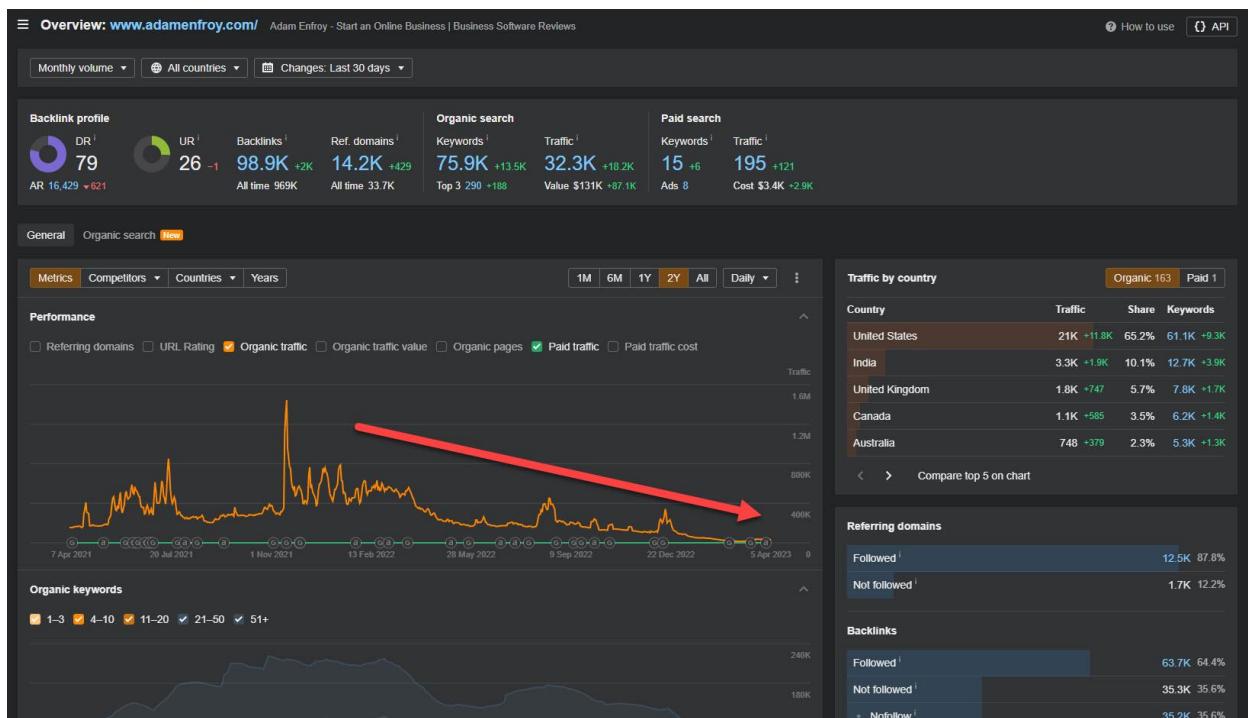
You now have to write articles that comprehensively cover a topic to achieve topical authority and produce affiliate product reviews showing that you tried out the product before writing about it, or at least convince Google you did.

And EVEN THEN, there's no guarantee that you will actually rank, given the constant and sometimes fickle nature of Google's algorithm.

And we haven't even talked about the worst part of it all:

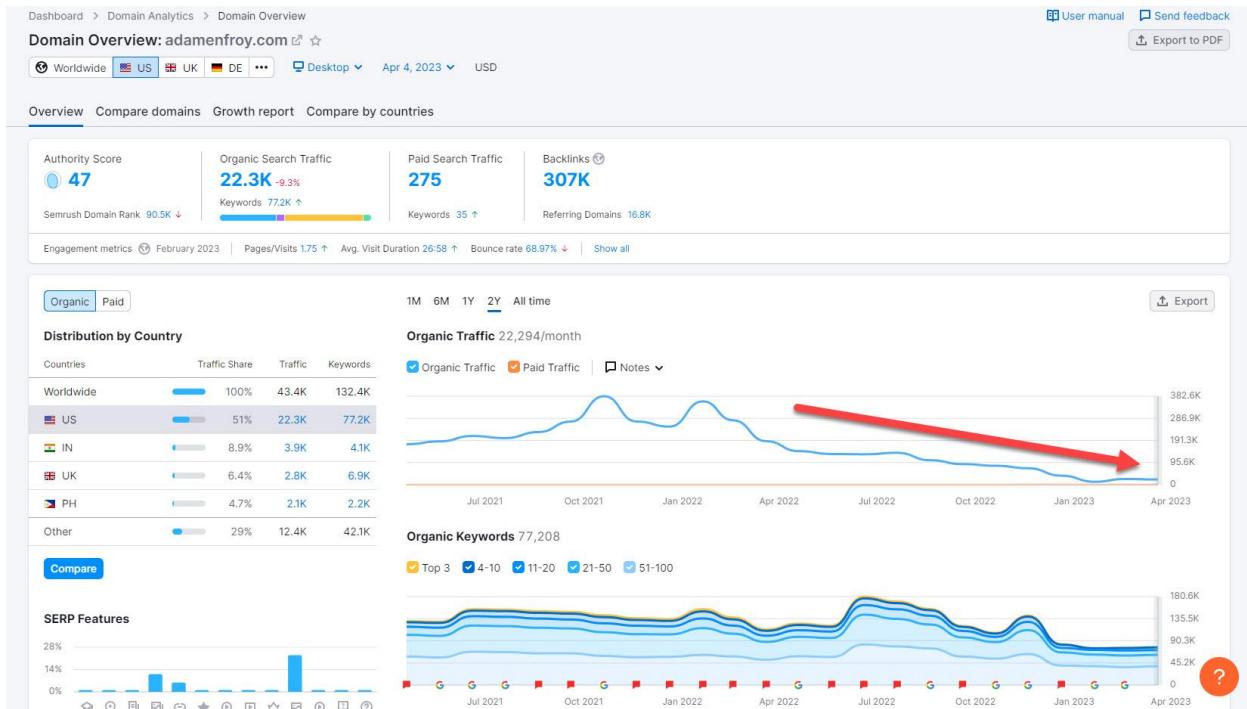
Even the most authoritative sites online—those that have had a supposed sterling reputation in organic search these past few years—are safe from Google's ire either.

Take Adam Enfroy, for example. He's built a reputable blog that ranks on top of SERPs for popular SaaS software. However, his site is experiencing a massive dip in organic search, and he mostly stayed within the guidelines:



Granted, Ahrefs is never truly accurate on organic traffic and keyword research. It can only provide its users with estimates of the traffic a website is getting from search engines.

That said, Semrush lets the same story about the site:



Adam has replied to the traffic drop as a “bump on the road” and claims he has six revenue streams aside from SEO:

 **Adam Enfroy**  @AdamEnfroy · Mar 2 · ...
Replying to @MintedEmpire
Not hurting at all and again... inaccurate data, but thanks for the tag.
Check my replies and please realize that I have 6 revenue streams and
traffic does not equal revenue. We have been ranking for 4 years for
valuable recurring affiliate programs. We hit a bump in the road.

1 1 14 646 

 **Adam Enfroy**  @AdamEnfroy · Mar 2 · ...
Replying to @AdamEnfroy and @MintedEmpire
We also don't have a "course sales funnel built on the success of this
single site." Almost 100% of our business is derived from YouTube and it's
a full coaching business with 4 full-time coaches, not a course.

1 1 8 811 

That means he's making just as much money—if not more—from his income streams despite the drop in organic traffic. At least, that's what he's saying.

That said, the point here is clear:

Nobody is safe from Google's algorithm.

It doesn't matter how high you ranked before or how much authority you built for your brand. If it deems your site unworthy of its current ranking for whatever reason, expect to see your site at the bottom of SERPs.

This sucks for a number of reasons: First, you have to determine why the algorithmic penalty happened (if you do find it). Only then you'll be able to fix it (hopefully). If nothing happens and your site is still in the Google doghouse, you have to find another way to fix it.

I'm sharing these things with you because managing an affiliate niche site and navigating through the turbulent Google algorithm is always a roller-coaster ride.

And what do you get for all your effort? Probably \$10k/month after years of slaving on your website, with hours spent fixing issues that caused your site to drop traffic.

To be clear, there's nothing wrong with that. Niche site creation and monetisation is a marathon, not a sprint. You should be able to endure the highs and lows Google will bring to your site.

However, what if I told you that there's a better way to make money than affiliate marketing and display ads?

Two words: **Parasite SEO**.

Parasite SEO: A Quick Overview

Instead of building a website from the ground up, you can publish a single article to reach \$10k/month.

And if you replicate the process—100s of “parasites”—you can churn in millions of dollars a year!

In a nutshell, this process refers to **securing sponsored posts on authoritative websites**.

If you go to big publication sites like Telegraph, you'll see a page that enables advertisers to publish content on their site.

In this case, The Telegraph has a Branded Content page that shows the different articles on the site courtesy of third-party publishers.

Editorially Integrated Partnerships at the Telegraph

Telegraph Media Group's Editorialy Integrated Partnerships are right for brands, right for subscribers and right for the Telegraph. Our carefully selected partnerships enhance the journalism and experiences our subscribers love, while enabling your brand to gain exclusive access to our highly engaged audience and first-party data. Browse examples of our latest commercial content including visual stories, interactive games, animated maps and more



Sage | Changing the game for rugby data



British Airways Holidays | Escape to the Indian Ocean



South Africa | Breathtaking scenery, vibrant culture and bustling city life



Abu Dhabi | Experience an enchanting city



Woodford Reserve | Red carpet cocktails



SkinCeuticals | The science of great skincare



Tourism Ireland | Indulge in Ireland



British Airways Holidays | Escape to Greece

From here, you can reach out to them regarding the terms and conditions of getting a post up on the site.

Benefits of Parasite SEO

There are lots of reasons why you should be going the parasite SEO route, or at least using it as part of your overall digital marketing strategy. For one, **you no longer have to create a website from the ground up or wait for sites to get out of the sandbox.**

Since you'll be publishing content on an established website with tons of authority and organic traffic, all you have to worry about is converting those visitors into commission sales!

No need for on-page SEO, technical SEO, and massive link building campaigns (although you could build links to your published page to increase its organic rankings—more on this later). The focus is just writing a piece of content that will help you convert readers into buyers.

Second, **there's little to no waiting period for your page to mature and rank for your target keywords.**

Once published, you can expect the post to rank for days before it finally appears on top of SERPs if written correctly.

This is possible because you're leveraging the publication's authority to get your page to appear immediately on organic search.

That also means you can get affiliate commissions sooner, which is never a bad thing!

Parasite SEO is also a scalable and repeatable process.

Similar to niche site building, you can use the earnings from your parasite page to buy another page from a different publication.

You can write a page about a different topic or a related one that not only contains affiliate links but also a link to the previous page you wrote.

In this case, not only are you getting more conversions and revenues by having more parasite pages, but you also help your previous pages rank higher with the links you'll create in your new parasite pages!

However, what separates parasite SEO from niche site building and other forms of SEO revenue streams is its **immense profitability**.

We've already established earlier that ranking on top of SERPs for multiple money keywords on your niche site is a pipe dream.

You have to build a brand brick by brick for years AND diversify your traffic sources (so you don't have to solely rely on SEO and Google's manic algorithm).

And you can only achieve this by working on your site for years on end!

With parasite SEO, you can go straight to ranking your page in a short amount of time, thanks to the publication's existing authority.

Faster rankings mean increased visibility, resulting in higher earnings—plain and simple!

From here, you can flip your earnings to get more parasite pages up, multiplying your earnings even more and powering up the existing pages to new earning potentials.

How to Spot Parasite SEO Content: Checklist

Before we head on to actual examples of parasite content in the wild, below are indicators that a piece of content is published primarily for affiliate marketing purposes. They're generally easy to spot because they share the same characteristics. Here they are:

- Is the content published on an authoritative website with DA 60+?
- Is the article tagged as “Sponsored” or similar?
- Is the article published under a brand name and not a person?
- Is the site regional or location-specific? Ex. SF Weekly, Washington City Paper, etc.
(This isn't always the case for some parasite content, but the majority of them are published on these sites based on our research. A probable reason is that they get paid a good amount of money to put the content out there.)
- Does the article contain affiliate links not owned by the publisher? Is it using branded URL shorteners to make the affiliate link? We'll get into more detail about this later.

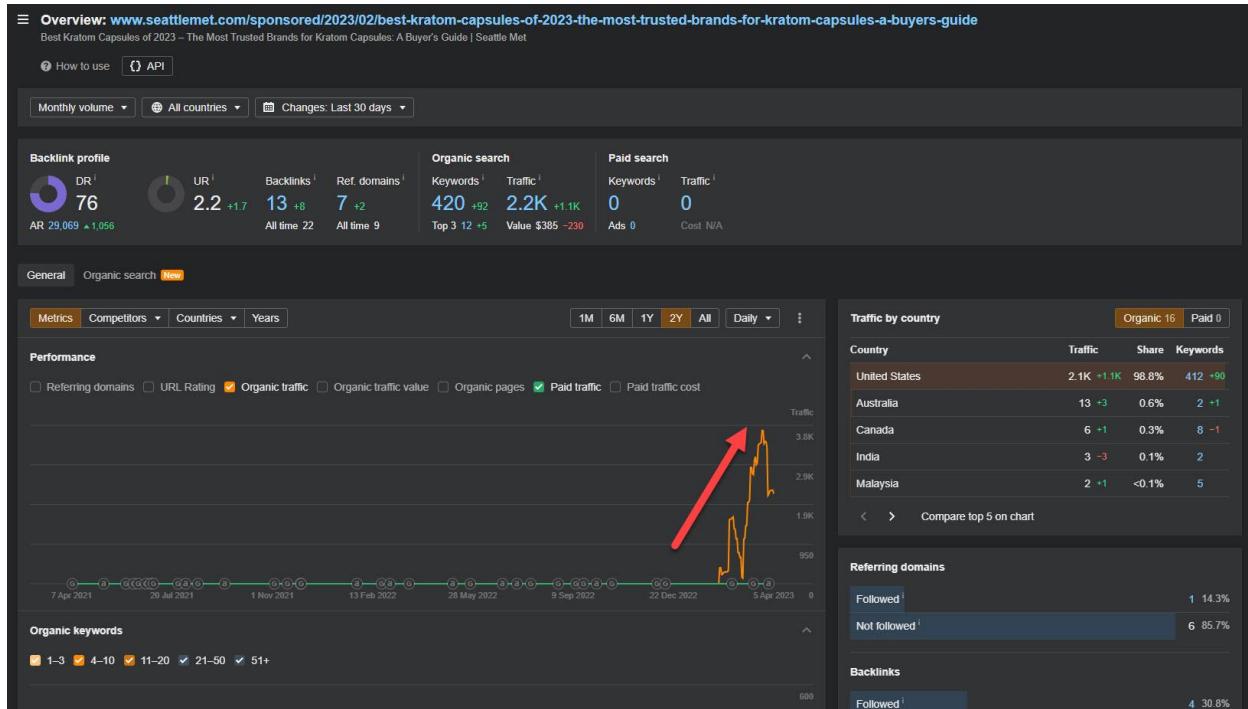
- Is the article a listicle? Ex. "Best/Top X..." Some parasite content can also be single product reviews. But listicles allows brands to place as many affiliate links as possible, giving them more opportunity to make money.

Parasite SEO Examples

Now that we covered what parasite SEO is, it's time to see a few examples of pages making real money in the wild!

First is a parasite page, "**Best Kratom Capsules of 2023 – The Most Trusted Brands for Kratom Capsules: A Buyer's Guide**," published on Seattle Met and written by Originated Media.

According to Ahrefs, the page started generating organic traffic in the first week of February 2023. Its traffic peaked in the last week of March 2023 (3.3k visitors) before dropping down a bit in the first week of April 2023 (2.1k).



Looking at the page URL shows that the article was published around the same date as it started ranking, and only continued to grow from there.

With certain niches like this one, pages will eventually fall off due to freshness and the amount of other people making pages in the SERPs - The ideal parasite niche is one where there aren't any other people abusing parasite, yet.

S > Sponsored

Best Kratom Capsules of 2023 – The Most Trusted Brands for Kratom Capsules: A Buyer's Guide

SPONSORED CONTENT

Best Kratom Capsules of 2023 – The Most Trusted Brands for Kratom Capsules: A Buyer's Guide

Kratom is becoming increasingly popular.

Presented by Originated Media • What's This? • February 6, 2023



Kratom is becoming increasingly popular and people are starting to seek out alternative options like kratom capsules to help them get their dose even when on the go. Kratom capsules are easy to take and fast acting, but with so many different

Also, another giveaway is the article type itself. As a listicle (“best kratom capsules”), it can mention and link to other brand products in the article, which gives the author more opportunities to place affiliate links there.

To verify further, check the article's links and see if they are affiliate links, i.e., links containing URL parameters containing an affiliate ID.

Originated Media is very sneaky with this because, when you hover your mouse over the product links, you'd see that they all point to a domain linktodiscount.com:

The Best Kratom Capsules

1. [Super Speciosa](#): The Best Overall Kratom Capsules
2. [Happy Go Leafy](#): The Most Potent Kratom Capsules
3. [K-Tropix](#): The Largest Capsule Variety
4. [Mit45](#): The Best Option for Long-Term Savings

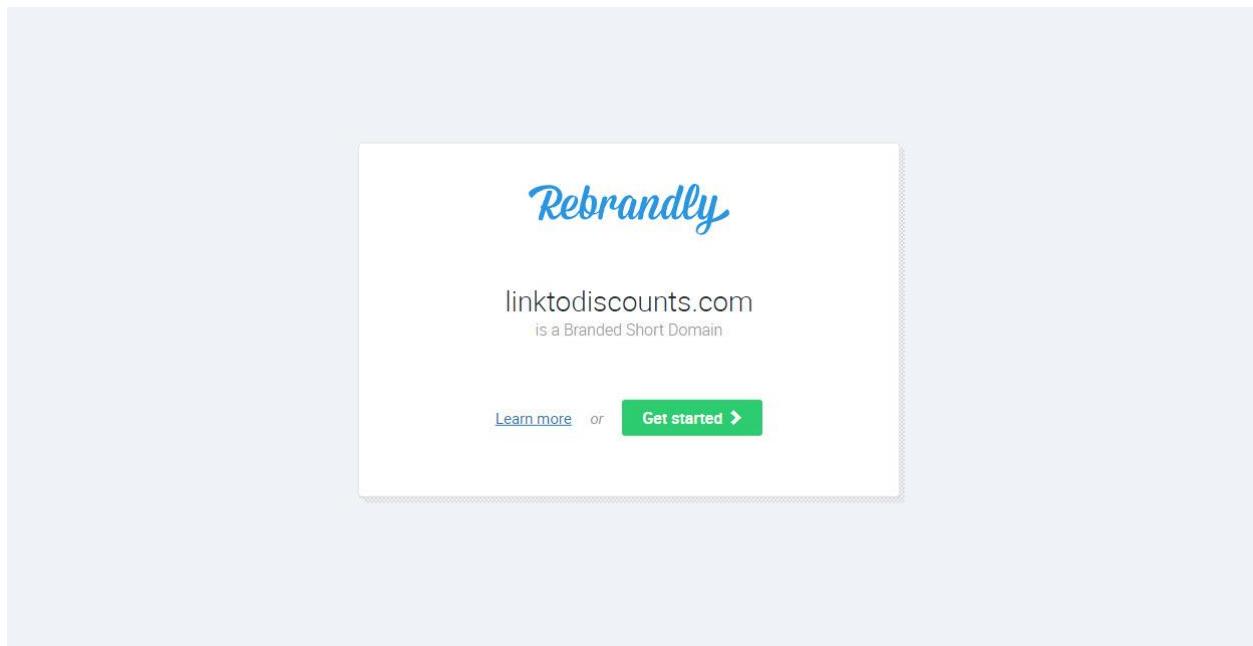
Reviews of the Best Kratom Capsules

1. Super Speciosa: The Best Overall Kratom Capsules

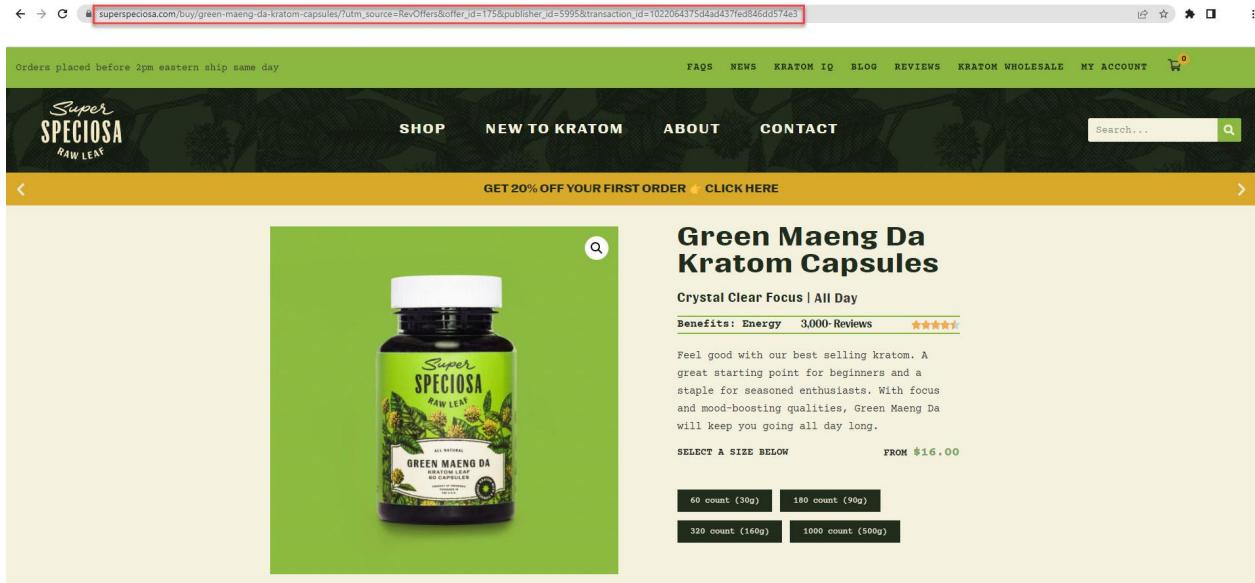
Pros

- Potent capsules that are great for getting up and staying up
- Packed with nothing but pure kratom

However, if you visit the domain, you'd see that it's a Rebrandly branded short domain used for shortening links.



And if you click on any of the links in the article, they will bring you to the product page complete with the URL parameters and affiliate ID:



Norcal Marketing used the same parasite SEO strategy, as seen in the published article “**10 Best Web Hosting Companies for Fast, Reliable & Secure Websites**” on SFGate.

When you hover over the recommended web hosting platforms, it uses the domain takemetothesite.com to mask the affiliate link.

The screenshot shows a section of the SFGATE article titled 'Review of the Best Web Hosting Companies for 2023'. It features a callout for 'Hostinger' with its logo and a list of benefits: 'Plans Starting At Just \$1.39/mo', '1-Click Wordpress Installation', 'Easy-To-Use for Beginners', and '30-day Money Back Guarantee'. A large red arrow points from a circled URL in the footer back to the 'CLICK HERE TO LEARN MORE' button in the Hostinger callout.

#1 Hostinger: Best Website Hosting Service Overall

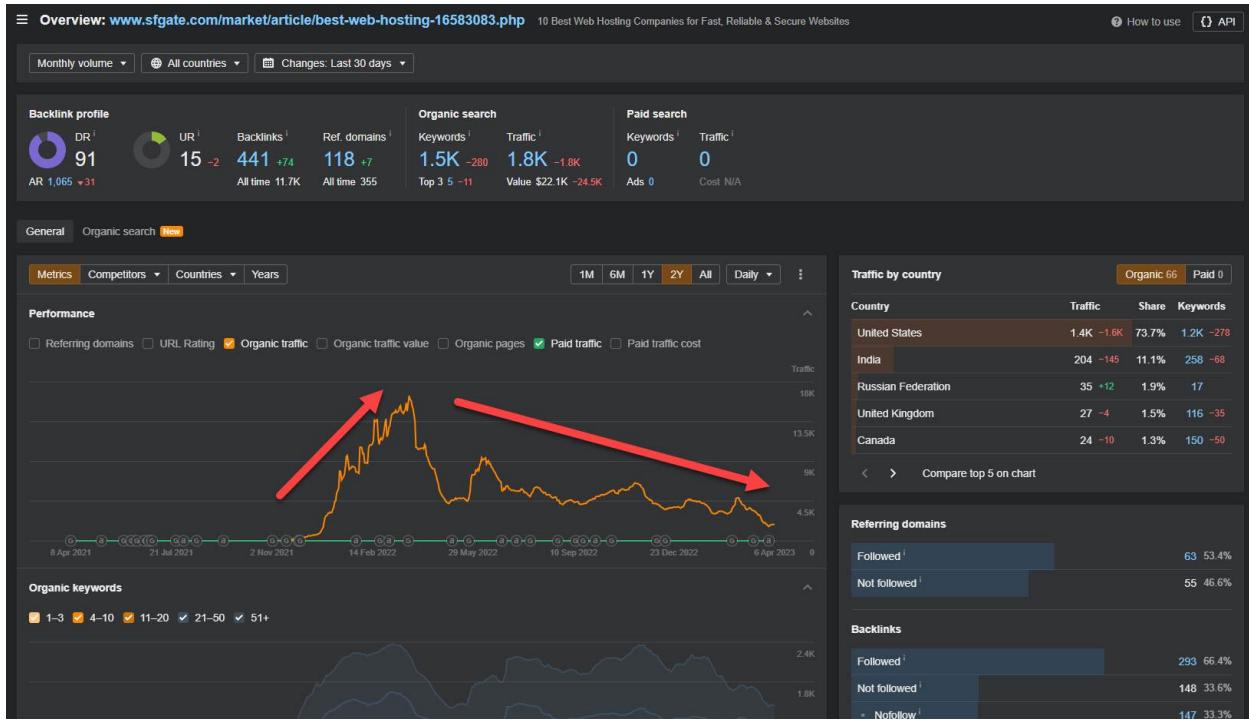
Hostinger	
	<ul style="list-style-type: none"> Plans Starting At Just \$1.39/mo 1-Click Wordpress Installation Easy-To-Use for Beginners 30-day Money Back Guarantee
CLICK HERE TO LEARN MORE	

Hostinger is our top choice for the best web host of 2023. With affordable monthly plans and an impressive array of features, Hostinger is suitable for beginners and experts alike. Hostinger has thousands of positive reviews on TrustPilot and Google, making it one of the most highly rated web hosts in the industry.

Hostinger offers a variety of different hosting plans to choose from,

(/www.takemetothesite.com/c)

According to Ahrefs, the page started receiving organic traffic during the first week of November 2021. The page's traffic peaked in March 2023, receiving approximately 16,000 monthly visitors. Since it started losing traffic, it's now attracting 1.8k visitors.



While this reiterates that authoritative websites and pages can lose their rankings, this shouldn't discredit the meteoric rise of the page when it was initially published. Of course, a lot has changed within the following years, and the site may have launched campaigns that affected its overall performance, which Norcal Marketing, in this case, has no control over.

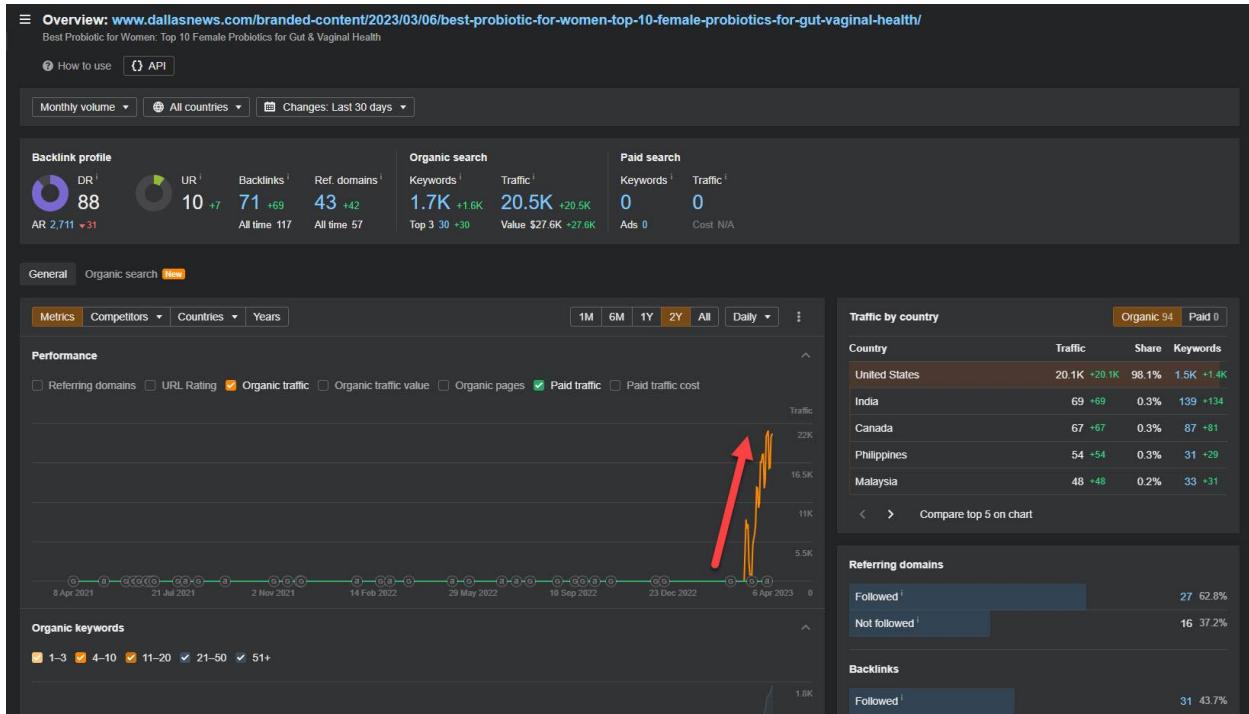
The graph may also have gotten you thinking about whether parasite SEO is worth the investment.

If you don't have full control over the site where to publish your parasite page, shouldn't you just build your own site instead?

We've already discussed this above, but this is the nature of parasite SEO—it's a matter of finding the best sites where to publish your affiliate content.

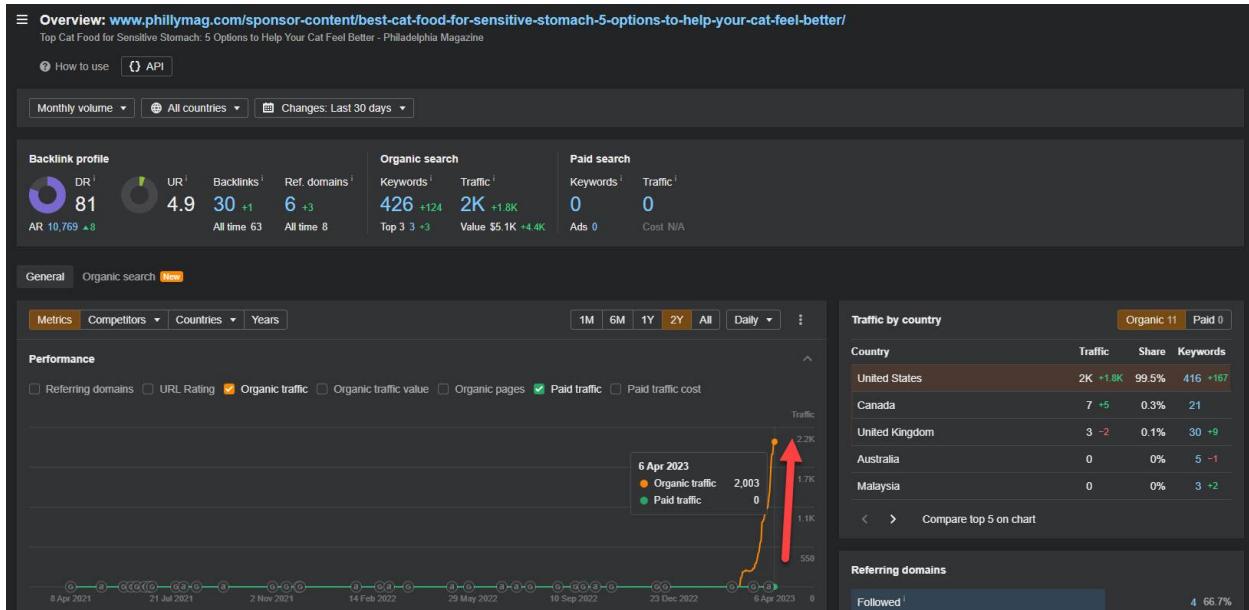
But as far as parasite SEO being a viable income stream, the answer is a resounding "yes!"

Here's another page from Norcal Marketing published in Dallas Morning News titled "**Best Probiotic for Women: Top 10 Female Probiotics for Gut & Vaginal Health**".



Within a month, the page is already attracting 16k monthly visits!

Here's another example from Originated Media again. The post "**Top Cat Food for Sensitive Stomach: 5 Options to Help Your Cat Feel Better**" is published in Philadelphia Magazine:



As you should already know by now, Norcal Marketing and Originated Media are two of the most well-known agencies doing parasite SEO correctly.

If you check out the parasite pages from the same domains above, you'll also see that they tackle a specific and similar theme across their content.

In the agency's Dallas News Morning author page, it recommends and reviews primarily health and fitness products (pills, supplements, etc.):

The screenshot shows a section titled "LATEST STORIES" on The Dallas Morning News website. It displays five articles with corresponding images and titles:

- 5 Best Male Fertility Supplements and Vitamins of 2023** (Image: A couple sitting together, smiling.)
BY NORCAL MARKETING · BRANDED CONTENT · Apr 5, 2023 · BRANDED
- 10 Best Appetite Suppressant Pills for Appetite Control & Hunger Cravings** (Image: A plate of food with various pills on it.)
BY NORCAL MARKETING · BRANDED CONTENT · Apr 5, 2023 · BRANDED
- Testo-Max Review: Is It Worth The Money?** (Image: A man working out in a gym.)
BY NORCAL MARKETING · BRANDED CONTENT · Apr 5, 2023 · BRANDED
- Noocube Review: Legit Nootropic or Waste of Money?** (Image: A bottle of Noocube supplement.)
BY NORCAL MARKETING · BRANDED CONTENT · Mar 21, 2023 · BRANDED
- 10 Best Prostate Supplements for Prostate Health** (Image: A person holding a supplement bottle.)
BY NORCAL MARKETING · BRANDED CONTENT · Mar 21, 2023 · BRANDED

On the other hand, Ascend Agency covers beauty products like anti-ageing creams, face moisturisers, pore cleansers, and others.



10 Best Face Moisturizers for Oily Skin

BY ASCEND AGENCY · BRANDED CONTENT · Mar 5, 2023 · BRANDED



The Best Face Moisturizers for Dry Skin (2023)

BY ASCEND AGENCY · BRANDED CONTENT · Mar 5, 2023 · BRANDED



The Best Face Moisturizers for Dry Sensitive Skin (2023)

BY ASCEND AGENCY · BRANDED CONTENT · Mar 5, 2023 · BRANDED



The Best Face Moisturizers in 2023

BY ASCEND AGENCY · BRANDED CONTENT · Mar 5, 2023 · BRANDED

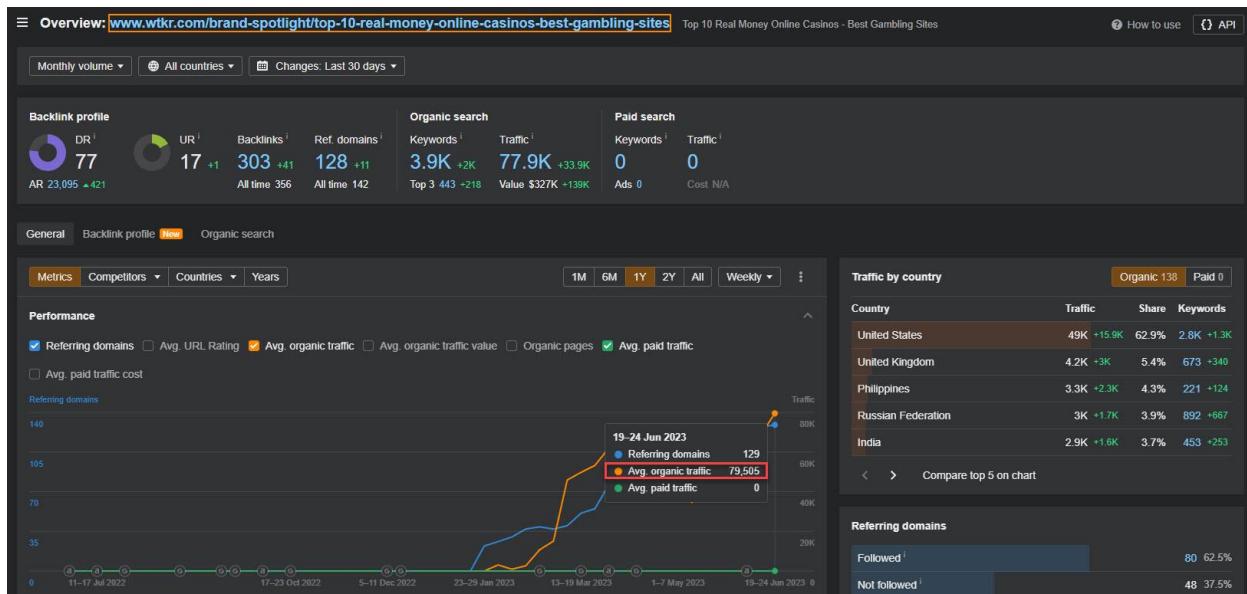


15 Best Pore Cleaners in 2023

BY ASCEND AGENCY · BRANDED CONTENT · Mar 4, 2023 · BRANDED

Key to a successful parasite SEO campaign is comprehensive covering a topic. It not only helps your chances of ranking for these keywords but also improves the site's topic authority in that it ranks all related keywords about the topic at the top of SERPs.

The last article is “**Top 10 Real Money Online Casinos - Best Gambling Sites**” from WTKR. It’s generating a whopping 80k monthly visitors, according to Ahrefs:



The page also uses branded URL shorteners to mask its affiliate links.

1. **Red Dog - Best Overall**

- High-quality real money casino games
- Solid selection of bonuses and promotions
- 24/7 customer service
- Safe payment methods
- Rewarding loyalty program and bonuses

Established back in 2019, Red Dog has become one of the most popular real money casinos online. It provides a comprehensive collection of top casino games by Real Time Gaming and solid bonuses. It holds a Curacao Gaming license, and it's a totally secure online casino by any modern standards. Plus, the top-rated mobile casino gaming is compatible with Apple and Android devices.

Bonus Offer

The welcome bonus consists of five deposit-match bonuses of up to \$1000. The minimum deposit

https://activetrack.link/8uIFlw

What are the Most Successful Niches in Parasite SEO?

I featured three niches above in the examples: hosting, drugs/supplements (which fall under YMYL), and casino. These are some of the more profitable niches in the affiliate industry due to their high commission rates and payouts. However, some niches perform better as part of your parasite SEO strategy.

Let's go back to the hosting article published in SF Gate. It generates most of its organic traffic from "best website hosts." But if you look at the top pages using Ahrefs SERP Overview, it's the only parasite content ranking on the first page of Google. All the other pages are from sites not known for their sponsored content, which means that they don't engage in parasite SEO.

SERP overview for "best website hosts" 19 Jun 2023 Compare with										API	Export
	Search result	Words	DR	UR	Backlinks	Domains	Traffic	Value	Keywords	Top keyword	Volume
1	Featured Snippet 10 Best Web Hosting Services (June 2023) – Forbes Advisor 403 https://www.forbes.com/advisor/business/software/best-web-hosting-services/	0	94	25	5,678	712	64,038	\$393K	2,680	website hosting	14K
2	The Best Web Hosting Services for 2023 https://www.pcmag.com/picks/the-best-web-hosting-services	6,357	91	35	14,490	1,581	44,625	\$279K	3,976	web hosting	18K
3	► People also ask										
4	Best Web-Hosting Services for 2023: Top Hosting Providers https://www.cnet.com/tech/services-and-software/best-web-hosting/	8,829	92	35	66,504	2,911	10,837	\$64.5K	2,923	best web hosting sites	2.7K
5	Top 10 Best Web Hosting Providers of 2023 520 https://www.quickstart.com/best-web-hosting/	0	86	32	10,923	929	11,632	\$70K	2,561	best website host	2.7K
6	Best web hosting services in 2023 https://www.tomsguide.com/buying-guide/best-web-hosting-services	6,194	86	22	4,412	537	4,080	\$23.3K	1,985	best web hosting sites	2.7K
7	Best Web Hosting Services of 2023 https://www.usnews.com/360-reviews/business/web-hosting	N/A	91	7	448	93	6,130	\$35.8K	3,036	best web hosting 2022 - tophostingreviews	700
8	Best Web Hosting Services of 2023 (In-Depth Review) https://melpatel.com/blog/best-web-hosting-services/	4,705	91	25	1,484	328	4,239	\$25.3K	2,358	best website host	2.7K
9	Best web hosting services of 2023 https://www.techartic.com/web-hosting/best-web-hosting-service-websites	N/A	90	41	23,522	1,770	7,551	\$43.4K	1,742	best web hosting	4.4K
10	10 Best Web Hosting Companies for Fast, Reliable & https://www.sfgate.com/market/article/best-web-hosting-16583083.php	6,164	91	15	920	175	2,461	\$14.4K	1,489	best website host	2.7K
	... ► 1 Bottom ad										
	Show more										

You could argue that Forbes has advertising options and may be open to doing parasite SEO with brands. However, the affiliate links in its article are from Forbes itself. That means the publication makes the money and no one else.

Forbes Advisor Ratings						
COMPANY	FORBES ADVISOR RATING	BEST FOR	STARTING PRICE	STORAGE AND BANDWIDTH	LEARN MORE	
IONOS Ionos	4.6 Forbes ADVISOR	Best for Startups	\$1 per month (billed annually; renews at \$10 per month)	10GB of storage and unlimited traffic	Learn More On Ionos' Website	
HostGator HostGator	4.4 Forbes ADVISOR	Best perks	\$2.75 per month (three-year term)	Unmetered	Learn More On HostGator's Website	
bluehost Bluehost	4.3 Forbes ADVISOR	Best for new websites	\$2.95 per month (billed annually, renews at \$10.99 per month)	Unmetered bandwidth and SSD storage starts at 10GB	Learn More On Bluehost.com's Website	
DreamHost DreamHost	4.3 Forbes ADVISOR	Best for WordPress Beginners	\$2.59 per month (three-year term)	50 GB of storage and unlimited bandwidth	Learn More On DreamHost's Website	



Now, if we look at “best kratom capsules,” which the Seattle Met article is generating the most organic traffic from, we’ll see that **all the results are parasite content!**

SERP overview for "best kratom capsules" 23 Jun 2023 Compare with ▾											API	Export
	Words	DR	UR	Backlinks	Domains	Traffic	Value	Keywords	Top keyword	Volume		
1 Best Kratom Capsules (2023 Brand Rankings) Top ... https://www.outlookindia.com/outlook-spotlight/best-kratom-capsules-2023-brand-rankings-top-kratom-pills-that-work.news-287393 ▾	6,413	87	26	890	107	5,185	\$1.8K	196	kratom capsules	17K		
2 Best Kratom Capsules of 2023 – The Most Trusted Brands ... https://www.seattlemet.com/sponsored/2023/02/best-kratom-capsules-of-2023-the-most-trusted-brands-for-kratom-capsules-a-buyers-guide ▾	4,092	76	12	233	59	1,107	\$292	676	best kratom capsules	2.1K		
3 Best Kratom Capsules From Top 5 Kratom Vendors In 2023 https://www.timesofisrael.com/spotlight/best-kratom-capsules/	N/A	86	1	4	2	244	\$88	365	kratom pills	4.8K		
4 Top 5 Kratom Capsules of 2023–Best Brands and What to ... https://www.dallasnews.com/branded-content/2023/02/17/top-5-kratom-capsules-of-2023-best-brands-and-what-to-look-for-in-a-kratom-capsule-product ▾	4,679	88	0	1	1	1,652	\$574	596	kratom capsules	17K		
5 Best Kratom Capsules: Top 5 Kratom Vendors To Buy Online <small>Twitter</small> https://www.pgcitypaper.com/pittsburgh/best-kratom-capsules-23360462 ▾	0	74	0	1	1	80	\$20	326	buying kratom capsules	150		
6 Best Kratom Capsules: Top 5 Brands for Kratom Pills In 2023 https://www.orlandomagazine.com/best-kratom-capsules-2023-buy-kratom-products-online-from-top-kratom-vendors ▾	5,548	73	12	30	17	540	\$212	330	best brands of kratom	1.4K		
7 Best Kratom Capsules: Everything You Need To Know https://www.newsdirect.com/kratom/best-kratom-capsules ▾	3,561	74	0	0	0	154	\$185	90	red ball kratom capsules	150		
8 The 5 Best Kratom Capsules Available 2023 https://www.usmagazine.com/celebrity-news/news/the-5-best-kratom-capsules-available-2023/ ▾	6,599	84	9	11	10	593	\$147	691	just kratom	400		
9 Best Natural Kratom Capsules for Effective Results (Facts, ... https://www.wtv.com/best-kratom-capsules ▾	3,951	75	1	3	3	547	\$167	496	green vien kratom	1.0K		
10 Best Kratom Capsules. Complete Kratom Capsules Review <small>Reddit</small> https://www.tacomadailyindex.com/blog/best-kratom-capsules-complete-kratom-capsules-review/2465134/ ▾	0	54	2	1	1	28	\$5	216	buying kratom capsules	150		

Just from the eye test alone, all pages are from sites that aren’t necessarily renowned in the medical industry and are location-specific, i.e., Outlook India, Times of Israel, etc. And all its links are either branded or shortened affiliate links.

For “cat food for sensitive stomach,” which the Philadelphia Magazine’s article ranks for, it’s a mixed result of parasite content (the ones in red), authoritative niche sites, and product pages:

SERP overview for "cat food for sensitive stomach"											API	Export
		Words	DR	UR	Backlinks	Domains	Traffic	Value	Keywords	Top keyword	Volume	
<input type="checkbox"/> Search result												
1	Sensitive Stomach Cat Food: Gastrointestinal, Diet https://www.petco.com/shop/en/petco/store/category/cat/cat-food/sensitive-stomach-cat-food ▾	2,695	81	4	36	29	7,605	\$13.9K	416	cat food sensitive stomach	6.5K	
2 ➤ People also ask												
3	Cat Food for Sensitive Stomach: 5 Dry and Wet... https://www.phillymag.com/sponsor-content/best-cat-food-for-sensitive-stomach-5-dry-and-wet-cat-food-options/ ▾	4,165	81	12	264	73	11,399	\$19.7K	3,146	food for cats with sensitive stomachs	6.4K	
4	9 Best Sensitive Stomach Cat Foods https://www.vetstreet.com/food-and-treats/cat-food/best-sensitive-stomach-cat-foods ▾	N/A	78	4	27	20	3,719	\$6.6K	111	cat food sensitive stomach	6.5K	
➤ Shopping results												
5	Best Cat Food for a Sensitive Stomach - Rover.com https://www.rover.com/blog/best-sensitive-stomach-cat-food ▾	1,860	83	9	71	27	15,743	\$27.8K	1,157	food for cats with sensitive stomachs	6.4K	
6	Best Cat Food for Sensitive Stomachs: 5 Options To Ease ... https://www.dallasnews.com/business/commercial/content/2023/03/30/best-cat-food-for-sensitive-stomach-of-2023-no-more-upset-kitty-lumie-s/ ▾	3,932	88	11	398	77	7,337	\$12.7K	1,814	food for cats with sensitive stomachs	6.4K	
7	The 10 Best Dry Cat Foods for Sensitive Stomachs https://www.chewy.com/best/dry-cat-foods-sensitive-stomachs_s113304 ▾	2,383	86	3	0	0	5,243	\$8.7K	162	food for cats with sensitive stomachs	6.4K	
➤ 1 Sitelink												
8	Sensitive Stomach Cat Food https://www.amazon.com/sensitive-stomach-cat-foods?k=sensitive+stomach+cat+food ▾	N/A	96	1	19	4	2,124	\$3.9K	171	cat food sensitive stomach	6.5K	
➤ Shopping results												
9	7 Best Cat Foods for Sensitive Stomach & Buyer's Guide ... https://cattylic.com/best-cat-food-sensitive-stomach/ ▾	4,051	15	3	6	6	1,682	\$2.9K	270	food for cats with sensitive stomachs	6.4K	
10	Cat Food for Sensitive Stomach & Skin https://www.purina.com/cats/cat-food/sensitive-skin-stomach ▾	1,262	80	6	70	26	1,670	\$2.4K	251	purina sensitive skin and stomach cat food	600	
11	5 Top Cat Foods for Sensitive Stomach: How To Help Your ... https://www.bostondesignmagazine.com/sponsor-content/best-5-cat-foods-for-sensitive-stomach-how-to-help-your-cat-feel-better/ ▾	4,538	82	5	25	12	1,332	\$2.2K	955	best sensitive stomach cat food	2.9K	
12	11 Best Cat Foods for Sensitive Stomach & Vomiting in ... https://excitedcats.com/best-cat-food-for-sensitive-stomach/ ▾	N/A	67	5	89	40	551	\$940	397	food for cats with sensitive stomachs	6.4K	
13	Best Cat Foods for Sensitive Stomachs https://www.petmd.com/cat/nutrition/what-feed-cat-sensitive-stomach ▾	2,166	84	12	181	62	2,715	\$4.5K	453	food for cats with sensitive stomachs	6.4K	
➤ Shopping results												

Finally, looking at WTKR’s article about the top online casinos, it drives the most organic traffic from “best online casino real money.” And if we look at its SERP overview using Ahrefs, most of the pages ranking for the term are parasite content as well:

SERP overview for "best online casino real money"											API	Export
		Words	DR	UR	Backlinks	Domains	Traffic	Value	Keywords	Top keyword	Volume	
<input type="checkbox"/> Search result												
1	Featured Snippet Top 10 Real Money Online Casinos - Best Gambling Sites https://www.wtkr.com/brand-spotlight/top-10-real-money-online-casinos-best-gambling-sites ▾	4,562	77	17	298	127	62,690	\$295K	2,616	best online casino real money	6.5K	
2 ➤ People also ask												
3	Best Online Casino Real Money Games for High Payouts https://www.timesunion.com/marketplace/article/online-casinos-real-money-17565293.php ▾	4,534	83	23	618	146	59,429	\$231K	2,288	real money online casino	19K	
➤ 1 Sitelink												
4	Best Online Casino Sites in 2023 https://www.sfgate.com/market/article/best-online-casino-sites-16927287.php ▾	5,611	91	23	998	268	31,175	\$205K	2,750	online casinos	24K	
5	Best Online Casinos for Winning Real Money in the USA https://www.wtkr.com/brand-spotlight/best-online-casinos-for-winning-real-money-in-the-usa ▾	3,936	77	20	28,461	139	7,138	\$27.6K	1,138	best us online casino	2.8K	
6	Best Real Money Online Casinos & Top Gambling Sites ... https://www.outlookindia.com/outlook-spotlightreal-money-online-casinos-gambling-sites-news-287590 ▾	5,347	87	7	19	13	4,447	\$24K	729	best online casinos for real money	6.7K	
7	2023's Best Online Casinos for Real Money Gambling 429 https://www.psudogegan.com/forstudents/best-online-casino-real-money/article_74b5a37e-3f49-11ed-ab19-a79d5d35b97a.html ▾	0	49	3	5	4	9,130	\$45.5K	1,727	online casino real money	24K	
8	Online Casinos For Real Money (Top Sites in 2023) https://www.playusa.com/online-casinos ▾	4,044	64	33	1,776	287	29,968	\$136K	1,692	usa online casino real money	4.9K	
9	9 Best Online Casinos: Top Casino Sites Ranked By ... https://www.miamiherald.com/betting/casinos/article_259183883.html ▾	N/A	87	30	3,912	269	72,868	\$391K	5,428	best online casino	13K	
10	Top 10 Real Money Online Casinos https://www.casinog.org/real-money/ ▾	4,542	79	27	19,764	463	25,713	\$78.7K	2,920	online casino real money	24K	
<input type="checkbox"/> Show more												

There’s another niche we didn’t show examples of but is also dominating the parasite SEO space: **the adult niche**. This covers dating/hooks apps, adult entertainment,

For the search term “best onlyfans” (23K search volume and KD 31), there are four pages on the first page of organic search that are sites publishing parasite content.

SERP overview for "best onlyfans"											API	Export
		Words	DR	UR	Backlinks	Domains	Traffic	Value	Keywords	Top keyword	Volume	
<input type="checkbox"/>	Search result											
<input type="checkbox"/>	1 Best OnlyFans Girls To Subscribe To in 2023 Including ... https://www.we-heart.com/2022/01/11/best-onlyfans-girls/ ▾	3,455	73	14	56	35	70,840	\$8.4K	8,247	best onlyfans	23K	
<input type="checkbox"/>	2 40 Best OnlyFans Girls Including Free Only Fans Accounts ... https://washingtoncitypaper.com/article/539893/best-onlyfans-accounts/ ▾	N/A	80	15	727	96	86,999	\$13.5K	7,718	best onlyfans	23K	
<input type="checkbox"/>	3 Best OnlyFans Girls To Follow For Hot Only Fans Content ... https://phladelphiaweekly.com/best-onlyfans/ ▾	2,717	71	15	140	82	41,560	\$5.1K	4,331	best onlyfans	23K	
<input type="checkbox"/>	4 Best OnlyFans Girls in 2023 Featuring Top Model Accounts ... https://onlyfaner.com/best-onlyfans/top/ ▾	2,228	48	18	4,276	424	10,430	\$1.7K	2,637	best onlyfans	23K	
<input type="checkbox"/>	5 ⚡ Best OnlyFans accounts ► Top Only Fans & Hottest girls ... https://hublife.com/best-onlyfans/ ▾	5,664	44	18	69,505	30	12,392	\$1.2K	938	best onlyfans	23K	
<input type="checkbox"/>	6 Best OnlyFans Girls With Hot, Free Only Fans Content To ... https://www.dailycamera.com/2022/02/14/onlyfans-accounts/ ▾	5,435	79	2	116	39	11,405	\$1.6K	3,306	best onlyfans	23K	
<input type="checkbox"/>	7 50 Best & Hottest OnlyFans Accounts You Can See Right ... https://www.villageweekly.com/2022/12/12/best-onlyfans-2/ ▾	10,934	82	9	654	50	5,344	\$700	1,692	best onlyfans	23K	
<input type="checkbox"/>	8 Top 30 OnlyFans Accounts to Follow, Including Free Only ... https://www.clevescene.com/sponsored/best-onlyfans-girls-to-follow-including-free-celebrity-and-nude-accounts-36523785 ▾	4,519	79	7	97	51	11,510	\$2.1K	3,026	best only fans	12K	
<input type="checkbox"/>	9 Hottest OnlyFans Girls: 25 Sexiest OnlyFans Hot Girls in 2023 ... https://readystream.com/blogs/top-models/best-onlyfans-girls ▾	9,822	74	20	39,491	125	17,962	\$2.6K	5,880	hottest onlyfans	6.1K	
<input type="checkbox"/>	10 Best OnlyFans Girls To Subscribe To For Hot Only Fans ... https://sextoycollective.com/best-onlyfans/ ▾	3,035	52	16	194	115	5,895	\$910	3,062	hottest onlyfans	6.1K	
Show more												

Another example: “best hookup apps” (15k search volume and KD 38). There are six parasite pages on the first page of SERPs:

SERP overview for "best hookup apps"											API	Export
		Words	DR	UR	Backlinks	Domains	Traffic	Value	Keywords	Top keyword	Volume	
<input type="checkbox"/>	Search result											
<input type="checkbox"/>	1 Best hookup apps to find casual sex in 2023 ... https://mashable.com/roundup/best-hookup-apps ▾	7,159	91	26	2,451	499	127,613	\$185K	6,896	hook up	29K	
<input type="checkbox"/>	2 Best Dating Apps for Hooking Up ... https://www.askmen.com/dating/dating_advice/best-dating-apps-for-hooking-up.html ▾	2,683	81	10	90	50	8,794	\$12.4K	1,112	best hookup apps	15K	
<input type="checkbox"/>	3 Best Hookup Apps and Sites for Casual Encounters in 2023 ... https://washingtoncitypaper.com/article/42522/best-hookup-apps-and-sites-2022/ ▾	N/A	80	2	116	31	14,477	\$21.3K	2,381	best hookup apps	15K	
<input type="checkbox"/>	4 14 Best Hookup Apps That Work: Try Top Casual Dating ... https://www.iverntimes.com/sponsored/14-best-hookup-apps-that-work-try-top-casual-dating-apps-for-free-39429832 ▾	2,880	78	15	243	137	14,012	\$19.5K	1,710	hookup apps	16K	
<input type="checkbox"/>	5 20+ Best Hookup Apps: Free Hookup Sites (2023) ... https://theninehertz.com/blogtop-apps/best-hookup-apps-free ▾	N/A	53	6	80	16	16,178	\$22.1K	2,288	best hookup apps	15K	
<input type="checkbox"/>	6 Best Hookup Sites and Apps for Adult Dating in 2023 ... https://chicagoreader.com/reader-partners/best-hookup-sites/ ▾	6,499	81	18	579	122	44,014	\$91.7K	2,698	hookup sites	19K	
<input type="checkbox"/>	7 Top Hookup Sites that Work Including Free Hook Up ... https://www.wrtv.com/brand-spotlight/top-hookup-sites-that-work-including-free-hook-up-sites-and-apps-for-adult-dating ▾	4,229	75	11	181	94	123,249	\$219K	7,125	hookup sites	19K	
<input type="checkbox"/>	8 2023's Best Hookup Apps & Sites We've Tried Personally ... https://beyondages.com/best-hookup-apps-and-sites/ ▾	4,585	55	29	78	66	2,098	\$3.3K	1,141	best hookup apps	15K	
<input type="checkbox"/>	9 Best Hookup Apps That Work For Casual Dating In 2023 ... https://www.miamiherald.com/induge/article/270508237.html ▾	N/A	87	1	27	11	6,425	\$11.1K	3,040	best hookup apps	15K	
<input type="checkbox"/>	10 Best Hookup Apps For Casual Dating In 2023 ... https://www.outlookindia.com/outlook-spotlight/best-hookup-apps-for-casual-dating-in-2023-news-287298 ▾	5,511	87	1	0	0	1,836	\$2.6K	338	best hookup apps	15K	
Show more												

This is a very small sample size, but we can assume that niches that implement parasite SEO to great effect are those in the **YML, gambling/casino, and adult niches**.

We already established that building a reputable online brand with a new (not aged) domain takes years to accomplish. That also means you must spend thousands of dollars on content creation, link building, and other tactics that will help increase your authority in your niche.

However, this issue is magnified even more with the niches above. It's not enough to write content optimised for search engines and build links from high-DR sites.

In fact, these won't be possible unless people in your respective fields trust you. To earn this, you must have *degrees and accomplishments* in the medical and finance fields.

From here, you'll have one foot in the door of ranking for these sites. Then again, there's no guarantee that you'll surely rank unless you execute the correct SEO technique.

Unlike YMYL, gambling and adult niches operate on a different level. Both are highly competitive and profitable industries. From an SEO standpoint, that also means that all gloves are off. There's more negative and black hat SEO in both niches—any tactic that will get your page on top of SERP is fair play. That said, creating a gambling or adult-oriented site from the ground up without any funds and getting your hands dirty is a very tall order.

Fortunately, **you won't have this issue with parasite SEO**. Since you're leveraging existing authority from these sites, you can rank your affiliate content faster while foregoing the process of building the credentials necessary to rank the page on your own.

The key here is finding sites with a proven track record of ranking for keywords in your desired niche.

Using Ahrefs, I entered <https://www.phillymag.com/sponsor-content/> in the Site Explorer. This is the URL where they publish all their sponsored content. Then I went to Keyword Explorer and filtered the results to not show keywords that the cat food article is ranking for. I also wanted to see pages with the word “cat” in the results.

The goal is to find whether there are more cat-related articles on the site to explain why its cat food article is ranking so high. Here's what I got:

Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL	Updated		
+ maine summer vacation	2	400	11	0.51	35	0	4	https://www.phillymag.com/sponsor-content/maine-summer-vacation/	SERP	21 May 2023			
+ summer vacation in maine	2	450	11	0.51	26	0	6	https://www.phillymag.com/sponsor-content/maine-summer-vacation/	SERP	20 May 2023			
+ maine summer vacations	4	450	6	0.51	26	+26	0	4 → 6	New	https://www.phillymag.com/sponsor-content/maine-summer-vacation/	1 more	SERP	1 d ago
+ best cbd oil for cats	3	450	24	N/A	24	0	7	https://www.phillymag.com/sponsor-content/best-cbd-for-cats-5-products-to-relieve-pain-and-anxiety/	SERP	22 May 2023			
+ vacations to maine in summer	6	450	11	0.49	20	0	7	https://www.phillymag.com/sponsor-content/maine-summer-vacation/	SERP	1 Jun 2023			
+ summer vacation maine	4	450	7	0.51	16	-4	0	7 → 8	▼1	https://www.phillymag.com/sponsor-content/maine-summer-vacation/	1 more	SERP	1 Jun 2023
+ maine vacations summer	3	450	7	0.51	16	-4	0	7 → 8	▼1	https://www.phillymag.com/sponsor-content/maine-summer-vacation/	SERP	1 Jun 2023	
+ xfinity applications	2	300	65	0.40	15	+15	0	4 → 7	New	https://www.phillymag.com/sponsor-content/take-control-home-free-xfinity-apps/	SERP	11 d ago	
+ best cbd for cats	6	400	35	N/A	15	0	7	https://www.phillymag.com/sponsor-content/best-cbd-for-cats-5-products-to-relieve-pain-and-anxiety/	SERP	23 May 2023			
+ cbd for cat anxiety	5	200	14	N/A	13	+5	0	8 → 6	▲2	https://www.phillymag.com/sponsor-content/best-cbd-for-cats-5-products-to-relieve-pain-and-anxiety/	SERP	29 May 2023	
+ summer vacations in maine	1	250	11	0.51	11	0	7	https://www.phillymag.com/sponsor-content/maine-summer-vacation/	SERP	19 May 2023			
+ cat cbd anxiety	4	350	12	0.53	10	0	9	https://www.phillymag.com/sponsor-content/best-cbd-for-cats-5-products-to-relieve-pain-and-anxiety/	SERP	17 May 2023			
+ cbd for cats pain relief	2	100	25	N/A	9	+9	0	4 → 4	New	https://www.phillymag.com/sponsor-content/best-cbd-for-cats-5-products-to-relieve-pain-and-anxiety/	SERP	7 d ago	
+ cbd for cats' anxiety	2	100	17	N/A	7	+1	0	7 → 6	▲1	https://www.phillymag.com/sponsor-content/best-cbd-for-cats-5-products-to-relieve-pain-and-anxiety/	SERP	26 May 2023	
+ cathleen devlin	2	50	0	0.21	5	0	1	https://www.phillymag.com/sponsor-content/cathleen-m-devlin/	1 more	SERP	2 Jun 2023		
+ cbd for cat pain	5	50	23	N/A	5	+5	0	4 → 4	New	https://www.phillymag.com/sponsor-content/best-cbd-for-cats-5-products-to-relieve-pain-and-anxiety/	SERP	3 d ago	
+ cbd for cats anxiety	5	150	17	N/A	4	-2	0	5 → 7	▼2	https://www.phillymag.com/sponsor-content/best-cbd-for-cats-5-products-to-relieve-pain-and-anxiety/	1 more	SERP	2 d ago
+ cbd oil for cats anxiety	5	80	15	N/A	4	0	7	https://www.phillymag.com/sponsor-content/best-cbd-for-cats-5-products-to-relieve-pain-and-anxiety/	SERP	23 May 2023			
+ cbd for cats with anxiety	6	60	17	N/A	4	0	6	https://www.phillymag.com/sponsor-content/best-cbd-for-cats-5-products-to-relieve-pain-and-anxiety/	SERP	18 May 2023			

There are a handful of articles ranking for keywords relevant to cat food. They aren't attracting as much traffic as the cat food example featured above. But this goes to show that the site has built enough topical authority for Google to consider it an authority in cat food, even though it's not a veterinarian/medical website.

Funnily enough, all the content about cat food on the site is published by Originated Media, so they definitely know what they're doing!

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- 2 Nine Innings of Phillies Pitching vs. Braves Ruined by Disastrous 10th
- 3 Why Are 30,000 People Studying Poetry Online With This Guy?

Should You Do Parasite SEO?

Now, let's say you're not interested in the above niches for your parasite SEO. You want to create parasite content for other niches—should you still do it?

(I think you know the answer to this question...)

IT DEPENDS on the niche and its SERPs.

For example, the SaaS space has various affiliate programs you can join and make money from. However, if you check the top-ranking pages for “best link building tools” (300 search volume and KD 30), no parasite pages are ranking on the first ten results:

SERP overview for "best link building tools" <small>20 Jun 2023</small> Compare with ▾											<small>API</small>	<small>Export</small>
		Words	DR	UR	Backlinks	Domains	Traffic	Value	Keywords	Top keyword	Volume	
<input type="checkbox"/>	Search result											
<input type="checkbox"/>	1 14 AWESOME Link Building Tools [2023 Reviews] https://backlinko.com/link-building-tools/ ▾	4,203	90	17	461	242	4,559	\$16.1K	402	link building tools	900	
2	▶ People also ask											
<input type="checkbox"/>	3 12 Great Link Building Tools That Are Essential To Your ... https://www.searchenginejournal.com/seo-tools/link-building-tools/ ▾	2,731	91	22	902	288	975	\$3K	139	linkbuilding tools	700	
<input type="checkbox"/>	4 The 15 Best Link Building Tools https://www.semrush.com/blog/link-building-tools/ ▾	6,358	91	9	67	36	335	\$962	52	linking tools	500	
<input type="checkbox"/>	5 The Only 8 Link-Building Tools You Need (Free & Paid) https://ahrefs.com/blog/link-building-tools/ ▾	2,616	91	21	326	140	923	\$2.8K	149	link building tools	900	
<input type="checkbox"/>	6 11 Link-Building Tools You Need to Know in 2023 https://influencemarketinghub.com/link-building-tools/ ▾	1,874	87	3	24	14	602	\$1.8K	177	link building tools	900	
<input type="checkbox"/>	7 13 Best Link Building Tools & Software For 2023 (Top Picks) https://startuponai.com/link-building-tools/ ▾	N/A	78	3	37	19	612	\$2.2K	239	link building tools	900	
<input type="checkbox"/>	8 15 Best Link Building Tools Compared (2023 Edition) https://bloggingwizard.com/link-building-tools/ ▾	N/A	80	9	38	14	297	\$1.4K	273	link building tools	900	
<input type="checkbox"/>	9 15 Best Link Building Tools (Free & Paid) https://www.reliablesoft.net/best-link-building-tools/ ▾	4,782	77	2	37	10	121	\$345	128	links tools	500	
<input type="checkbox"/>	10 Top 10 Free Link building Tools https://directveconsulting.com/blog/top-free-link-building-tools/ ▾	2,325	71	0	18	15	516	\$1.4K	130	free link building tools	150	
<input type="checkbox"/>	11 14 Link Building Tools That You Should Be Using This Year https://www.searchlogistics.com/learn/seo/link-building/link-building-tools/ ▾	6,955	75	6	40	14	119	\$409	113	link building tools	900	

You can search “best X tools” (replace X with a SaaS product) and all the pages ranking for these terms are dominated by authoritative niche sites and review sites like G2, Software Advice, and others.

You can do this in any money keywords of your niche. If there’s no parasite content ranking on the first ten (or twenty) results on Google, it’s probably best not to get into this tactic.

But if you want to get your ROI from your SEO efforts as quickly as possible, regardless of the niche, then parasite SEO is for you.

If you take a cue from the successful niches in parasite SEO, then you should be able to rank your content on top of Google, provided that you follow the process we’ll share below.

How Much Should I Expect to Spend on a Parasite SEO Campaign?

The price depends on the publisher’s asking rates. I’ve contacted different websites for sponsored content, and their rates range from **\$100 to \$2,000**.

Each site also has its editorial guidelines you have to follow to ensure that it approves your article for publishing.

Here’s a screenshot of one of the sites we reached out to with its rates on the low end:

Sponsored content is \$150 per article and will be marked with promoted tags; price is the same for all topics. We don't accept non-sponsored content or add links to existing articles.

Article Guidelines

- no more than five pages long
 - no more than three do-follow links (total)
 - minimum of 11 pt type
 - if using an image, it must be included within the five pages
 - links cannot go back to our website
 - articles/links must be in English
 - prepymarls required
 - no changes once article is posted
 - articles are posted for a minimum of one year

You can send me the information and I'll forward it to our publisher for approval. Prepayment is required so if the article is approved, I'll send you a PayPal invoice. Once payment is made, I'll post the article. Please allow 3-5 business days (Monday-Friday) for posting.

***Promoted Content Policies**: Our platform does not allow users to upload or share content that may violate our community guidelines. This includes copyrighted material, explicit content, hate speech, or any other content that goes against our values.

Inappropriate content: We don't allow any content that's sexual, obscene, violent or promote hatred, intolerance, discrimination, or violence. We don't allow any content in ads and descriptions.

Misrepresentation: We don't allow ads or destinations that deceive users by excluding relevant product information or providing misleading information about products, services, or businesses.

Examples of misappropriation: writing or issuing billing details such as how, where, and when users will be changing services or receiving charges associated with financial services such as interest rates, fees, and penalties; failing to display contact information, or physical addresses where relevant; making offers that aren't actually available; making misleading or erroneous claims regarding weight loss or financial products; and deliberately failing to honor promises.

Of course, price isn't everything. Just because a site is offering sponsored content on the cheap doesn't mean you should immediately take it. Do your diligence by running each of their sites on Ahrefs or your SEO tool of choice. Check its organic traffic over time and see if it's growing or decreasing due to an algorithm penalty.

Also, look for the keywords it's ranking for. If the site has lots of keywords relevant to your niche for your parasite SEO, by all means, go for it! But if you're in the supplement niche and the site is ranking for too many adult keywords, find another site to publish your content on.

We'll deal with these factors in a bit.

How to Do Parasite SEO?

Now that you know how parasite pages look and work, it's time to look at the exact process of launching your own.

List Down Potential Media Publications

The first thing you need to do is find the different websites that you can run your sponsored posts on.

You can start by reverse-engineering the process—search for publications that agencies specialising in parasite SEO have gotten published on.

For example, a quick search of “originated media” will show you author archive pages of sites they’ve written sponsored posts for.



originated media

**LA** Los Angeles Magazine<https://www.lamag.com> › author › originatedmedia

Our Partners at Originated Media, Author at Los ...

MOZ DA: 83/100 (+0%) Ref Dom: 37.71K Ref Links: 4.69M Spam Score: 1% Show backlinks

Search traffic (us): -/mo (website: 274.90K/mo) - Keywords (us): - (website: 74.04K)

With our authoritative voice, we deliver award-winning content and events that encourage Angelenos to discover and engage in our city in ways that are most ...

E ScienceDirect<https://www.sciencedirect.com> › topics › social-sciences

Media History - an overview

MOZ DA: 93/100 (+0%) Ref Dom: 690.11K Ref Links: 127.76M Spam Score: 9% Show backlinks

Search traffic (us): 52/mo (website: 21.45M/mo) - Keywords (us): 21 (website: 3.27M)

A number of newspapers... publish on-line editions as well." In 1997, Internet TV started its service as the first online broadcasting company in Korea. About 30 ...

F Facebook<https://www.facebook.com> › ... › Originate Media

Originate Media

MOZ DA: 96/100 (+0%) Ref Dom: 50.93M Ref Links: 83.11B Spam Score: 1% Show backlinks

Search traffic (us): -/mo (website: 1.01B/mo) - Keywords (us): - (website: 38.31M)

Originate Media. 476 likes. I am a wedding videographer based out of Columbus, OH. I specialize in giving professional results a.

O Origin Media<https://www.corp.originmedia.tv>

CTV Advertising Remastered | Origin - Origin Media

MOZ DA: 12/100 (+140%) Ref Dom: 49 Ref Links: 63 Spam Score: - Show backlinks

Search traffic (us): 91/mo (website: 97/mo) - Keywords (us): 10 (website: 45)

Origin is an award-winning creative technology company whose zero code CTV advertising solutions have reshaped the way global brands captivate and activate ...

CP Washington City Paper<https://washingtoncitypaper.com> › newspack_sponsrs_tax

Originated Media Archives

MOZ DA: 80/100 (+10%) Ref Dom: 55.51K Ref Links: 1.06M Spam Score: - Show backlinks

Search traffic (us): -/mo (website: 105.30K/mo) - Keywords (us): - (website: 29.10K)

The best way to avoid the pitfalls of a dirty bong is to keep it clean. Failure to perform regular cleaning can lead to a filthy water pipe offering a [...].

Click on the pages to view the topics they have covered on the site.

Here's a shortlist of agencies that have been doing parasite SEO that you can reverse-engineer:

- Norcal Marketing
- Ascend Agency

- Branding by Experts
- Paradise Media

If you have commercial keywords in mind, you can search for them on Google and see which among the results aren't niche websites.

For example, when you search for "best weight supplements," it's normal to see Healthline, WebMD, and other medical websites appear on top.

But if you see online publications like Times Union, Forbes, and Outlook India—**sites you wouldn't normally associate with health**—there's a great chance parasite pages are published here.



best weight supplements

X |

WebMD

<https://www.webmd.com> > ... > Reference

11 Supplements and Herbs for Weight Loss Explained

MOZ DA: 94/100 (+0%) Ref Dom: 700.02K Ref Links: 129.55M Spam Score: 1% Show backlinks

Search traffic (us): 16.20K/mo (website: 97.61M/mo) - Keywords (us): 815 (website: 3.03M)

Aug 4, 2022 — Supplements for Weight Loss · Chitosan · Chromium Picolinate · Conjugated Linoleic Acid (CLA) · Glucomannan · Green Tea Extract · Green Coffee Extract.

DHEA Supplements · Hibiscus · Garcinia Cambogia: Safe

Times Union

<https://www.timesunion.com> > marketplace > article

Best Diet Pills of 2023: Top 5 Weight Loss Supplements ...

MOZ DA: 79/100 (-4%) Ref Dom: 67.9K Ref Links: 4.68M Spam Score: 1% Show backlinks

Search traffic (us): 13.70K/mo (website: 344.70K/mo) - Keywords (us): 1025 (website: 96.00K)

Mar 10, 2023 — PhenQ is one of the best weight loss pills on the market for targeting body fat.

This weight management supplement targets five key areas of ...

Forbes

<https://www.forbes.com> > health > body > top-weight-

Top Weight Loss Supplements Reviewed - Health - Forbes

MOZ DA: 95/100 (+0%) Ref Dom: 1.29M Ref Links: 125.98M Spam Score: 1% Show backlinks

Search traffic (us): -/mo (website: 51.31M/mo) - Keywords (us): - (website: 4.58M)

Jan 30, 2023 — Multivitamins · Magnesium · B Vitamins · Protein Powder · Fiber ·

ColonBroom Fiber Supplement Powder.

Outlook India

<https://www.outlookindia.com> > Outlook Spotlight

Best Diet Pills - Your Ultimate Guide To Choosing The ...

MOZ DA: 87/100 (+4%) Ref Dom: 85.03K Ref Links: 12.79M Spam Score: 1% Show backlinks

Search traffic (us): -/mo (website: 1.35M/mo) - Keywords (us): - (website: 158.91K)

Golden Algae is an effective weight loss supplement many people use to lose

weight. It is supposed to be one of the most effective supplements available in the ...

<https://www.outlookindia.com> > Outlook Spotlight

Best Weight Loss Supplements In 2023: Top 5 Strongest

...

MOZ DA: 87/100 (+4%) Ref Dom: 85.03K Ref Links: 12.79M Spam Score: 1% Show backlinks

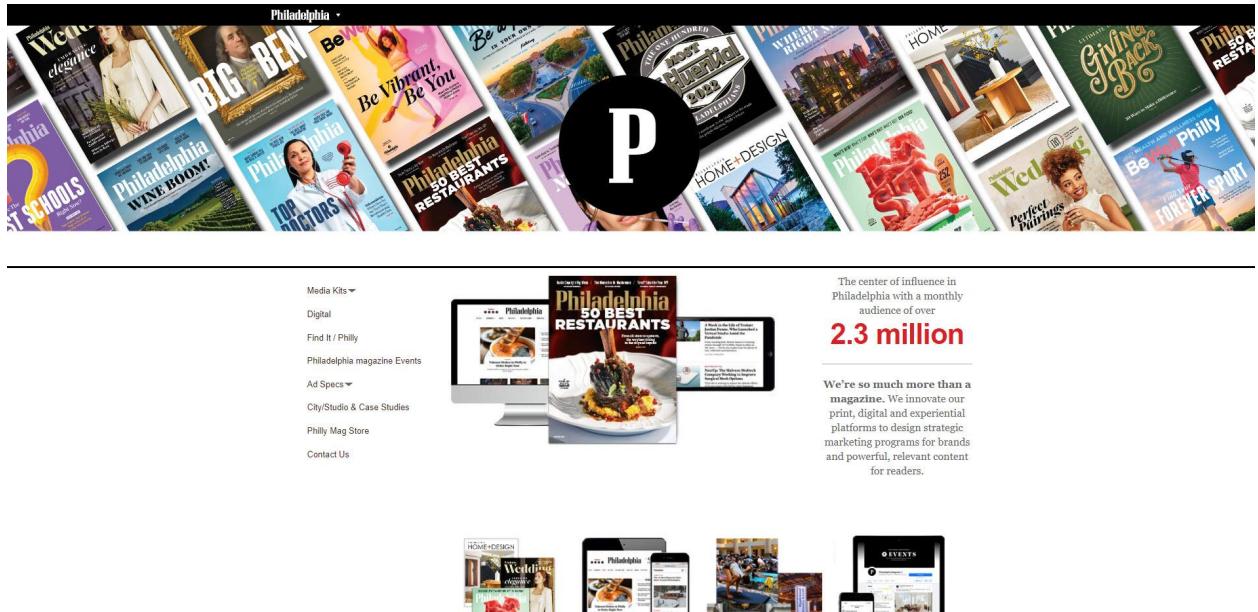
Search traffic (us): -/mo (website: 1.35M/mo) - Keywords (us): - (website: 158.91K)

Mar 13, 2023 — TrimTone is the best-rated weight loss pill for appetite

suppression. The weight loss pill utilizes thermogenesis so the body goes into

Once you have a list of publication sites that accept sponsored posts, find their Advertise pages where you can learn about their online reach, download their media kit, and reach out to them regarding sponsored posting.

This is what Philadelphia Magazine's Advertise page looks like:



At this point, you must compile as many sites as possible with an Advertise page or similar on their website. You'll reach out to them later—what's next is much more important.

Identify Topics and Keywords to Write and Optimise for Each

Normally, you conduct keyword research getting started with your SEO campaign. But parasite SEO is built differently, so you need to approach it differently as well.

The idea is to find other topics the agencies haven't covered before.

You want to be **reactive** in this case—you don't want to limit your opportunities because the keywords you have in mind before researching the websites are already published and optimised on the website.

NOTE: While it's advantageous if you already are an affiliate program member of the products you want to promote in your parasite content, it's okay if you're not. At this point, we want to see which keyword or niche will yield you the best results based on your budget and resources.

So, just because you're a member of dozens of affiliate programs in your niche doesn't mean you should stick with it until the very end. Always look for opportunities that enable you to make the most money in the shortest possible time. Choosing the right keyword and niche will help you achieve that.

Generate Keyword Ideas from Competitors

To do this, use Ahrefs to find keywords that the site's competitors are ranking for, but your target site isn't.

Go to Site Explorer and enter the domain of the sites where you want to publish your parasite page. For this example, we'll use www.chicagomag.com/.

On the next page, click on Organic search > Organic competitors to see which domains are indexed for the same keywords as Chicago Magazine.

Domain	Keyword overlap	Competitor's keywords	Common keywords	Share	Target's keywords	DR	Traffic	Change	Value	Change	Pages	Change
secretchicago.com ▾		70,892	16,893	5.0%	250,966	45	111.4K	+25.7K	\$65.5K	+\$13.6K	1.9K	+92
cbdfx.com ▾		12,025	8,067	2.9%	259,792	74	75.2K	-4.5K	\$70.4K	-\$2.4K	578	+105
lightshade.com ▾		20,568	3,106	1.1%	264,753	44	45.1K	+3.4K	\$24.5K	+\$2.3K	460	-13
pyramidpens.com ▾		5,202	2,910	1.1%	264,949	17	49.6K	+11.2K	\$11.7K	+\$3.7K	108	-26
honestpaws.com ▾		4,005	2,623	1.0%	265,236	65	14.7K	+1.6K	\$10.1K	+\$469	81	+5
chilipaws.com ▾		4,168	1,903	0.7%	265,956	52	3.7K	-72	\$1.9K	-\$58	112	+11
westsuburbanliving.net ▾		11,822	1,813	0.6%	266,046	46	4.8K	+1.7K	\$2.6K	+\$366	1.1K	+157
suziespettreats.com ▾		2,363	1,531	0.6%	266,328	55	5.0K	+972	\$3.9K	+\$1.2K	79	+6

Most of the top organic competitors are niche sites about the location (Chicago), CBD, and pet care. But the type of site is not really what you're after. You want to see keyword ideas that you can optimise for parasite content. That said, you need to be aware of the types of niches that lend themselves well to parasite SEO. We already talked about some of the most common niches of parasite content so that you can start with them.

In this case, let's start with cbdfx.com, in which CBD as a niche is very popular among parasite content. The assumption is that the site has CBD-related keywords that chicagomag.com isn't ranking for.

To do this, click on Competitor's keywords. On the keyword ideas, filter the list to only show keywords that contain "best."

Below is the results:

Content Gap <small>How to use</small>						
	1 target vs. chicagomag.com/	All intersections	Volume	KD	CPC	Word count
	best	Any				Exclude keyword
<small>United States</small> 111 keywords that chicagomag.com/ doesn't rank for						
Keyword	Volume ↓	KD	CPC	SERP	Highest position	
cbdfx.com						
best multivitamin gummies for men	900	26	0.70	SERP ▾	74 ▾	
best mushroom gummies	700	1	1.40	SERP ▾	60 ▾	
best breeze flavor	700	0	—	SERP ▾	65 ▾	
best men's multivitamin gummy	700	14	0.70	SERP ▾	81 ▾	
best mushroom.gummies	700	2	0.90	SERP ▾	59 ▾	
best +melatonin +supplement	600	27	0.40	SERP ▾	89 ▾	
best breeze flavors	600	0	—	SERP ▾	60 ▾	
best thc tincture	450	3	—	SERP ▾	100 ▾	
best cbd cream on amazon	400	34	—	SERP ▾	69 ▾	
best cbd bath bombs	300	28	2.50	SERP ▾	41 ▾	
best gift for athletes	250	1	0.50	SERP ▾	63 ▾	
best vape kit	200	16	0.40	SERP ▾	80 ▾	
best cbd gummies at walgreens	150	0	—	SERP ▾	42 ▾	
best cbd gummies on amazon	100	6	—	SERP ▾	32 ▾	
best cbd wax	100	13	—	SERP ▾	63 ▾	
best cbd for memory loss	100	16	—	SERP ▾	98 ▾	

The keyword with the highest search volume is "best multivitamin gummies for men" with 900 searches and KD 7. This is a very good keyword to target.

Verify the Potential of the Keyword

But you also have to check the link profiles and DR of the top-ranking pages for this term. Click on the keyword to see additional information like SERP overview.

SERP overview for "best multivitamin gummies for men"											API	Export
		Words	DR	UR	Backlinks	Domains	Traffic	Value	Keywords	Top keyword	Volume	
<input type="checkbox"/>	Search result											
<input type="checkbox"/>	1 The 6 Best Gummy Vitamins of 2023 - Supplements https://www.verywellfit.com/best-gummy-vitamins-4174259 ▾	4,919	85	8	174	74	14,257	\$17.5K	2,596	best multivitamin gummies for women	1.8K	
<input type="checkbox"/>	2 10 Best Vitamins and Multivitamins for Men in 2023 https://www.healthline.com/nutrition/best-multivitamins-for-men ▾	8,362	92	18	3,547	457	76,892	\$56.2K	4,398	best multivitamin for men	27K	
<input type="checkbox"/>	3 Best Gummy Vitamins https://www.askmen.com/fitness/nutrition/best-gummy-vitamins.html ▾	1,846	81	3	12	11	1,177	\$1.3K	384	best men's gummy multivitamin	900	
<input type="checkbox"/>	4 Mens Multivitamin Gummies https://www.amazon.com/gp/search/async/submit?k=mens+multivitamin+gummies ▾	N/A	96	0	2	2	3,677	\$6.7K	49	gummy vitamins for men	1.2K	
<input type="checkbox"/>	5 The 5 Best Multivitamins for Men for 2023 https://www.cnet.com/health/nutrition/5-best-multivitamins-for-men/ ▾	5,427	92	32	2,410	560	6,077	\$3.9K	3,399	best men's multivitamin	19K	
<input type="checkbox"/>	6 4 Of The Best Multivitamins For Men (From Best Gummy ... https://manly.com/blogs/manual/best-multivitamins-for-men-from-best-gummy-vitamins-to-men-50 ▾	629	47	1	0	0	314	\$248	181	best men's gummy multivitamin	900	
<input type="checkbox"/>	7 26 Best Vitamins for Men in 2023 https://www.mensjournal.com/style/best-vitamins-men ▾	3,661	85	3	34	17	1,644	\$1K	1,161	best men's multivitamin	19K	
<input type="checkbox"/>	8 The Best Multivitamin for Men of All Ages to Take in 2023 https://www.si.com/showcase/nutrition/best-multivitamin-for-men ▾	4,895	87	6	20	13	7,188	\$4.3K	846	best men's multivitamin	19K	
<input type="checkbox"/>	9 Best Multivitamins For Men Of 2023, According To Experts 403 https://www.forbes.com/health/body/best-multivitamins-men ▾	0	94	8	332	96	18,626	\$11.2K	1,979	best multivitamin for men	27K	
<input type="checkbox"/>	10 Men's Multivitamins - Gummies https://www.vitaminshoppe.com/c/vitamins-supplements/multivitamins/men-s-multivitamins/form/gummies ▾	N/A	75	N/A	0	0	856	\$1.6K	52	mens multivitamin gummies	1.1K	

Show more

For “best multivitamin gummies for men,” the site where you’ll publish the content must have **DR between 47 to 96**. That shouldn’t be a problem since the site where you will publish the content has authority on par with the ones ranking here. However, you need to build links from between 74 and 560 domains.

You will still have to manually check the referring domains to see if it’s doable.

Pivot to Another Keyword if Necessary

If you think you don’t have the resources to build this amount of links, you’re better off moving to another keyword from the list.

But to be sure, search chicagomag.com if they have pages that have similar or related topics to the keyword.

A quick search using the command below should help you find out:

best multivitamin gummies for men site:chicagomag.com



best multivitamin gummies for men site:chicagomag.com

X | Microphone | Refresh | Search

[Discussions](#) [Shopping](#) [Images](#) [Videos](#) [News](#) [Books](#) [Maps](#) [Flights](#) [Finance](#)

About 3 results (0.26 seconds)

 [chicagomag.com](#)
https://www.chicagomag.com › promotion › best-cbd-... :

Best CBD Gummies of 2023: 5 CBD Edibles for Stress, ...

1. **Best** Overall: CBDfx Mixed Berry **Gummies**. Formulated with broad-spectrum CBD from U.S.-grown hemp, CBDfx Mixed Berry **Gummies** are very deserving of the **Best** ...
Missing: men | Must include: men

 [chicagomag.com](#)
https://www.chicagomag.com › promotion › best-appl... :

Best Apple Cider Vinegar Gummies in 2023

1. **Best** Overall Apple Cider Vinegar **Gummies**: Health Nutrition. Pros: Contains vitamin B12; No added fillers or artificial ingredients ...
Missing: men | Must include: men

 [chicagomag.com](#)
https://www.chicagomag.com › top-doctors-2018 › in... :

Inside Their Medicine Cabinets – Chicago Magazine

Jan 2, 2018 — 1. Centrum Silver Men's **Multivitamin** · 2. Vaseline · 3. Joico Clinicure Stimulating Scalp Treat for Natural Hair · 1. Ibuprofen · 2. Guerlain La ...

From the results, there's no page that has the keyword in its title.

From here, you may consider writing a sponsored post about “best multivitamin gummies for men” in Chicago Magazine. But, again, you have to factor in link building in the process. If you think you can't build the quality of links of its competitors or don't have the budget to launch a link building campaign, find another keyword with top-ranking pages with little to no authoritative referring domains.

Digging deeper into the topic of multivitamin gummies, there aren't a lot of appealing keywords we can use as a replacement. The highest search volume from the list is 500, which may be a lot for its niche, but not a lot compared to others.

69 Keywords Total volume: 2.3K								API	Export
Keyword	KD	Volume	GV	TP	CPC	CPS	Parent topic	SF	Updated
+ best gummies multivitamin	6	500	500	14K	\$1.70	N/A	best gummy vitamins	2	✓ 16 Jun C
+ best multivitamin gummies for men	26	500	600	14K	\$0.70	N/A	best multivitamin gummy for women	2	✓ 5 days C
+ best multivitamin gummies	11	400	600	4.4K	\$1.70	N/A	best gummy vitamins	1	✓ 21 May C
+ best multivitamin gummies for women	30	300	600	14K	\$1.00	N/A	best multivitamin gummy for women	2	✓ 5 days C
+ best adult multivitamin gummies	10	100	100	14K	\$1.20	N/A	best gummy vitamins	2	✓ 17 Jun C
+ best multivitamin gummies for adults	5	80	150	4.5K	\$1.20	N/A	best gummy vitamins	3	✓ 19 May C
+ best tasting multivitamin gummies	6	50	100	14K	\$0.30	N/A	best gummy vitamins	3	✓ 8 days C
+ best women's multivitamin gummies	30	40	40	3.7K	\$1.00	N/A	best gummy vitamins	2	✓ 1 Jun C
+ best sugar free multivitamin gummies	0	40	50	50	\$0.40	N/A	sugar free gummy vitamins	3	✓ 26 May C
+ best multivitamin gummies for kids	34	40	250	8.2K	N/A	N/A	best vitamins for kids	4	✓ 30 May C
+ best multivitamin for women gummies	30	40	60	4.4K	\$1.00	N/A	best gummy vitamins	4	✓ 28 May C

When doing parasite SEO, you have the luxury to target keywords with lots of monthly search, since there's a good chance it'll rank on top of organic search. As the saying goes, go big or go home.

In this case, consider broadening your keyword search by finding ideas for “best gummies.” The screenshot below gave us more keywords with higher search volumes and lower KDs.

3,144 keywords Total volume: 123K											
Keyword	KD	Volume	GV	TP	CPC	CPS	Parent topic	SF	Updated		
+ best cbd gummies	81	11K	14K	58K	N/A	1.20	cbd gummies	2	4 days	C	
+ best cbd gummies for sex	0	3.4K	3.9K	3.8K	N/A	N/A	best cbd gummies for sex	2	3 days	C	
+ best cbd gummies for erectile dysfunction	3	3.4K	3.7K	7.5K	N/A	N/A	erectile dysfunction gummies	3	3 days	C	
+ best melatonin gummies	22	2.9K	3.4K	3.2K	\$0.35	1.00	best melatonin gummies	3	3 days	C	
+ best weight loss gummies	16	2.1K	2.5K	4.4K	\$1.40	N/A	weight loss gummies	5	5 days	C	
+ best prenatal gummies	14	2.0K	2.2K	1.7K	\$0.20	1.06	best prenatal gummies	2	an hour	C	
+ best apple cider vinegar gummies	23	2.0K	2.6K	8.1K	\$0.80	N/A	apple cider vinegar gummies	5	5 days	C	
+ best gummies for erectile dysfunction	1	1.9K	2.0K	7.5K	\$1.00	N/A	erectile dysfunction gummies	3	3 days	C	
+ best keto gummies for weight loss	18	1.8K	2.3K	2.6K	\$3.50	N/A	weight loss keto gummies	4	2 days	C	
+ best gummies for weight loss	12	1.8K	2.2K	5.2K	\$1.40	N/A	best weight loss gummies	5	4 days	C	
+ best delta 8 gummies	34	1.7K	2.3K	6.6K	N/A	N/A	delta 8 gummies	4	17 Jun	C	

Digging deeper into “best cbd gummies for sex,” four out of the ten pages ranking on the first page of Google search are parasite content. More importantly, all four only have a maximum of one referring domain!

SERP overview for "best cbd gummies for sex" 22 Jun 2023												
Search result	Words	DR	UR	Backlinks	Domains	Traffic	Value	Keywords	Top keyword	Volume		
1 Best CBD Gummies For Sex: 8 Brands, Reviewed https://www.womenshealthmag.com/sex-and-love/g44039734/best-cbd-gummies-for-sex/	2,220	87	1	3	2	3,504	\$1.5	229	best cbd gummies for sex	3.4K		
2 ▶ People also ask												
3 Best CBD Gummies for Sex and Potency 2023 https://www.jphres.org/reviews/best-cbd-gummies-for-sex/	3,900	55	1	0	0	11,172	\$249	687	cbd gummies for men	6.1K		
4 Best CBD Gummies For Sex & Sex Drive in 2023 https://healthnews.com/nutrition/vitamins-and-supplements/best-cbd-gummies-for-sex-and-sex-drive/	4,361	68	6	3	2	5,737	\$96	790	cbd gummies for sex reviews	1.2K		
5 Best CBD Gummies for Sex https://www.discoverermagazine.com/lifestyle/best-cbd-gummies-for-sex/	N/A	84	1	24	5	2,872	\$12	123	sex gummies	2.1K		
6 Best CBD Gummies For Sex, Expert Reviewed https://www.mindbodygreen.com/articles/best-cbd-gummies-for-sex	4,780	86	13	172	74	2,609	\$43	1,099	cbd gummies for sex	19K		
7 20 Best CBD Gummies for Sex https://303magazine.com/2023/04/20-best-cbd-gummies-for-sex/	2,314	75	2	1	1	1,458	\$2.3	132	best gummies for sex	700		
8 Best CBD Gummies for Sex 2023 - Top Brands https://www.atmph.org/health/best-cbd-gummies-for-sex/	3,778	53	1	0	0	1,200	\$22	183	best cbd gummies for erectile dysfunction	3.4K		
9 20 Best CBD Gummies for Sex https://alaskamagazine.com/sponsored-content/20-best-cbd-gummies-for-sex/	2,730	53	2	0	0	300	\$0.28	158	best cbd gummies for sex	3.4K		
10 20 Best CBD Gummies for Sex, Female Focused https://www.newsdirect.com/womens-health-wellness/collagen/best-cbd-gummies-for-sex-female-focused	2,522	74	0	0	0	2,647	\$179	301	sex gummies for women	2.9K		

If you plan on going through with “best cbd gummies for sex” as your keyword, you need to double-check again if your target site has content published that’s related to it. In this case, there is none.

A screenshot of a Google search results page. The search query is "best cbd gummies for sex site:chicagomag.com". The results section shows one item from "chicagomag.com". The result is titled "Libido-Boosting Cannabis Strains – Chicago Magazine" and includes a snippet: "Aug 26, 2021 — Anecdotally, strains like Wedding Cake and Blue Dream are said to be good for sex because they can produce euphoria and heighten the senses." Below the snippet are several small, illegible text links.

Prepare Other Keyword Ideas for Your Future Campaigns

Next, you want to emulate agencies that cover the topic from different angles. In other words, you have to brainstorm for other gummies that you can write about in Chicago Magazine. The goal is to not just create one article about the topic, but as many as you can, depending on the keyword competitiveness.

Also, some publishers offer discounted rates for advertisers who want to publish more than one parasite content at the same time. You can take advantage of this opportunity to save money from your parasite SEO campaign, especially if you're confident of getting your content ranking on the site.

On Ahrefs, check out Organic Competitors again to see cbdfix.com and click on its competitor keywords. This will open the tool's Content Gap feature.

Domain	Keyword overlap	Competitor's keywords	Common keywords	Share	Target's keywords	DR	Traffic	Change	Value	Change	Pages	Change
secretchicago.com ▾		72,471	17,222	5.0%	256,205	45	114.9K	+25.8K	\$67.8K	+\$16.5K	1.9K ▾	+86
cbdfx.com ▾		12,331	8,272	2.9%	265,155	74	74.6K	-3.4K	\$70.2K	-\$1.9K	582 ▾	+109
lightshade.com ▾		21,010	3,191	1.1%	270,236	44	45.4K	+3.9K	\$24.4K	+\$274	460 ▾	-10
pyramidpens.com ▾		5,313	3,003	1.1%	270,424	17	50.1K	+11.4K	\$11.8K	+\$3.5K	108 ▾	-16
honestpaws.com ▾		4,156	2,697	1.0%	270,730	65	14.1K	+1.2K	\$9.6K	+\$195	82 ▾	+7
chillpaws.com ▾		4,272	1,946	0.7%	271,481	52	3.7K	+123	\$1.8K	+\$152	113 ▾	+10
westsuburbanliving.net ▾		12,089	1,852	0.6%	271,575	46	4.9K	+1.7K	\$2.7K	+\$323	1.1K ▾	+167
suziespettreats.com ▾		2,436	1,567	0.6%	271,860	55	5.0K	+698	\$3.9K	+\$723	79 ▾	+7
cenikor.org ▾		5,701	1,264	0.5%	272,163	44	23.6K	+5.4K	\$31.0K	+\$4.3K	155 ▾	+18
avidacbd.com ▾		2,231	1,224	0.4%	272,203	36	5.7K	+1.6K	\$1.7K	+\$471	103 ▾	+7
virtuerestaurant.com ▾		7,502	1,191	0.4%	272,236	51	13.7K	+989	\$3.4K	+\$203	38 ▾	

From here, filter the results to show keywords containing “gummies” and “sex” and those with keywords of not more than KD 30.

Content Gap <small>How to use</small>												
1 target vs. www.chicagomag.com/		All intersections		Volume	KD: Min-30	CPC	Word count	gummies, sex				
<small>United States ▾ 842 keywords that www.chicagomag.com/ doesn't rank for</small>												Exclude keyword
Keyword	Volume ↓	KD	CPC	SERP	Highest position							
cbdfx.com												
mushroom gummies	6,600	6	0.70	SERP ▾	63 ▾							
cbd gummies for men	6,100	2	—	SERP ▾	16 ▾							
microdosing gummies	3,000	2	—	SERP ▾	36 ▾							
women multivitamin gummies	2,900	6	1.30	SERP ▾	97 ▾							
laser focus gummies	2,700	0	0.35	SERP ▾	83 ▾							
psilocybe gummies	2,200	1	—	SERP ▾	69 ▾							
stavia gummies	2,200	0	—	SERP ▾	7 ▾							
stavia gummies	2,200	0	—	SERP ▾	6 ▾							
satava gummies	2,200	0	—	SERP ▾	7 ▾							
dog cbd gummies	2,000	25	—	SERP ▾	69 ▾							
melatonin gummies 10 mg	2,000	11	0.35	SERP ▾	90 ▾							
delta 9 gummies near me	1,900	7	—	SERP ▾	93 ▾							
psilocybin gummies	1,700	4	—	SERP ▾	76 ▾							
melatonin gummies 5 mg	1,300	1	0.35	SERP ▾	99 ▾							
sativa gummies	1,300	0	—	SERP ▾	6 ▾							
ultra cbd gummies	1,300	0	—	SERP ▾	50 ▾							

As you can see, the results are a treasure trove of keywords with high search volumes and low difficulty. Manually research the keywords you want to target for your next parasite content using the steps above to ensure your content will rank for them.

To add to your list of keyword ideas, you can run a separate search for “gummies for sex” using Keyword Explorer. Run the same process above for all the prospective domains you found. List the keywords with high search volumes and low keyword difficulty (KD) to maximise your chances of ranking for them.

Sign up for Various Affiliate Programs

Next, you want to ensure that you sign up for affiliate programs that offer products on the topic you’ll write about. There are many ways you can do it:

Using Google

You probably have signed up with different affiliate networks like CJ Affiliate, ShareASale, and others. But you may want to expand your list of programs with different products that aren’t available in your current programs.

If that’s the case, a quick Google search ought to do the trick. Type in the search query below:

“product” affiliate programs

Replace “product” with the product you will write about on the site. In this case, it’s CBDA oil.



cbda oil affiliate programs

X |

[All](#) [News](#) [Shopping](#) [Images](#) [Videos](#) [More](#) [Discussions](#) [Tools](#)

About 99,100 results (0.44 seconds)

Did you mean: [cbd oil affiliate programs](#)[Cannadoca](#)<https://cannadoca.com> > affiliate-program

⋮

Affiliate Program - Cannadoca Natural CBD Products

MOZ DA: 20/100 (+1900%) Ref Dom: 41 Ref Links: 98 Spam Score: - [Show backlinks](#)

Search traffic (us): 0/mo (website: 6/mo) - Keywords (us): 0 (website: 8)

Join the Cannadoca CBD oil affiliate program receive up to 40% commission. Promote your favorite Cannadoca CBD products on your business website or social ...

[Dr. Hemp Me](#)<https://www.drhempme.ie> > cbd-info > cbd-affiliate-dr...

⋮

Become a CBD Affiliate with Dr. Hemp Me

MOZ DA: 14/100 (+1300%) Ref Dom: 118 Ref Links: 287 Spam Score: 1% [Show backlinks](#)

Search traffic (us): -/mo (website: 0/mo) - Keywords (us): - (website: 2)

Jan 29, 2019 — What this implies is that it won't be difficult to find customers who will be more than willing to spend their money on CBD oil.

[montkush](#)<https://montkush.com> > affiliate-ambassadors

⋮

Affiliate & Ambassadors

MOZ DA: 29/100 (+4%) Ref Dom: 418 Ref Links: 1.38K Spam Score: 4% [Show backlinks](#)

Search traffic (us): -/mo (website: 2000/mo) - Keywords (us): - (website: 118)

Are you ready to represent a leading CBD and CBDA brand, carry us in your store, or maybe you're a webmaster, blogger and influencer looking to earn commissions ...

[Regeneration International](#)<https://regenerationinternational.org> > cbd-oil > affiliat...

⋮

Affiliate Programs For Cbd | Regeneration International

MOZ DA: 55/100 (+10%) Ref Dom: 4.37K Ref Links: 245.68K Spam Score: 5% [Show backlinks](#)

Search traffic (us): -/mo (website: 11.30K/mo) - Keywords (us): - (website: 751)

But now, Zhao Peiru has not only shown superb skills, but is also a famous doctor The kind that can be searched in the news When cbd oil for inflammatory pain ...

[HempMedsPX](#)<https://hempmedspx.com> > cbd-affiliate-program

⋮

CBD Affiliate Program

Keep in mind that not all affiliate programs are the same. So, before signing up for the best programs for your product, consider these variables:

- **Quality** - Is the quality of the product very good? Are most of the customer testimonials positive towards the product?

- **Reputation** - Can you trust the brand? Is it a brand-new company with little to no credibility yet or a tenured brand with years of established authority in the industry?
- **Commission rates** - How much does the program pay after every successful sale?
- **Payouts** - When do they send over the payments? What payment gateways do they use?
- **Cookie lifetime** - How long is the eligible period for you to earn a commission starting when they first clicked on your affiliate link?

Ideally, **you want to recommend great products with high commission rates and long cookie duration to maximise earnings.**

Joining Affiliate Networks

Another way to find affiliate programs to sign up for is by joining affiliate networks. These are sites where you can find different programs to join across various niches and industries. Just search from its database of programs to join and send in your application.

There are lots of affiliate networks you can join, but the top ones are **ShareASale**, **CJ**, and **Awin**. They have some of the most extensive affiliate programs in their databases ranging from software to physical products. You'll surely find brands selling products in your niche that you can promote as an affiliate.

Upon signing up for any of these networks, you must undergo an onboarding process. It helps the network to who you are and how you plan on promoting the affiliate links. This is also where you can enter your payment details to receive your payment on time once it reaches a certain threshold (which you can edit).

Here's what the onboarding process looks like on CJ after validating your email address:



Enter user information

What you will need to complete setup:

- Administrator's name, email, and phone number.

[Learn More](#)

[ADD USER INFORMATION](#)



Complete your Network Profile

What you will need to complete setup:

- Detailed description of your affiliate promotional methods or your general business model in your own words.

[Learn More](#)

[COMPLETE PROFILE](#)



Add a Promotional Property

What you will need to complete setup:

- Know where and how you will be promoting Advertisers' products or services.

[Learn More](#)

[ADD PROPERTY](#)



Enter company details and submit tax forms

What you will need to complete setup:

- You will need your company's mailing address.
- Know which functional currency you want to be paid in.
- Know your tax info: Submit your W-9 or W-8BEN.

[Learn More](#)

[SUBMIT FORMS](#)



Provide your payment information

What you will need to complete setup:

- Know your payment details: Check or deposit info.

[Learn More](#)

[ADD PAYMENT INFORMATION](#)

You must complete your company details and tax information before you can enter your banking information.



Answer some questions to help us set you on the right path

[ANSWER NOW](#)

Arguably the most important step in this process concerning parasite SEO is **identifying your promotional property**. This is where you enter which site you will publish your parasite content that includes links to the affiliate program from the network.

Identifying the sites here helps you receive your payments without any problems. It also helps when you apply for programs in the network. If brands have a clear idea of where you'll promote their links, you can get more brands to approve your application.

Since you're unsure which site you will publish the content on, you can leave this blank for now. But be sure to return to it to include the site once you've figured out where you'll publish your parasite content.

Getting Approved on Programs from Affiliate Networks

After setting up your profile property, now comes the hardest part of this step: getting your affiliate application approved by the program.

Granted, there are affiliate programs that automatically approve your registration, allowing you to promote their links from the get-go.

However, programs on affiliate networks are stricter when it comes to choosing their affiliates. Just because you have good intentions of promoting their links to your audience doesn't mean you'll get accepted to the program. That said, you need to find ways how to increase your chances of getting approved by your programs of choice.

Whenever you search for programs on CJ, it tells you the likelihood of the program approving your application.

Advertiser - A-Z			
<input type="checkbox"/>  airvape	5146556 - AirVape Consumer Electronics	Network Earnings:  0 1 2 3 4 5	3 month EPC: 11.19 USD 7 day EPC: 11.14 USD Sale: 15%
<input type="checkbox"/>	6422396 - Botanic CZ/SK Nutritional Supplements	Network Earnings: New	3 month EPC: New 7 day EPC: New Sale: 10% - 21%
<input type="checkbox"/>  CANATURA	5764221 - Canatura Europe Green	Network Earnings:  0 1 2 3 4 5	3 month EPC: 594.44 CZK 7 day EPC: 601.54 CZK Sale: 10%
<input type="checkbox"/>  Colorado BOTANICALS	6253908 - Colorado Botanicals Nutritional Supplements	Network Earnings:  0 1 2 3 4 5	3 month EPC: 247.88 USD 7 day EPC: 172.34 USD Sale: 20%
<input type="checkbox"/>  EDEN'S HERBALS	5416073 - Eden's Herbals Wellness	Network Earnings:  0 1 2 3 4 5	3 month EPC: 96.75 USD 7 day EPC: 62.23 USD Sale: 15%
<input type="checkbox"/>  elixinol	5424192 - Elixinol Nutritional Supplements	Network Earnings:  0 1 2 3 4 5	3 month EPC: 34.98 USD 7 day EPC: 22.06 USD Sale: 10%
<input type="checkbox"/>  ElleVet SCIENCES	5558840 - Ellevet Sciences Pets	Network Earnings:  0 1 2 3 4 5	3 month EPC: 74.63 USD 7 day EPC: 68.60 USD Sale: 15%
<input type="checkbox"/>  enecta®	6176444 - ENECTA INT Nutritional Supplements	Network Earnings:  0 1 2 3 4 5	3 month EPC: 0.00 EUR 7 day EPC: N/A Sale: 40%
<input type="checkbox"/>  Haleigh's Hope	5375112 - Haleigh's Hope Wellness	Network Earnings:  0 1 2 3 4 5	3 month EPC: 213.97 USD 7 day EPC: 315.61 USD Sale: 10%

If the review process is manual, there's no timetable for the program to approve your application.

For automated processes, CJ tells if you have low or high approval odds for that program based on the number of auto-decline rules you pass.

Not failing any of the network's auto-decline rules means you have the highest chance of getting accepted into the program. From here, you can immediately get the links to the brand's products and promote them immediately.

The approval process for ShareASale is different. Upon applying to a program, a dialogue box opens asking you for information on how you plan on promoting the links, which sites, and others.

Apply To Program



WeFeedRaw

Merchant ID: 121566

I have read and agree to the Program Agreement for Affiliates:

JOIN THIS PROGRAM

Optional: Tell us about your promotional methods and general marketing plan for this merchant to help speed up approval. (Websites you'll use, PPC terms, etc.)

Current Agreement

This merchant has not chosen to add any additional terms, you are bound still by the ShareASale Terms of Agreement.

Keyword Policy for PPC Bidding

Keyword	Bidding Allowed?	Bid Limit	Notes
wefeedraw	No	\$0.00	Please refrain from using these keywords and any extension to this keyword like "wefeedraw coupons".

While answering this question is optional, it's in your best interest to be upfront about how you plan on promoting the brand's links from the start. Also, use this opportunity to position your application in the best way possible by telling them that you'll share their links on authoritative sites.

That said, don't apply to programs on ShareASale until you're sure you can publish the parasite content on your target sites.

Creating Links from Affiliate Networks

Once the program approves your application, you can now create affiliate links for the products you want to promote.

From your affiliate network dashboard, you will have an available set of links to promote the programs you've been accepted in. You can access this on CJ by clicking on Links > Search on the menu for links you can promote.

The screenshot shows a search results page for affiliate links. On the left, there is a sidebar with filters for Advertiser(s), Keyword(s), and various promotional options like 'My Advertisers Only', 'Deep Linking Only', etc. Below the sidebar is a 'SEARCH' button. The main area displays 38 results in a grid format. Each result includes a checkbox, a thumbnail, a product name, a description, a URL, and a 'Copy' button. To the right of the grid, there is a 'Advertiser - A-Z' dropdown and some filtering options. At the bottom right, there is a summary of last updated dates and EPC values.

Advertiser	Last Updated	7 Day EPC	19-May-2020
Kenko Relief	N/A	N/A	10.95 USD
Kenko Relief	19-May-2020	7 Day EPC	N/A
Kenko Relief	3 Month EPC	N/A	
Kenko Relief	19-May-2020	7 Day EPC	N/A
Kenko Relief	3 Month EPC	N/A	
Birkenstock	19-May-2020	7 Day EPC	N/A
Birkenstock	3 Month EPC	0	
Dansko	19-May-2020	7 Day EPC	N/A
Dansko	3 Month EPC	0	
Psychetruth	13-Oct-2021	7 Day EPC	N/A
Psychetruth	3 Month EPC	88.26 USD	

The problem here is that you might not find the product pages that you can mention and discuss in your content. If that's the case, you must create deep links.

For CJ, go to Links > Link Tools. Here, grab the CJ Deep Link Generator to your Bookmarks toolbar.

The screenshot shows the CJ Link Tools Deep Link Generator page. At the top, there is a navigation bar with links for Account, Advertisers, Links, Widgets, Reports, Mail, Placements, and Insights. Below the navigation bar, there is a breadcrumb trail 'Link Tools | Integrate deep links'. The main content area is titled 'Deep Link Generator' and contains a paragraph explaining its purpose: 'Allows you to create a deep link without having to log into the CJ Account Manager. You just need to install the bookmarklet on your toolbar, visit a joined advertiser's website, find a product to promote, and click the CJ Deep Link Generator bookmarklet.' Below this, there are steps to place the generator on the toolbar:

1. Open a supported browser (Chrome, Firefox, Safari, Microsoft Edge).
2. Make sure that your bookmarks toolbar is visible in the selected browser.
3. Drag the 'CJ Deep Link generator to your bookmarks toolbar.'

A red arrow points to the third step, highlighting the 'CJ Deep Link generator' text.

Next, go to Account > Website. This is where you will enter the website where you plan on publishing the content with the affiliate links.

On the Promotional Property Manager page, click Add Property. Then fill out the form with the details of the site.

Promotional Property
Describe your promotional property. Advertisers use this information to search for and review potential publishers to partner with. They want to see what it is you do and what kind of value you would bring to their brand.

▼ Define Your Property

What type of property is this? *

You must choose one property type to describe how you will be promoting advertisers.

Website
My customers view my content on a website at a URL that can be viewed on a desktop or mobile browser.

Social
My customers view content I post on social media or other social platforms where I have an account.

Email
My customers view content I send to them in email campaigns or newsletters.

Mobile App
My customers view my content on an app they download onto their phone or tablet through a store like the Google Play or Apple App store.

Browser Extension
My customers view my content on an extension, add-on or toolbar that they download onto their web browser.

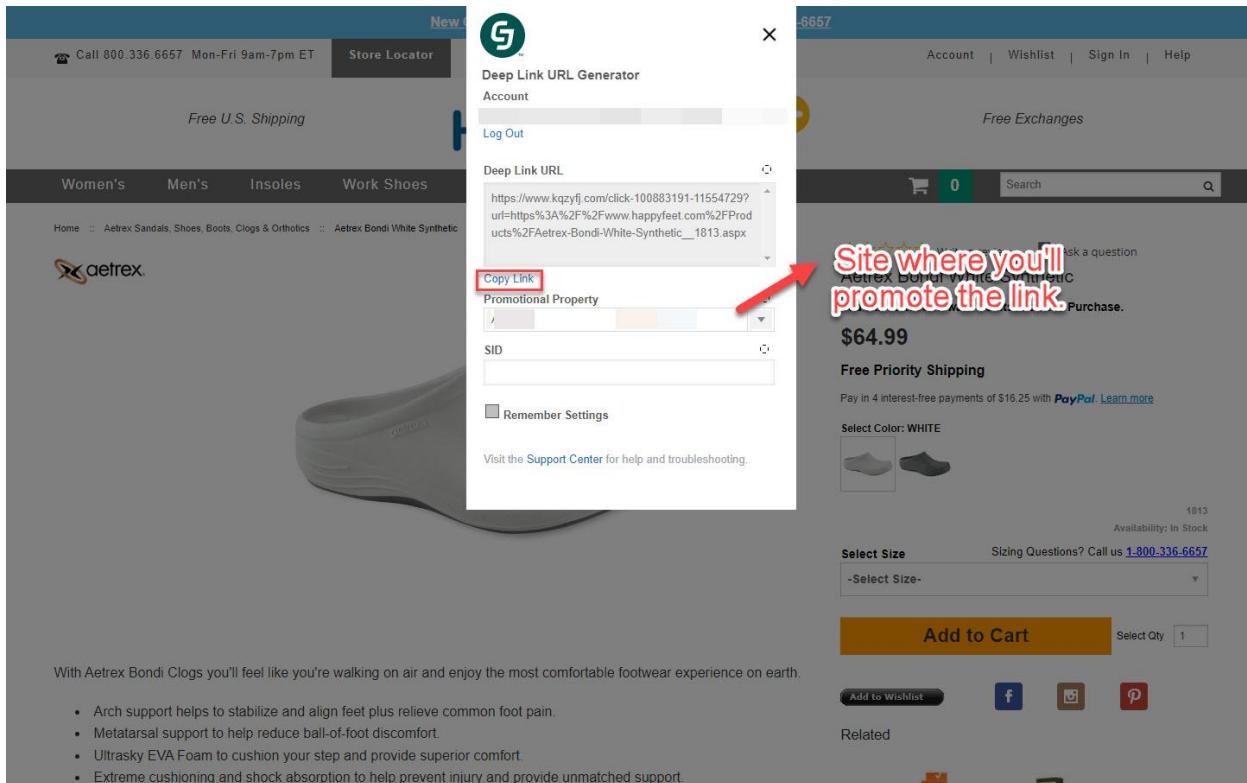
Services and Tools
My customers view my content through some technology that is not a mobile or browser app, such as a desktop app, hardware integration, or some other piece of technology.

Paid Display Ads

Entering the website here allows you to create affiliate links with the correct promotional property. This enables the network to attribute any potential affiliate sale to your account, allowing you to receive money in the process.

If you haven't decided which site to publish your content, you can skip this for later.

But once you have created a property for your target website, go to the product you want to promote. Once there, click on the bookmarklet to open a lightbox where you can build the deep link. Before copying the link, however, choose the site that will publish your parasite content.



Why Avoid Amazon Like a Plague

If you noticed, we didn't mention Amazon as one of the affiliate networks you can join to find affiliate product links you can promote in your parasite content.

While Amazon has lots of pros, in particular its wide selection of products to choose from, its cons make this network a big no-no in your affiliate marketing initiative.

Through the years, its commission rates have continuously dropped to the point that it's difficult to turn in a profit even if your content is generating thousands of organic traffic, resulting in tons of conversions.

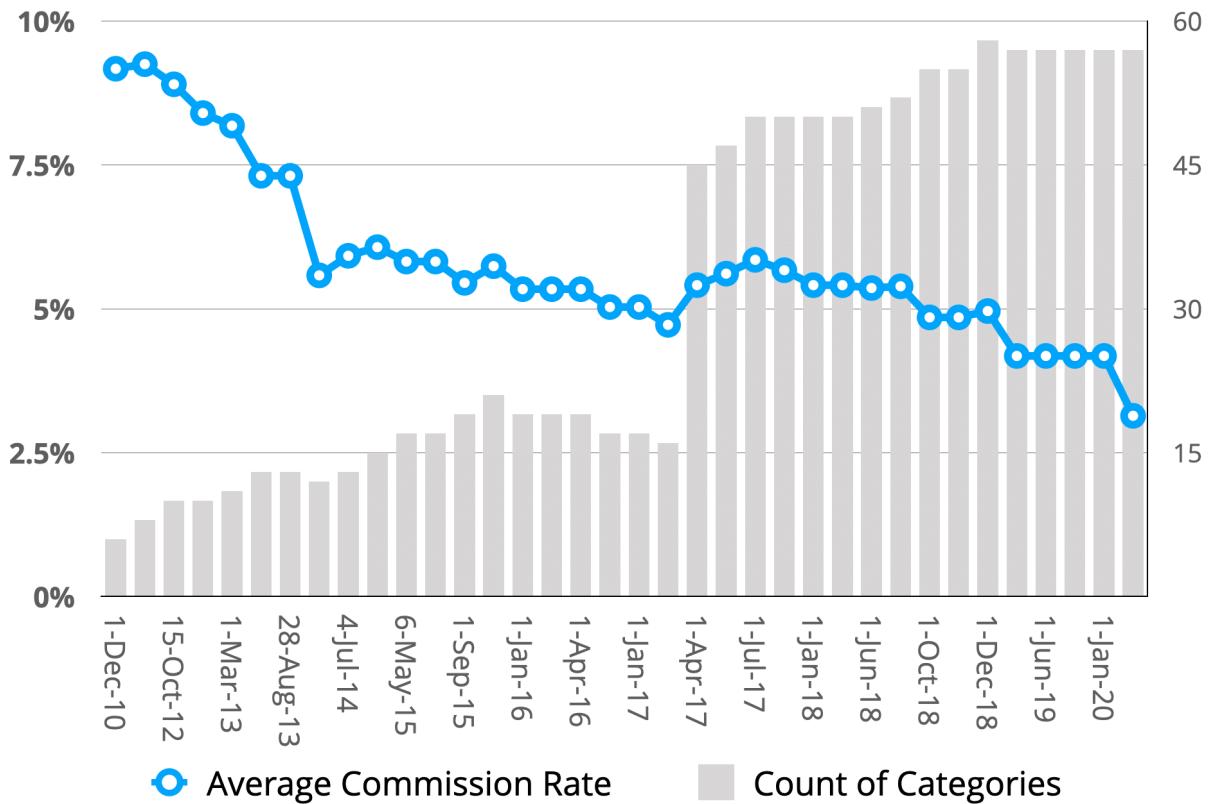


Image from [Geniuslink](#)

While Amazon is a good affiliate network for beginners, those who know better should stay away from it. Instead, choose networks that have higher payouts and are not known to decrease their commission rates.

Set Up Your (Phantom) Brand

Before reaching out to publication sites, you must consider whether you want to use your identity or create an entirely new brand or persona for your outreach.

The reason I bring this up is that most of the agencies above don't have a concrete and established online identity - Usually because they're working on behalf of clients, and don't want to be liable for something they post on behalf of a client.

A potential reason why you don't want your parasite pages to trace back to your real identity.

To do this, you need to buy a domain for your dummy brand. I suggest comparing the prices of the domains from popular registrars like Namecheap, Dynadot, and others.

What's important here is to secure the domain and create a one-pager site for it. In this case, Namecheap not only lives up to its name but also has tools to help you roll out a simple website that we can use to display the brand in a good light.

The screenshot shows the Namecheap domain search interface. At the top, a search bar contains 'ecoearthfalls.com'. Below it, the main result is 'ecoearthfalls.com' with a green checkmark, a price of '\$9.58/yr' (with a discount of '\$5.98 WITH NEWCOM598'), and an 'Add to cart' button. A banner at the bottom of this card says 'Domains'.

Below the main result, there is a navigation bar with icons for 'Domains', 'Auctions', 'Handshake', 'Generator', and 'Beast Mode'. Underneath this, a section titled 'Suggested Results' lists five variations of the domain with their respective prices, discounts, and 'Add to cart' buttons:

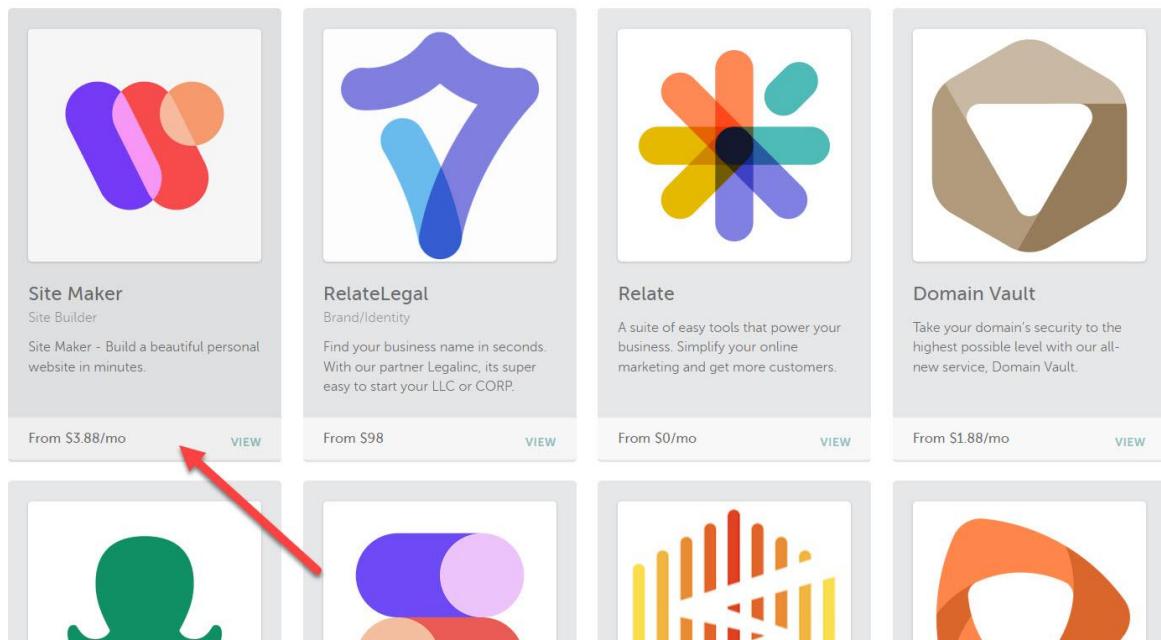
Domain	Price	Discount	Add to cart
ecoearthfalls.com	\$9.58/yr	\$5.98 WITH NEWCOM598	Add to cart
ecoearthfalls.land	\$11.98/yr	60% OFF	Add to cart
ecoearthfalls.net	\$11.98/yr	15% OFF	Add to cart
ecoearthfalls.org	\$8.98/yr	31% OFF	Add to cart
ecoearthfalls.ai	\$79.98/yr	13% OFF	Add to cart

When registering for a domain, you must create a brand new email address and generate a random address for your brand. Again, you want the brand to not point back to you and let it become its own identity. Regarding the contact details, you'll need to input these in your account information to be able to purchase the domain.

Once you've bought it, you can set up the website using Namecheap's Site Maker if you want to build it from the registrar. It's free for only 14 days before you subscribe for at least \$3.88/month.

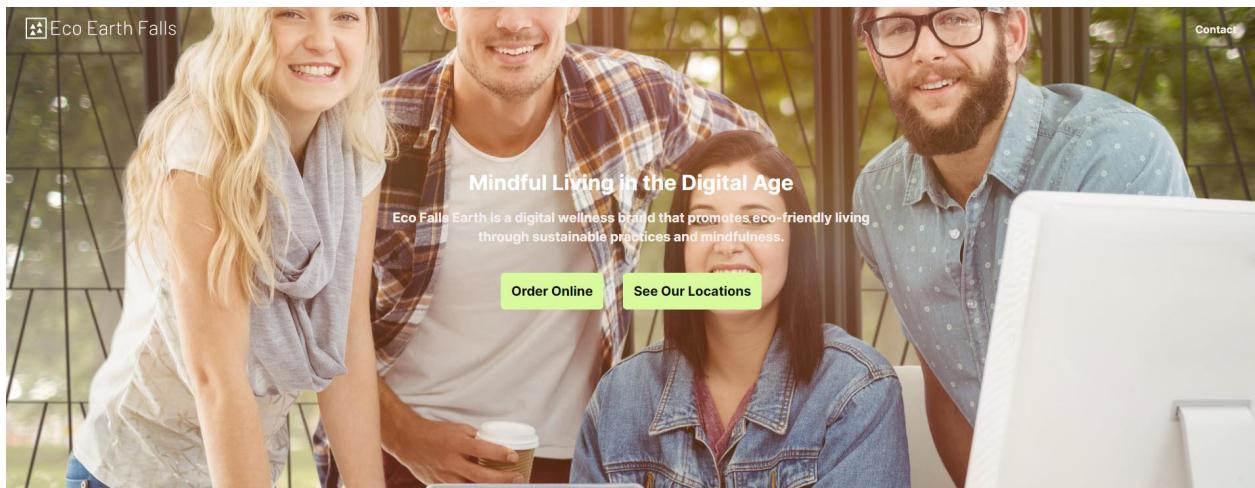
You may consider hosting it on your web hosting provider with your other sites.

However, it's best to either use Site Maker or create a brand new account for your web host for the site. This allows you to keep the brand separate from your other online assets and keep your footprints clean.



Keep in mind that Site Maker is a pretty straightforward website builder with basic features. Don't expect to create a website similar to WordPress and other more complex CMSs. But for the purpose of what we want to achieve here, Site Maker should be more than good enough.

Here's the finished draft of the site after working on it for a few minutes:



You can work more on it to help you create better copy and add more elements, but for a simple one-pager site, this is okay.

Use AI tools like ChatGPT to help you fill out the web copy and edit it as you see fit before inserting it into the page.

Also, consider creating a branded email address using your newly purchased domain. This is important, especially if you're signing up for affiliate programs later. Having a branded email address helps speed up the approval process.

Namecheap offers two months of free email hosting (\$14.88/year after) to get you started.

The screenshot shows a Namecheap checkout page. At the top, there's a green success message: "THE ITEM WAS SUCCESSFULLY ADDED/UPDATED TO THE CART." Below this are buttons for "Bulk Settings" and "Edit Cart". The main content area displays a product for "Starter Email EDIT" for the domain "ecoearthfalls.com". It includes a dropdown for "2 Months", an "AUTO-RENEW" toggle switch, and a price of "\$0.00 FREE TRIAL". It also shows a breakdown of costs: "\$148 \$0.00". To the right, a "Your Subtotal" box shows "Subtotal \$0.00" and a large red "Confirm Order" button. Further down, there's a "Promo Code" input field with "promo code" typed in and a red "Apply" button.

Upon signing up for an inbox, redirect all the emails you receive from the branded email straight to your Gmail or preferred email client. This makes accessing and replying to your emails much faster and easier.

Reach out to Publication Sites

The keywords you plan on targeting for each publication site give you an idea of which sites to prioritise for your initial campaign.

As mentioned, you want to target keywords with the most monthly searches and lowest KD. This way, you can attract more highly qualified traffic to your page, resulting in more sales.

Here's a simple template I sent out to publications inquiring about their sponsored content program:

Subject: Sponsorship Content Opportunities

Body: Hello!

I like to get sponsored content published on your site similar to this one [link to one of their sponsored posts] but about a different topic. Can you send over the information on how I can proceed with this? Thanks!

It's a straightforward email that is good enough to generate replies and interest from a publication. In fact, you don't need a complicated and long email asking about their sponsored content since most of them have a default pricing template anyway.

Here's an actual reply from a website after sending them the email:

The screenshot shows an email inbox with several messages. The message from 'Sponsored Content Opportunities' is highlighted. The subject line is 'Sponsored Content Opportunities'. The body of the email contains the following text:

Hello! I would like to get sponsored content published on your site similar to this one:
What are your editorial guidelines and pricing for this? Thanks in advance.

We can do native paid articles for you and get them published the same under SPOTLIGHT section. INR 40,000 or USD 600 (+GST wherever applicable) for an article with 1200-2000 words each with 5 images and similar number of links. A fine of US\$ 100 will have to be paid for every additional (i) 500 words with a maximum capping at 6000 words. (ii) set of 5 links with a maximum capping at 20 links and (iii) set of 5 images with a maximum capping at 10 images. So, if the normal article costs USD 600 for 2000 words and 5 images and 5 links the same article now with 6000 words, 20 links and 10 photos will cost (600+ 800+ 300+ 100) = US\$ 1800/-

TERMS AND CONDITIONS:

1. All posts will carry '**No follow links**'.
2. Native articles **written by AI will not be accepted** as Google identifies them easily and penalises the publisher as well as the article by de-indexing the article or increasing the time it takes to get indexed' such articles if caught will be deleted by us **immediately without any refund!**
3. Text of article to be supplied in .docx or Google Doc format. No PDF will be accepted.
4. All images are to be in .JPG/JPEG format. Dimension 960 x 506 pixels below 1mb. No PDF file will be accepted. "**Tables/Charts**" if any, separate image needs to be shared for that.
5. Guide text in case of multiple images- precisely mentioning the placement of images after a certain paragraph/topic. Can be appended with the main text document (point 1)
6. Videos in articles: Only YouTube/ Vimeo/ Dailymotion/ Enterprise-grade video solution URLs accepted.
7. **Payment details and Cut-off time for publication-** All payments will have to be in advance (below are the Wire Transfer and PayPal details to transfer the payments. Kindly, share the payment receipts along with your company details and address) along with the articles for submission. It takes a maximum of 48 working Hrs including the trouble shooting time to publish the articles. The received articles are shared with the editorial team three times a day.

Some will reply with the editorial guidelines and payment details before moving forward, while others will ask you to share more information about your campaign. Here, you can share the article topic you researched in the previous step.

Regardless of how they replied, you should ask the following questions (assuming that they haven't answered these yet):

- How much per article?
- Do they offer package prices for multiple articles? This is important since you want to create many parasite pages for the same domain to help increase its topical authority about the subject. At the same time, you reduce your costs.
- How long should the article/s be? Find the ideal word count for the parasite page content and stick with it.
- Is it okay to add images? If so, what kind of images can I add, i.e., stock photos, actual photos with products, etc.
- What topics can I publish/not publish on the site?
- Will my articles be permanent or published in a limited amount of time?
- Ask if it's okay to publish an article that has already been covered by the site (Some site allow it, while others don't due to keyword cannibalisation issues. My take is that it's always better to publish content that's unique on the site.)
- How many outbound links are allowed per post?
- Are outbound links nofollow or dofollow? This shouldn't be an issue since you s

- Can I internally link to articles on my site? If so, does it cost extra? How much? Best to ask if they allow it, but I personally wouldn't want to include my (and client's) links in the content.

Some of you might be thinking of including client links inside the content. The idea is you can sell link placement to various clients for your parasite pages to boost your revenue.

It may sound like a good and foolproof plan, i.e., adding client links help diversify outbound links on the page. Personally, however, I'd rather stick to just focusing on getting as many affiliate links on the page instead. I don't want to mix client links in my parasite SEO campaign, as it may end up costing both my client and parasite page rankings.

Asking these questions to publication sites (assuming that these haven't been answered in their media kit and Advertise With Us page) enables you to set what they should expect from your parasite page.

Create URL Shorteners

The examples of parasite SEO above use branded URL shorteners. By masking the affiliate URLs with your branded domain, you make the links much easier to remember for your audience. Just as important, you gain their trust, which could result in higher clicks and conversions for your affiliate links.

In this case, you should sign up for a brand new domain to use for shortening your affiliate URLs.

As mentioned, you can use [Rebrandly](#) for this. You can buy the branded domain straight from the platform so you can automatically connect it to your account.

Register a new custom domain

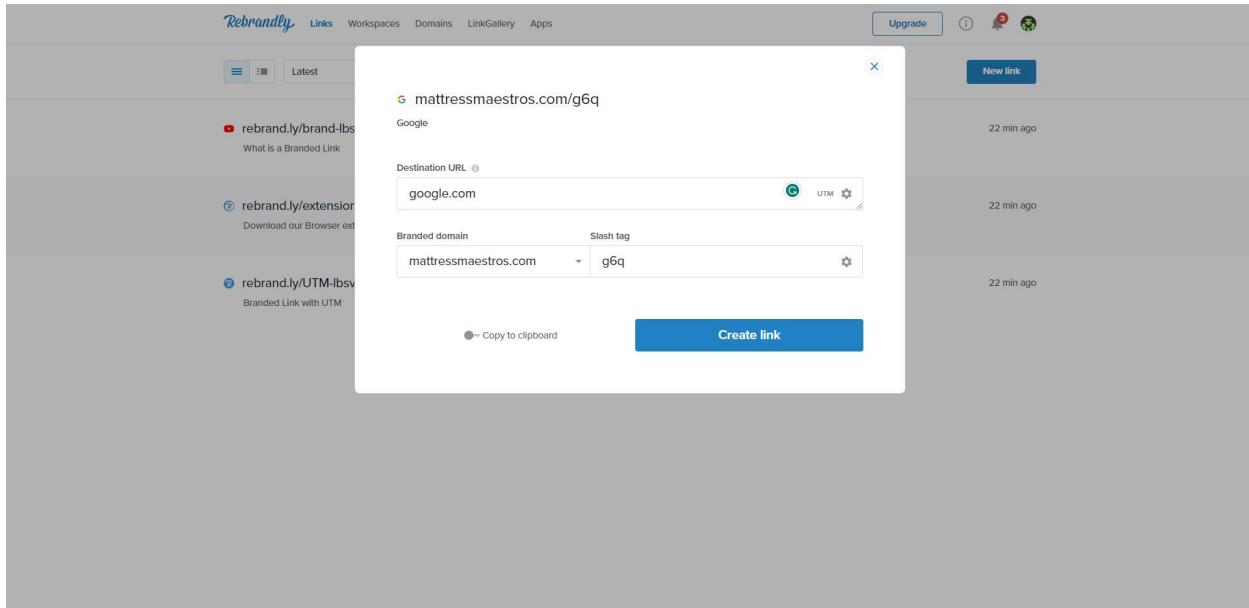
The screenshot shows a search bar with the query "mattressmaestros.com". Below the search bar are three filter buttons: "All TLDs", "Hide unavailable", and "Least expensive first". The results list five domain options:

Domain	Status	Price	Action
mattressmaestros.com	Available	ONLY \$15	Buy now
mattressmaestros.click	Available	\$22 NOW \$2	Buy now
mattressmaestros.link	Recommended	\$22 NOW \$2	Buy now
mattressmaestros.live	Recommended	\$34 NOW \$2	Buy now
mattressmaestros.news	Recommended	\$28 NOW \$2	Buy now

The problem is that the domains are much more expensive (approx \$5 more) on Rebrandly compared to Namecheap. However, if you decide to buy a domain from Namecheap to connect to Rebrandly, you'll have to upgrade your account to at least \$12/month.

That said, it makes more sense to shoulder the \$15 cost of buying a domain from Rebrandly and using its free account (of 2,500 clicks a month), so I don't have to worry about the monthly subscription.

Once you've purchased the domain, add it to the Rebrandly workspace, where you will organise all your affiliate links. So, whenever you want to shorten an affiliate link, click on Add link from your workspace dashboard and paste the URL you want to shorten. The tool will generate a slug that you can edit to make it brandable and more memorable.



Write (and Edit) the Content

Creating the content should be easy for you at this point.

It's all about following the editorial guidelines sent to you by the publication site.

You can also refer to the sponsored content they've published. Take a cue from its format, style, use of images, links, and others.

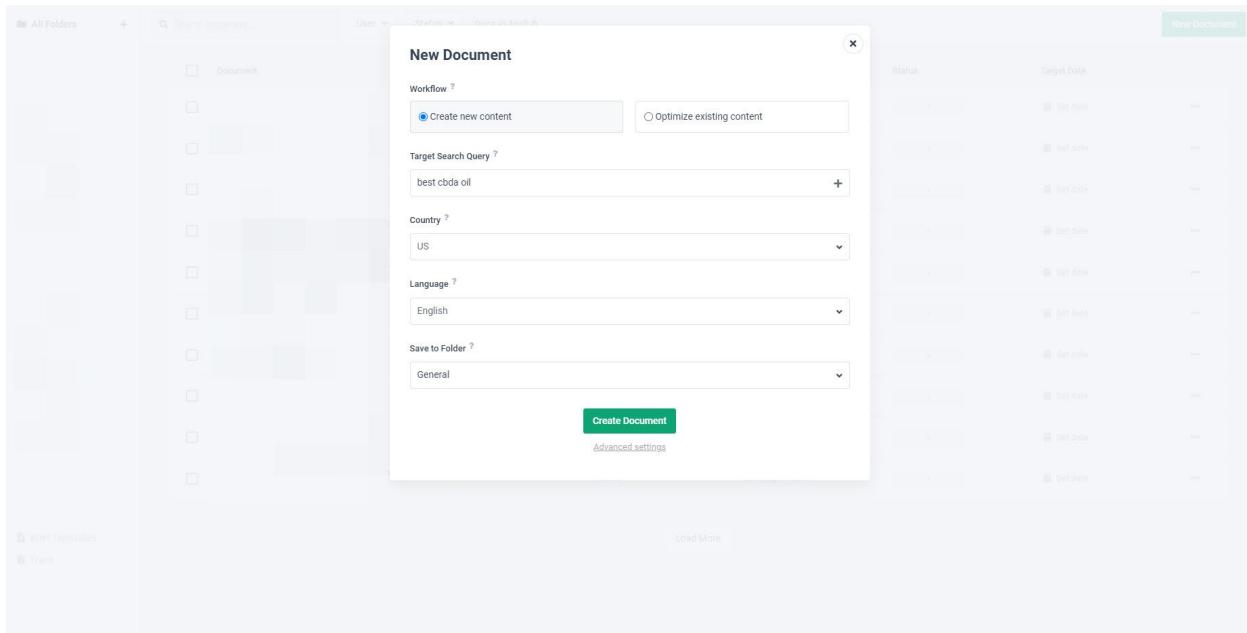
At the same time, I won't leave you hanging in the air, of course!

I will share with you my process for writing content that has helped my client and niche websites rake in hundreds and thousands of organic visitors.

Since we're already done with keyword research, the next step is to use a content optimisation tool from the get-go.

There are lots out there to use, but I'm a [Frase](#) guy through and though.

Log in to Frase to create a new document. Enter the keyword you plan on optimising for your paragraph page.



On the next page, the tool will ask your permission to process the top 20 search results for the keyword. It will show you the average number of words, links, images, and headers used in the article so you have a benchmark for the article elements.

WORD COUNT	HEADERS
0	0
2.2k	8

LINKS	IMAGES
0	0
4	3

```

graph TD
    H1["H1 Best CBDA Oil Products Of 2022: Brands To Buy CBDA Oils Online"]
    H2["H2 Top 4 CBDA Oil Brands"]
    H3_1["H3 #1. Healer CBD – Overall Best CBD Oil Brand"]
    H4_H["H4 Highlights"]
    H4_P["H4 Pros"]
    H4_C["H4 Cons"]
    H3_2["H3 #2. Extract Labs – Top Brand For CBDA Oil Drops"]
    H4_H2["H4 Highlights"]

    H1 --> H2
    H2 --> H3_1
    H3_1 --> H4_H
    H3_1 --> H4_P
    H3_1 --> H4_C
    H3_2 --> H4_H2
  
```

Before I write the piece, I make sure to research the outline. This allows me to establish the headlines and topics to discuss in the article so I don't have to switch back and forth between writing and research.

Frase gives you the option of manually building your outline using headlines from the top 20 results or letting the AI generate it for you.

Below is the generated outline using the Frase AI:

The screenshot shows the Frase AI interface. On the left, there's a content brief titled "best cbda oil" with a text area below it. On the right, a sidebar displays an AI-generated outline. The outline includes sections like "H2 What is CBDA?", "H3 Benefits of CBDA", "H2 Hemp Plant and CBDA", etc., all enclosed in a red box.

As with most AI-generated content, you may need to edit and tweak it to your liking. This is where you can pull out headlines from the top 20 pages for the keywords to beef up the outline.

The screenshot shows the Frase AI interface with three search results on the left: "Best CBDA Oil Products Of 2022: Brands To Buy CBDA Oils Online - Orlando Magazine", "Best CBDA Oil Products | Buy CBDA Oils, Capsules, Isolates | @ CBD.market", and "Best CBDA Oil Products 2023 Review". On the right, an AI-generated outline is displayed, identical to the one in the first screenshot, with sections like "H2 What is CBDA?", "H3 Benefits of CBDA", etc.

Once you have decided on the outline, you can use Frase to generate the draft for you. Choose the tone and keywords you want the tool to mention in the draft. Once ready, click “Generate AI Draft from Outline.”

The screenshot shows the Frase AI Draft interface. At the top, there are tabs for 'Outline' and 'AI Draft'. On the left, there's a rich text editor with various formatting tools. In the center, there's a placeholder text 'Start writing here...'. On the right, there are sections for 'General Settings' (with checkboxes for 'Write an introduction?' and 'Write H2 transitions?'), 'SEO Keywords To Consider' (with a text input field), 'Use SERP topics', 'Tone Of Voice' (set to 'persuasive, compelling'), and a large 'Generate AI Draft from Outline' button. A red arrow points to this button. Below it, a message says 'Your outline has 15 headings'. The sidebar on the right includes buttons for 'Research', 'Outline', 'AI Write', 'Optimize', 'Links', 'Help', 'Full Screen', 'Resize', and 'Split View'. At the bottom left, it says '0 words'.

Give the tool a few minutes to generate the content. Once it's done you can paste the content onto the text editor.

From here, tweak and edit the piece according to the editorial guidelines of the site you'll submit the sponsored content.

If you click on the Optimize tab on the right side of the page, you can also include words and phrases to help make the content semantically relevant to its target keyword.

The screenshot shows the Frase interface with the 'Optimize' tab selected. On the left, there's a rich text editor with placeholder text. The main content area contains an article about CBDA oil. On the right, there's a sidebar titled 'Topic Score' which lists semantic keywords with their scores and source counts. A red border highlights this sidebar. The sidebar includes buttons for 'Competitors' and 'Heatmap'. The listed keywords and their details are as follows:

Score	Keyword	Sources
9 / 5	CBDA Oil	Sources: 8
4 / 1	Benefits of CBDA	Sources: 5
24 / 1	Hemp Plant	Sources: 1
6 / 1	Heavy Metals	Sources: 1
5 / 1	Potential Health Benefits	Sources: 1
5 / 1	Extraction Process	Sources: 5
5 / 1	Anti-Inflammatory Properties	Sources: 5
3 / 2	Wide Range	Sources: 5
0 / 1	Wide Variety	Sources: 5
1 / 1	Levels Of CBDA	Sources: 4
5 / 1	CBDA Capsules	Sources: 4
3 / 1	Acidic Cannabinoids	Sources: 1

The sidebar also includes buttons for 'Research', 'Outline', 'AI Write', 'Links', 'Help', 'Full Screen', 'Resize', and 'Split View'. At the bottom left, it says '2837 words'.

Now, the draft above is to simply show you how my process of creating content using Frase. The draft is not the content I'll submit to the publication site.

Its quality also depends on how you build your outlines and your ability to write and edit great content, to which I have people who do this for me.

That said, having completed a 2.5k-word draft above in minutes and with just a few clicks of a button is crazy impressive.

When including your affiliate links in the article, **consider creating branded shortened links like the agencies I showcased above**. By masking the links and their URL parameters, you give a professional feel to your content, which could lead to more clicks.

Sign up for URL shorteners like Rebrandly, that also let you connect custom-branded domains.

Once you're done with the article, review it multiple times before submitting it to the publication site.

Below are things you need to review to ensure that the article is ready for submission:

- **Is the article's Topic Score on Frase higher than the average score across competitors?** Make sure to include the tool's suggested words and phrases not mentioned in the article to further ramp up the score. But make sure only to include these words if they make sense in the context of the article and don't compromise its quality.
- **Is it grammatically correct, and does it have correct sentence structures?** Use Grammarly Premium to identify sentences and phrases that you can replace or rewrite also to increase readability. Frase has a rewrite feature that you can use to simplify complex sentences and paragraphs.
- **Are the links pointing to the correct pages?** This is IMPORTANT, especially for affiliate links. The last thing you want is visitors clicking on these links only to load a 404 page or point to the wrong page. Check and test these links multiple times to ensure they're all correct before submitting.
- **Does the article check all the boxes in the editorial guidelines?** Equally important, you want the content to follow how the publication site wants all its sponsored content. Read their instructions and be sure to provide them with all the information they'll need to get your content accepted. For example, they might need images in GDrive, or they don't prefer Oxford commas (why, though?). Small details like these can make or break your article submission.

When it comes to featuring images in the content, make sure to source affiliate product images according to the terms of the program. You don't want to just get images off their site and paste it on the content.

If it's allowed, you can do what Norcal Marketing does with its content:

#1 D-Bal Max: Alternative to Dianabol

D-Bal

	<ul style="list-style-type: none">• Natural Alternative To Dianabol• Rapid Muscle Gains and Explosive Strength• Boosts Testosterone and IGF-1 Levels• 60 Day Money Back Guarantee
CLICK HERE TO LEARN MORE	

[D-Bal Max](#) is the best legal steroid of 2021. D-Bal Max—a substitute for the illegal steroid Dianabol—is a natural supplement that supports a wide range of muscle-building, performance-enhancing processes. The supplement's creators developed this formula for men who exercise frequently and are looking for a pill that gives them the nutrients they need to optimize their performance.

Not only does it feature the product in the image, but it also lists the product's benefits and shows a call to action at the bottom. It's a great way to get the attention of readers to check the image and click on it, which redirect them to the affiliate page.

Link to the Posts Once Published

Assuming that the post is live, you may want to build links to it to further increase its organic rankings once Google picks it up.

To determine how many links you need to build for your post, use Ahrefs Keyword Explorer and type in the keyword you optimised for. Scroll down the results to see the SERP Analysis and check the number of links and domains of each page.

For “best edibles for female arousal,” the most referral domains a page in the top 10 results has is 20.

		Words	DR	UR	Backlinks	Domains	Traffic	Value	Keywords	Top keyword	Volume
<input type="checkbox"/>	Search result										
<input type="checkbox"/>	1 Featured Snippet	2,381	74	0	0	0	1,246	\$87	119	best edibles for female arousal	1.2K
	20 Best Edibles for Female Arousal - NewsDirect https://www.newsdirect.com/womens-health-wellness/collagen/best-edibles-for-female-arousal/										
<input type="checkbox"/>	2 8 Best Edibles for Female Arousal https://303magazine.com/2023/02/8-best-edibles-for-female-arousal/	2,270	75	1	0	0	909	\$89	136	sexual edibles	500
<input type="checkbox"/>	3 16 Best Edibles for Female Arousal https://www.orlandomagazine.com/best-edibles-for-female-arousal/	1,960	73	0	1	1	686	\$52	130	best edibles for female arousal	1.2K
<input type="checkbox"/>	4 Best Edibles for Female Arousal https://fusioncbdproducts.com/blogs/news/best-edibles-for-female-arousal/	3,772	27	4	1,205	20	651	\$42	491	best edibles for female arousal	1.2K
<input type="checkbox"/>	5 10 Best Edibles for Female Arousal https://www.reviewjournal.com/bp/supplements/10-best-edibles-for-female-arousal/	2,714	85	6	5	5	550	\$40	126	best edibles for female arousal	1.2K
<input type="checkbox"/>	6 15 Best Edibles for Female Arousal in 2023 https://www.discovermagazine.com/lifestyle/15-best-edibles-for-female-arousal-in-2022				66	28	515	\$28	98	best edibles for female arousal	1.2K
<input type="checkbox"/>	7 11 Best Edibles for Female Arousal in 2023 https://lcafh.org/best-edibles-for-female-arousal/				0	0	174	\$2	87	best edibles for female arousal	1.2K
<input type="checkbox"/>	8 5 Best Edibles For Female Arousal In 2023 https://theislandnow.com/best-edibles-for-female-arousal/	4,864	76	11	1	1	130	\$2.3	117	best edibles for female arousal	1.2K
<input type="checkbox"/>	9 5 Best Edibles For Female Arousal To Improve Sex Life 2023 https://www.healthcanal.com/sexual-health/best-edibles-for-female-arousal	3,941	73	2	0	0	59	\$0.37	65	best edibles for female arousal	1.2K
<input type="checkbox"/>	10 The 20 Best Weed Edibles For Female Arousal https://herb.co/guides/cannabis-female-arousal/	3,633	73	7	3	3	149	\$0.86	53	best edibles for female arousal	1.2K
Show more											

Click on the referring domains of these pages to see the quality of the sites where it got its links. Out of the 20 domains, only eight are from TLDs with Domain Ratings ranging from 10-52. The rest are from subdomains created on Blogger.com

20 domains	All	New	Lost	Show history: Don't show	API	Export	
Domain	DR	Dofollow ref. domains	Dofollow linked domains	Traffic	Links to target	Dofollow links	First seen
openhandhelds.org	52	1,087	65,036	45	1.1K	1,072	19 Aug 2022
aeioutech.com	42	2,068	865	30	1	1	22 Mar 2023
bye.fyi	41	623	4,068,830	0	1	1	18 Dec 2022
celebritiesincome.com	39	1,530	1,214	198	1	1	19 Apr 2023
icoolly.com	37	3,213	36,080	6	18	18	14 Nov 2022
conceptdistributing.com	27	1,993	27,063	216	2	2	23 Sep 2022
headmagazine.com	20	47	681	177	1	1	8 Feb 2023
geazle.com	10	456	9,760	13	79	79	19 Aug 2022
dailycelebrate.blogspot.com	1.6	46	77	0	3	3	20 Dec 2022
health10hacks.blogspot.com	1.6	46	54	0	2	2	28 Oct 2022
tips2homes.blogspot.com	1.6	46	52	0	2	2	29 Oct 2022

You also want to check the actual link on the website. Here's a screenshot of the link from the DR 42 site:



Top 4 Health Benefits of CBD gummies

May 25, 2022 by [Enaa Mari](#)

CBD Gummies have a myriad of benefits. You can enjoy the taste of candy-like sweet gummies. Still, it is also an ingredient that can provide the health benefits you need for both your brain and body. This is an easy way to get CBD and is also great for people who aren't comfortable swallowing capsules, dislike cosmetics, and don't like playing around with CBD oils. While CBD is also smoked, however, some individuals stay away from smoking completely, and, as such, CBD gummies become an ideal product to take advantage of CBD. Along with being chewy and delicious, and easy to consume, CBD gummies have proven to provide a variety of advantages for health, such as [sex gummies](#).

In this case, you want to build similar links along the factors mentioned above. Target eight sites with DR 10-52 and make sure the link is located in the content body.

You can do this on your own. But hiring someone to do this for you is a much better use of your time.

I have been very picky when it comes to links because a single bad link spoils the bunch—it could put all the time and investment you put into your parasite SEO to nothing.

That's why I partnered with the great people at [HighRise Links](#) and its excellent guest post outreach services.

One thing like about them is how they don't just choose sites to get your guest posts published on. They'll also make sure that the guest post isn't an orphaned page on the site. They will get existing pages to link to the article so search spiders can crawl and index the newly published article.

Not only that, but they'll also go out of their way to include tier-2 link insertions, share the content on social to boost social signals and reply to comments. More importantly, they'll use premium indexing services and ask the site owner to send the guest post URL for indexing on Google Search Console.

Doing all these things help Google crawl and index the page much faster, resulting in boosting your parasite page's organic rankings.

My recommendation of HighRise Links isn't borne out of my partnership with them. It's because I truly believe they offer the best link building outreach services which is *why* I partnered with them in the first place and suggest that you use them in your SEO campaigns.

But if you want a different agency for your link outreach needs, [ReachCreator](#) also does a fantastic job.

Both agencies help establish your parasite page's tier-1 links.

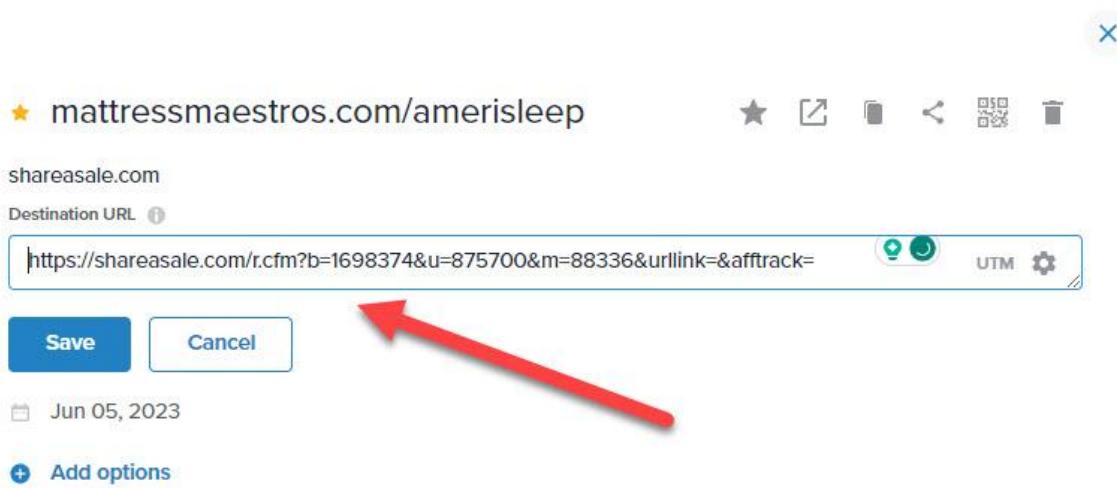
Monitor Results and Make Changes

Over time, you want to see how the published parasite content is faring on SERPs. Enter the URL of the content on Ahrefs' Site Explorer to see its organic traffic and keywords it's ranking for.

Also, you want to monitor if there are changes to the affiliate program as well. Some brands may have changed networks, which means they're not using the same links as the ones you used in your post.

Normally, you must reach out to the publisher and ask to change the links in the content. However, most publishers will ask for a fee to be able to edit the piece, which could range between \$200-500.

But, if you're using branded URL shorteners, you can simply edit the link and replace it with the working version.



Parasite SEO Case Studies

To help validate the parasite SEO process outline above for you, we'll run it on a few websites. The first two are from free websites where you can create a profile and publish your content in seconds.

The third one follows the process above: find websites that publish parasite content, filter which among the sites will provide my content with the highest chances of ranking on top of Google, and send over the content.

Regarding the first two, we didn't cover how you can leverage sites like WordPress.com, Medium, and others as part of your parasite SEO. And, to be fair, this is not a very common practice because the majority of successful parasite SEO players are paying to play and it's much more likely your paid site won't have a page already on that topic on it and it'll rank higher due to being more overall quality.

For the case studies, we created a brand [Eco Earth Falls](#) - For those wondering why we went with that name, it's actually an anagram of my name, Charles Floate.

We created this simple one-pager website to help legitimise the brand that we'll be using for our parasite SEO campaign.

This is also important because publishers normally ask for your details when processing the payment for your parasite content. This includes your website URL. So having one makes you look more professional, though the majority of publications couldn't care less if you're paying them hundreds or thousands of dollars.

Given the name, we will be sticking with niches in the eco-friendly and organic space (with a bit of health in there). This aligns with what the brand is about, as written on the website: "Eco Falls Earth is a digital wellness brand that promotes eco-friendly living through sustainable practices and mindfulness."

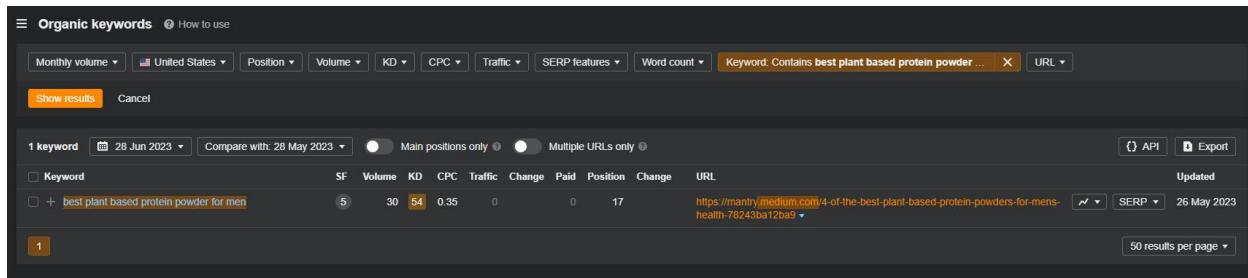
When it comes to link building, we used HighRiseLinks to provide us with high-quality backlinks from authoritative domains. These will help the content be on par with the top-ranking pages for the search terms we're optimising for and gives it a much-needed boost to rank faster on SERPs.

Let's begin!

Case Study # 1 - Publishing Parasite Content on Medium

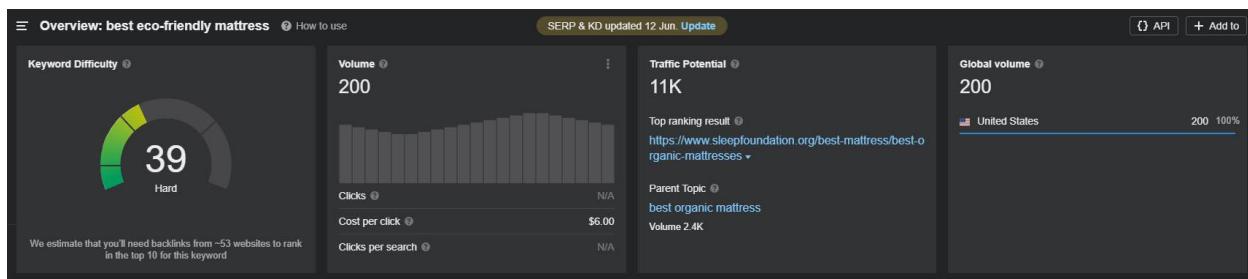
Medium is one of the most popular free online publishing platforms. Its popularity is also matched by its authority, with almost 21 million daily visitors and a DR of 94.

Just as important, the site can rank parasite content in organic search, and has been used time and time again to do so.



Combing through its list of ranking keywords is a difficult task. Some of the top-ranking ones that contain “best” don’t have affiliate links and are, therefore, no parasite content. I lucked on finding this keyword through thorough research. But the fact that it exists means it’s possible to rank your parasite content for it as well.

As for the keyword we want to optimise for our parasite content, I chose “best eco-friendly mattress.”



The top pages ranking for the term has a number of backlinks. The lowest number of referring domains on a site is 8 (9th spot), while the highest is 409 (3rd position).

SERP overview for "best eco-friendly mattress" ⓘ 12 Jun 2023 ▾ Compare with ▾

API Export

		Words	DR	UR	Backlinks	Domains	Traffic	Value	Keywords	Top keyword	Volume
<input type="checkbox"/>	Search result										
<input type="checkbox"/>	1 Best Natural, Non-Toxic Mattresses of 2023 https://www.sleepfoundation.org/best-mattress/best-organic-mattresses ▾	12,009	89	16	637	146	11,624	\$64.1K	1,243	best organic mattress	2.4K
<input type="checkbox"/>	2 10 Best Organic Mattresses For Non-Toxic Sleep In 2023 <small>529</small> https://www.thegoodtrade.com/features/natural-and-eco-friendly-mattresses/ ▾	0	76	6	69	11	9,361	\$47.9K	5,788	eco friendly mattress	800
<input type="checkbox"/>	3 The Best Organic Mattresses (and Toppers) https://www.wired.com/story/best-organic-mattresses/ ▾	3,580	92	25	1,420	409	5,819	\$32.4K	1,378	best organic mattress	2.4K
<input type="checkbox"/>	4 Best Organic Mattress (2023) - Natural & Non-Toxic Beds https://sleepopolis.com/best-mattress/best-natural-organic-mattress/ ▾	11,592	74	12	1,911	17	1,275	\$7.5K	509	organic mattress	7.2K
<input type="checkbox"/>	5 19 Nontoxic, Organic Mattresses for Every Budget https://elemental-green.com/19-eco-friendly-mattresses-for-every-budget/ ▾	5,546	58	4	64	43	1,912	\$9.3K	764	non toxic mattress affordable	300
<input type="checkbox"/>	6 The best organic mattresses in 2023 https://www.tomsguide.com/best-picks/best-organic-mattress ▾	6,127	86	18	571	91	962	\$6K	462	best organic mattress	2.4K
<input type="checkbox"/>	7 The Best Organic Mattresses Of 2023, Medically Reviewed https://www.mindbodygreen.com/articles/best-organic-mattress ▾	5,823	86	16	164	26	139	\$846	513	best natural mattress	400
<input type="checkbox"/>	8 Best Organic & Non-Toxic Mattresses 2023 https://www.mattressclarity.com/reviews/best-organic-mattress/ ▾	10,575	68	12	966	19	535	\$3.3K	502	best organic mattresses	1.3K
<input type="checkbox"/>	9 The 9 Best Organic Mattresses of 2023 https://www.herpisce.com/best-organic-mattresses-6833122 ▾	4,058	90	3	37	8	854	\$5.2K	630	best organic mattresses	1.3K
<input type="checkbox"/>	10 Best Organic Mattress for 2023 https://www.cnet.com/health/sleep/best-organic-mattress/ ▾	6,034	92	21	1,695	254	611	\$3.7K	591	organic mattress	7.2K

Given this information, “best eco-friendly mattress” is not a very lucrative keyword for parasite content. However, this should suffice for test purposes since we just want to see the results of publishing parasite content on free authoritative sites. Plus, we want the content to be aligned with the brand, which focuses on sustainable practices.

After deciding on the keyword, we looked for mattress affiliate programs we can sign up for. Luckily for us, [Authority Hacker published a listicle](#) about the different programs we can join to promote the content.

Mattress Affiliate Programs

1. [Spindle Mattress](#)
2. [DreamCloud](#)
3. [Bear Mattress](#)
4. [Nectar Sleep](#)
5. [Helix Sleep](#)
6. [Eco Terra Beds](#)
7. [Latex For Less](#)
8. [PlushBeds](#)
9. [Vaya](#)
10. [Nolah](#)
11. [Purple Mattresses](#)
12. [Zoma](#)
13. [Amerisleep](#)
14. [Puffy](#)

Most of the programs are available via ShareASale and CJ. The links are provided in the article, so signing up for each one is a piece of cake.

The real problem here is waiting for the programs to approve your applications. Some of them immediately accept, while others will take a while before they deny you. There are those that keep you waiting for their decision, only for them to not provide a decision at all!

That said, the key here is to apply **to as many programs as you can!** The more programs you apply to, the higher your chances of approval across these programs.

Next is by outlining and writing the content. In this step, be mindful of the products you will feature in the content. You want to feature affiliate products on top first and non-affiliates at the bottom.

Also, dedicate more paragraphs explaining the benefits of the affiliate products to convince people to buy them. At the same time, don't discredit the other products just because you're not part of their affiliate program (if they have one). Just make sure that the content is balanced and well-written.

Finally, create a profile on Medium with your dummy account. This is fairly easy, as the site isn't too stingy when accepting new users. Enter your details, edit your profile, and you're all set to publish the content.

Once uploaded, you can publish the article, and it will go live immediately.

The Best Eco-Friendly Mattress of 2023



Eco Earth Falls · Follow

11 min read · Jun 21

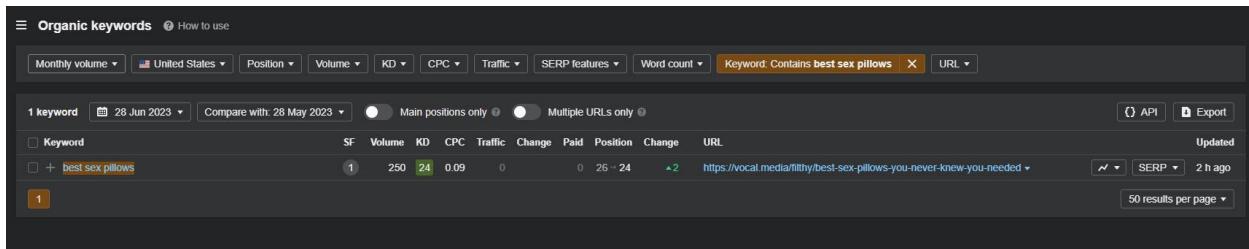


Sleep soundly and consciously with these top sustainable mattress picks for the future (Image source: DepositPhotos)

You can check the article [here](#).

Case Study # 2 - Publishing Parasite Content on Vocal Media

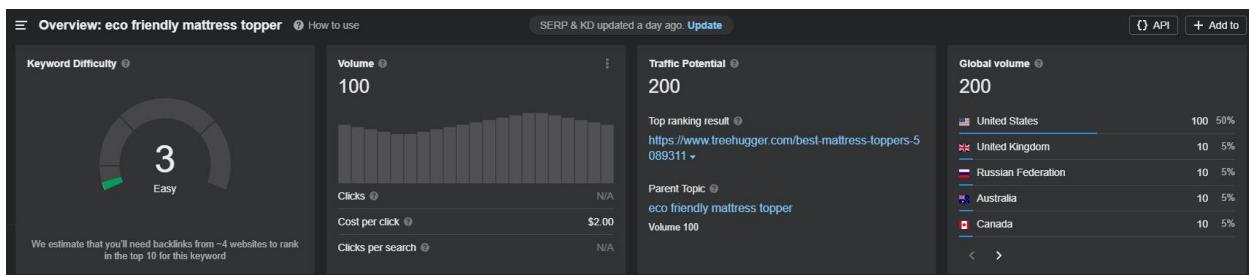
Vocal Media is a site that's similar to Medium. Their MO is to provide users a platform to publish their content and build their audience. The site attracts 653K daily visitors and has a DR 79. Also, it has parasite content that ranks on Google search.



While not the kind of niche you want to associate yourself with (unless you're trying to rank for the same niche), this still proves that the site is able to rank for this content type.

For the keyword, we decided to choose one that's in line with bed mattresses. The idea is to **create a supporting article that links to the parasite content published on Medium**. This kills two birds with one stone: ranking the parasite content AND linking to your other parasite content from an authoritative website.

For this reason, we chose the keyword "eco friendly mattress topper."



The top-ranking pages don't have established link profiles. The highest referring domains from the top ten is 14 (not counting the site with 409 RDs since it's an outlier). This makes the keyword much easier to rank for than "best eco-friendly mattresses."

						Domains	Traffic	Value	Keywords	Top keyword	Volume
<input type="checkbox"/>	Search result		Words	DR	UR	Backlinks					
<input type="checkbox"/>	1	The 10 Best Eco-Friendly Mattress Toppers of 2023 https://www.treehugger.com/best-mattress-toppers-5089311 ▾	3,146	87	3	44	14	214	\$485	1,024 eco friendly mattress topper	100
<input type="checkbox"/>	2	Best Organic Mattress Topper of 2023 https://www.sleepfoundation.org/best-mattress-toppers/best-organic-mattress-topper ▾	3,386	89	1	5	3	429	\$1K	88 organic mattress toppers	700
<input type="checkbox"/>	3	5 Best Organic Mattress Toppers For Non-Toxic Sleep 526 https://www.thegoodtrade.com/features/organic-mattress-toppers ▾	0	76	1	21	7	1,376	\$3.2K	857 organic mattress topper	1.3K
<input type="checkbox"/>	4	13 Best Eco-Friendly & Organic Mattress Toppers (2023) https://www.goodgoodgood.com/articles/eco-friendly-organic-mattress-toppers ▾	3,533	72	0	0	0	48	\$116	105 eco friendly mattress toppers	90
<input type="checkbox"/>	5	The 11 Best Organic & Non-Toxic Mattress Toppers for 2023 https://www.leafscore.com/mattress-guide/best-mattresses/best-organic-non-toxic-mattress-toppers ▾	N/A	58	N/A	0	0	561	\$1.3K	385 organic mattress toppers	700
		► 3 Sitelinks									
<input type="checkbox"/>	6	Non Toxic Mattress Topper https://www.amazon.com/non-toxic-mattress-topper ▾	N/A	96	0	2	2	757	\$1.5K	45 nontoxic mattress topper	450
<input type="checkbox"/>	7	The 8 Best Natural, Organic, & Non-Toxic Mattress Toppers 463 https://www.thehonestconsumer.com/blog/best-organic-mattress-toppers ▾	0	43	6	7	3	268	\$596	310 organic mattress topper	1.3K
<input type="checkbox"/>	8	The Best Organic Mattress Toppers (2023) https://www.mattressclarity.com/mattress-toppers/best-organic-mattress-toppers ▾	3,691	68	0	10	3	315	\$758	102 organic mattress toppers	700
<input type="checkbox"/>	9	The Best Organic Mattresses (and Toppers) https://www.wired.com/story/best-organic-mattresses ▾	3,580	92	25	1,420	409	5,819	\$32.4K	1,378 best organic mattress	2.4K
<input type="checkbox"/>	10	7 Best Organic Mattress Toppers of 2023 https://www.goodhousekeeping.com/home-products/g44039334/best-organic-mattress-toppers ▾	N/A	90	2	0	0	10	\$26	73 organic mattress toppers	700
		...									

The next step is finding affiliate programs to join that have products we can promote on the content. But since this topic falls under the mattress category, we already have programs we can tap into from the previous case study!

We also followed the content creation process from the previous case study: focus on promoting the affiliate links while giving flowers to the others.

For the URL shortener, we used Rebrandly and signed up for a custom domain: mattressmaestros.com.

The screenshot shows the Rebrandly dashboard interface. At the top, there's a navigation bar with 'Rebrandly' logo, 'Links', 'Workspaces', 'Domains' (which is highlighted in blue), 'LinkGallery', and 'Apps'. To the right of the domains section are buttons for 'Upgrade', a help icon, a notification bell, and a globe icon. Below the navigation, a message says '1 Domain'. A table lists the domain 'mattressmaestros.com' which was 'Hosted on Rebrandly' and created on 'Apr 25, 2023'. To the right of the table, it shows '1 ws' (workspace). There are also 'New domain' and 'Workspaces' buttons.

Having a branded domain for the URL shortener that aligns with the topic makes the content look more professional. This could also lead to potentially higher clicks compared to just using the affiliate URL provided by the program.

When you're ready to publish the content on Vocal Media, you may have to wait for a few hours as the site reviews your content before making it go live. But if you did everything by the book and produced a well-written piece, you should be able to get it up in a few minutes.

Below is a screenshot of the finished product:

The Best Eco-Friendly Mattress Toppers

Upgrade your sleep and reduce your carbon footprint with these sustainable options.

BC

By Belinda Croft

Published 7 days ago • 10 min read

Comment

Like

Share



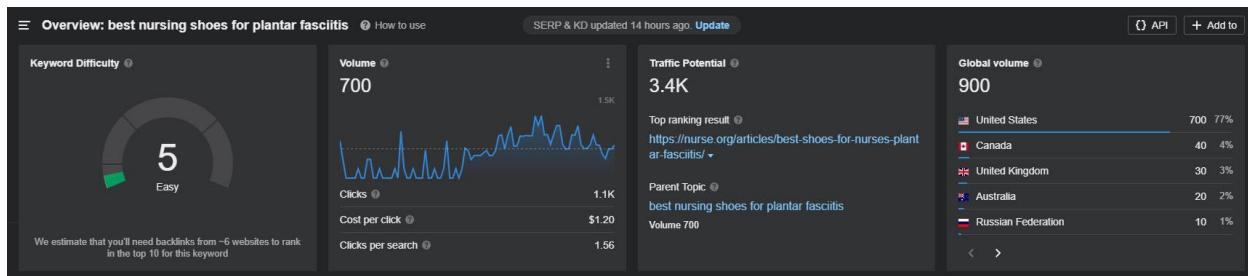
Read the article [here](#).

Case Study # 3 - 10News.com

For the paid case study, we followed a different approach compared to the free sites. We first brainstormed topic ideas for the article. Unlike in the previous case studies, we wanted to focus on shopping the article around to potential publishers.

Also, we branched out a bit from eco-friendly and organic topics to maximise this opportunity since it's paid. That means we want a keyword that receives lots of searches and has a low KD.

For this example, we decided on "best nursing shoes for plantar fasciitis."



The specific nature of the query is appealing as it will allow us to create more targeted content.

Also, the top ten pages ranking for the term don't have lots of referring domain. The highest has 123 RDs, but it's more of an exception than the rules because the others range from 0 to 20. That means we can definitely get the content ranking on the first, assuming if we also get the link building right.

The next steps are finding affiliate programs to join and promote in the content. We searched affiliate networks for these and joined them. But before doing so, make sure that the site actually sells nursing shoes. A quick search on their online store should show you these.

The screenshot shows the Happy Feet website homepage. At the top, there are links for 'Free U.S. Shipping' and 'Free Exchanges'. Below the header is a navigation bar with categories: Women's, Men's, Insoles, Work Shoes, Brands, SALE, New, and Gift Cards. A shopping cart icon shows '0' items. To the right of the cart is a search bar with a magnifying glass icon. The main content area features a 'Store Search' section on the left with a form. The 'Keyword' field contains 'nurse', which is highlighted with a red arrow. The search results on the right show two pairs of white clogs: 'Aetrex Bondi White Synthetic' and 'Dansko Kane Pearl Synthetic', both priced at \$64.99.

Give yourself a few days to get approved for some of these programs. Others won't approve you, which is fine, so cast a wide net by applying to as many programs that you can that sell nursing shoes.

From here, get the affiliate links for the products you want to promote and mask them using a URL shortener. We used [Short.io](#) for this one and registered a separate domain for it since it's not about mattresses.

This time, the domain is letsgetothissite.com:

The screenshot shows the SHORT.io dashboard. At the top, there's a search bar with the placeholder "Paste URL here..." and a "GO" button. Below the search bar are navigation tabs: "BRANDED LINKS", "STATISTICS", "CLICKS STREAM", "MAIN PAGE", and "DOMAIN SETTING". On the far right, there are "UPGRADE" and notification icons. The main area displays a message about DNS records and a "DNS SETUP INSTRUCTION" section with the URL "LETSGOTOTHISSITE.COM" highlighted with a red circle. Below this, a table titled "Links for domain letsgotothissite.com" lists various links created on June 23, 2023. The columns include "By", "Date", "Short link", "Original link", "Clicks", "Tags", and "Actions". Each row shows a unique link with its original destination and a preview icon.

By	Date	Short link	Original link	Clicks	Tags	Actions
	Jun 23, 2023	http://letsgotothissite.com/kuru	QUANTUM Men https://www.kurufootwear.com/products/mens-quantum-jetblack-charcoal	0		
	Jun 23, 2023	http://letsgotothissite.com/bala	Twelves. Comfortable, Stylish Shoes Designed for Nurses https://wearabala.com/products/twelve	0		
	Jun 23, 2023	http://letsgotothissite.com/skechers	Work Relaxed Fit. Comfort Flex SR - HC Pro SR SKECHERS https://www.skechers.com/work-relaxed-fit-comfort-flex-sr-hc-pro-sr-77217.html	0		
	Jun 23, 2023	http://letsgotothissite.com/gddefy	Women's Gray Mighty Walk GravityDefyer.com https://www.gravitydefyer.com/1b9024fgs-womens-mightywakl-athletic-shoes-gray	0		
	Jun 23, 2023	http://letsgotothissite.com/snibbs-women	Women https://snibbs.co/products/womens-spacecloud-work-sneaker-white	0		
	Jun 23, 2023	http://letsgotothissite.com/snibbs	Men https://snibbs.co/products/mens-spacecloud-work-sneaker-blush-pink	0		
	Jun 23, 2023	http://letsgotothissite.com/talya	Women https://talya.com/	0		

Using this allows us to promote a wider variety of affiliate products for our upcoming parasite SEO efforts. We won't be stifled by having a specific domain that is relevant to a certain niche or product type.

From here, we created the content using Frase that includes the shortened links. This process is simple, so you shouldn't have any problems with this one. The only time we will be changing something here is when the publisher has specific formatting guidelines you must follow.

Speaking of which, this is the point where we gather different websites that accept sponsored content.

When researching for sites to reach out to, we eliminated those that publish predominantly adult content since it's not aligned with our brand and the topic we want to tackle. You can do this by going to the Organic keywords page of the site, clicking on the Keyword drop-down menu, and typing "onlyfans," "cam site," "sex," and its variations. You can also "casino" and "gambling" in there for good measure. Then click on "Any value" to show you pages on the site that contain these terms in the title and content of its pages.

Organic keywords											
How to use											
Monthly volume		United States		Position		Volume		KD		CPC	
28 Jun 2023		Compare with: 28 May 2023		<input type="radio"/> Main positions only		<input checked="" type="radio"/> Multiple URLs only					
11,688 keywords		28 Jun 2023		Compare with: 28 May 2023		<input type="radio"/> Main positions only		<input checked="" type="radio"/> Multiple URLs only			
Keyword		SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL
<input type="checkbox"/> best onlyfans		1	20.0K	36	0.09	10,390	+3,740	0	2 - 1	▲ 1	HTTPS://WASHINGTTONCITYPAPER.COM/ARTICLE/539853/BEST-ONLYFANS-Accounts/
<input type="checkbox"/> free onlyfans		1	44.0K	4	0.60	6,082	+5,266	0	12 - 3	▲ 9	HTTPS://WASHINGTTONCITYPAPER.COM/ARTICLE/539853/BEST-ONLYFANS-Accounts/
<input type="checkbox"/> onlyfans models		3	7.5K	21	0.18	3,145	+2,932	0	10 - 1	▲ 9	HTTPS://WASHINGTTONCITYPAPER.COM/ARTICLE/539853/BEST-ONLYFANS-Accounts/
<input type="checkbox"/> onlyfans girls		2	5.5K	30	N/A	2,585	0	1			HTTPS://WASHINGTTONCITYPAPER.COM/ARTICLE/539853/BEST-ONLYFANS-Accounts/
<input type="checkbox"/> best onlyfans accounts		2	4.5K	35	0.09	2,543	+1,515	0	2 - 1	▲ 1	HTTPS://WASHINGTTONCITYPAPER.COM/ARTICLE/539853/BEST-ONLYFANS-Accounts/
<input type="checkbox"/> top onlyfans		1	11.0K	29	0.10	1,606	+322	0	3 - 2	▲ 1	HTTPS://WASHINGTTONCITYPAPER.COM/ARTICLE/539853/BEST-ONLYFANS-Accounts/
<input type="checkbox"/> top onlyfans models		1	3.7K	35	0.09	1,361	+1,361	0	~ 1	New	HTTPS://WASHINGTTONCITYPAPER.COM/ARTICLE/539853/BEST-ONLYFANS-Accounts/
<input type="checkbox"/> best sexual apps		1	3.3K	21	1.45	1,198	+1,198	0	~ 1	New	HTTPS://WASHINGTTONCITYPAPER.COM/ARTICLE/585717/BEST-SEX-APPS/
<input type="checkbox"/> csgo gambling sites		4	7.6K	66	2.25	0	-1,091	0	3 - 1	Lost	HTTPS://WASHINGTTONCITYPAPER.COM/ARTICLE/574970/BEST-CSGO-GAMBLING-SITES-IN-202
<input type="checkbox"/> best onlyfans account		2	2.6K	31	0.09	949	+565	0	2 - 1	▲ 1	HTTPS://WASHINGTTONCITYPAPER.COM/ARTICLE/539853/BEST-ONLYFANS-Accounts/
<input type="checkbox"/> wildcasino		3	28.0K	18	2.59	856	0	9			HTTPS://WASHINGTTONCITYPAPER.COM/ARTICLE/580894/WILD-CASINO-REVIEW/
<input type="checkbox"/> wild casino review		4	2.2K	15	3.27	0	-792	0	1 - 1	Lost	HTTPS://WASHINGTTONCITYPAPER.COM/ARTICLE/580894/WILD-CASINO-REVIEW/
<input type="checkbox"/> best onlyfans models		1	2.0K	35	0.09	735	0	1			HTTPS://WASHINGTTONCITYPAPER.COM/ARTICLE/539853/BEST-ONLYFANS-Accounts/
<input type="checkbox"/> onlyfans girl		2	900	24	N/A	686	-79	0	1		HTTPS://WASHINGTTONCITYPAPER.COM/ARTICLE/539853/BEST-ONLYFANS-Accounts/
<input type="checkbox"/> best onlyfans pages		4	1.1K	36	0.09	670	+399	0	2 - 1	▲ 1	HTTPS://WASHINGTTONCITYPAPER.COM/ARTICLE/538893/BEST-ONLYFANS-Accounts/
<input type="checkbox"/> do dolphins sexually attack humans		2	3.0K	19	1.21	652	0	1			HTTPS://WASHINGTTONCITYPAPER.COM/ARTICLE/203346/CAN-DOLPHINS-RAPE-HUMANS/
<input type="checkbox"/> onlyfans accounts		2.9K	36	0.28	624	-1,210	0	1 - 2	▼ 1		HTTPS://WASHINGTTONCITYPAPER.COM/ARTICLE/539853/BEST-ONLYFANS-Accounts/

While it's okay to have a few articles about the topic published on the site, you don't want them to generate thousands of organic traffic, like in the screenshot above.

Next, we reached out to each one for the price and editorial guidelines. This took some time because some publishers take a few days to reply.

Give this process at least five days to get enough responses before making a decision as to which site to choose. But don't wait too long because others simply won't reply at all, which is normal.

Finally, we got a reply from 10news.com:

On Thu, Jun 15, 2023 at 11:59 PM wrote:

Hi & thanks for reaching out. We do accept sponsored content on 10News.com- San Diego's most trusted News source.

All sponsored content postings include H2 and H3 markup, link insertion, and imagery. All posts are marked as sponsored and are indexable by all major search engines.

Here are some examples of top performing articles:

- 10news.com/sdconnect/best-essay-writing-services-2022-5-cheap-paper-writing-websites
 - #1 organic ranking in Google for "best paper writing services" when searched from San Diego
- 10news.com/sdconnect/free-psychic-reading-online-free-psychics-for-best-readings-via-phone-or-chat
 - #1 organic ranking on Google for "free psychic reading online San Diego" when searched in San Diego

Articles start at \$2,000 per article, but we are running a special with deep discounts **for this week only** for:

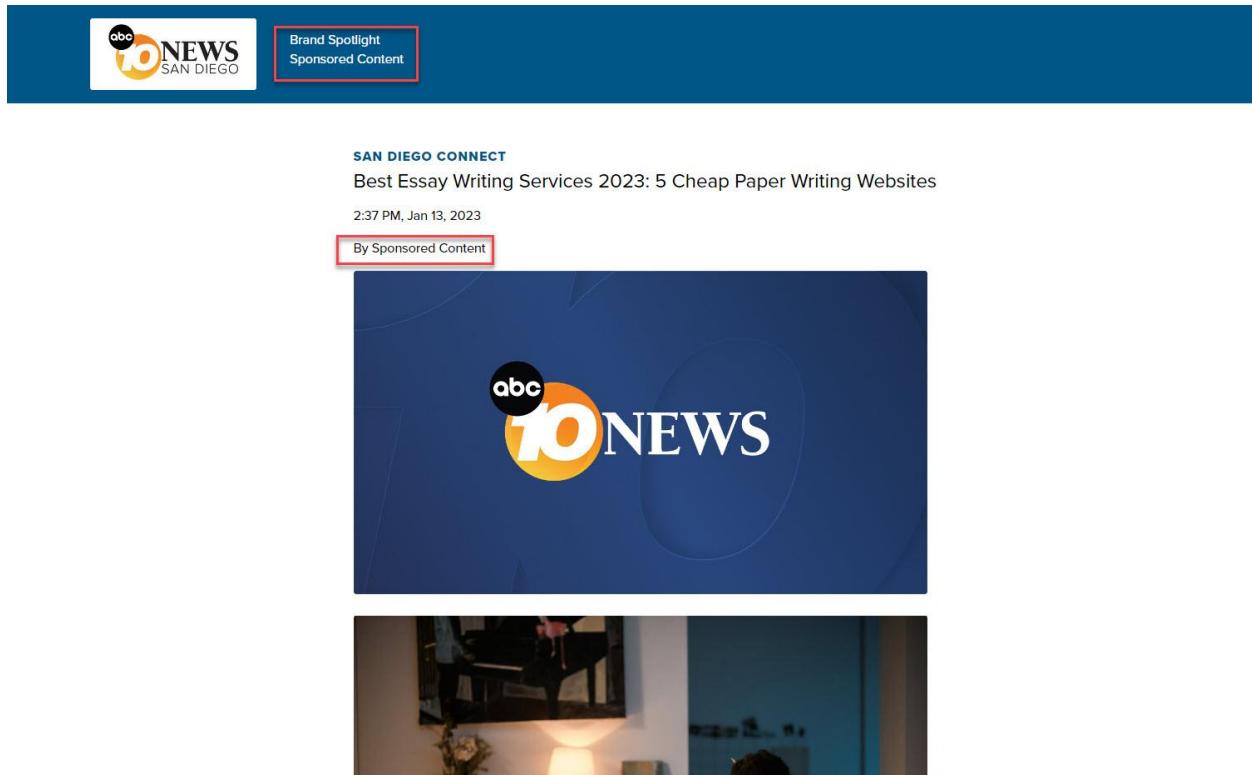
- 3 articles for \$4,197 total
- 5 articles for \$5,984 total

Please let me know if you would like to move forward and I'd be happy to get your campaign up and live!

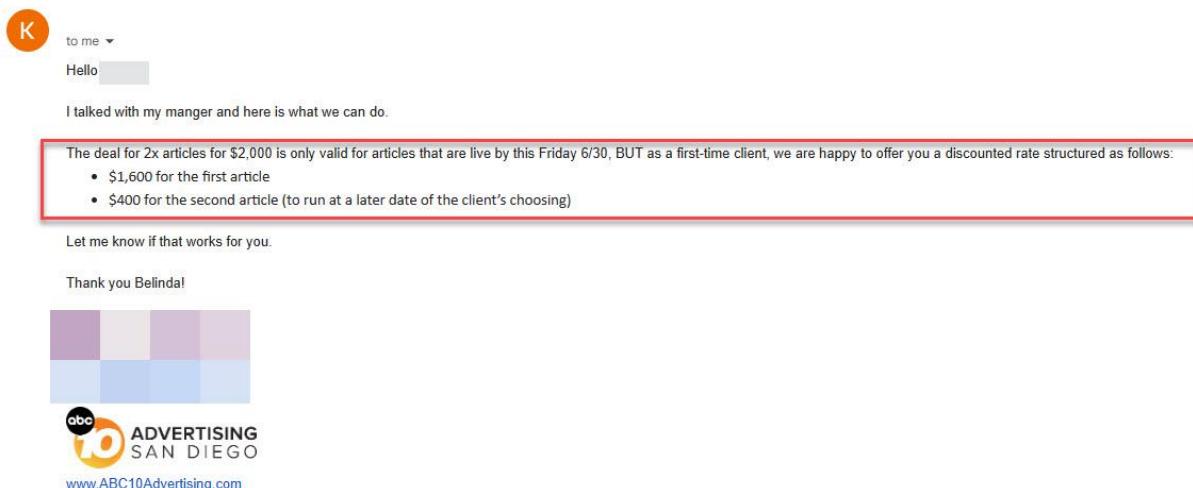
--



Looking deeper at the site, It's a DR 79 website with a 406k daily traffic. It publishes parasite content through its Brand Spotlight program.



The \$2,000/article price tag is steep, but we were able to settle on a much better deal after a couple of emails.

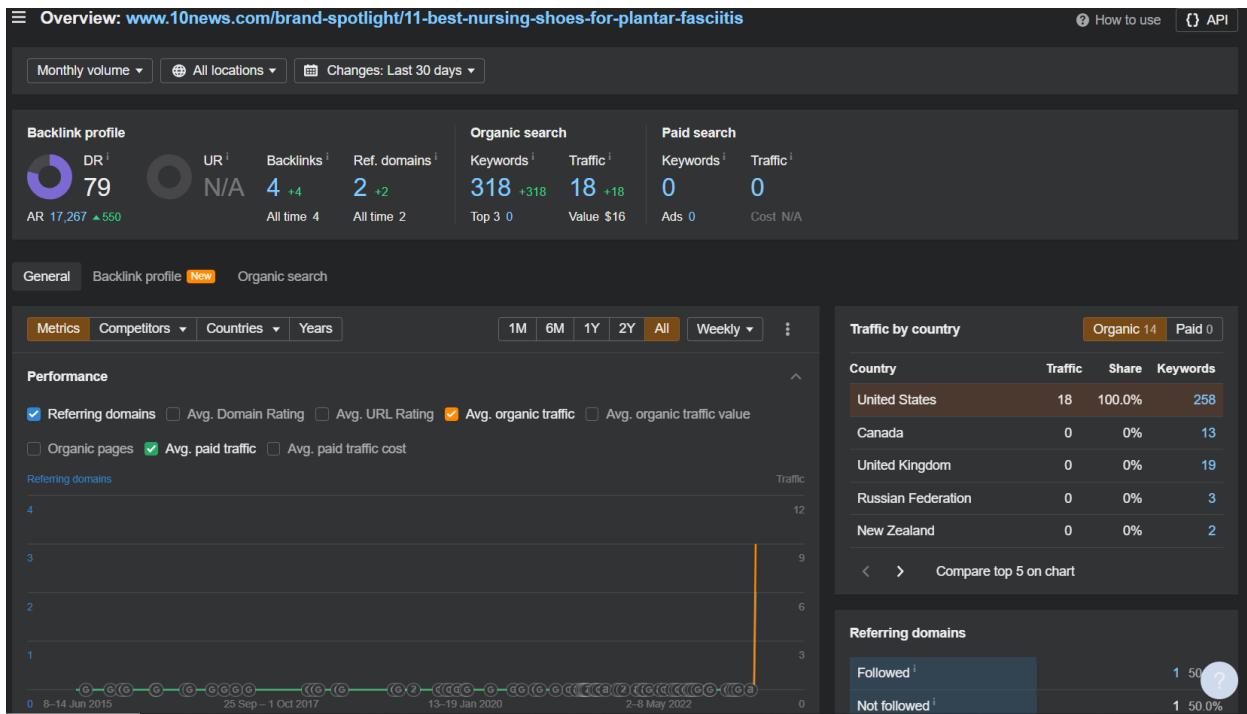


From \$2,000/article to \$2,000 for two articles? Not bad, all things considered!

Here is the published URL:

<https://www.10news.com/brand-spotlight/11-best-nursing-shoes-for-plantar-fasciitis>

Within 24 hours of the page going live, we're already ranking for an array of keywords:



We're already position #12 for our main keyword, and the links from HighRise will only continue to make the site rise, and I'll report back on the revenue returns in a few months time.

Thank You & Conclusion

Hopefully, that answered every question you could possibly have around parasite SEO, and you're able to start combing through my database and finding opportunities of your own!

As I said in the sales lander of this course, I aimed to teach you in a way that allowed you to adapt any of the steps to your own style of SEO and I hope you've spotted instances where you'll be able to add your own unique twist to this, as those that do will succeed far more than copying the exact methodology.

Parasite SEO will only becoming more important as Google starts favouring these authority sites as trusted sources, and various AI's start sourcing them in the summaries they give to users.

And if you have any follow-up questions or want to book some time with me, drop me an email - me@charlesfloatate.co.uk I am pretty responsive to all communications.