



Cash From Reviews

Table Of Contents

MAKING MONEY WITH REVIEW SITES	3
CATER TO HUNGRY BUYERS.....	3
CREATING YOUR REVIEW WEBSITE	5
CONDUCTING NICHE RESEARCH	9
HOW TO MAKE MONEY WITH AN AMAZON REVIEW SITE	14
MAKE MONEY PROMOTING DIGITAL PRODUCTS.....	17
WRITING KILLER REVIEWS	19

Making Money With Review Sites

One of the easiest ways to make money online is by developing a detailed, honest and straightforward review website for your niche market.

A review site offers important information to buyers, such as giving them a breakdown of the product or service, including personal testimonials, feedback as well as getting your visitors involved in posting their own comments and experiences.

One of the greatest aspects of a review site is that it can fit into literally any niche or market online.

From Amazon affiliate review sites, to developing review sites around the television programs, movies and music that you love, you can build a very profitable business online, all powered by targeted review websites!

Cater To Hungry Buyers

One of the greatest things about review sites is that you are able to target people who are on the verge of buying. They want to make informed buying decisions and they do this by reviewing comments, feedback and

testimonials from websites that have personal experience with the products and services that they are interested in.

What does this mean to you?

It's a LOT easier to make money with visitors who are actively searching for specific products, and who, for the most part, have ALREADY made up their mind to buy the product but simply need a bit of reassurance before making the purchase.

So, without further delay, let's begin!

Creating Your Review Website

In order to set up a review-based website, you will need a domain name and hosting account. You can register a domain name at many different registrars including www.namecheap.com and www.moniker.com, but you'll want to do your best to choose a domain that incorporates relevant keywords from within your niche market.

You want your domain name to demonstrate to potential visitors exactly what your website is about so that you can rank within the major search engines and attract targeted visitors.

Examples: *ElectricGuitarReviews.com – GolfClubOverview.com etc*

Just make sure that your domain is keyword-rich, easy to spell and clearly demonstrates the focus of your site. You want people browsing through the search engines to be able to identify your site as being one that offers the exact information they are searching for.

When it comes to hosting, there are thousands of hosting providers online, but one of the most affordable service providers is HostGator, found at <http://www.hostgator.com>

Host Gator is not only easy to use but they are extremely affordable, and

when just starting your review site, you can set up a “Baby” account and later upgrade once your site has grown.

In order to develop your review site, you will either need to know (or learn) a bit of HTML in order to construct or customize review pages and templates, or you can use a combination of Wordpress and Review Site plugins to create powerful, interactive review websites without the fuss!

Here's all you need:

1) Copy of Wordpress – <http://www.Wordpress.org> (you want to download the self hosted option)

2) Copy of WP Review Site – <http://www.WPReviewSite.com>

WP Review site is a Wordpress plugin, so you can upload the plugin into your Wordpress directory and activate it from within your admin panel.

You can then customize it to suit your preferences, including template, layout, and even the style of reviews.

Note: You can create review based websites without WP Review Site just by using Wordpress, uploading a basic theme and categorizing your reviews,

but WP Review Site will help optimize your site and minimize your workload, so if you can afford to grab a copy, I recommend you do so!

You can also purchase 'ready made' review templates as well. These are HTML templates that are easily customized with any HTML editor such as Dreamweaver or Frontpage.

Here a few resources to help you out:

<http://www.nichereviewlayouts.com>

<http://www.ReviewTemplates.com>

<http://www.KillerReviewTemplates.com>

<http://www.nichereviewtemplates.com>

Review Site Generator:

<http://autoreviewsitegenerator.com/>

You can also purchase review packages that come fully loaded with pre-written reviews, but you'll want to take the time to edit the content so that it reflects your own opinions, while being able to offer your visitors with unique, quality information on the products and services they are interested in.

Still pre-written review packages are a great way to quickly develop your review sites by giving you a foundation to work from.

Conducting Niche Research

If you really want to make the most money possible from your review sites, you absolutely need to research markets, verify the viability of niches and know, with certainty, what people are interested in, searching for and willing to buy.

Without proper research, you have little idea as to what products or services you should include within your review site, but more importantly, you aren't sure WHAT people are entering into the search engines when searching for these products.

This is where niche and keyword research comes into play. By defining the most popular keywords used by your target audience, you can incorporate them into your reviews, content and websites to attract organic traffic from the search engines. Your review site will be thoroughly optimized and VERY targeted towards hungry buyers.

(Plus, you can swipe commissions by piggy backing off of successful marketing campaigns that others have created!)

For example, you decide you are going to include the ClickBank product *"Acne Free In 3 Days"* in your review site. You know that people who are

likely to purchase this product are suffering from acne and want a quick and pain free solution.

You're able to define WHO your market is.

In order to optimize your review, you will want to include the product name AND author name in both your review and your review title, so that your page quickly ranks in the search engines, and is directed towards people who aren't just searching for an acne cure, but who are interested in this specific product.

By including author names, website URL's and product titles in your reviews, you are able to create laser-targeted pages that will boost your position in the search engines, while making it easier for you to "swipe" commissions from people who are already interested in the product but need a bit more information or reassurance before making the purchase.

Each review should always include relevant keywords, but to better optimize your site, include SPECIFIC keywords involving the products and services you are writing about.

When it comes to finding products and niches, you can search through popular affiliate directories and online marketplaces, including:

<http://www.CJ.com>

<http://www.ShareASale.com>

<http://www.ClickBank.com>

<http://www.Amazon.com>

It's important to take a specific focus with your review site, so that you are catering to a segment of a larger market, rather than the market as a whole.

For example, 'fitness' is a market, whereas "muscle building" is a niche within the fitness market, and it's important that you identify your niche so that you can target your review towards a specific demographic.

When choosing niche markets, don't be afraid to focus on smaller (micro) markets, as they are not only easier to penetrate but can be just as profitable.

One of the easiest ways to find hot niche markets is by using Google's Adwords. Since Adwords is a PPC search engine used by advertisers, it's easy to determine what niches are profitable based on the level of existing advertisers, as well as the CPC (cost per click) of ads.

You can also use Adwords as a way of defining your keywords, based on the overall monthly search volume.

You start by visiting

<http://adwords.google.com/select/KeywordToolExternal> and entering in your primary keyword.

You will quickly learn how popular different keywords are, how competitively targeted they are, as well as being given alternative (long-tail) keywords that you could use in your reviews for easier ranking in the search engines.

Here are a few other keyword tools worth checking out:

<http://www.WordTracker.com>

<http://www.WordStream.com>

Once you have chosen your niche market, it's time to create a swipe file of potential products that you can include on your review site.

You want to pay attention to both the quality of the products you are promoting, as well as the price range, based on what your target audience is comfortable spending.

Keep in mind that choosing high ticket items with a large commission payout should never be the criteria for choosing products, but instead, base your product pricing on what your target audience is willing to pay.

You can gauge the average selling price by reviewing different products within each niche market you are interested in.

Tip: If choosing products from the ClickBank marketplace, you can use <http://www.CBEngine.com> to create a snapshot of the top products selling in various niche markets.

How To Make Money With An Amazon Review Site

By becoming an Amazon affiliate, you'll gain instant access to thousands of products in over 50 different markets that you can base your review site around.

From music, to movies, books and even electronics, toys (and in some countries, food!), there is no shortage of products to promote.

You can create an Amazon review site just by using the same HTML review templates that you are already using, or you can once again; use Wordpress as the foundation for your site.

You will need an Amazon Associates account before you can choose products to promote, and you can sign up at:

<https://affiliate-program.amazon.com>

Amazon makes it very easy to set up review pages, including:

Create an aStore

AStores feature various products from hand-chosen categories, so you can really customize your astore to appeal to specific niche markets.

All you need to do is log into your Amazon Associates account and create your store by choosing either specific products or complete categories. You then integrate a snippet of code into your blog or HTML page and your aStore will appear instantly!

Create your aStore:

<https://affiliate-program.amazon.com/gp/associates/astore/main.html>

Create Links & Banners

It's easy to advertise Amazon products by building banners and links for various products, and then adding them throughout your website navigation as well as within your content pages. You can earn up to 15% of all purchases made during a visitors shopping session.

Create Banners & Links:

<https://affiliate-program.amazon.com/gp/associates/promo/buildlinks.html>

Use Widgets

You can build powerful Amazon widgets quickly right from within your Amazon Associates account. Widgets are interactive mini-applications that bring Amazon functionality to your website.

Check it out: <https://widgets.amazon.com/>

Pay Attention To Stats

Make sure that you take advantage of the “Reports” section within your Amazon Associates account.

It will provide you with important information regarding your earnings, as well as extensive data about the activity of your Amazon links, aStores and campaigns (including traffic details, conversion rates and more).

Stats: <https://affiliate-program.amazon.com/gp/associates/promo/reports.html>

Make Money Promoting Digital Products

An easy way to develop profitable review sites is by pulling products from digital marketplaces, writing a detailed review on each product and comparatively promoting them against others in the same niche.

For example, with comparative review sites, you are promoting one product over another, comparing the differences, while highlighting the strengths and benefits of a particular product.

The largest online database for digital products is found at <http://www.Clickbank.com> and you'll be able to find high quality products in nearly ever niche possible.

You can create "ClickBank Review Sites" quickly using pre-made scripts that will pull products and descriptions from the Clickbank marketplace and create complete review pages for your site.

Here are a few resources:

<http://www.reviewsscript.com/>

<http://www.instant-sites-launcher.com/>

<http://v2.readymadereviewsites.com/index2.php>

Tips: Consider incorporating video reviews into your view site to interact with your visitors. You should also utilize affiliate material and resources provided to you by the merchant, so be sure to check their affiliate page to see what's available.

Writing Killer Reviews

When writing your review, you need to think about two things:

a) The search engines who read it

b) The people who read it

Obviously, you first write for your visitors, after all, it's them that will make the decision to purchase through your affiliate links after reading your content but you also have to write your reviews to that they are fully optimized within the search engines.

You do this by incorporating your keywords (including product titles) into your content and page title but also keep in mind that you should integrate keywords into:

Title Tags

Page Descriptions

Meta Descriptions

Anchor Text

Alt Text (if images are used)

That's it for the basic anatomy of your reviews, but let's touch down on the actual STRUCTURE of your reviews.

You want to make sure that your reviews are easy to read and attractive. You need to capture and retain attention, so consider incorporating product images (such as physical box images, or for digital items, eCovers).

Not only will this give your visitors a visual of the products you are promoting, but will also increase perceived value.

Your review site should also include contact information as well as a privacy policy, demonstrating your commitment to safeguarding your visitors information, while providing potential customers with the ability to quickly contact you should they have any questions.

When creating your reviews, you want to keep in mind that your job is to 'inform your reader'. You want to cover as many important benefits and features of each product as possible, while keeping it targeted and straightforward.

Consider writing casual style reviews that make your readers feel as though you are talking directly to them (like a friend, recommending a product that they genuinely believe will help them in some way).

You want your reviews to come across as if they were written exclusively

for the person reading them. After all, it's likely they've already been hard-sold on the product, and they're at your site because they need more than just a sales pitch, they need answers and advice. So use conversational style writing for your reviews whenever possible.

Be honest. It's important to push the positives in order to maximize your profits, but you also want to come across as genuinely looking out for their best interests.

You want to provide potential buyers with a safe place to come to for thorough, honest and straightforward reviews, so write your reviews in the same way you would be satisfied with if you were looking for information on a product you were personally interested in buying.

If you find there is room for improvement with a product you are promoting, include that in your review, while highlighting the products strengths and benefits as well. People will see you as an honest source of information and as someone who isn't afraid to be upfront and direct.

You also want to write very detailed reviews, rather than basic summaries. People can find those anywhere and it's likely they've already read the products salespage. Again, they want more than that.

So go through the product with as much detail as possible, and really break down the product into segments so you can touch on important benefits and different aspects of the products.

Leave them with a rock solid conclusion! You never want to end your review with a “if” scenario, meaning don’t say “IF you purchase the product you will be able to finally shed that weight and experience self confidence once again”, but instead say “When you purchase the product”.

You are reaffirming their decision to purchase, not questioning it. Make sure that your conclusion highlights key points and clearly sends the message that the product is important to your readers.

Creating powerful reviews isn’t rocket science, but it takes time to learn how to create compelling reviews that really touch base with your visitors.

The more you practice writing them, the better they’ll get so start by evaluating and choosing your niche, and get started!

I wish you the best of success,