

Using Amazon Affiliates

One of the most popular and best producing affiliate programs is Amazon. Amazon is great because they have just about anything you would ever want to buy. A fun experiment would be to see if you could live for a year without ever buying anything anywhere (including groceries) except from Amazon. – don't try it, I already own the rights...

But seriously they have it all.

So in this handbook we are going to be taking a look at how to use Amazon to find products to promote on your blog.

Step one of course is to create an Amazon affiliate account!

<https://affiliate-program.Amazon.com/> will show you the page below: Here is your first choice “join now for free”

amazonassociates

Help | Feedback | Select Locale: United States

Make Money Advertising Amazon Products

Earn up to 15% in referrals by advertising Amazon products.

Advertise products on your web page

People follow the links to Amazon

Earn up to 15% when they buy

Get Started Tour

Already a member? Sign in to access your account.

Email address

Password

Sign In Need help?

Don't have an account?

Join now for FREE!

Stay Connected

- Discussion Boards
- Associates Blog

Customer Support

- Help
- Performance Tips
- Glossary
- Operating Agreement

Special Programs

- Developer Tools
- Vendors & Publishers

Links & Banners

Link to Amazon or Endless products, your favorite destinations, search results, or any other page on Amazon.

Learn more

Widgets

Want something that stands out and provides rich content and an interactive experience to people visiting your web page?

Learn more

aStore

Feature any Amazon products in a self-contained online store embedded directly within your web page.

Learn more

Just follow the steps here for creating an account. A quick note, because people often have questions about this. When you see a field that asks you your “domain name” – or “what is the web address you will use to send traffic to Amazon...?”

Do you know how to answer that question? Your domain is the name you got earlier when you created your own blog online... I mentioned at that time that you could stay with wordpress.com, or you could move over to your own “ dot com” **now is another opportunity to do that.**

If you still want to stay with wordpress that’s fine, but soon you will have to move over in order to go further...

Now you have an Amazon account. GREAT! (in case you didn’t catch the hint – don’t read any further until you have set up an Amazon account...)

So we want to get links to place in our blog to send people to Amazon. Some of the most productive links out there are “contextual links” I am going to show you how to place a link to an Amazon product in your blog.

First you want to go to Amazon and sign into your affiliate account.

This is the top of the page...



It is exceptionally easy to find links – guess what you click? That’s right! Links and banners!

From here you will be able to search for products – when you search for a product you want to promote, you will see this:



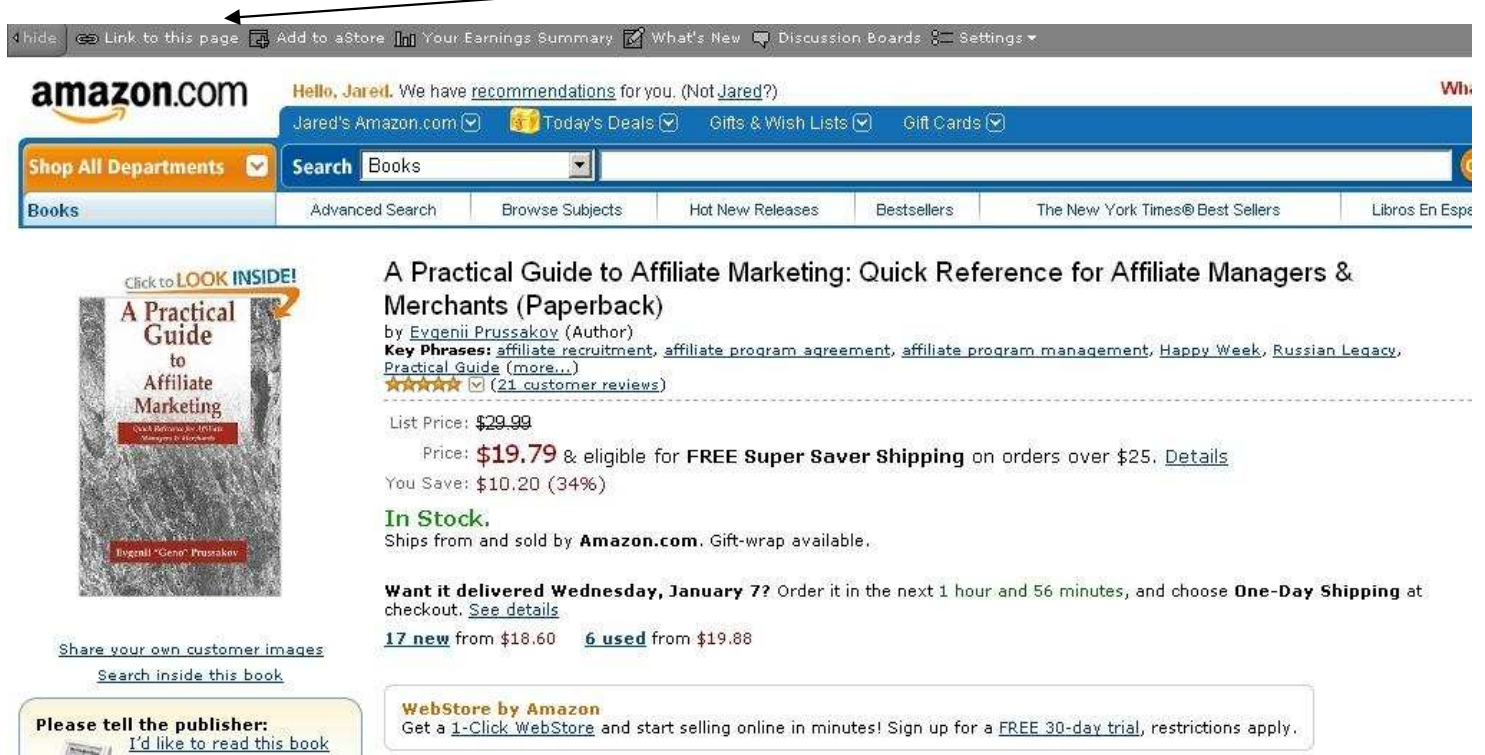
From here you will want to choose the product you are interested in promoting and click “get link” to the right of that product...

Like many others, Amazon provides a variety of ways to search their site and tools for you to use. I Offer an alternative to this search method in the next page.

ALTERNATIVELY

If you are used to searching Amazon the old fashioned way – you can simply go to Amazon, find any product you want and then....

You will see this, the real key in the image below is the toolbar across the top – you will notice that there is a link that says “link to this page”



The screenshot shows a browser window displaying the Amazon product page for the book "A Practical Guide to Affiliate Marketing: Quick Reference for Affiliate Managers & Merchants (Paperback)" by Evgenii Prussakov. The browser's address bar and toolbar are visible at the top, with an arrow pointing to the "Link to this page" button. The Amazon.com header includes the user's name "Jared" and various navigation options like "Today's Deals", "Gifts & Wish Lists", and "Gift Cards". The search bar contains the word "Books". The product listing features the book cover, a "Click to LOOK INSIDE!" button, the title, author name, key phrases, a star rating of 4.5 from 21 reviews, and pricing information: List Price \$29.99, current Price \$19.79 (34% off), and a "FREE Super Saver Shipping" offer. The book is marked as "In Stock" and ships from Amazon.com. A "Want it delivered Wednesday, January 7?" banner is present, along with a "17 new from \$18.60" and "6 used from \$19.88" section. At the bottom, there are buttons for "Share your own customer images", "Search inside this book", "Please tell the publisher: I'd like to read this book", and "WebStore by Amazon".

NOW – now, either of the search methods you choose will result in a page that looks like this.

There are a few central things to know about this page. You will notice the steps 1,2, and 3 right away.

First of all and quite possibly most importantly – you will want to select the third round button here in step one – **YOU MUST CHOOSE “TEXT ONLY”**

1. Select Link Type <input checked="" type="radio"/> Text and Image (Enhanced Display) <input type="radio"/> Image Only (Basic Display) <input type="radio"/> Text Only (Basic Display)	Live Preview <p>This link is served by us. You do not need to download the graphic. Just highlight and copy the HTML code to the left, then paste it into the code for your Web site.</p> 
2. Customize Link <input checked="" type="checkbox"/> Open link in new window <input checked="" type="checkbox"/> Show border <input checked="" type="checkbox"/> Use larger image Price Options: <input type="text" value="Show All Prices"/> Background Color: <input type="text" value="FFFFFF"/> Text Color: <input type="text" value="000000"/> Link Color: <input type="text" value="0000FF"/>	3. Get HTML Code For This Product Link <p>Highlight and copy the HTML below, then paste it into the code for your Web site.</p> <pre><iframe src="http://rcm.amazon.com/e/cm?t=seeking-20&o=1&p=8&l=as1&asins=B0006M6IQ2&fc1=000000&IS2=1&lt1=_blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FFFFFF&f=ifr" style="width:120px;height:240px;" scrolling="no" marginwidth="0" marginheight="0" frameborder="0"></iframe></pre> <p><input type="button" value="Highlight HTML"/></p>

Now you will see this change a little bit and look like this: Notice that the preview changed – although there are still some problems with using this on Wordpress – so here is what you want to do – you see that code down there? Amazon is telling you to go ahead and copy and paste *the whole thing* into your wordpress post – problem is, that doesn't work all that well. There are a couple of ways to fix this – so after we are done here you are going to have an assignment.... We will get to that – *for now you MUST see this. (below the image)*

<p>1. Select Link Type</p> <p> <input type="radio"/> Text and Image (Enhanced Display) <input type="radio"/> Image Only (Basic Display) <input checked="" type="radio"/> Text Only (Basic Display) </p> <p>2. Customize Link</p> <p>Link Text: <input type="text" value="Columbia Sportswear Women's Benton Sprin"/></p> <p>Link Destination: <input type="text" value="Detail Page"/></p>	<p style="text-align: center;">Preview</p> <p>To create this link, cut and paste the HTML code in the lower left textbox into your web page.</p> <p style="text-align: center;">Columbia Sportswear Women's Benton Springs Fleece</p>
<p>3. Get HTML Code For This Product Link</p> <p>Highlight and copy the HTML below, then paste it into the code for your Web site.</p> <div style="border: 1px solid black; padding: 5px;"> <pre>Columbia Sportswear Women's Benton Springs Fleece</pre> </div> <p style="text-align: center;"><input type="button" value="Highlight HTML"/></p>	

Every single one of these (AFTER YOU CHOOSE TEXT ONLY) will look like the code below – I have broken it down for you there.

NOTICE the quotes: Get everything in between BUT NOT the actual quote marks themselves. You will see that there are a few quote marks – we are looking for the first two ONLY

```
<a href="http://www.Amazon.com/gp/product/B000ETL5U6?ie=UTF8&tag=seekingdaily-20&linkCode=as2&camp=1789&creative=9325&creativeASIN=B000ETL5U6"></a>
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Everything in between these **FIRST TWO** quote marks is the web address which this link is driving traffic to – it contains the unique marker that tells Amazon that YOU are the affiliate who should be credited for this sale.

You copy **ONLY THAT PORTION**, then you insert that in as the link you are driving traffic to – if this second step confuses you, you will want to review the second half of “using clickbank with your blog”

Yes – I did promise you homework - How else might you use wordpress and Amazon together without copying and pasting these links every time?

DO you find this helpful? I have created an entire package just like it. www.earnwithablog.com