

[How To Rock Out With An Affiliate Mashup](#)

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A Word From The Author

This may very well be one of the most extensive courses in putting up large shopping or affiliate sites and driving traffic to them. The sites at which I will be talking about are designed specifically to utilize Affiliate Program API's and Datafeeds. Depending on the program and niche, you may very well end up with a 100,000 page website in a matter of minutes of uploading your files. Amazon for instance is considerably huge with thousands of products. There are many sites that imitate them, and that is exactly what we will be discussing, however we want to be unique and not like everyone else. I will explain how and where to get the resources to accomplish this.

Determining A Profitable Niche

Anyone can go and put a website or have one made. However most webmasters have been fed the same niche research bullshit over and over. You're told to build a keyword list that has lots of searches and few competitors in the search engines. This is only partly correct. You also need to test this niche to see if the supply and demand are not only enough but contain prospects who are the habit of buying whatever products you decide to choose and have for sale on your website thru your affiliate programs.

I won't give you a crash course in research. I have covered this countless times on my blog (Cashtactics.net). Normally I fire up an Adwords campaign with keywords and find out if my market are buyers or not. If you're not armed with the knowledge that you can sell the products you're going to build the site for, then you just have a dead site that will probably pound your ass into the ground as you keep tweaking and working on it to make it profitable.

Determine your niche's profitability before ever entering into the idea of creating a site. Your focus will be on traffic and not making the site profitable. Keep these points in mind because at the slightest cut of this method, could potentially spell disastrous results for you.

What is an API?

An API or Application Programming Interface, allows programmers to access the functionality of a pre-built software module through well-defined data structures and subroutine calls.

What is a Datafeed?

A data feed is a large file filled with lots of information. More specifically, information about the merchant's products. A data feed can also be thought of as a database. Data feeds can contain anywhere from a handful of products, to tens of thousands of products.

Where Can I See API Type Sites?

You had better bookmark the site I am about to show you, because it's an overwhelming amount of critical information in your journey to creating API and Datafeed based sites.

[Programmable Web](#)

The site is literally a goldmine. When you first get there, browse the top navigational buttons and click on “Mashups”. From here we will want to target all the shopping mashups and see what everyone is building. There are some pretty extensive sites.

You will see tons of Amazon, Ebay, Target and Wal Mart mashups. This is pretty much the idea you want to follow, however targeting not so popular affiliate programs that everyone else is doing is where the money is at.

Think of it like this:

How many Amazon and Ebay sites have you seen online? There are tons and everyone is doing them because you can simply buy scripts and upload them. This is ok for the ease of use but please point me in the direction where the owners of such sites are making thousands (or even \$100) a month from their sites. Chances are your going to have a tough time doing that. Why? It's because everyone uses the same script over and over and the search engines are seeing the same templates and content thousands a time on each crawl. It's quite ridiculous actually. It's called “the following of the herd”. Dare to be different and you will see a drastic change. It could be failure or it could be a huge success, either way you will be doing something nobody else is. If you have determined profitability then success should follow suit.

So you want an example? How many Kodak, Fuji and Canon cameras are there for sale on the web. Hundreds right? How many stores? Probably at least a dozen. However most people usually promote these thru Ebay or Amazon. Why not take ALL the API's or datafeeds from every affiliate program that sells these cameras and combine them into one shopping comparison site? If your affiliate ID is embedded then your sure to score a sale on any purchase.

Never include a site that your not an affiliate of. I cannot stress this enough. Your going to go thru the time to develop such a site, you want to squeeze every single penny you can. So only include sites into your mashups that include your Affiliate Id's.

How Do I Get A Mashup Site?

If your not a programmer than capital will most likely be involved when you first want to build your mashup site. I have provided 5 resources here to find a programmer.

1. Guru.com
2. Elance.com
3. Rentacoder.com
4. Allfreelancework.com
5. Programmingbids.com

When you go to make your listing on these sites searching for a programmer, make damn sure you are very discreet in your listing. Do not tell them you want to build a Printer mashup site combining the API's or Datafeeds of HP and Inkjets. You would have just given the idea to thousands of other webmasters and programmers.

Try to type your listing as the following:

Hi,

I am looking for a programmer that is efficient in affiliate datafeeds and API's. Programmer should be able to incorporate such data into a template of my choosing. If interest, please provide and examples. Without examples no programmer will even be considered. A deposit upon startup can be issued if I and the programmer can agree to terms and payments are issued thru Paypal and Paypal only.

Now you will get a lot of idiots that will try to rip you off. Sorry that is just the way of the land. However, you will get someone that is efficient in their work and show you examples. When you find this person and they complete their first mashup for you and your happy, keep in VERY close contact with this person. This programmer has just become one of the greatest assets you are going to need in the future.

These sites are not hard to build at all really. I have had mediocre programmers at best come up with a nice template to mash 2 affiliate datafeeds into one nice site.

This brings us to our next issue. You ABSOLUTELY have to mash datafeeds and API's together. At least 2 into one site. I cannot stress this enough. If your only utilizing one at a time on your site, then your most likely duplicating content which can cause issues in the way you are indexed and ranked in the search engines. That's why it's called a mashup, --> It means plural.

What's So Important About A Mashup?

The most important thing about a mashup is to create huge sites (depending on the amount of products per affiliate program) that will garner heavy loads of search traffic. We will get into that a little later, but the whole idea is to build such a large site with 2 sets of data that will combine to be unique content. If you were to build an affiliate site by hand to cover the Amazon marketplace, you would never finish. However within in 5 minutes, I can cover at least 100,000 product pages. So get it in your mind to target affiliate programs that have this type of data and make a list of all the affiliate programs closely related. Combine their data and spit out an enormous shopping or affiliate site with thousands of pages of unique content listing thousands of products that are ALL uniquely embedded with your affiliate ID.

If you can think of a better way to do this, then by all means share it with me.

If you want to make big money online then you are going to have to come to the conclusion that you HAVE to be faster, smarter and stronger than everyone else. If you were to go and write 10 articles all linking to an affiliate program how you would do if I came into the same niche and within 5 minutes took EVERY product from your affiliate program and had it's own keyword dense webpage? How do you think your going to compare in the Search Engines?

The answer is your not. Your obsolete. Your nothing. You didn't even have a chance the moment you started typing. Sounds harsh I know but that's the reality.

Merchant's want you to have this information. They will give you access to their API's and Datafeed without any problems usually. The better you perform, the more money they are going to make anyway. Why anyone would ever write any more articles one at a time or even 100 at a time promoting a product is beyond me.

I am not saying that writing articles cannot make you a living online. I personally know 1 guy that claims 67% of his online income comes from article writing. He also earns more than 5 figures a month. Now you might say bullshit, and I will tell you the guy I am talking about is the same guy responsible for handing me the keys to my first successful article writing job that turned into a consistent income.

Important Points To Remember

I am not really going to go into how to create a mashup. Truth be know, I don't even know how. I am a marketer, not a programmer. As I have pointed out, this work is easily outsourced to someone familiar with this kind of work. You have been given more than enough knowledge to see hundreds if not thousands of different types of mashups and datafeed sites on Programmable Web. Use these examples to take to your programmer and get something unique created.

Traffic

This is really the important part of the puzzle. You have more than enough information and resources to determine a profitable niche and get yourself hooked up with a mashup site. Remember, there are thousands of affiliate programs out there that allow you access. Your only limited by your imagination.

There have been endless amounts of information posted on the web on how to get traffic to your websites. However, I have my own way of doing things, and I am about to tell you exactly how I do it.

Press Release

A press release is a way to issue some news about your new website. I am not going to teach you how to write one. However, you had better know how before you think about submitting one. If you would like a good online tutorial then [this one](#) is pretty damn good.

You should definitely submit your release to PRWeb.com first. I would suggest buying the \$40 option as the exposure seems to be so much more. Also, if you go to Google and type in “where to submit press release”, you will get tons. Typically, I like to submit to the ones listed on the front page. This must not be underestimated. Press Releases have the potential to be extremely influential on the web. If your mashup just happens to rock totally hardcore, it can literally crash a server. So do it.

Besides traffic spikes, these inbound links from the stories are like automatic when it comes to inbound authoritative links. Skip this step and your already off to a bad start.

Directory Submissions

This is actually one of the most boring tasks online. If you can, hook yourself up with a Directory Submission Package from the Digital Point Forums. However, if your cheap then I would suggest getting a free directory submitter. Brad Callen has a free tool [here](#) that I have used and loaned out on many occasions.

However some of the directories in there require payment or reciprocal links back and typically we don't want that, and it causes more work for us. So I have taken the liberty of posting some great directories that do not require payment or links back.

Open Directories	Open Directories
http://lii.org/ PR 8	www.profitchoice.com/order/add_url.php?cat_id=97 PR 5
http://www.worldhot.com/addurl/ PR 7	http://gloose.nl/cgi-bin/GlooseDir/addurl.cgi?cid=4591 PR 5
http://www.spheri.com/d/ PR 6	http://www.nintra.com/submit.pl?location=/directory/Society/dating/index.pl PR 5
http://www.somuch.com/AddSite/SuggestLink.asp PR 6	http://www.megri.com/ PR 5
http://www.spheri.com/d/ PR 6	http://www.linketeria.com/ PR 5
http://www.directorydelux.com/ PR 6	http://directory.nawigator.biz/ PR 5
http://search.able2know.com/ PR 5	http://www.directory.ldmstudio.com/ PR 5
http://www.web-central.info/AddSite.aspx PR 5	http://directory.iserv.com.au/ PR 5
http://www.tsection.com/ PR 5	http://www.dir-submission.com/ PR 5
http://www.submiturlhere.com/submit.php PR 5	http://searchsight.com/ PR 5
http://www.velendi.com/index.php?mode=add PR 5	http://www.illumirate.com/ PR 5
http://www.shoula.com/submit.php PR 5	http://www.4ppl.com/directory/ PR 5
http://www.sgtsearch.com/ PR 5	http://apexoo.com/directory PR 5
http://searchwarp.com/ PR 5	http://directory.portalit.net/ PR 5
http://www.searchtheweb.com/ PR 5	http://www.eurofind.biz/ PR 5
http://www.resourcehelp.com/ PR 5	http://www.add-link.info/ PR 5
http://www.poddys.com/ PR 5	http://www.paranabis.com/ PR 4

Directory Submissions give us sustained link juice for a long period of time and you even might get some traffic from the directories themselves. Remember we are building a site that will be a focal part of our business online, so inbound links are crucial, especially from authoritative and trusted sites.

Parasite SEO

Skip this part and your going to have a rough time from the start. Parasite SEO is relying on the link juice of other authoritative sites to help boost your own site's prominence in the search engines. It's going to take some work, but it is well worth it.

By now you should already have a general gist of what your site is about obviously. What you really want to do now is to use a [Keyword Tool](#) to determine the amount of searches AND competition for keywords relating to your site. Your site is filled with keywords that will pull results on their own. What we want to do is find our own keyword list that is closely related to the theme of our site and yet again, have these ranking highly in the search engines to funnel people to our “middle man” sites. Upon arriving to our middle man pages people will often click thru on their own. That's really the goal here. Funnel them by piggy backing authoritative sites into our own site.

Here's a great list of sites to Use for Parasite SEO. Just Google them.

1. Yahoo 360 blogs
2. Geocities Pages
3. Google Pages
4. Squidoo
5. Hubpages
6. Blogspot (blogger)
7. Myspace
8. Wordpress.org (wordpress hosted blogs)
9. Space.Live.com
10. Tumblr
11. Weebly

In addition to these you can also setup profiles on social networking and video sharing sites. All these sites have enormous amounts of built in traffic and most carry good pagerank.

1. Mybloglog
2. Digg
3. Bumpzee
4. SEO Moz
5. Stumbleupon
6. Reddit
7. Propeller
8. Last.fm
9. Youtube
10. Break.com
11. Propeller

There are so many more out there but those are a few to give you an idea on the amount of sites you can leverage. With your keyword list you should be setting up profiles and pages that cater to those keywords. Wherever HTML is possible you should be using anchor text back to your site.

Blogs And Your Network

This is actually very easy after setup. You should definitely setup a blog or as I do, an auto blog. Given the theme of your site there could be hundreds of sources to pull RSS feeds from and have a blog that automatically updates. However, there are things to consider that are crucial in this aspect.

First, when you setup your autoblog, you should generate as many keywords as you can from within your large affiliate site. If you have a site over Acer Laptops then you would have something like Acer, Laptop, Acer Accessories that automatically interlink.

I personally use Wordpress and either Autoblog or Wp-O-Matic. Sorry I wrote this guide without affiliate links, so you will have to Google them. Walk yourself thru and get familiar with your autoblog. There are plugins for Wordpress that allow you to pick certain keywords and have them automatically link to your inner pages!

Do you realize how powerful this is? You can literally have a ton of keywords anchor text back to any/all your inner pages and each time the blog posts (1-2) a day you will have words within the post that automatically interlink to pages on the affiliate sites.

This ensures stability thru site structure and updated content on your blog means the spiders will follow the links to your affiliate pages.

You can do a manual blog if you like however, your goal is a lot of income right? I would suggest setting up blogs that look nice and relate to your affiliate sites to kind of serve as news blogs. Even though they are pulling RSS feeds from elsewhere, they will still get indexed and spiders will follow the links.

However, as you did with your site above. Now you will do again with your blog. You can skip the press release but directories and blog directories are a great source to get stable links feeding into the blog. This is especially important since the blog is an autoblog anyways. The idea here is deception. Make the blog look nice, and don't post more than 1-2 times a day. You should do everything in regards to SEO with your blog as you would with a website. There are tons of SEO plugins for wordpress, so get them.

Another thing is that you can now roll thru all the parasite SEO sites and build yet even more pages and have them linking to the blog this time. Yes it is a ton of work, but that's kind of the whole idea between thousand page sites. You have to make them stable and authoritative and they have to be something people will want to go to. If they don't like the site the second they land on it, why would they ever buy anything?

To kickstart some incoming links, here are some RSS feed submission sites that don't expect a link back. These are hassle free submission sites for your blogs RSS feed. You can find the site [here](#), and it's an awesome resource.

You should have a pretty healthy keyword list and this is important. Too many of the same anchor text links can trip search engine filters, so keep mixing it up. Often times you will have affiliate pages ranking for more than one term.

You won't have to worry about busting your tell either. By the time it takes you to get thru this extensive linking plan, you should be just fine. If however you are like me and prefer to outsource it, you have to watch the rate at which you have backlinks coming in. This holds especially true for new domains. The older the domain the better. There is quite a bit of work involved here, so take your time and set aside the time to properly build traffic with all of these methods to your affiliate site and treat your blog as equally important to. Your blog is going to be your most valuable resource when it comes to getting spiders to revisit the affiliate site.

Article Marketing

Article Marketing is a great way to drive traffic. However, most of the time people do it all wrong. They either promote affiliate programs, free blogs, or small niche sites. This is ok and many people make money doing this but I would much rather brand one of my newly made Mashup sites and get the word of mouth going.

Submitting to directories is as easy as typing “submit article” into Google. Another reason why I prefer to spend lots of money on content writing is that when I have a 10,000 page affiliate site, I can dump a whole wad of cash in at one time and hire 10-12 writers at once. I already have my extensive list of keywords so it's a matter of dividing these up between writers and waiting on the articles. I can then easily setup (let's say) 100 articles to be submitted at one per day thru a service called Article Marketer. Any mass submission service will do, but Article Marketer is my favorite.

So for the next 100 days on autopilot I will have articles dropping in on their own and have a nice link (if HTML then anchor text it) back to my site. Furthermore, I can use article marketing to effectively (on a mass level) promote my inner pages of my website. The idea here is to have a keyword for the article itself to rank and another keyword anchor texted back to the inner pages. Two birds, one stone, that's how we roll.

There are many different ways to use article marketing. Preferably I like to get some sent in that will brand a site and I also like to link to specific pages. You can't just link to your homepage everytime. Vary your anchor text and interlink!

In Closing

There are literally hundreds of ways to market and affiliate site and/or mashup. This guide was written as a general resource to point out some of the very important points of dealing with mashups and API's.

These sites can be enormous if your affiliate networks have programs containing thousands of products. You now have the information to use and seek out what Mashups look like, and a very good plan to start getting links, rankings and traffic.

One of the most important aspects is setting up the blog to automatically post. If your a fast writer or can outsource then I would suggest doing that. However, writing a couple of 200-250 word posts a day literally takes less than 20 minutes for me, so I could obviously handle a lot of it on my own.

I encourage you to take action. The most important thing of all is to research your niche and products FIRST to make sure you are in a profitable market. If you don't know that when you start your site, your already dead in the water.

Resources

[Wordze](#) – Keyword Suggestion Tool – One of the best investments I have made

[Hostgator](#) – For \$7.95 a month you can host unlimited sites

[Namecheap](#) – Domains for \$9.29 a year and free WHOIS Guard

[Programmable Web](#) – Mashup and API examples

[Article Marketing Domination](#) – A Guide Written By Josh Anderson -Outstanding

[CashTactics.net](#) – My Online Marketing Blog

[CashTactics Discussion Forum](#) – My Online Marketing Forum