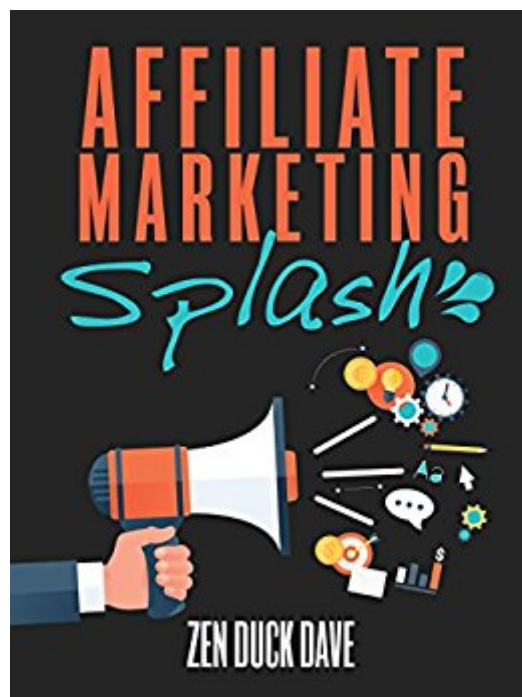




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Affiliate Marketing Splash: How To Build Affiliate Sites That Rank (and Bank): Internet Marketing Through Search Engine Optimization



Synopsis

How to Build Affiliate Sites That Rank (and bank) Affiliate Marketing Splash is a real book, full of solid advice, and no hype. A book about how to make a living dealing with the realities of Affiliate Marketing and Search Engine Optimization, it's a book of two hats. Learn how to get instant traffic with the "secret sauce" How to rank and bank with slightly shady site building And how to build a white hat authority site that will carry on earning for years This is about the realities of Affiliate Marketing through SEO. If you want a long term sustainable business then you need to know about both black hat and white hat techniques. Splash shows you exactly how to make sites that take advantage of errors in the search engine algorithms for fast cash. And it then focuses on building Authority sites that are built in a more white hat style. If you want to stay ahead in this game then you need to build a varied portfolio, and this is what you will learn by reading this book. Written by Zen Duck Dave, this is the result of 5 years in the Affiliate Marketing game, where all you need to know is revealed. From backlink strategies to the steps taken to build an affiliate site that will carry on earning for years, no need to pick a hat, just pick a strategy and put your heart and soul into it. This is a book about the facts when it comes to building affiliate sites, and how to rank them in the search engines. No false promises, no outrageous claims, just the real deal. An honest look at the state of the SERPS, advanced techniques both black and white, and a kick up the bum for those that need it. If you want to work in your pj's and smoke your pipe while you dominate the SERPS then you need to know exactly how this game really works. This is the truth about what ranks, how to do it, and how to create sites you would be proud to show your Mom, as well as ones that she would spank your bottie for if she knew what you were doing.

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Customer Reviews

Zen Duck Dave's newest book details everything he has learned as a successful affiliate marketer. While it's really written for those with at least some background in the subject, I see no reason why a complete beginner couldn't find it useful with the caveat that a lot of research is going to be required to understand everything Dave is talking about. Think of it as an advanced study guide. For those with some background, Dave shares with the reader his wealth of knowledge gained through a lot (and I mean A LOT) of highly successful, and some perhaps less than successful affiliate marketing campaigns. The bottom line is that he has learned through personal experience what works and what doesn't. At the end of the book is perhaps one of the best resource lists you will ever find to help you with your own affiliate marketing work. If you really want to know what it takes to win at affiliate marketing, then this book will let you know just what it takes.

I have been looking for a more advanced book on affiliate marketing and this is it. Very well written, honest and upfront really enjoyed it. Dave walks you through both black hat seo, white hat seo and everything in between his knowledge is real world. Just the resources section in this book is worth buying such great value so glad to find this book I highly recommend reading it right away if you are serious about affiliate marketing!

I've been following Dave's stuff for years and he's one of the few who actually practices what he preaches and makes money from actual online marketing rather than just talking about it and 'teaching' others as some other so-called gurus are guilty of (of course dave would never describe himself as a guru :p) This book doesn't hold your hand right from the start of setting your site up etc but all of that information is widely and freely available. However this doesn't mean that it's not suitable for beginners - rather I would recommend that beginners read this book when they are just

starting out. Some of it may go over the top of your head at first but it will all begin to fall into place quickly and you'll be glad you had this information when you started, rather than later! The book is divided into two sections with white hat and black hat (although I would class it as more of a charcoal grey!) approaches. There is of course a lot of overlap between the two and some discussion about where you should concentrate your efforts. In terms of useful info, this book is absolute gold. There are some real nuggets of genius in here and clever ideas that I'd never read anywhere else - even if you're an experienced affiliate marketer you'll be sure to pick up some useful ideas. The last couple of chapters were my favourite - one thing that Dave does really well is be motivational and inspiring and the end of the book is a no-nonsense kick in the bum to remind you that if you don't actually do the work, you will get nowhere. Highly recommended to anyone wanting to make some money online, whatever your level of experience.

This book contains a quick rundown of Zen Duck Dave's journey of making cash through affiliate marketing. He writes about what worked in the past and what still works today. My favorite part of the book are the motivational parts. The bottom line is that if you want to make some affiliate cash, you have to take massive action. If you don't have a staff, which most of us don't, you have to do a lot of work. This is where motivation really helps. It's hard to keep working when you don't know for sure if or when the payout is going to come, but you just need to work through it. For new affiliate marketers it's taking a leap of faith. Dave also has a wonderful forum full of bright and successful people. It's open to the public, although moderated, and welcomes people of all skill levels. I enjoyed this book, and I think the forum is even better. 5 stars for the Zen Duck!

Great book for those who want to learn online marketing techniques and improve their income levels.

I rarely write reviews for books -- in fact, this is my first -- but this one so clearly deserved it that I had to break my dry spell. In the Internet Marketing or MMO niche, you always get people trying to sell you the dream. "Want to make \$1,000 a day? Click this button." "Buy this tool that automates EVERYTHING." "Read this ULTIMATE guide to the Internet, and you too can live out your days lounging on the beach." But few of these programs or guides work. They advertise something that is simply not real, but is so darn tempting. Dave's book is nothing like that. He tells it like it is (ie. if you want to succeed, you have to work hard). Then he gives you the tools to building your own empire, all written from experience. If you have any interest in this stuff this book is a MUST. You'll get much

more value out of it than what you spend on it. What I like best about the book is that it doesn't just give you a road map to follow, it constantly reminds you of the realities (positive and negative) of this business. Dave peppers the whole text with ways to stay motivated as well -- which, if you're working at home is a major factor (maybe THE major factor) to success. His style is always engaging, and when you finish you'll be raring to go! As an added benefit to people who've been at this game for awhile, it'll show you that you can still succeed at this. And now I'm off to add to my own collection of sites...

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