



Promotion Tool #5 - Amazon Linking

Purpose

The purpose of this lesson is to look at another promotion tool that tends to get overlooked when promoting products on Amazon – "*Amazon Linking*". You'll learn what it is and how to use it.

"*Amazon Linking*"

What is it?

The "*Amazon Link*" is simply the link to a specific product on Amazon. Every product on Amazon has its own unique link (URL) and this link can be used to link directly to the product listing.

Amazon knows that for usability and for ranking well in Google, internal linking is very important. Like a lot of other things that Amazon does, it lets customers help with this. We can call this ability to add links as "*Amazon linking*".

How Is It Done?

Amazon linking can be used when adding reviews or comments to a product listing. For example, visit any product listing and add either a comment or a review. When adding either of these, you should see a button labeled "Insert a product link". Clicking this button opens a pop-up form that allows you to search for a product either by category or keyword. A list of matching products appears and you simply click "select" next to the product in the list and a link code is added to the text of your comment or review.

Here is an example of how the code looks when adding it to the comment or review:

[[ASIN:B000UVWX11 Product Name]]

When the comment or review is completed, this will appear in the comment or review as a hyperlink, enabling readers to click on it to view that particular product's listing on Amazon.

What's Its Value?

At this point you may be wondering what the value of this linking is. Well, it may not be a ranking factor in and of itself but it does lead to purchases which, as you know, does improve ranking. By providing these internal links from comments and/or reviews on other, likely related, products, you expose customers of those other products to products they may not otherwise come upon while shopping on Amazon.



How Can It Be Used? – Step 1

To illustrate how this internal linking can be used as a promotion tool, we'll use a couple of existing products on Amazon. Now, this is just a demonstration so the products used are not intended specifically to be promoted by us.

The first thing you need, of course, is a product you want to promote. Let's say your product is "Booster Belt" (ASIN: B0055QDW00) which is used by runners to carry energy gel drinks. Now let's say you're having some trouble getting purchases for it. What do you do?

The first thing you can do is think about what other products someone would buy that would be interested in your product. For example, they might be interested in learning how to run or be concerned about weight loss. Going with that idea, you can search Amazon with keyword "weight loss".

Continuing with our example, a top listed item is the book "Running SUCKS! How to Run for Fast Weight Loss – For Busy Women Who HATE Running". Here's what you can do next:

- **Download and read the book** - this would be a relatively inexpensive purchase and would give you an idea of its content.
- **Write a review on the book** – now that you know what the book is about, return to the product listing to write a review. You want it to read well and appear as though you legitimately are trying to help those who would read this book by providing other resources for them. The review can look something like this:
"This is a fantastic book and one I recommend for anyone serious about losing weight and staying in shape. A great accessory for while you are running is this great running belt for carrying your energy gel packs."
- **Insert your product link** – the simplest way is to either grab your product's ASIN or title and search for it when you click the "Insert a product link" button. If using the ASIN, you will first have to change the category option to "Enter Product ASINs". Once it finds your product, click the "Select" button to have your product's link inserted into the review.

Once you have completed the steps, before you actually submit (create) the review, it should appear like this:

"This is a fantastic book and one I recommend for anyone serious about losing weight and staying in shape. A great accessory for while you are running is this great running belt for carrying your energy gel packs. [[ASIN:B0055QDW00 Booster Belt]]"

After you submit, the portion in the square brackets will appear as a hyperlink to your product. This is "Amazon linking".



How Can It Be Used? – Step 2

Once the review is created, you are able to check it out right away, assuming it gets approved. Most reviews are approved automatically without any delay so it should be immediately available for viewing. To see it, visit the product listing and scroll down to the review section. In the main column you'll see the "Most Helpful Customer Reviews" and on the right column you'll see "Most Recent Customer Reviews". This right column is sorted by the most recent so you should be able to see yours right at the top.

The problem, however, is that in the "Most Recent..." list, you won't see the link you provided. To do so requires you to actually click on the review (e.g. read more) to open it up, unlike, for example, the "Most Helpful..." reviews that appear fully. So how do you get from the "Most Recent..." column to the "Most Helpful..." one?

The answer to this is a function of how many people find the review helpful. At the top of each review, you see something similar to the following:

48 of 50 people found the following review helpful

At the bottom of each review is a question with "Yes" and "No" buttons next to it:

Help other customers find the most helpful reviews
Was this review helpful to you?

To help boost your review's rating on this product, you can make sure that your review is selected as being helpful. You can accomplish this by leveraging the "power of the crowd" (your friends, family, etc.) and through your multiple accounts (assuming you've implemented that strategy).

Another useful strategy to boost the review is through comments. This is less effective than the "helpful" one but having comments on a review can help drive up the review ranking. Comments are also another great place to put your link.

Once you do all this, you should hopefully see your review moved to the "Most Helpful..." section. Now whenever anyone visits this product listing, they should see your review there and hopefully click the link to your product and make the purchase.

Conclusion

That concludes this lesson but hopefully you found this a useful and insightful one on how to leverage *Amazon linking* in reviews and comments to help promote your products and hopefully boost its rankings through the added exposure this strategy brings to your product.