



# 13 PROVEN BACKLINK STRATEGIES **FOR AMAZON AFFILIATES**

BY HUMAN PROOF DESIGNS

# TABLE OF CONTENTS



## 13 PROVEN BACKLINK STRATEGIES FOR AMAZON AFFILIATES

1. TOP LIST BADGES
2. SCHOLARSHIP
3. SKYSCRAPER
4. BLOG COMMENTING/FORUMS
5. INFOGRAPHICS
6. GUEST POSTING
7. DIRECTORIES
8. SOCIAL (PROFILES AND SHARING)
9. TOOLS
10. BROKEN LINKS
11. RESOURCE PAGES
12. CONDUCT INTERVIEWS
13. BECOME “CITABLE”

## TOP LIST BADGES

Create a list of the best bloggers in your niche and publish it on your site. Next, reach out to these people with custom award badge that they can put on their site. The award badge can be made in [Canva](#) and would include a link back to the post. This is something executed well by TreadmillReviews.net and we highlighted in [this article](#). We found that the easiest bloggers to comply with award badge were people running Web 2.0 blogs, such as blogger or wordpress.

---

## SCHOLARSHIP

Companies run scholarships all the time for community building, but as internet marketers, we can use them for link building to .edu sites. Start a contest where students can submit their application (this can be a short essay) and from there you reach out to all the different schools to have them promote the scholarship. Make sure you do this ethically and actually have funds set aside for the winner. You can run the content for as long as you'd like, but running it for 6 months would be ideal. The Hoth recently ran a [scholarship promotion](#) that we can take notes on.

# SKYSCRAPER

This is a classic concept of creating great content that is linkable. It's the foundation of our article on "[Getting Your First 50 Backlinks](#)" but we added a bit of a twist to it. By not only showing you a step by step action plan, but then creating a funnel for joint ventures with other sites in a horizontal niche.



## BLOG COMMENTING/FORUMS

Although this isn't super powerful in terms of link building, it can be helpful in starting relationships. In one our [Niche Site Examples](#), BestTacticalFlashlights.com uses this a lot. Not just because he's ingrained in the niche himself, but also because it links back to his most profitable article.

# INFOGRAPHICS

a.) These are educational graphics that usually offer some sort of instructions or quick wins. They are all over pinterest and if you want to reverse engineer one's that are working well but you could probably enhance - try using the chrome plugin

“[SocialPinSniper](#)” and you'll see the most popular ones on Pinterest


(See our [Pinterest Traffic Case Study](#) Here.)

b.) Map's are also becoming hugely popular as of late and are a form of infographics. Check out this [article from Ahrefs](#) and also the popular

“[Data is Beautiful](#)” subreddit.

## GUEST POSTING

Offer to create content for other people's sites. What kind of site owner wouldn't want that? Depending on the site you are pitching to, they might have certain rules to comply to but in return you are able to link back to your site. Have a pitch ready with 5 topics that you are ready and willing to write about. Either yourself or hire a writer. No one said the post had to be written by you.



## DIRECTORIES

If there are directories that are very specific to your niche, then feel free to add your site to these. One thing that's helpful for a new site is to submit it to [Qirina](#) - here are a few more places for you to [share your site](#).

# SOCIAL (PROFILES AND SHARING)

Social profiles should be the first links you set up to your site. They are so easy it's honestly a waste if you don't. You don't have to promote it, but at least establish it and grab the username tag before someone else does. One thing that people have seen favourable responses with is to submit their content to Google+ communities.

For obvious reasons since Google owns it and it'll help create the social signals quicker.




## TOOLS

a.) Pat flynn's famous niche site [Security Guard Training HQ](#) created an interactive map with all the information needed for security guard training in each state. It was something useful, took a lot of work, and get's linked to as a valuable tool.

b.) CoSchedule is another site that uses free tools for links, they have their [Headline Analyzer](#) that has thousands of links pointing to it. These two are examples of small tools and big tools.

# BROKEN LINKS

There are a few approaches to this strategy, but overall it's all about informing the webmaster that there is a broken link on their site. Either it's their own site or a link they are pointing to externally. To analyze a specific page's broken links, you can use the chrome plugin [Check My Links](#) and to analyze an entire site you can use the [W3C Link Checker](#).



# RESOURCE PAGES

This is a good technique for those who are in older niches. Back in the day, resource pages were all the rage. Now, not so much. However, there are still plenty of old sites out there with resource pages and if your site has a particularly good piece of content (or your entire site is unique), you can approach these older sites and ask to be included. Keep in mind you don't have to have a stunning website to get added because just reaching out and asking for the link is better than nothing.



# CONDUCT INTERVIEWS

This is a backlink technique used by many podcasters and it's not really as strong as the rest in my eyes. It can still work but I expect this to [raise your social signals](#) rather than your overall backlink profile. However, the interviews are something that a normal niche site isn't willing to do - in which you can stand out in. We wrote about TopFitnessMag here and how their niche site is [using interviews to grow](#).

---

## BECOME "CITABLE"

This is very similar to conducting interviews, but rather than reaching out to interview people. You are the one being interviewed. Many people are using [HARO](#) to get precious links from Huffington Post, CNN, Rolling Stone, etc. with a single response to reporters looking to cite sources. These journalists need someone with knowledge about a niche and that niche might be yours. You can also try and [create or join in on an expert roundup](#).

You can always submit your answers to these roundups as either the site owner or the site's brand representative.

# What we do

HumanProofDesigns.com



## NICHE SITES

Affiliate & AdSense sites ready to go. Save time, money and get started with internet marketing in style.



## TRAINING

Everything you need to know about monetizing niche sites and video training to compete with the best.



## SUPPORT

Unlimited email support, access to members' area, and ongoing updates.



# BEST PLACE FOR NICHE SITES

HUMANPROOFDESIGNS.COM

