

How To Create Affiliate Content For SEO

Stupid Easy SEO

Looking for the video that goes along with this guide? [You can find it here.](#)

General Principles

- Aim to provide the most in-depth, resourceful, complete post on the Internet
- Google your focus keyword and see what's ranking on Page 1 – open up the top 5-10 results in new tabs and see what subtopics they're focusing on, and note how long their posts are
- Where appropriate, incorporate similar subtopics, and strive to make your post longer
- For these “best of” type posts, you're not just reviewing the products – you're creating a complete “buyer's guide” that covers additional topics that a buyer would want to know about

Example Template

Note: this is just a template. Not all of the subtopics from this outline will apply to every product you write about. Just use this as a rough guideline and feel free to divert from it whenever you think makes sense. Your post will vary greatly depending on what you're writing about.

Introduction

- Most people search for products to solve their problem
- So, introduce the problem that the product is attempting to solve
- Then, agitate that problem a little more
- Then, explain how this type of product can help the reader *solve their problem*

What Is A [Baby Carrier] And Why You Need One

- Give an overview of what the product is and what it does
- Explain why the reader might really need to own it (they're searching for it, so most likely they're interested in buying it)
- See BabyList "[Best Diaper Pails](#)"

The Different Types of [Baby Carriers]

- Some products will have different types that a reader needs to choose between

- For example, if I'm buying a stroller, do I want an umbrella stroller, jogging stroller, or double stroller, etc?
- Describe in detail the different types of product, and their pros + cons
- See *Morning Chores* "[Best Deep Fryers](#)"

x Benefits Of Using A [Baby Carrier](#)

- This is where you really dive into all the *benefits* the reader can expect from using this product
- I recommend making this section a "list" post and just numbering all the benefits out
- Don't just list a benefit though ... expand on each one with a small paragraph of explanatory text
- See *Health Ambition* "[Best Twin Gear Juicer](#)"

x Things To Look For In A Good [Baby Carrier](#)

- This is your "shopping tips" section
- Basically, explain the different types of *features* that someone should look for and consider when buying a product
- For example, if I'm buying a bullet journal, I might need to consider the size of the notebook, its price, if the paper "bleeds" when writing on it, etc.
- See [Authority Hacker Best Email Marketing Software](#) ("*Email Marketing Software Must-Haves*")

The Top 5/10 [Baby Carriers](#)

- This is where you finally review/summarize each product
- Explain what you like about it, how it helps the reader, what great features it has
- Also note any cons/drawbacks that the reader should know about
- The word count for each review will vary greatly on product--e.g. If I'm reviewing the best pencils for bullet journaling, a pencil doesn't require a lot of words to review; on the other hand, if I'm reviewing the best strollers, that's a type of product that is a lot more complex and requires a much more detailed review
- See *Mom Loves Best* "[Best Diaper Bags](#)"

Conclusion

- Explain again why the reader might consider buying this type of product
- Summarize why you recommend they choose Product A or Product B

Examples

<https://www.babylist.com/hello-baby/best-diaper-rash-creams>

<https://www.authorityhacker.com/best-email-marketing-software/>

<https://thewirecutter.com/money/best-budgeting-apps-and-tools/>

<https://momlovesbest.com/diapering/diaper-bags>

<https://morningchores.com/best-deep-fryer/>