



**How I Flipped An
Amazon Affiliate
Website In 7 Months AND
Made 4x My Investment**



Hello!

I am Adam Smith

I am here today to talk to you about the steps I took to flip a website.

Show me the money!

Ok so the title is very 'clickbaity' – how much did you actually make?





Timeline

January

Purchased the website for \$13,600

I purchased the website from Empire Flippers for around 27x monthly earnings. This means the website was already making around \$500 per month.

January -
July

Generated \$11,307 from Amazon

Between January and July, I sent 43,000 buyers to Amazon, who purchased 1,899 products totalling \$151,288..

July

Sold the website for \$60,000

In July, a private investor asked me if I was interested in selling the website. After negotiating price, we agreed and the transaction was handled via escrow.com



Dec 28, 7:23 AM HKT

Hi Adam,

I sent you a message about this on Skype, but the Seller has decided to meet you in the middle at \$13,600 as you requested!

As you know, the next step will be to transfer the funds to **Empire Flippers** via wire:

Company Name: **Empire Flippers**, LLC

Company Address: 427 N Tatnall St [#34425](#) Wilmington, Delaware 19801-2230

Bank Name: Chase

Routing Number: 102001017

Account Number: 821601981

Swift Code: CHASUS33 (non-US wires only)

Bank Branch Address: 1783 E Cheyenne Mountain Blvd, Colorado Springs, CO 80906

Bank Branch Phone Number: +1-719-576-2481

Let me know if you have any questions.



Closing Statement

Transaction Overview

Transaction Name	Buying of the https://firefoodchef.com/ website (domain, files) with social media accounts
Transaction ID	#4050581
Closing Date	08/01/2018
Buyer	Virtual Ethiqs Limited
Seller	Adam Smith adammostynsmith1987@gmail.com

Seller Closing Statement

	Debit	Credit
firefoodchef.com		\$60,000.00 USD
Disbursement Fee	\$20.00 USD	
Escrow Fee	\$267.00 USD	
Total Disbursement		\$59,713.00 USD



Reports

[Fee Schedule](#)[Payment History](#)[Download Reports](#)[Feedback](#)[Help](#)Jan 01 2018 - Dec 31 2018 / [Last Year](#) ▾ Tracking ID: [Multiple](#) ▾

Last Updated: Jan 15 2019 +00:00

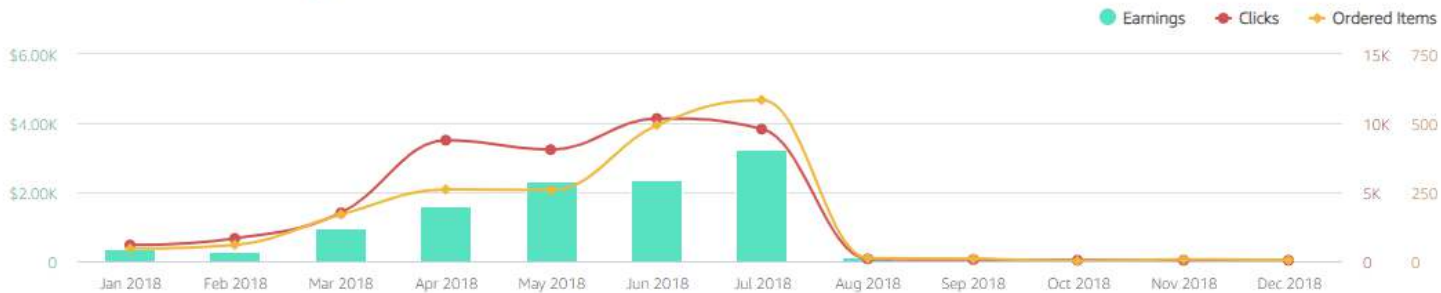
Summary

\$11,307.⁵⁵

Fees

\$11,268.⁵⁵

Bounties

\$39.⁰⁰

Clicks

43,574

Ordered Items

1,899

Shipped Items

1,851

Returned Items

45

Conversion

4.36%

Shipped Items
Revenue

\$151,288.31

Total Earnings**\$11,268.55**

1

What is Amazon Associates?

Let's start with the basics...



“Basically - Send qualified buyers through to Amazon, and get paid a commission based on what they purchase.”

2

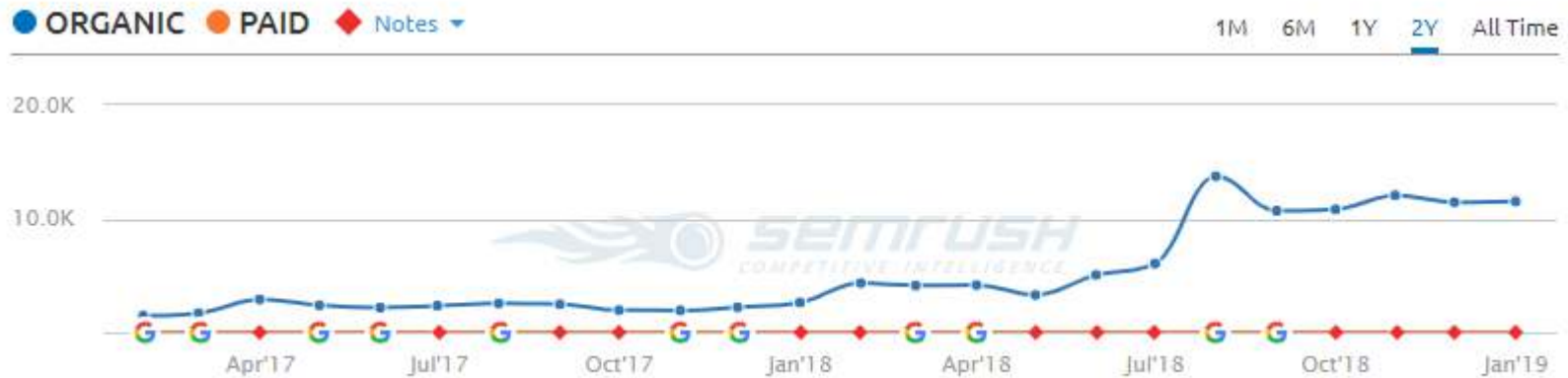
Firefoodchef.com

What did you do?



January – 2,626 monthly visitors

July – 6,052 monthly visitors





1. Content

... and lots of it! I added over 50,000 words in 2 months

2. Keywords

... low competition, low search volume

3. Links

... can't get them naturally? Rent them



Content

- Keyword in H1 tags
- Outbound link to authority website
- Relevant images with keyword in alt text
- LIS keywords in H2 tags
- Minimum 1,000 words



Keywords

- Golden Keyword Ratio – a way of finding low competition, low volume keywords.
- How is this done.....



Step 1 – Install the “Keywords Everywhere” Chrome extension



*Step 2 – Visit
keywordshitter.com and input a
seed keyword*



```
best electric smokers
best electric smokers consumer reports
best electric smokers under 500
best electric smokers 2019
best electric smokers reviews
best electric smokers under 200
best electric smokers for 2018
best electric smokers for the price
best electric smokers australia
best electric smokers under $300
best electric smokers 2017
best electric smokers canada
best electric smoker amazon
best electric smoker accessories
best electric smoker amazing ribs
best electric smoker at lowes
best electric smoker and grill
best electric smoker with automatic feeder
best electric smoker on a budget
best electric smoker for a beginner
electric smokers at best buy
best electric smoker brisket recipe
best electric smoker brands
best electric smoker brisket
best electric smoker baby back ribs
best electric smoker bluetooth
best electric smoker book
```




*Step 3 – Export the full list into
a CSV and delete everything
over 250 monthly searches*



Step 4 – Do an allintitle: Google search for every keyword and make a note of the number of results



*Step 5 – Divide the allintitle
results number by the monthly
search volume*



Step 6 – Make a note of all the results less than 0.25



Links

- Purchasing links is against Google T&C's.... But....
- Finding quality sites to link to product reviews is difficult!
- You can purchase high quality links for \$150+
- You can rent high quality links for \$10+ per month



1. Content

... be prepared to write or outsource thousands of words

2. Keywords

... follow the GKR and you will find plenty of opportunity

3. Links

... stay away from Fiverr. Purchase or rent quality



Thanks!

Any questions?

You can follow up via email:
adammostynsmith1987@gmail.com