

A background image showing two women sitting at a desk, looking at a laptop. One woman is pointing at the screen while the other looks on. A smartphone is visible on the desk in the foreground. The image is dimmed to allow text to be read.

# CONTENT STRATEGY FOR AFFILIATE MARKETERS

*A Beginner's Guide*

BY CONTENT CLERKS

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# WHY SHOULD YOU READ THIS GUIDE?

Hi reader!

You've made the right choice downloading this ebook as a beginner in affiliate marketing. In this book, I have highlighted the best practices in content strategy used by the most successful affiliate marketers in today's world.

A little about me... I am the senior writer at [content clerks](#), a company that focuses on writing content for businesses on the internet, affiliate marketers included.

The strategies I have laid out here are exactly the same that we use for all our clients who order [affiliate marketing related content](#).

If you are serious about making money online selling affiliate products, read and follow this guide particularly as your content strategy.

# KEYWORD RESEARCH & TOPIC IDEATION

Before you start writing any articles, you need to do keyword research. This will make it possible for you to know what keywords will be easier to rank for. Keyword research will also give you an idea of what topics to write about.

Previously, a lot of people used to advocate for buyer intent keywords but these have become really competitive and this strategy doesn't work that well anymore. You need to use a combination of both buyer intent keywords and informative keywords for you to do this successfully. Here are a few examples of keywords

## **Buyer Intent**

- Dog Vitamins
- Nutra thrive for dogs
- Anti itch for dogs

## **Informative**

- Homemade dog food
- Dog chewing paws

When performing keyword research, you need to check for less competitive keywords with a good number of monthly searches.

For you to do this, you can use either free or paid tools. I will show you how to use both.

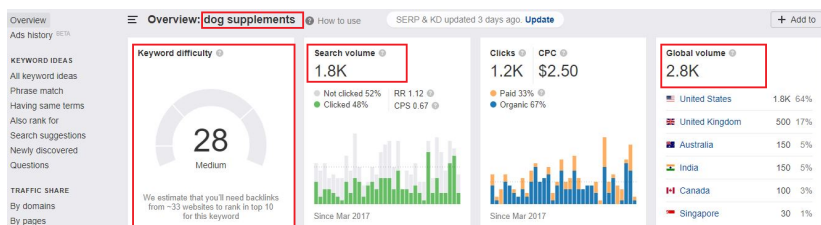
Paid tools that you can use for keyword research include ahrefs, MOZ, and semrush. At Content Clerks, we have the agency package of ahrefs and we use it to perform keyword analysis and extensive topic ideation for all our bulk order customers.

I will show you exactly how we do it.

## Keyword research using Ahrefs - Paid Tool

Since we started with the examples in the dog niche, we will focus on that throughout this guide.

First, we start with an idea in mind. Say "dog supplements"



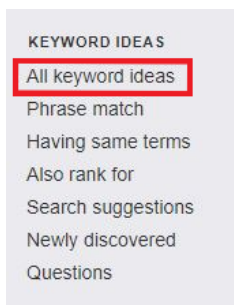
Lucky for us, our first keyword fits our criteria perfect! We usually consider a keyword with Keyword Difficulty that is less than 40. These are less competitive and much easier to rank for. The keyword "dog supplements" also has an approximate search volume of 1.8K in the US and 2.8K globally.

These numbers might look small but with 50-100 articles written and optimized around such keywords, you will start gaining some real traction on your website.

What if you are not lucky enough to come up with such an idea? Well, with ahrefs, you have a several other options to find keywords related to what you initially searched for.

Here's how...

On the left hand side, there is a menu that gives you such options.



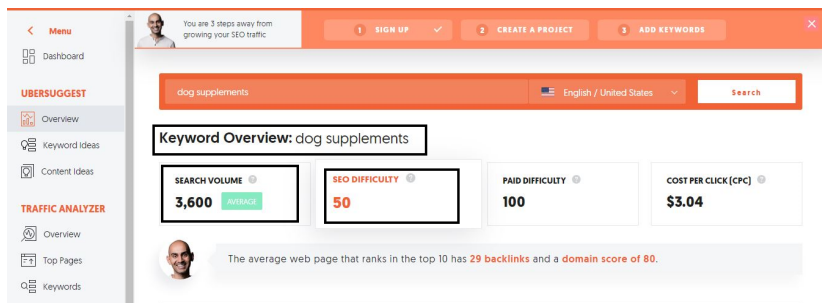
For purposes of this guide,  
we chose "All keyword ideas"  
Ahrefs gave us several other ideas  
that we could use

<input type="checkbox"/> Keyword	KD	Volume ▼	Clicks	CPC	CPS	RR	SF	Parent topic
<input type="checkbox"/> + supplement	81	46K	7,392	\$2.50	0.16	1.14	5	supplement
<input type="checkbox"/> + homemade dog food	35	24K	27,097	\$1.70	1.11	1.37	5	homemade dog food
<input type="checkbox"/> + nutra thrive reviews	28	11K	15,526	N/A	1.39	1.18	5	nutra thrive reviews
<input type="checkbox"/> + nutra thrive for cats	26	8.9K	11,172	N/A	1.26	1.21	7	nutra thrive for cats
<input type="checkbox"/> + nutrathrive	35	5.7K	6,054	N/A	1.06	1.17	5	nutra thrive
<input type="checkbox"/> + dinovite reviews	21	5.6K	6,462	\$0.60	1.15	1.21	7	dinovite reviews
<input type="checkbox"/> + nutra thrive for dogs	24	5.5K	6,084	N/A	1.11	1.21	7	nutra thrive
<input type="checkbox"/> + dinovite for dogs	22	5.1K	5,238	\$0.40	1.02	1.23	7	dinovite for dogs
<input type="checkbox"/> + dog vitamins	15	4.0K	3,248	\$2.50	0.82	1.16	7	dog vitamins
<input type="checkbox"/> + nutra thrive for cats reviews	28	2.9K	3,773	N/A	1.29	1.17	5	nutra thrive reviews
<input type="checkbox"/> + vitamins & supplements	50	2.8K	312	\$4.00	0.11	1.12	4	vitamins
<input type="checkbox"/> + home made dog food	35	2.6K	3,019	\$1.50	1.14	1.25	5	homemade dog food
<input type="checkbox"/> + supplement	82	2.6K	464	\$6.00	0.18	1.12	5	supplement
<input type="checkbox"/> + joint supplements for dogs	11	2.5K	2,021	\$3.00	0.82	1.22	5	joint supplements for dogs
<input type="checkbox"/> + itchy dog	16	2.1K	2,292	\$1.10	1.07	1.21	5	itchy dog

As you can see, we already have 7 dog-related keywords that meet our criteria for a good keyword. The "Questions" section is also quite resourceful.

## Keyword research using Ubersuggest - Free Tool

If we so a search on the term "dog supplements", here's what we come up with...



The results are somewhat the same as what we got from ahrefs. In ubersuggest, however, they use SEO Difficulty instead of Keyword Difficulty. There is no standard way of naming but they essentially mean the same thing.

Again, if you are not so lucky in finding a great keyword on your first search, all you have to do is just scroll down and you will find other related keywords.

Here is what it looks like...

KEYWORD	TREND	VOLUME	CPC	PD	SD
dog supplements		3,600	\$3.04	100	50
dog supplements joints		8,100	\$3.97	100	46
dog supplements for joints		6,600	\$4.36	100	37
dog supplements arthritis		1,000	\$4.33	100	44
dog supplements for arthritis		880	\$4.01	100	36
dog supplements for homemade food		880	\$2.23	100	36
dog liver supplements		880	\$1.87	100	44

[VIEW ALL KEYWORD IDEAS](#)

There you have it. We now have four potential keywords that we can create content around.

An alternative way of doing keyword research is to check on what your competitors are already ranking for. Again, you can use both tools to achieve this.

## Competitor Content Analysis using Ubersuggest- Free tool

A simple google search can give you the top blogs in the dog niche. We found [iHeartDogs](#).

After putting their domain into the traffic analyzer section and selecting "Top pages" we found this...

UBERSUGGEST

Overview

Keyword ideas

Content ideas

TRAFFIC ANALYZER

Overview

Top Pages

Keywords

SEO ANALYZER

Site Audit

TOP TRAFFIC PAGES

TOP PAGES BY COUNTRY

US

[458,224]

GB

[45,018]

CA

[18,800]

AU

[13,181]

MORE

SEO TITLE

URL

EST. VISITS

BACKLINKS

f

p

10 Dog Breeds That Have The CUTEST Puppies

iheartdogs.com/10-dog-breeds-that-have-the-cutest-pu...

5,721

View All

46

View All

22,952

13,938

The 10 Fluffiest Dog Breeds

iheartdogs.com/the-10-fluffiest-dog-breeds/

3,145

View All

4

View All

6,620

260

8 Major Retail Stores That Allow Dogs - iHeartDogs.com

iheartdogs.com/8-major-retail-stores-that-allow-dogs-2/

2,651

View All

7

View All

30,610

48

12 healthiest Human Foods For Dogs

iheartdogs.com/12-healthiest-human-foods-for-dogs/

2,293

View All

46

View All

118,052

21,357

Ask A Vet: Why Does My Dog Chew Her Nails And/Or Lic...

iheartdogs.com/ask-a-vet-why-does-my-dog-chew-her...

1,805

View All

7

View All

50,676

974

10 Smartest Small Dog breeds

iheartdogs.com/10-smartest-small-dog-breeds/

1,648

View All

15

View All

3,902

115



We see that the page with the most visitors and most shares on this website is a blog post where they were talking about dog breeds with the cutest puppies.

All you have to do is write content around the same topic but make it more detailed, informative and fun! You don't just want to be in the copy pasting business. You also do not want to produce mediocre content. Nobody is going to read or share that!

You can do this with as many articles as you like.

## Competitor Content Analysis using Ahrefs- Paid tool

We will use a different dog website called puppyleaks.

Ahrefs has a "Top content" section on the left hand menu.

Referring domains	#	Page	RD				Total	SP	Published
• New	1	10 Simple Tips for Cleaning Up Dog Hair <a href="http://www.puppyleaks.com/tips-cleaning-dog-hair/">www.puppyleaks.com/tips-cleaning-dog-hair/</a>	40	31	1.6K	2K	3.6K	1.6K	26 Oct '14
• Lost	2	Pumpkin & Peanut Butter Dog Treats <a href="http://www.puppyleaks.com/pumpkin-peanut-butter-dog-treats/">www.puppyleaks.com/pumpkin-peanut-butter-dog-treats/</a>	21	3	1.3K	19K	21K	1.3K	14 Feb '19
Anchors	3	30 Quotes About Losing a Dog & Dealing With Grief <a href="http://www.puppyleaks.com/quotes-about-losing-a-dog/">www.puppyleaks.com/quotes-about-losing-a-dog/</a>	23	9	1K	1.8K	2.8K	1K	21 Sep '16
Referring IPs	4	10 Ways To Exercise Your Dog On a Rainy Day <a href="http://www.puppyleaks.com/rainy-day/">www.puppyleaks.com/rainy-day/</a>	6	19	876	2.1K	3K	876	7 Jun '18
Internal backlinks <b>new</b>	5	10 Tips to Help Your Dog Adjust to Your Home <a href="http://www.puppyleaks.com/5-tips-help-adopted-senior-dog-adjust-new-home/">www.puppyleaks.com/5-tips-help-adopted-senior-dog-adjust-new-home/</a>	50	13	754	1.6K	2.3K	754	5 Nov '14
Link intersect	6	10 Dog Walking Tips Everyone Should Know <a href="http://www.puppyleaks.com/dog-walking-tips/">www.puppyleaks.com/dog-walking-tips/</a>	35	30	747	9.1K	9.9K	747	27 Apr '16
Organic search	7	Three Simple Nose Work Games to Play With Your Dog <a href="http://www.puppyleaks.com/teach-your-dog-search/">www.puppyleaks.com/teach-your-dog-search/</a>	35	7	708	5K	5.7K	708	15 Dec '16
Organic keywords	8	5 Ways to Increase Your Dogs Impulse Control <a href="http://www.puppyleaks.com/how-to-increase-your-dogs-focus-impulse-control/">www.puppyleaks.com/how-to-increase-your-dogs-focus-impulse-control/</a>	49	18	574	8.1K	8.7K	574	26 Feb '15
• New									
• Movements									
Top pages									
Top subdomains <b>new</b>									
Top subdomains									
Competing domains									
Competing pages									
Content gap									
Pages									
Best by links									
Best by links' growth									
Top content									

There are several articles that are driving a lot of traffic to this website and getting lots of social shares as well. Just like in the previous example, choose the articles you want to write and give it your best shot!

# Using blog post topic generators

There are occasions where you do not really know where to start. Remember when we started with "dog supplements"? What if you do not have any idea of what to write?

There are websites like [Answer The Public](#) that can help you get ideas on what to write about.

Here is what we get when we simply put in the word "dog" into Answer The Public.

RESULTS FOR DOG (TOP)				QUESTIONS 200	PREPOSITIONS 140	COMPARISONS 100	ALPHABETICALS 500	RELATED 20	Download CSV	
are	Image	Hide	can	Image	Hide	how	Image	Hide		
are dog flaps safe			can dog eat banana			how dog barks				
are dog years real			can dog eat apple			how dog years work				
are dog crates cruel			can dog eat orange			how dog friendly is france				
are dog bites dangerous			can dog eat nuts			how dog food is made				
are dog shock collars legal			can dog eat grapes			how dog see				
are dog color blind			can dog eat cheese			how dog breeds used to look				
are dog miles contagious			can dog eat potato			how dog whistles work				
are dog flaps secure			can dog eat peanuts			how dog friendly is london				
are dog and cat fleas different			can dog eat tomato			how dog friendly is amsterdam				
are dog harnesses good			can dog eat mushroom			how dog friendly in edinburgh				
are dog and cat fleas the same			can dog drink milk			how dog friendly in cornwall				
are dog breeds capitalized			can dog eat carrot			how dog friendly is switzerland				
are dog flaps a good idea			can dog eat mango			how dog friendly is the isle of wight				
are dog treats bad for dogs			can dog eat pear			how dog friendly is scotland				
are dog rocks safe			can dog eat pork			how dog insurance works				

The results are almost endless. You can filter in terms of questions, prepositions, comparisons, alphabetical and related results.

I personally like to spice things up a little by using a chrome extension called Keywords Everywhere together with Answer The Public in order to get even more data.

RESULTS FOR DOG (TOP)		QUESTIONS 296	PREPOSITIONS 146	COMPARISONS 166	ALPHABETICALS 520	RELATED 20	Download CSV
are	<input type="button" value="Image"/> <input type="button" value="Hide"/>		can	<input type="button" value="Image"/> <input type="button" value="Hide"/>		how	<input type="button" value="Image"/> <input type="button" value="Hide"/>
are dog flaps safe [110mo - \$9.24 - 0.2] 金			can dog eat banana [1700mo - \$1.53 - 0] 金		how dog barks [880mo - \$9.08 - 0.03] 金		
are dog years real [720mo - \$9.00 - 0] 金			can dog eat apple [870mo - \$6.31 - 0.02] 金		how dog years work [260mo - \$9.00 - 0] 金		
are dog crates cruel [90mo - \$1.04 - 0.54] 金			can dog eat orange [200mo - \$1.55 - 0] 金		how dog friendly is france [0mo - \$9.00 - 0] 金		
are dog bites dangerous [400mo - \$1.32 - 0.03] 金			can dog eat nuts [350mo - \$1.16 - 0] 金		how dog food is made [720mo - \$3.69 - 0.15] 金		
are dog shock collars legal [40mo - \$9.00 - 0.31] 金			can dog eat grapes [320mo - \$1.23 - 0.01] 金		how dog see [180mo - \$9.00 - 0.02] 金		
are dog color blind [60,500mo - \$1.63 - 0.01] 金			can dog eat cheese [700mo - \$1.63 - 0] 金		how dog breeds used to look [0mo - \$9.00 - 0] 金		
are dog mites contagious [170mo - \$9.00 - 0] 金			can dog eat potato [210mo - \$1.00 - 0] 金		how dog whistles work [110mo - \$8.76 - 0.44] 金		
are dog flaps secure [0mo - \$9.00 - 0] 金			can dog eat peanuts [490mo - \$0.54 - 0] 金		how dog friendly is london [0mo - \$9.00 - 0] 金		
are dog and cat fleas different [170mo - \$9.00 - 0.01] 金			can dog eat tomato [300mo - \$2.13 - 0] 金		how dog friendly is amsterdam [0mo - \$9.00 - 0] 金		
are dog harnesses good [140mo - \$0.96 - 0.08] 金			can dog eat mushroom [17mo - \$2.32 - 0] 金		how dog friendly is [0mo - \$9.00 - 0] 金		
are dog and cat fleas the same [390mo - \$9.00 - 0.01] 金			can dog drink milk [720mo - \$9.00 - 0.01] 金		Export CSV <input type="button" value="Add All Keywords"/>		
			can dog eat carrot [280mo - \$9.15 - 0] 金				
			can dog eat mango [340mo - \$2.49 - 0] 金				
			can dog eat pear [200mo - \$1.97 - 0] 金				

The tool adds more data to the results. The data is organized as follows...

[Average monthly searches - CPC- Competition]

This data will give you an idea of what keywords to focus on.

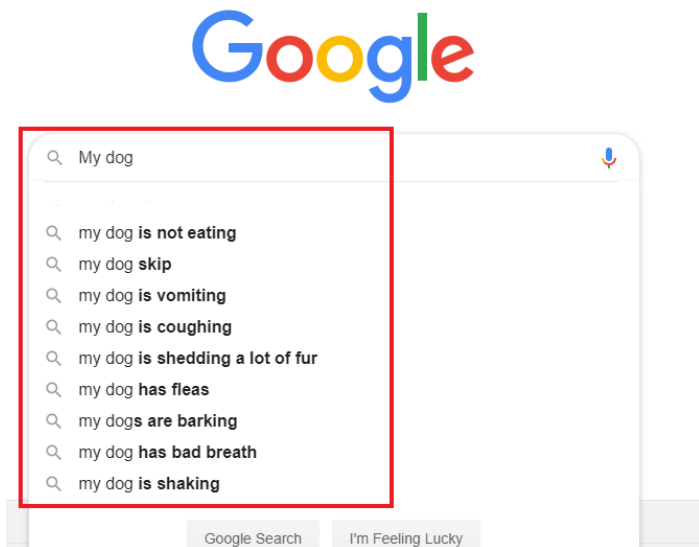
# Using google search suggestions

This method is often overlooked by many affiliate marketers, yet it works rather well. We all want to rank on Google. Therefore, who else can give us the best search terms other than Google themselves?

Here is how it works...

You simply go on Google and started typing something that is related to your niche. In this case, we used "My dog..."

Automatically, Google starts giving you suggestions.



You can already start to see what kind of topics you can focus on. These suggestions are definitely from what people search. There is no way Google is just guessing.

Don't be so quick to settle for these suggestions just yet as some of them might be very competitive and you might never rank high enough. You need to find a search query that you can answer in an article and has little to no competition. To do this, pick one of the suggested topics.

We picked "My dog is shaking"

There are several articles written around that search term. What you want is questions that people are asking related to the same phrase.

Scroll down to the "Related searches" section.

#### Searches related to my dog is shaking

my dog is shaking **and limping**

my dog is shaking **and panting**

**what should i do if my dog is shaking**

dog shaking **and vomiting**

dog **shivering and lethargic**

**old** dog shaking

dog shaking **and vomiting yellow**

dog **shivering after bath**



We find an interesting question- "What should I do if my dog is shaking?"

Click on the query and see the results.

In order for you to find a good search query worth writing a whole article on, there are certain conditions that must be met.

The conditions are...

1. There are very few, if any, articles answering the questions directly.
2. Some of the results that are ranking on page one are from forums such as Quora.
3. Ranking pages have a Domain Authority of less than 20. You can use a free tool like Ubersuggest to check for domain authority.
4. There are social media posts ranking for that query.

The results do not have to meet all these conditions. If one condition is met, you're good to go!

what should i do if my dog is shaking

Q All News Videos Images Maps More Settings Tools


About 189,000,000 results (0.68 seconds)

**Call your vet right away if:**

1. Your **dog's shaking** is accompanied with other symptoms, like lethargy, anxiety, diarrhea, limping, or vomiting.
2. Your **dog's** trembling is interfering with normal behavior like playtime or sleeping.
3. Your **dog** starts **shivering** after ingesting something unusual.

[More items...](#) • Nov 3, 2019



[www.thesprucepets.com > Dogs > Dog Health & Wellness](#)  
[What to Do if Your Dog Is Shaking, Shivering, or Trembling](#)



About Featured Snippets Feedback

The first result somehow answers the question.

The next 4 results don't.

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[pets.webmd.com > Healthy Dogs > Reference](#) ▼

[Dog Shivering or Trembling: Causes and Treatments](#)

Aug 11, 2019 - **When** to See a Vet; Dog **Shivering** and Trembling: Common Causes and Treatments ... It **could** be from joy that you're home, or it **could** be from eating toxic foods. ... So, if your dog suddenly starts trembling or **shivering**, it's important to **take** note of other ... **Shaking** may be a sign **that your dog** is nauseous.

[www.pethealthnetwork.com > dog-health > dog-diseases-conditions-a-z](#) ▼

[Is it an Emergency? Shivering, Lethargy, and More](#)

Feb 7, 2017 - What if **my dog** or cat is **shivering/shaking**? ... or the source of pain, **should** be of concern enough to panic and **take** your pooch or kitty straight ...

[www.pethealthnetwork.com > dog-health > dog-behavior > why-my-...](#) ▼

[Why is My Dog Shaking? - Pet Health Network](#)

Apr 29, 2016 - Learn why your **dog** might shake, shiver or tremble. ... What to **do** if trembling occurs ... What other symptoms **should** I be watching for? If you ...

[www.petcareRx.com > article > my-dog-is-shaking-8-possible-reasons](#) ▼

[My Dog Is Shaking: 8 Possible Reasons | PetCareRx](#)

While happy **shaking** isn't necessarily a problem, some **dogs do** get overly hyper. ... You **should** see your vet immediately if you notice symptoms or suspect your ...

Condition 1 is met indicating that this is a great article to write and rank for easily.


There you have it. We have gone through several comprehensive ways of doing keyword research and getting topic ideas. If you follow these steps, you will have some of the best keywords and topics for your affiliate marketing blog.

# HIRING CONTENT WRITERS

Let's face it. Writing articles for affiliate marketing is not an easy task. Some people do not have the time to sit down and come up with 1500 words of unique and compelling content, while other just cannot do it. Remember, when you are just starting out, you need about 30-50 articles so your website can start gaining some traction.

While this is entirely optional, you can hire content writers to do this for you. There are two ways to go about this.

You can choose to work with a content writing agency like [Content Clerks](#). There are several other content writing websites out there but I recommend Content Clerks because not only do you get in-depth keyword research done for you but also well-researched, SEO friendly articles. You can read about our bulk ordering program [here](#).

 ContentClerks OUR SERVICES PRICING BULK ORDERS BLOG

[PLACE ORDER](#)





The other option is to hire a freelance content writer. You can do this on websites like [Freelancer](#), [Fiverr](#), [Upwork](#) and [People Per Hour](#).

If you want to hire a freelance writer, there are few things to keep in mind.

- The potential candidate should provide you with samples of their work or should be willing to write a test article in your niche.
- Should they agree to doing a test article, make sure the article is free of grammar errors and is original as well. You can use tools like [Grammarly](#) and [Copyscape](#) to check grammar and originality respectively.
- The potential candidate should be able to write both general articles and product reviews.

Working with a content writing website like Content Clerks makes things easier because all writers have gone through rigorous testing and proper training to provide nothing but the best quality.

When you place an order, the most competent writer in that niche is assigned to handle your work. All content is checked for grammar and originality before submission.



# CONTENT STRATEGY

We've talked about how to find the kind of content to write. Now let's talk about how to write it. As a rule of thumb, if you want to start out well in affiliate marketing, you need 30-50 articles on your website.

After publishing these, you can now start publishing content on a weekly basis.

Here are a few things to keep in mind...

## **Publish both informative and affiliate articles**

Internet users are becoming more aware and are able to tell what a purely affiliate website looks like. The best practice is to have combination of both highly affiliate articles like reviews and informational articles.

Informational articles are those that answer people's questions.

## **Link your affiliate blog posts to the informative ones**

Well-researched and properly written informative blog posts will drive a lot of traffic. Instead of just letting this traffic leave your website after knowing what they came to find out, you can try and direct them to related affiliate blog posts that will drive conversions and make you money.

For example, if you wrote an article on how to make homemade dog food, you can link to an affiliate article you wrote about dog vitamins.

## **Article length and frequency of publishing**

Your articles should be at least 1000 words. You can post these 3-4 times a month. Once a month, publish a detailed 3000 word article. Your articles can be product reviews, buyer guides, informational posts and even tutorials. Just make sure you are giving people answers to what they need to know.

## **Include the current year in the article title (When possible)**

Doing this improves your click-through rate. The title "Best Dog Vitamins in 2020" will get more clicks than one that doesn't have 2020.

# ON-PAGE SEO

Now that we have the articles written, we need to do on-page SEO while publishing the articles.

Here are some tips to keep in mind when performing on-page SEO.

- Let the main keyword phrase appear in the H1 title, in the meta description and at least one H2 subtitle.
- Include the main keyword in the first paragraph of the article.
- Have both internal and outbound links on your article. This is a good way for interlinking blog posts.
- Optimize images for web publishing so they can load faster. You can also add "alternative text attributes" to your images based on your keywords.
- Make sure your article is optimized for featured snippets. A featured snippet is a box of information Google places on top of the organic search results in an effort to quickly answer the search query.  
If are using WordPress there are several plugins that can help you achieve this.
- Make use of FAQ Schema on your article. According to Neil Patel, the method works great when it comes to SEO.

There are many other on-page SEO tips to consider. If you are using Wordpress, you can leverage plugins like [Yoast](#) and [Rank Math](#). These are great tools that will help with on-page SEO.

# CONCLUSION

There you have it. We have covered almost all aspects of content strategy when doing affiliate marketing. As I mentioned in the introduction, these are strategies that we use and are working for us and all our clients as well.

If you'd like to try out our content writing service, you can place your order using the link below.

