

5 Great Examples Of Successful Amazon Affiliate Websites

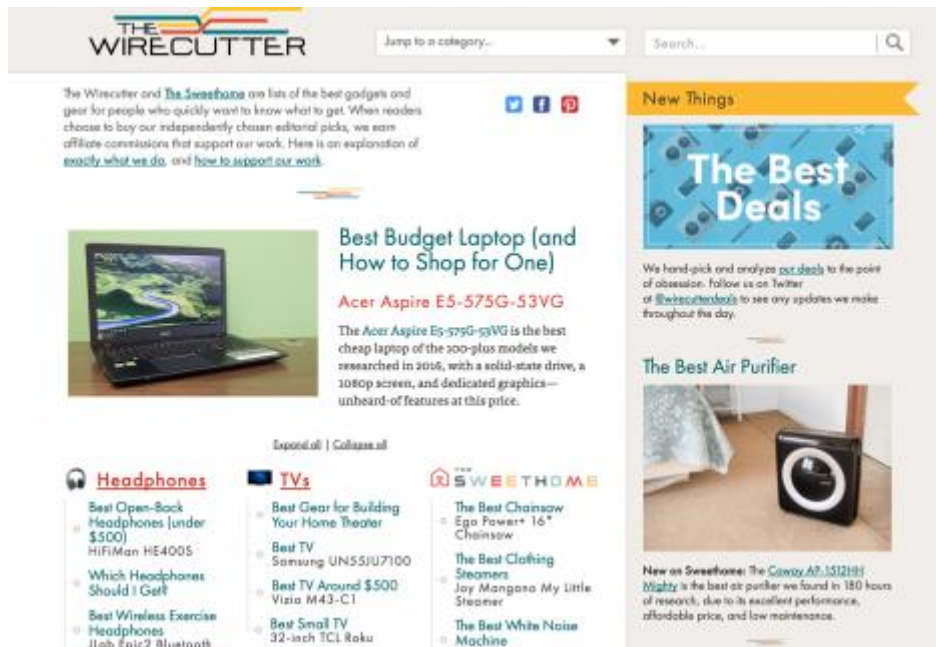
(11 MIN READ)

SHOWCASE:
**AFFILIATE WEBSITE
EXAMPLES**



THEWIRECUTTER.COM

Niche: Gadgets, gear, and electronics reviews



The WireCutter was founded in 2011 by Brian Lam, a former Editorial Director at Gizmodo, when he was so fed up with the advertising model of traditional media empires.

Here's what he said in an interview a few years ago: "I was tired of doing posts that were obsolete three hours after I wrote them. I wanted evergreen content that didn't have to be updated constantly in order to hunt traffic. I wanted to publish things that were useful."

Today, The WireCutter focuses on doing intensive testing and research to create in-depth and useful product buying guides to help readers pick the best products in a wide range of categories.

The 5-year old affiliate website was reported to be acquired for over \$30,000,000 in cash by The New York Times in October 2016.

KEY NUMBERS:

INDEXED PAGES

1290

REFERRING DOMAINS

11.4K

MONTHLY VISITS

8.60M

FACEBOOK FANS

43K+

TWITTER FOLLOWERS

61.1K

PINTEREST FOLLOWERS

2.3K+

CONTENT STRATEGY:

- The Wirecutter's success is obvious once you read any one of their reviews. They do fun tests with products that are so good, they have a very high chance of going viral in each space.
- For example, their review of **best earbud headphones under \$40** is on such another level that all content creators should use The Wirecutter as the premier example of what a product review piece should be.
- I've never seen a product review, or any blog post for that matter, with over 750 comments!

- It looks like they start by reading reviews on Amazon and other major online marketplaces to narrow down the best products of a category and then they actually buy them to run their own tests to come to their own conclusion.
- As seen in another example of [the Best Photo Printers](#), this allows them to create much better, in-depth content than all of their competitors. And it works.
- The Wirecutter has over 11.4k referring domains and are just about dominating Google for every “best [product]” search terms in the gadgets and electronic space.
- They have expanded by starting a sister site, [The Sweethome](#), that is also doing just as well for home focused products.

TRAFFIC SOURCES:



MONETIZATION STRATEGY:

The Wirecutter is upfront about how they make money, which builds trust with their audience through transparency. They mostly make money from Amazon's Associate program, but also use affiliate programs from various other retailers.

Here are some monetization tactics they use:

- They always include a “callout” of their best picks and runner ups towards the top of the article for people who want the info fast and then get into the table of contents and more details
- They use quite a lot of in-content affiliate links to the recommended products throughout the article.
- They also include a callout of their best pick at the end of the review

KEY TAKEAWAYS:

- Actually testing products gives the ability to create much better content than most other niche sites allowing better opportunities for getting links, traffic, and conversions
- Always doing quality, in-depth reviews builds trust with your audience and significantly helps improve conversions.

LUCIESLIST.COM

Niche: Baby product reviews



I discovered Lucie's List in late 2015 and was super impressed by how fast they were able to grow their content and traffic.

The site uses a very good silo structure that definitely helps a lot to achieve high rankings for some of the biggest keywords in this niche.

The marketing team behind the site has also done a very good job at promoting the site. They have successfully secured mentions and link placements on some of the top general and industry specific publications.

KEY NUMBERS:

INDEXED PAGES

407

REFERRING DOMAINS

1.02K

MONTHLY VISITS

213.80K

FACEBOOK FANS

91K+

TWITTER FOLLOWERS

7K+

PINTEREST FOLLOWERS

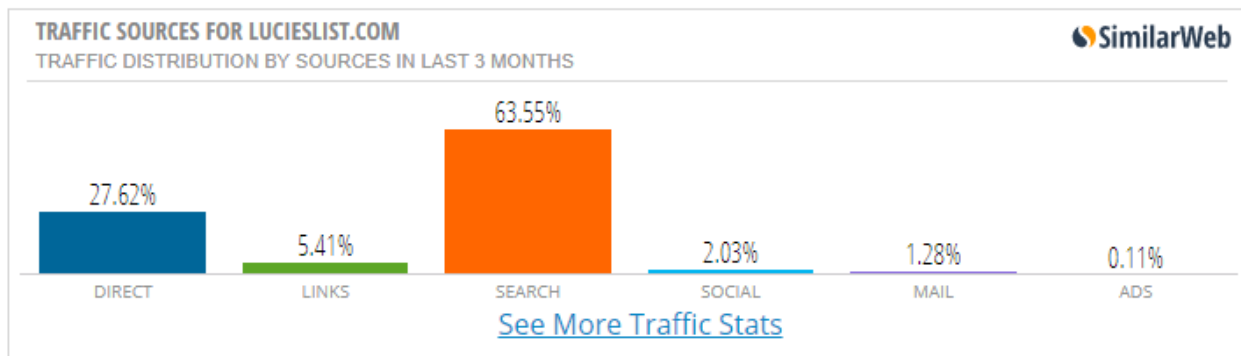
20K+

CONTENT STRATEGY:

- Lucie's List first started getting popular from the newsletter, called "Crib Notes." As soon as you open the site, you're greeted with a popup to subscribe to the newsletter.
- In addition to the name and email, she asks for the baby's due date/actual birthday so she can send more timely and relevant content to the subscriber.
- These three reasons, coupled with good content, are why the newsletter is so popular and her biggest channel.

- You can browse through the [archives of her newsletter](#) to see the type of content that's posted there. Lucie's List really takes advantage of timing content based on the stage the mother is in to offer better content. Many of the emails are strictly info and value with product emails sprinkled in.
- In the main nav bar, you'll discover she has content and buying guides for each stage a woman and her family go through when having a child - baby shower registry, postpartum, infants, toddlers, and a special page for twins.
- The post on [baby strollers](#) seems like the most in depth product post on her site and even then doesn't go into as much detail or have as nice as visuals as the other authority sites above.
- Despite that, there are a lot of product review posts and most of them are located in the [Gear Guides](#) page linked in the nav bar for quick access from any page.

TRAFFIC SOURCES:



MONETIZATION STRATEGY:

Lucie's List is monetized with affiliate programs from Amazon, Diapers.com, Giggle, and more. In her earnings disclaimer, she mentions she strictly relies on affiliate commissions to avoid publishing sponsored posts and it doesn't look like there are any ads on the site.

Both of these tactics are great for building a strong community. Additionally, she has an ebook for sale with a link in the main nav bar.

Here are some monetization tactics they use:

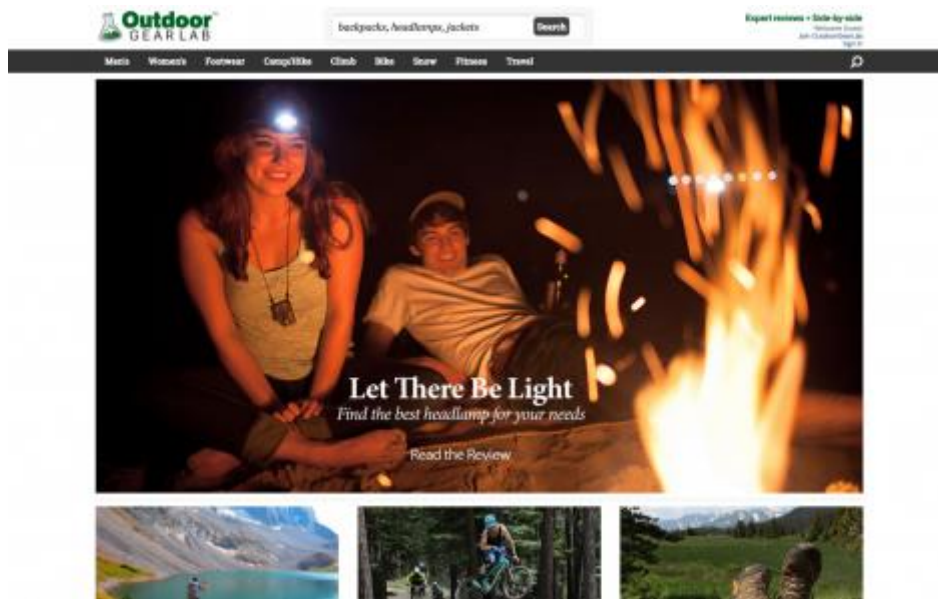
- Publishes valuable info to build credibility and then product reviews to make money
- Monetized only by affiliate commissions and an ebook
- Produces tons of quick product review posts for a wide reach.

KEY TAKEAWAYS:

- Putting yourself in the journey of your audience from problem to solution provides opportunities to give value and sell.
- Being relatable helps build trust and credibility
- Using testimonials from readers about the newsletter next to the opt-in box probably helps increase conversions

OUTDOORGEARLAB.COM

Niche: Outdoor gear reviews



Outdoor Gear Lab (OGL) has been around since 2010 and it's one of the biggest and most trusted place for outdoor product reviews.

Like The WireCutter, OGL has a very intensive testing process to review and pick out the best products to recommend for their audience which is described in detail [here](#).

KEY NUMBERS:

INDEXED PAGES

5500

REFERRING DOMAINS

3.69K

MONTHLY VISITS

1.60M

FACEBOOK FANS

10K+

TWITTER FOLLOWERS

4K+

YOUTUBE FOLLOWERS

17K+

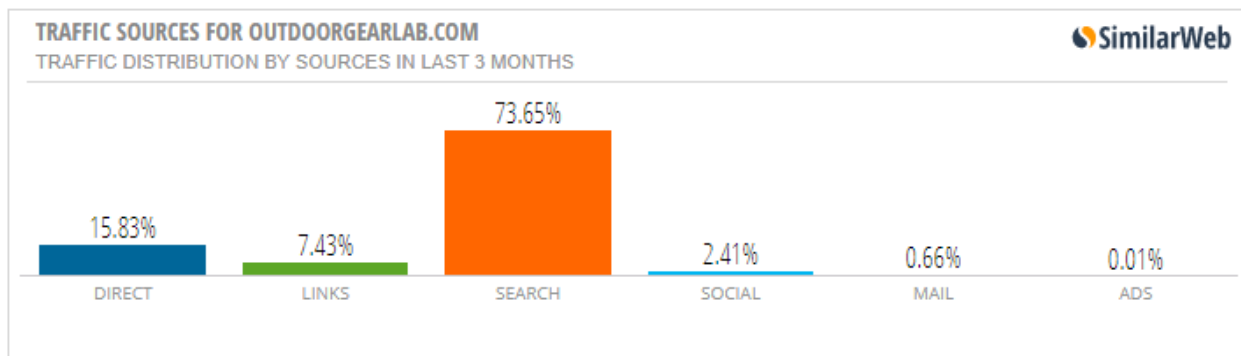
CONTENT STRATEGY:

- At first glance, OutdoorGear Lab looks like an eCommerce store with a ton of categories on the homepage, but when you click on one, you'll see it's a full fledged niche site dressed up in a pretty outfit.
- For example, when you click their post on [Best Ultralight Backpack Review](#), you're immediately greeted with a table comparing different products with a more detailed review of each one below it.
- Interestingly, their review has five unique pages on different URLs: The overview with the table and detailed reviews of the five best products, a ratings page with a full table of all products, a page with a price vs.

value plot chart, buying advice, and a “how we tested” page. This is a ton of content around a single, niche product category.

- It was very difficult to find the link to buy any of the products in the review. In the main table at the top of the overview page, there is a plain text link below the price on some of the products that says “compare at [x] sellers.”
- This link takes you to another page with a table comparing the price at various retailers where you can finally buy. Back on the main review page, when you click a product expecting to be taken to Amazon, you’re taken to an even further detailed review with the only “buy” links being “compare prices at [x] sellers.”
- This is important because they’re doing it on purpose. There aren’t “buy now” links all over the place, because OutdoorGear Labs is focusing on content and gaining the user’s trust in order to build a community for long-term success.

TRAFFIC SOURCES:



MONETIZATION STRATEGY:

OutdoorGear Labs isn't focused on making as much money as possible. Their affiliate links are somewhat difficult to find. As evident by the ability for users to create an account and write their own product reviews in the comments, they see more value in building a community than making a quick buck.

Here are some monetization tactics they use:

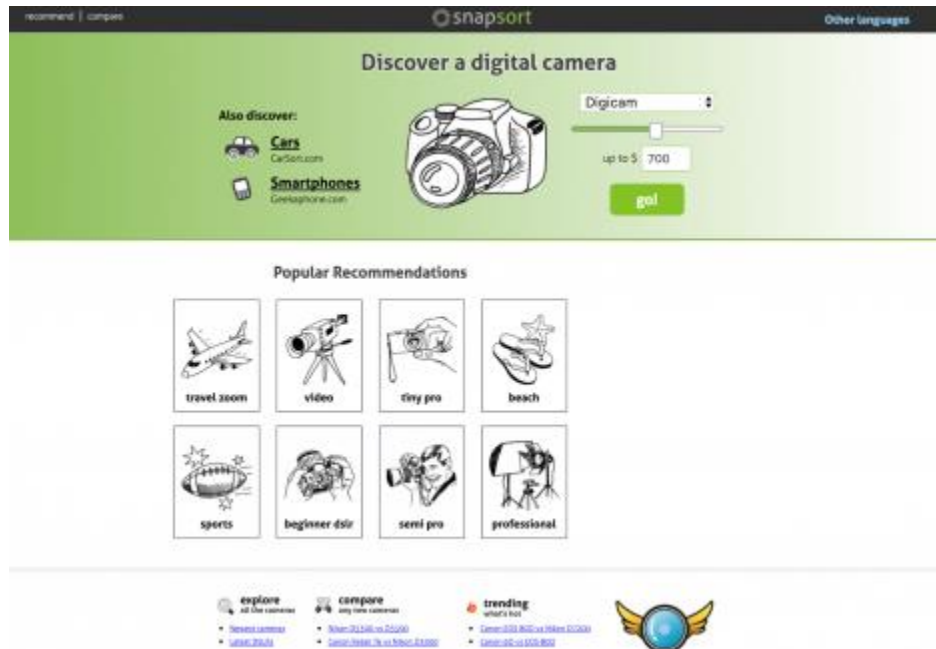
- They don't abuse affiliate links. Make them somewhat hard to find to build trust
- They aren't married to a single affiliate partner. They give their users the option to choose from around six retailers
- Low amount of ads on the sidebar to make extra revenue while keeping the site clean

KEY TAKEAWAYS:

- Focusing on content and building a community can lead to bigger opportunities
- Presenting themselves as an eCommerce store/authority site than "just a blog" increases credibility
- Limiting the number of "buy" links can potentially increase engagement in other areas such as shares and comments

SNAPSORT.COM

Niche: Digital Camera Comparison and Reviews



I'm really excited to show you this site because Snapsort is so different from what most people think of when it comes to building an affiliate website.

The site uses a data-driven approach to produce their review and comparison content. Most of their pages are less than 1000 words but they still rank very high for their targeted keywords.

What they do essentially is gathering specs and features of digital cameras on the market and then use that data to generate side-by-side comparison pages like [this one](#).

This is opposed to the common approach of creating in-depth and long-form content that most people follow.

KEY NUMBERS:

INDEXED PAGES

1,730,000

REFERRING DOMAINS

4.1K

MONTHLY VISITS

1.60M

FACEBOOK FANS

71K+

TWITTER FOLLOWERS

5.6K+

PINTEREST FOLLOWERS

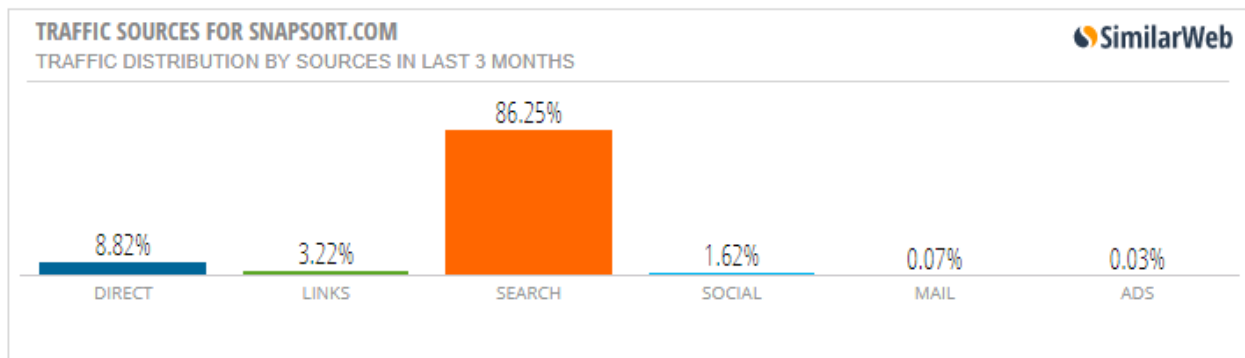
N/A

CONTENT STRATEGY:

- Snapsort is building a brand by being different than other camera review sites. You can tell their site was custom designed, which adds credibility and trust for the user and are therefore more inclined to buy based on their reviews.
- They publish reviews of various digital cameras and navigating the site is easy to find what you're looking for.
- Using their "popular recommendations" section sorted by category makes it easy for people to find a camera based on their needs and ultimate goal of a camera.

- Arriving at an actual review, for example the Nikon D750 review, you'll see that their reviews are not that complex. Snapsort likes to use the camera's features as the main review criteria.
- What's interesting though is they compare these features to other cameras in its class in order to give a more accurate rating, which is a great way to rate technology.
- Their camera vs camera pages also attract a ton of search traffic by ranking highly for thousands of keywords like "camera t3 vs t3i".
- To attract international traffic, they provide the ability to translate the site into a total of 6 different languages.
- Also, you can change the prices that displayed to 11 different currencies and the affiliate links change to the selected country.

TRAFFIC SOURCES:



MONETIZATION STRATEGY:

Users have the choice to buy the products through affiliate links to Amazon, B&H Photo-Video, and/or Adorama. They automatically change the affiliate links based on the selected country as well for further optimization.

Here are some monetization tactics they use:

- Affiliate links to three different online retailers giving the user the choice where to buy
- Automatically switch links based on selected country (11 available)
- They also accept advertising requests in various forms to supplement affiliate income

KEY TAKEAWAYS:

- Translating your site into multiple languages can boost income overtime
- Using custom graphics or illustrations builds branding and credibility
- Not all products can be rated the same. Finding a good way to rate and compare products can help make the user make a better choice and therefore buy
- You don't always need to create long-form written content in order to rank high in Google. What's more important is the ability to serve the users with exactly what they want.

THISISWHYIMBROKE.COM



Niche: Fun gifts and viral items

Born on Reddit, This is why I'm Broke is the epitome of what good branding and marketing can do for a niche site.

This is Why I'm Broke pretty much curated the products posted there into a separate site and then started finding their own products to add.

Eventually, people were posting links from This is Why I'm Broke to that and other subreddits, which gave them enormous amounts of traffic.

Coupled with a good domain name, This is Why I'm Broke became synonymous with interesting and odd items that people buy, but don't necessarily have a lot of use for.

The clever name and interesting curation of products gave them the ability to build a sustainable site without relying completely on Reddit.

KEY NUMBERS:

INDEXED PAGES

37,000

REFERRING DOMAINS

6.16K

MONTHLY VISITS

2.70M

FACEBOOK FANS

320K+

TWITTER FOLLOWERS

10.5K+

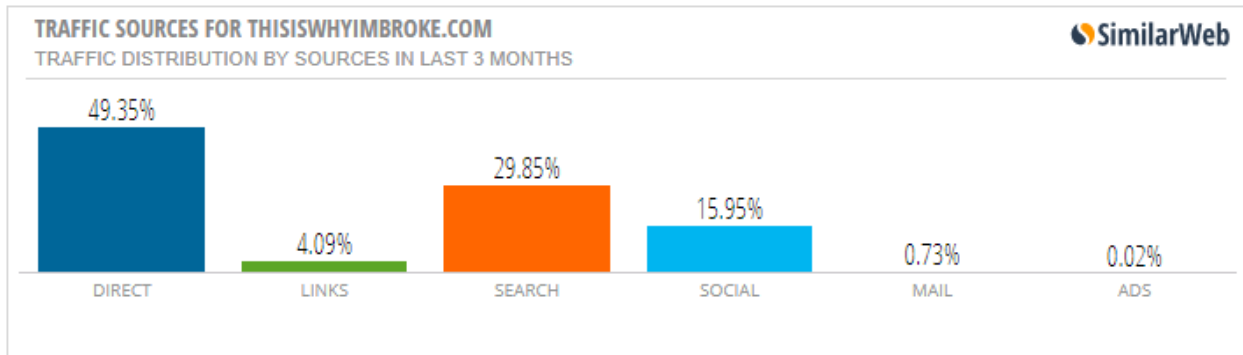
PINTEREST FOLLOWERS

20K+

CONTENT STRATEGY:

- On the site's homepage, you can immediately start browsing products.
- Some products are only reviewed in a few sentences and don't have their own page on the site while some do.
- The links go right to either Amazon via an affiliate code or another site with an affiliate code if applicable. Prices can range from as little \$0.75 to \$200 million (the Playboy Mansion) - the only thing that matters are if the product is interesting in order to keep you browsing on the site.

TRAFFIC SOURCES:



MONETIZATION STRATEGY:

This is Why I'm Broke uses affiliate links for monetization and no advertisements. They also use affiliate links with other retailers and some products have no affiliate link if they're interesting enough to be posted.

On the homepage, there is a large banner with "deals of the day" that takes you straight to Amazon's deals of the day page.

Here are some monetization tactics they use:

- Affiliate links with Amazon and other retailers, but not all products use affiliate links
- Big banner on homepage that is an affiliate link to Amazon's deals of the day page
- Some product names go straight to Amazon or the retailer if they don't have a review yet

KEY TAKEAWAYS:

- Good branding can turn a niche site into an internet phenomenon
- Finding a way to get a lot of press can result in a lot of powerful backlinks
- Using other methods of promotion and traffic generation than SEO could end up helping rankings in the long run