

# **How To Create Review Pages And Why YOU Should be Using Them For All Your Ad Campaigns**

## Introduction

The purpose of this Blueprint is to provide you with absolutely everything you need to do in order to be able to write and set up your own review pages. A very powerful technique that you most definitely should be using to outsmart your competitors on Adwords who are promoting products in the same niche but are not using review pages.

Our findings come from our own proven experience using review pages to promote affiliate products - a formula that many, many times over has doubled our conversions.

Taking the success of our formula and the proven increase in sales it has generated we knew we had to find a way to automate this formula for affiliates in a way that could be accessible to everyone – even the newest of newbies.

So after several months and a considerable investment we have perfected the entire review page process. Our soon to be released **Google Nemesis** is a push button process that will automate the entire review page process for you - so that you don't need to worry about how or what to do – it is simply and quickly created for you.

But the purpose of this document is to discuss the function of a review page, why you should use review pages and then how you can create them quickly and easily with minimum effort.

So let's get started...

## What is A Review Page?

A review page is simply a one page site that offers an honest review of products within a particular niche but essentially promotes the number one choice as recommended by the author of the review page.

It basically acts as a presell for the potential customer and should offer reassurance that you, the author, has researched the current online offerings within that niche and picked the best ones for them to consider so that all they have to do is make their purchase choice.

The number of products on a review page varies greatly and can be anything from 2 products to seven, eight or more. We will discuss later exactly how many products you should have on a review page and why.

The technique of using review pages is used by smart affiliates in the ever increasing world of affiliate marketing and whilst direct linking still continues to work effectively in non-saturated niches - it becomes increasingly difficult to turn a decent profit in niches that a high number of affiliates are promoting in.

So essentially, a review page, whilst it requires more work, will give you a much greater return on your investment (ROI) simply for the extra effort you put in at the start of your campaign.

A review page also makes the purchase decision far easier and faster for your potential customer. The review conveys a sense of reassurance and trust in that someone else has knowledge about the product and the quality of it - therefore reducing the fear of being scammed if they go ahead and make a purchase.

But, and here's the caveat... a review page **WON'T** work if it doesn't have the elements and criteria that will convince the potential customer that yours is an honest and genuine review of the product in question and that you actually know what you are talking about.

## Why Use A Review Page

Setting up a review page takes thought, effort and time if it is to be done properly. But as we said before, review pages will reap you far higher and faster profits than just linking to a vendor's sales page.

So ask yourself this question...

### ***Do you want to see a dramatic increase in your affiliate sales?***

If your answer is 'Yes!' then you need - no you **must** get into review pages and use them in your campaigns consistently - and here's why...

When you promote a product from Clickbank for example, you will often see many other affiliates promoting the same product who are linking directly to the vendor's page. That's ok, competition is good and indicates that the niche is 'alive and kicking' otherwise affiliates would not be promoting product(s) in that niche.

However, the kickback here is that if affiliates are linking directly to the vendor's sales page then most affiliates will be using the same url in their campaigns. You may or may not know that Google doesn't like or even allow duplicate affiliates links and will only allow one affiliate link to display for a vendor on a keyword.

That's a tough cookie if there are loads of affiliates promoting the same product using the same keywords.

So what tends to happen next is that affiliates end up in 'bidding war' to get their ad to display on ppc - because remember they are competing with other affiliates using the same url.

So basically, you have two choices and neither of them are desirable. You either stop promoting that product because the competition is too fierce and therefore the Cost Per Click (CPC) becomes too high - or you end up paying far more for your (CPC) than you should be - crushing potential profits as well as credit card balances.

Not a good scenario but affiliates continue to do it hoping that things will turn around for them - understand that things won't turn around unless you change your campaign strategy.

### **That strategy is a review page...**

A review page with your own domain keeps you well away from the 'tigers den' and as you make sales you can adjust your CPC accordingly to reflect your ROI and increase profits. Additionally, because your site has content that is relevant to the product and it's own url your quality score will go up and your CPC will go down.

As we covered earlier, review pages give a sense of trust and reassurance to the potential buyer. The best products on one page are easily compared and the reasons clearly stated as to why the top products have been chosen. If your review page is properly set up - contact information will be there for the customer giving more reassurance that your site is a trustworthy one to buy from and your own relevant url provides further reassurance to a potential customer.

And last but not least, it is important to mention that many campaigns are abandoned because they don't seem to be profitable on Adwords.

In fact, nothing could be further from the truth – you could set up separate ad campaigns for 3 or 4 products within a given niche and not get one single sale. But if you take those same 3 or 4 products and present them on a review page your sales could hit the roof – the reason why? – because of the factors we have discussed above – review pages work if they are presented well!

## So Why Aren't More Affiliates Using Review Pages In Their Campaigns?

Simple Answer – because it all seems too complicated and time consuming to set up. And... if you are promoting many, many products then the thought of setting up review pages is just too daunting along with everything else you have to do in your online ventures.

Some affiliates are of the mind that they will test the product first via linking directly to the vendor's page to see if it will convert but this is no longer a fool proof way to see if a product is going to convert.

The absolutely best way to test products without spending a fortune on Adwords is via review pages because it gives you a more accurate picture of how that niche is performing in general and which products are selling to that market.

If you are new to affiliate marketing or even well versed in the process there may well be other factors that prevent you from review pages and these tend to hinge on the technical side which you may or may not be comfortable with.

Obviously, for a review page you will need a domain name and hosting – simple and straight forward - yes and can be done in a matter of minutes. But it's usually the next stage where the confusion and inevitable "I don't understand how to do this" comes in and affiliates give up and go back to linking directly to a vendor's page.

First, you need a website building programme like Dreamweaver or FrontPage which is a considerable investment. And unless you really want to learn html, and web design I wouldn't recommend going down this route – spending time design web pages isn't going to make you money – it's going to eat into your time which could be better spent.

The other option is to use a free website building programme like nvu.com and will get you started if you are indeed keen to build your own web pages.

So you have your domain name, your hosting and your web building software – you've put your review content onto your page or design that you created and you have uploaded your site. That's great!

Then you need to look at the products you are reviewing and create your links on that page so that you can track which keywords are working for you. Sounds easy and it is if you have one keyword – but what if you have 5, 10, 20 or even 50+ keywords. That means you need to set up the same page 50 times if you have 50 keywords so that you can track exactly which keywords are working for you.

We will be covering tracking in our next blueprint and will go through these aspects and their importance if we want to make profits in more detail.

**Ok, let's break this down further...**

## How To Create A Review Page That Will Convert!

Not all review pages are equal – some are just thrown up, hardly any information is provided and really just a complete waste of time. On the other hand some Review Pages have upwards of 7 products on them – and whilst they may be all great products – they don't work because it leaves the potential customer confused, too much choice... so they feel they need to think about it and guess what – they don't come back again.

So in this section we are going to dissect a high performing review page and go through the elements that make it successful.

Ok, first take a quick look at this high performing review page site to get an overall look at it.

<http://www.xbox360-repair-guide-4u.com>

Now, we are going to break it down into sections :

**Introduction**

**Product 1**

**Product 2**

**Product 3**

**End of Review**

## Introduction



Ok, the top part of the review page is quite simple and straight forward. A short bullet point introduction, an image on the right side of the page to break the text up which then leads straight into the first product review.

The important thing to note here is that depending on the niche product you are promoting will dictate whether you need a more comprehensive introduction. In this case, short bullet points were enough because this is a very specific product – Xbox repair guides – the visitor searched for the product and knows exactly what it does.

It doesn't need any more explanation than that so we need to make the best use of the space 'Above the Fold' – that is the screen area initially visible to the visitor when they arrive at your site before they start scrolling down the page.

This 'Above the Fold' space is extremely important – if it doesn't hit the visitor straight in the eyes with the information they are seeking when they hit your site and have to start searching around for what they want - they will leave and most likely never return.

Because the product in this example is so specific - all we need are bullet points. We should then jump at the chance to get your link for the Number 1 Top Pick into this 'Above the Fold' area so that it grabs your visitor's attention immediately. This is a very important point and should not be overlooked.

Now, sometimes a niche product will need more explanation i.e. a more comprehensive introduction and it is not always possible to get that Top Pick link in above the fold.

For example, if your product was for an eco-friendly product you might want to provide a more detailed introduction perhaps mentioning the benefits of eco products and so would warrant a longer introduction.

Remember visitors could have arrived at the site via a keyword such as 'eco friendly' or 'find eco products' because they wanted to find out about being 'eco friendly'.

The point here is to make optimum use of the 'Above the Fold' space – don't waste it. For example, if you are review 3 knitting products you don't need an introduction as to what knitting is, because you should be targeting knitters!

It's always a good idea to check out Adwords to see if there are any review pages and see what others are doing on the first couple of pages.

No reviews and you are on to a winner – if there are reviews check them out and see what others are doing so you make yours better and more authoritative.

## Product Reviews

In general, for each of your reviews you should provide clear factual information on the products. This doesn't mean to say that you need to purchase each product and read it – but what you do need to do is look at the vendor's sales page and extract the main benefits of the product and the solution it offers the purchaser.

If the vendor has a good sales page this is easy and quick to do, if he doesn't you shouldn't promote the product – it won't convert. Remember, your review page is a presell and should convince the visitor to buy. If your review page is great and the vendor's sales page is not worth reading then you are not going to get sales.

Aim to review three products ideally – any less and it just doesn't amount up to comparative review and any more and you run the risk of losing your sale by offering too many choices. We've all been there – too many choices so we don't make any choice at all.

Three products allows the review page to be kept concise, quick to read over and easy on the eye so a purchasing decision is not confused with information overload.

Always write reviews from your own experience with the product – for example, “I contacted their support team and received a reply in under an hour”. Keep the review for each product specific and to the point. The potential customer wants to know if it is effective, does it solve their problem, how long it will take. The rest they can read themselves when they make a purchase!

And whilst we are on this point, realise that you should be promoting several products in different niches at any given time – so it is nigh on impossible that you will have tried every product in every niche.

If you want to make money you need to use a little poetic license and speak from your own experience with the product – if it is a good product this should not pose a problem. At the end of the day - you need to ask yourself if you are a marketer or a guinea pig!

If you don't feel comfortable with that you are leaving money on the table and someone else will have no problem taking it away from you.

**So, moving on...**

## Product 1

The screenshot shows a product review for 'Xbox 360 3 Red Lights Fix'. At the top, it says 'Our Choice: Xbox 360 3 Red Lights Fix'. Below this is the product title 'Xbox 360 3 Red Lights Fix' and a small image of the product box. To the right of the image is a quote: 'The Leader in Xbox 360 Repair Guides...'. Below the quote is a paragraph of text: 'This was most definitely our top choice out of all the repair guides we researched. Guaranteeing to fix your Xbox 360 in well under an hour or you get a full refund - no questions asked!'. Below this is another paragraph: 'We tested the guide to see if it actually met its claims and sure enough we were back up and running with our Xbox in considerably less than an hour!'. Below that is another paragraph: 'The simplicity of the guide is helped by its simple instructions, step-by-step videos and an ebook guide with full colour pictures which makes the whole repair process as simple as it could possibly be'. Below this is a paragraph: 'We also tested response time of customer support and had our query answered within the hour.'. Below the paragraphs is a 'Rating 10/10' and a star rating table. The table has three rows: 'BOOK VALUE' with 5 stars, 'EBOOK VALUE' with 5 stars, and 'CUSTOMER SERVICE' with 5 stars. Below the table is a link 'Visit Website Now'. To the right of the table is a paragraph: 'The Verdict: With a full no questions asked 6 week money-back guarantee, an easy to follow ebook, simple step-by-step video instructions and excellent 24/7 customer service - makes this guide a clear winner!'. Below this is a link 'Click Here to Access Xbox 360 - 3 Red Lights Fix'.

For each product reviewed the layout elements are the same – you can see here there is an image of the product, a 10/10 rating, star rating of the criteria you compared across the 3 products and 3 links – above the image, below the star rating and at the bottom of the review copy.

Ok so your number 1 pick is going to have the best review and a slighter longer review than the remaining two products. The image is usually available in the affiliate area of the vendor's site or can be copied from the vendor site for the purposes of promoting their product only.

If you want to go the 'whole hog' make the image a link as well, very often people will click on images so this is worthwhile doing.

## Product 2



[Xbox360-Repair](#)



Rating 9.5/10

Ease of Use	★★★★☆
Speed of Repair	★★★★☆
Customer Service	★★★★☆

[Visit Website Now](#)

**Our Runner Up...**

**Another impressive repair guide - but without the convenience of a step-by-step video instructions .**

The ebook was easy to follow, again with simple step-by-step instructions and pictures. There is however, a members area which will give you access to video repair instructions.

Customer service was good, but we experienced a little longer response time than our number one choice.

A full 100% money guarantee is offered for 8 weeks.

**The Verdict:** *A simple easy to use repair guide with a full 8 week money-back guarantee. - a great runner up to our first choice.*

[Click Here to Access Xbox360-Repair](#)

The second product reviewed has all the same link elements – remember some customers may choose your second or third choice for various reasons so it's important to include them but notice the review is shorter and not so detailed as the top pick. Again you need to point out why this is your second choice and also reflect that in your 10/10 rating and your star rating.

## Product 3



[Xbox360-Fix](#)



Rating 9.0/10

Ease of Use	★★★★☆
Speed of Repair	★★★★☆
Customer Service	★★★★☆

[Visit Website Now](#)

**Also Recommended**

This repair guide was impressive also but not quite up to the same mark as our top two recommendations.

Again a simple easy to follow guide with video instructions.

However, it took us slightly longer to fix our Xbox, just over an hour and customer service was again slower.

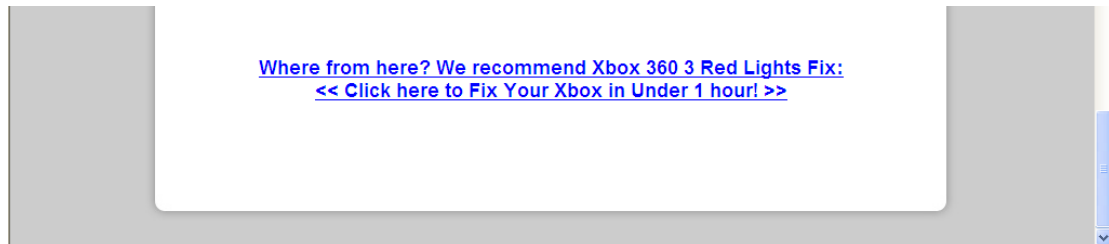
**The Verdict:** *Again, a simple easy to use repair guide with a full 8 week money-back guarantee. - the guide provides clear instructions but not with the speed of our top two choices.*

[Click Here to Access Xbox360-Fix](#)

The third product review is similar to the second one except again for the explanation as to why it is your third choice and again it needs to be reflected in your 10/10 rating and star rating.

## End of Review

The way that you finish your review is important – don't leave potential customers in mid air – give them a 'call to action' in other words tell them what to do next. See here:



Tell them where to click to access the Number One choice – provide the link for them and reiterate a benefit in that link if you can.

You see that the link above tells them that they can have their Xbox fixed in under 1 hour!

Another very important aspect for conversion and also to keep Google happy is contact information. Provide a link to your contact information at the bottom of the review page – another reassurance for potential customers that they have a contact point for you.

In addition, to a contact link it will make Google even happier if you include a link to your privacy policy – again this does not have to be complicated or long and drawn out.

Simply state that you will not share, sell or use their contact information provided in their purchase details.

## **Conclusion**

And there you have it, a tried, tested and proven blueprint formula for creating review pages.

Our aim is to help you succeed with affiliate marketing and to keep you up to date with techniques and methods that work to keep the profits rolling.

There is no doubt that review pages work and that you should be using them in all of your campaigns. But I also realise that for the average affiliate who has a day job, commitments and limited time the prospect of doing all this for one campaign sounds arduous at best never mind doing it for all their campaigns.

But here you have a blueprint for creating review pages. The formula that we use time and time again. We see our profits double on many of our campaigns and have carried out extensive tests comparing review page campaigns against linking directly to vendor's pages.

The result of all this is twofold – firstly we want to get the message out to you that you should be creating review pages for every single one of your campaigns if you hope to start making profits on losing ones or greatly increasing profits on already successful campaigns.

But to be brutally honest I don't know how many of you will actually take this information, and act on it – how many of you are actually going to make this a daily practice for your campaigns so you can shoot your competitors right out of the water?

Or will you just do one and feel it was all too much trouble, hard work and damn confusing to get the website up?

It is work and there is no way around it – review pages are more labour intensive than just throwing up a link to a website in a few minutes. It is very tempting especially if you have time limitations and just not into the idea of creating websites.

But what if there was a way you could automate this whole review page thing so that it didn't take any longer than it does when you just link to a vendor's page?

### **What if you had a system that ...**

- ✓ Created review pages for you at the push of a button – no learning curve for you, or html, or dreamweaver or other web building package for you to sweat over for hours on end.
- ✓ Used proven templates that have already produced \$1,400 profits in just one day!

- ✓ Added your affiliate links for you automatically once you added your review.
- ✓ Managed tracking for you so that you didn't have to set it up for each campaign.

And that was it... you repeated the process for your next review page and the next and the next and the next...

How many of these do you think you would set up 1, 2, 3, or more like 20, 50, and 100 – as easy to take down as they are to upload and taking just as little time as it takes you normally to set up a campaign.

Would you take more notice of the blueprint information here... I bet you would.

I know affiliates are leaving money right there on the table – there are hundreds of niches out there where review pages are not being used at all – and it's a gold mine if you get in there – it's right under your nose.

The one-stop, push button review page creator **Google Nemesis** will be released in the next few days - so if you want to automate the process of creating review pages and automate the process of tracking at the same time – then you really need to consider this in your arsenal of tools.

In essence what I am doing is removing all and any excuses for you not to be able to create review pages, complete with automated tracking quickly and easily with no effort and no prior knowledge needed.

In fact, my programmers have spent months and I have spent thousands of \$\$\$'s to create this software and it's going to seriously rock.

More importantly, it's going to remove the fear factor for you so that you can get in there and compete with the rest of them – only you'll be able to do it bigger, better and faster.

You have everything you need in this document to create review pages that will convert into profits and if you have Dreamweaver, FrontPage or some other web building software great – you can dive straight in and get going with this blueprint if you know how to build those pages.

If you are not so apt at building web pages and feel completely turned off by the whole idea of doing it all yourself anyway herein lies the perfect solution for you.

Google Nemesis will make the whole process a complete breeze from start to finish and will manage everything and I mean everything for you in one application. How much easier could it get to create review pages 'on tap' – not much easier I guarantee.

So I suggest you go back and read through this blueprint again and decide whether you are going to create those review pages yourself or do you want them created for you at push button convenience?

Either way, if you want to stay ahead of the game you need to get going with review pages if you are not already using them – otherwise, like I said before you are leaving money on the table for others to pick up and run with.

Make a decision and enjoy the profits that will follow through.

Best

Chris X