

The **Golden Link** Kindle Ranking Method

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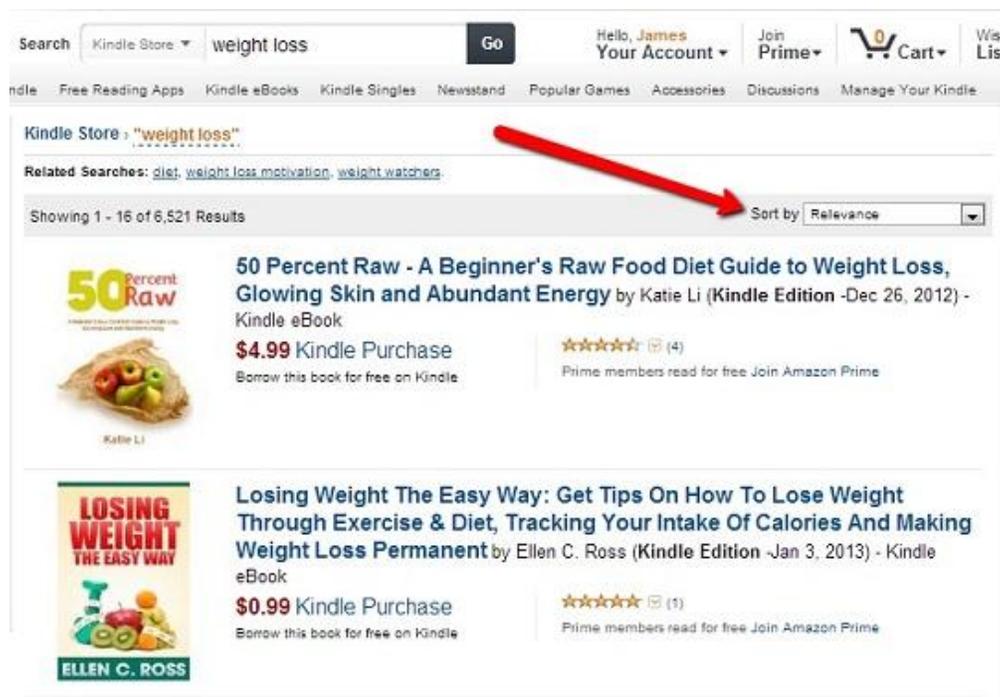
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This special report is dedicated to all the ladies and gentlemen from my 2012 Kindle LookIn Group who helped me to test and perfect the Golden Link method AND helped me keep it a secret for all this time.

But now the time has come to share this method.

It started back in August of 2011. I had become absolutely obsessed with figuring out the Kindle Relevancy formula.

You see when you do a keyword search in the Kindle Store the default order in which the results appear (the “Sort Order”) is relevancy:



When I first saw this I realized that Relevancy MUST be important to Amazon, because why else would they make it the default sort order? A more logical sort (in my mind) would be popularity.

So, I decided to figure out exactly what elements went into determining relevancy AND how to increase the relevancy of an eBook to a particular keyword search.

As I explained in my recent blog post (which I won't repeat in this report because you can read it here: <http://snip5.com/r/?rd=O082C9SEM>) I determined that these things determined if your eBook is relevant to a particular keyword search:

- Title
- Search Keywords
- Category
- Author

Having your target keyword phrase in one or more of those fields WILL result in your eBook showing up in the results when someone does a search for that keyword phrase.

Now, it may show up on page 236 of the results but it will show up.

So that was the first part of the relevancy equation cracked.

The second part was much, much harder to figure out because it involved listing many different eBooks, changing various elements and tracking the results. It was truly a painstaking and time consuming process. Here's an example of one of the many tracking documents I updated and studied daily:

10/13/11

Price: .99

Monthly Sales:

US: 10

UK: 8

Reviews:

Total reviews: [3](#) (4.5 stars)

Ranking:

7th place for KW: dinosaurs

28th place for KW: dinosaur

9th place for KW: Tyrannosaurus

3rd place for KW: pictures of dinosaurs

9th place for KW: Triceratops

7th place for KW: Tyrannosaurus rex

Amazon Best Sellers Rank: #115,513 Paid in Kindle Store (See Top 100 Paid in Kindle Store)

#3 in Kindle Store > Kindle eBooks > Nonfiction > Science > Biological Sciences > Animals > Dinosaurs

#17 in Kindle Store > Kindle eBooks > Children's eBooks > Animals > Dinosaurs

#28 in Kindle Store > Kindle eBooks > Nonfiction > Children's Nonfiction > Animals

Started breaking out Facebook ads by keyword.

Notice that last entry: *“Started breaking out Facebook ads by keyword.”*

Told you I was obsessed!

I was spending a small fortune in Facebook ads just to get some measureable results. Here’s an example of one of my ads:

Ad Preview[Edit](#)

Dinosaur Name Game
amazon.com



Now Available on Kindle.
The Dinosaur Name Game is an interactive game for dinosaur lovers of all ages. Over 50 exciting pictures.

[View on Site](#) · [Create a Similar Ad](#)

(NOTE: I don’t recommend you place Facebooks ads for your Kindle eBooks. It gets very expensive. I only showed you this to give you the full history on how the Golden Link method came about. I used Facebook because it was a fast way to target specific keywords and get some results so I could test my theories)

One day as I was studying the Facebook results and thumbing through my stats an idea occurred to me:

Keywords are VERY important to Facebook. Their whole ad business is centered on targeting specific keywords or demographics. The same is true with Google Adwords.

And the same is true with Amazon. In fact, Amazon advertises HEAVILY on Adwords. They spend millions of dollars on Adword Ads. Why? Because they understand the power of targeting specific keyword phrases. So would they not consider a keyword search that a potential customer types in to the Amazon search box to be an extremely important indicator of relevance?

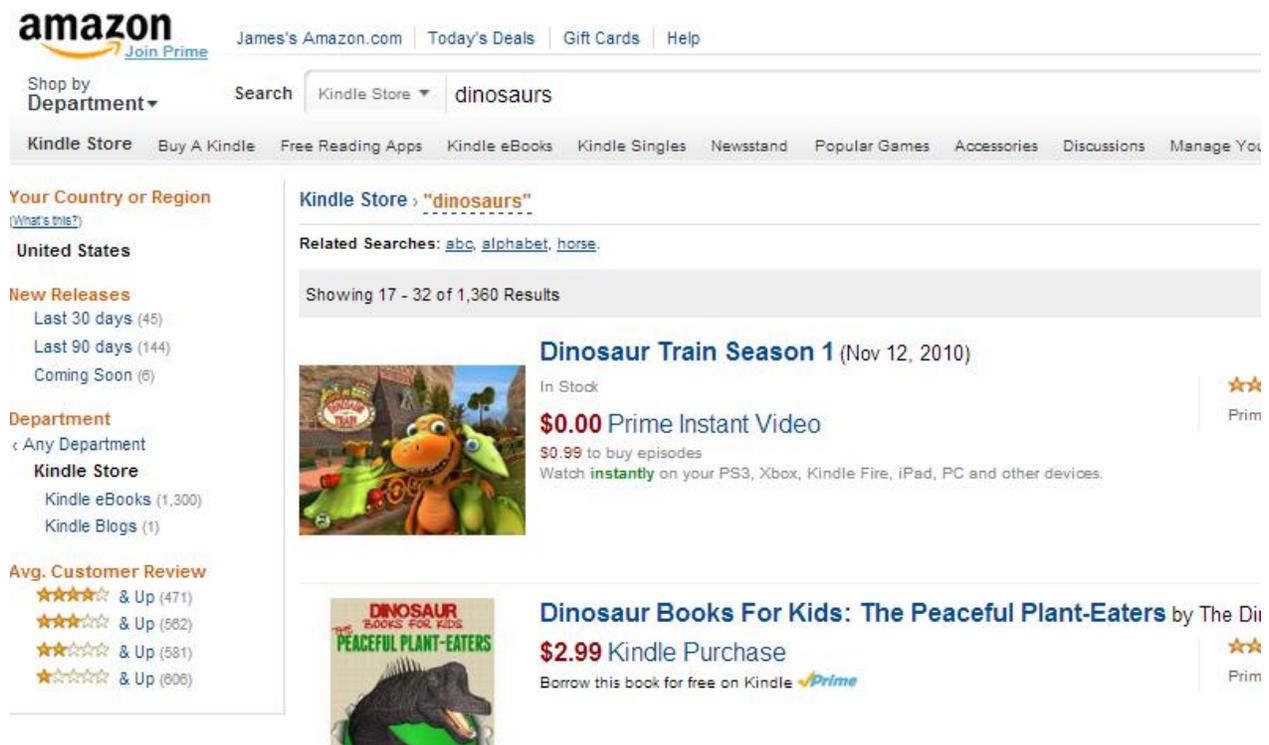
The answer is: They Should!

I decided to test this. I changed my Facebook ads to link NOT to the eBook landing page but rather to the search results for the keyword phrase I was targeting.

For example, I was initially linking directly to the eBook like this:



I changed my ad to link like this:



You can send people directly to the page your eBook is showing up on by using the page token in the link, like this:

http://www.amazon.com/s/ref=sr_pg_2?rh=n%3A133140011%2Ck%3Adinosaurs&page=2&keywords=dinosaurs&ie=UTF8&qid=1358100142

After a couple of days I noticed the eBook climbing up in the Rankings – within 3 days it went from being practically invisible on page 20 of results to being on page 1!

Ok, several questions you probably have:

Q) Is there any way to link people directly to my eBook without having a bunch of other eBooks show up as well?

*A) Yes. You can include your eBook's ASIN number in the link. So if your keyword phrase is "dinosaurs" and your eBook has an ASIN number of **B00ALNOO8K** your link would look like this:*

http://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Ddigital-text&field-keywords=dinosaurs%2C+B00ALNOO8K

(the %2C in the link is the code for a space since you can't have a space in a link. It's important to include the space or this method won't work.)

Q) Is this a blackhat method?

*A) I consider a blackhat method one that violates the terms of service of Amazon or Kindle KDP. There is nothing in the terms of service this disallows this linking method. If you use this method I suggest you use a redirect link instead of a direct link so you can easily change it if Amazon changes its TOS in the future. I use Wil Mattos' [EZ Redirect script](#) for my redirects. (That's **not** an affiliate link – I recommend it because it's a great product.)*

Q) How do I actually use this method? How do I get people to buy my eBooks through the Golden Link?

A) When I first started doing this I was using Facebook ads which as I mentioned got very expensive. Back then there was no KDP Select and no way of setting your

eBooks to free. Today you can take advantage of the free promotional days by enrolling your eBooks into KDP Select. So, the best way to get people to download your eBooks is to set it to free for a couple of days and have a bunch of your Facebook friends, relatives or even people on your email list to download it.

Q) But is it as effective if you set your eBook to free and have people download it?

A) Absolutely. I've seen NO difference in the effect on rankings using this method with your free promotional days.

Q) But, I've heard "Pulsing" (ie: setting your eBook to Free) is NOT as effective as it once was.

A) It's not. But we're talking about using pulsing along with the Golden Link method which provides the link juice to super change the Pulsing method.

Q) Isn't this just a temporary way to get your eBook ranked higher? Won't the eBook fall in rankings over time?

A) Not if your eBook is good AND it's truly relevant to the keyword search. After you get your eBook to the top of rankings it will naturally stay there due to customers searching for your eBook and purchasing it.

