

BEST PRACTICES FOR OPTIMIZING REVIEWS

YouTube

- Maximize your info and settings.
 - Title should be about 70 characters
 - Description should include keywords, phrases and information on video's content
 - Keyword tags can be up to 500 characters – take advantage
- Get into detail.
 - Do a big reveal – unboxing builds anticipation for the real review
 - Title should be descriptive – “Brand review” is ineffective
 - Talk about the product and its practical uses
 - How did *you* use it?
 - How can others use it?
 - What are some outside-the-box ideas for use?
 - Take action – demonstrate how to use the product in the real world

Blog

- Optimize your post for SEO
 - Title should be about 70 characters
 - Post should include 300 words, minimum
 - Include at least one image – bonus if it's an original
 - Use keywords
 - Use relevant tags, categories

- Use Yoast SEO plugin to ensure you're hitting all the right metrics
- Use your affiliate link!
 - Link images, keywords, brand, product ... you name it!
 - Add banners interstitially to increase brand visibility
 - Grab datafeed images that already have your affiliate link embedded
 - Share deal links as a call-to-action to entice you readers
- Share your post on social media
 - Share early and often – use this opportunity to reach out to your followers and get eyeballs
 - Share a few different times, a few different ways, always linking back to your blog

General

- DISCLOSE DISCLOSE DISCLOSE
 - Per the FTC, all relationships that have a material connection (money, experience, product, etc., in return for mention) must be disclosed
 - Disclosure should be both in video and in description
 - Blog or social media disclosure should be at the beginning
 - Failure to disclose per FTC guidelines will result in removal from program
- Constructive criticism is fine, but be fair and honest. If you hate it, let's talk.
- Share the deal links in ShareASale
 - Landing pages are great, but deals are better
 - Link shorteners are fine - ShareASale license plate link, PrettyLinks, Thirsty Links are the best.