



# WP AmaNiche

niche automation made simple

## Userguide

version 2,0



# intro

first a big thankyou for purchasing WP AmaNiche. We are sure you will like this plugin and that it will help you in your online marketing activities.

## Legal Stuff

You have the right to use this plugin on as many sites you own but you do not have the right to sell, share, reproduce or giveaway this plugin or parts of it. If you sell a site that has this plugin you will need to delete this plugin and advice your buyer to buy the plugin. You can use your affiliate link for it as WP AmaNiche has an affiliae program. More about that later in this guide.

We do not claim any income or earnings and we have done our best to make sure everything is verified but you can not hold us responsible for any errors, inaccurencies or omissions. The plugin is made to help you build sites faster which can make you money but we can not state how much or even if you will earn money as all is dependend on how much effort you put into it. This report is for information purposes only.

# Menu

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# Upload the Plugin

The first step you will need to do is upload the plugin. You can use the standard wordpress way by selecting the zip file and activate the plugin. The plugin will also create two files called buy.php and rel\_buy.php. If those files can't be created you get a message and you will need to use ftp to upload those files yourself. You will find these files at your download page.

A great free program to upload files using ftp is filezilla  
<http://filezilla-project.org/download.php>

## Activate The Plugin

The next step is going to your wordpress admin. In the page Plugins you will find the plugin AmaNiche there. You will need to click the activate link to have the plugin working.

After you have done that there will be a new heading in the sidebar most likely below the settings part that says AmaNiche

Before the plugin can be used though you will need to enter your details.

## Options

The next step is going to the options page of the plugin. When you do not see the options page of AmaNiche you will need to click the word AmaNiche in the sidebar of wordpress admin to make it collapse and it will reveal all pages inside the plugin.

The plugin uses the Amazon API (Webservice) and you will need to enter your details.

The API keys you will need are not the same as your normal associate-id. If you haven't signed up for the Product Advertising API yet you will need to do that. Do not worry it's a matter of a few minutes and it's free.

In the option page there is a step by step instruction with screenshots.

You can use the plugin with all Amazon countries but you do have to be an associate of that country. So if you are an affiliate only for the USA you can not use it with the UK site unless you sign up at Amazon.co.uk before

# Search

*Search Amazon Products*

Keyword  (for instance product or brand)

Below is Optional

Category  (see below)

Main Category

Minimum Price \$/€/£/¥  .  (use **no** currency signs, points or comma's in the fields!)

Maximum Price \$/€/£/¥  .  (use **no** currency signs, points or comma's!)

# of Results returned

**Category number** you can enter the number of the category at Amazon to select only products from that category. To find the number of a category you can use the search function on the page Search Category of this plugin or you can look at the url of Amazon.  
if the category url you want products of is for instance  
[http://www.amazon.com/Golf-Sports-Outdoors/b/ref=sa\\_menu\\_golf10?ie=UTF8&node=34108518&pf\\_rd\\_p=3286551018&pf\\_rd\\_s=left-nav-1&pf\\_rd\\_t=101&pf\\_rd\\_l=507846&pf\\_rd\\_m=ATVPDKIKX0DER&pf\\_rd\\_r=1C53V590H32R4D11E9PK](http://www.amazon.com/Golf-Sports-Outdoors/b/ref=sa_menu_golf10?ie=UTF8&node=34108518&pf_rd_p=3286551018&pf_rd_s=left-nav-1&pf_rd_t=101&pf_rd_l=507846&pf_rd_m=ATVPDKIKX0DER&pf_rd_r=1C53V590H32R4D11E9PK)  
you see the words node=..... that number is what you will need.  
You will also have to select the main category where is category belongs to

I advice you to create a wordpress post category first that you will use for all your products. For instance the category **Products** or **Shop**. At the custom menu part I will explain why

The only thing that you do need to enter at the search page is keyword. The rest is all optional.

Category: you can enter the number of the subcategory. You can find that number using the search categories page of AmaNiche. If you use this you will need also to enter the Main Category. In most cases it will be very obvious what the main category is but sometimes it will be harder to find out. A good site to find the main category or search index as Amazon calls it is the <http://www.browsenodes.com> site

Using the maximum and minimum prices will help you get back only those products you really would like to include. (This only works with the USA Amazon site.)

After the search it will return the products and you decide upon which to include and over which period you want to publish it. You can spread it out over 6 months and have it start at any time in the future or past

**[UPDATE 28 November 2009]**

Starting with version 2.0 there are a lot of new features

## **Layout**

### **Advanced Layout**

### **Custom Menu**

### **Manage**

#### **Layout**

The layout option will help you style your product post. You have 3 choices simple, default or shop.

**Simple** will only display the description of the product and your affiliate link.

This choice is if you want a very light weight page and maybe add other things to that post. Or it's also a good option if you want to use the template to customize everything.

Because the plugin will insert a lot of product details as wordpress custom fields which you can call use the standard wordpress function get custom field. In the Appendix I have a list of all custom fields and an example how to call them.

**Default** is a layout that has an image, 5 attributes and the description below that. You decide on which attributes of that item should be displayed. For instance brand, listprice, price, average ratings, number of reviews or size. There are way over 230 item attributes that can be used but they will only return results if that attribute is indeed applicable to that item. For instance you can't use the attribute **Actor** on a Outdoor Grill or Author on a Blu Ray player. In those cases you would choose Brand.

It uses a wizard type of approach so you do not have to know anything about HTML code to style it the way you like.

**Shop** One of the reasons why I think that makes this plugin the best Amazon plugin available. This layout again uses a fill in the blanks type of approach where you first select the position of the image and next it will ask what you want next to the image and what you want below it. Again only select those attributes that are making sense on your products. If you use the image to the left or to the right version I advice to use a template that gives you at least 600px in the post area. Otherwise it will be pushing out the sidebar on some themes and that does not look good.

#### **Advanced Layout**

A small peak behind the curtains...what happens with the layout is that it's written in a file and that file will be called upon when showing the post and it will replace on the fly the custom fields. You can style the post template in any way using the advanced layout. In the appendix is a list of all available custom fields which you can use and examples. In the template you use **{attribute}** where you want some custom field filled in. For instance if you want to show the author(s) you enter **{Author}**

**But all this is optional. It's there if you want. If you want a real customized layout and don't know how to do it we can help you with that too. Just send us an email**

## **Custom Menu**

This is for creating menu modules. Like for instance show the Brands, Price range etcetc. What it does behind the scenes is it will create wordpress categories and add the posts to those categories that the product belongs to. You can do this of course by hand but using this option it's faster and each module will be available as a widget in your template.

## Manage





































when you have products added to your site the screen will look like this one below

### Manage Products

This page is for a quick overview of your products you have imported into your site. You can edit them or delete them. If you delete a product also the post will be deleted. The mass delete function will delete all products you imported into the site so use that with care :)

A note on the update column. If there are no visitors on the page it will not update within 24 hours. What happens behind the screen is when somebody lands on your product page the very first thing what is done is check how old the price is. If it's more then 23 hours it will update the price first before displaying anything. All this is done in split seconds. But when you have very few visitors to your page it will show the last date someone visited that product page. If you go to the page yourself and return here and do a refresh you will see it is updated

### Products

id	Image	Name	Price	Updated	View Post	Edit	Delete
1		Stuhrling Original Men's Water Sports 'Regatta' Automatic Diver Watch #161.33111 <a href="#">↗</a>	119.99	2009-11-27 20:46:05			
2		Stuhrling Original Men's Water Sports 'Regatta' Watch #161A.331657 <a href="#">↗</a>	159.99	2009-11-27 20:46:07			
3		Suunto Regatta Wrist-Top Boating Computer Watch with Compass and Sailing Timer <a href="#">↗</a>	159	2009-11-27 20:46:08			
4		Hamilton Khaki Navy Regatta Mens Chrono Quartz SS #H77636343 <a href="#">↗</a>	698	2009-11-27 20:46:11			
5		Stuhrling Original Ladies Lifestyle 'Regatta' Automatic Divers Watch #162.112231 <a href="#">↗</a>	126.99	2009-11-27 20:46:12			
6		Stuhrling Original Ladies Lifestyle 'Regatta' Automatic Divers Watch #162.111111 <a href="#">↗</a>	129.25	2009-11-27 20:46:13			
7		Stuhrling Original Ladies Lifestyle 'Regatta' Automatic Divers Watch #162.112238 <a href="#">↗</a>	135	2009-11-27 20:46:15			
8		Stuhrling Original Women's 'Regatta La Femme' Divers Diamond Bezel Swiss Watch # 162A.115927 <a href="#">↗</a>	299	2009-11-27 20:46:17			
9		TAG Heuer Men's Aquaracer Calibre S Regatta Chronograph Watch #CAF7110.BA0803 <a href="#">↗</a>	1046.5	2009-11-27 20:46:17			

Behind the name is a link to Amazon to that product, you will see the price, when the last update was and a link to the post on your site and you can edit or delete the product.

At the bottom of the manage screen is also a mass delete option. Only use this if you really want to start over as it will delete all products from your site.

# Resources and Tips

Earn 50% on advertising this plugin. We have an affiliate program where you can earn an instant 50%. As we use a software called RAP as our backend you will get paid instantly to your paypal account. No waiting for checks but right away.

Affiliate link : <http://wpamaniche.com/index.php?e=yourpaypalemail>

replace **yourpaypalemail** with your paypal email adress.

Or you can sign up as an affiliate and use a username as link. That is at

<http://wpamaniche.com/index.php?action=affsignup>

**Niche Ideas:** The easiest way to find ideas for an Amazon niche site I always get while browsing the Bestsellers categories at Amazon. [Bestsellers](#) and the most wished for items [Most wished](#). If you select the categories in the menu you can go much deeper into categories and looking at the products that will appear I get in half an hour browsing more then 25-30 new niche ideas.

**Research:** ok the most important part of your Amazon niche site.....doing this wrong is the difference between income and frustration. What I do is I look for keywords(products) that have at least 1000 searches in exact match using [Google KeywordTool](#) and with less then 10,000 competing sites in Google when searching with quotes. This is not a hard figure as when I see a product being searched for 4,000 times a month and the competition is 20,000 I also might give it a shot. But basicly I try to keep inside the 0 - 10,000 range. A perfect tool for your research is [Micro Niche Finder](#)

**Other plugins:** I recommand the following plugins to use with your site.

1. [MaxBlogPress Ping Optimizer](#)
2. [Google XML Sitemaps](#)
3. [Dagon Design Sitemap Generator](#)
4. [All in One SEO Pack](#)
5. [Admin Management Xtended](#)
6. [WP-PostViews](#)
7. [Yet Another Related Posts Plugin](#)
8. [WP-DB-Backup](#)

**Building Backlinks:** The trick with these Amazon niche sites is to get a good domainname and low competition and it will most likely rank almost by itself. But you will need to do some backlink building and I have two tips. Take it **SLOW** and the other is use the free trial of [SE Nuke](#). Build a few backlinks each day. don't go overboard and mass submit your site to hundreds of sites or build 50 links in 1 day on your brand new domain. Take it easy and do little by little each and every day. In most cases a week of relaxed backlinkbuilding will be enough to get top rankings on these kind of sites

**Hosting:** Use a webhost where you can add more then one domainname to your account

and if possible unlimited. We use [Hostgator](#) and for \$7.95 a month you have unlimited bandwidth and unlimited diskspace and can host unlimited domains with them.

### *Software we recommend*

**[FileZilla](#)** Filezilla is a free FTP program that you can use to upload your files to your hosting account

**[Se Nuke](#)** will help you in building backlinks by automating a lot of processes. It will enable you to create accounts for web2.0 properties, bookmarking sites, article directories and video sites fast and automatically confirm them. Submitting, bookmarks, articles, content or rss feeds, spinning articles and pinging it will take a lot of work out of your hands. They have a free trial.

**[Micro Niche Finder](#)** This software will help you find uncovered niches fast

**[Animoto](#)** Online video creating tool. Creates good looking video's in minutes just using a few images

### Reading Stuff

#### Forums

<http://warriorforum.com/>

<http://www.earn1kaday.com>

the e1kad forum is one forum that I highly recommend. The people there are all motivated and knowledge shared there is real helpful. It's a private forum where you pay a monthly fee.

Some blogs I like to read which deal about affiliate marketing

<http://www.thelazymarketer.com/blog/>

<http://affiliate-blogs.5staraffiliateprograms.com/>

<http://blog.affiliatetip.com/>

<http://www.affiliatestuff.co.uk/>

<http://www.winningtheweb.com/>

<http://www.doshdosh.com/>

<http://www.shoemoney.com/>

<http://www.netprofitstoday.com/blog/>

If you run into any problems or errors let us know

You can reach us at [info@enichepublications.com](mailto:info@enichepublications.com)

Thanks,

Edwin Boiten, Arjen Bootsma & Angelina Holland

### **APPENDIX**

in the file amaniche\_attributes\_code.xls is a long list of all the attributes you can use in your template. When you use the advanced layout version you will need to enter the attribute code where you want that replaced on the fly with the value of that

for instance **{Actor}** if the plugin encounters this code it will look at the custom field called Actor and replace the code with the value of that so it becomes for instance **Will Smith**

If you use a custom template you can also use it there. But then you will need to use the wordpress function **get\_post\_meta()**

example to get and display the value of the custom field Actor

```
<?php
$post_ID = $post->ID; //(only add this once in your page in the wordpress loop)
$actor = get_post_meta($post_ID, 'Actor', true);
echo $actor;
?>
```

You can use any of the available custom fields that are in the list. The name of the custom field is the same as the attribute code but without the { and }

Once again I want to stress that this is optional. You do not need to use this but it's available for you if you know how to work with it. If you want us to make a custom template you can send us an email at [info@enichepublications.com](mailto:info@enichepublications.com)

## UPGRADE

if you use the new version 2.0 on a blog that holds an older version of Amaniche you will need to deactivate the older version first. Reason why is because there are some functions in this new version that are triggered at the point of install.

You will see that the switch should be without any problems but the layout you have to set again if you do see strange results. You can switch to the new shop layout use the default or simple layout and customize your template..

If you run into any troubles please let us know.

You can reach us at [info@enichepublications.com](mailto:info@enichepublications.com)