The Affiliate SEO Playbook

How to get free organic traffic to review sites - a Pickzox exclusive bonus.

Target long-tail first: '[product] review' beats 'best software' for new sites.

One keyword per page: Don't cannibalize your own rankings.

Internal linking: Link every review to 3-5 related posts.

Update old posts: Freshness boosts rankings - revisit quarterly.

Realistic timeline: 3-6 months for new sites to gain traction.

Build topical authority: Cover every angle of your niche.

E-E-A-T signals: Author bios, About page, real contact info.

Don't ignore Bing: Easier wins while Google ramps up.