

How to Outrank Amazon for Non-branded Long-Tail Phrases

Are You Losing Business to Amazon on Head Terms?

If you are losing out to Amazon on Organic Search head terms, you're not alone.

According to a leading international search agency, Searchmetrics, their SEO Visibility Score, which ranks how visible and prominent a site is in organic search, has Amazon at number 1.

<http://www.searchmetrics.com/news-and-events/biggest-spender-us/>

Many of our customers are concerned, saying, "With Amazon selling our products, having access to our content, and superior page authority, Amazon outranks us in organic search on most of our head terms."

"With a superior page authority, Amazon and other companies larger than us outrank us in organic search on our head terms. However, our partner, YourAmigo, makes up our lost business, and more, by enabling us to outrank Amazon and others on thousands of non-branded longer-tail terms".

Jeff McRitchie, VP, Online Marketing – MyBinding.com

Google Sees 15 Billion New Organic Phrases Monthly

Google now sees 500 million new search phrases every day that has never been before. 94% of all searchers use Organic Search and 6% use Paid Search, so the majority of those 15 billion new searches every month are coming through organic search.

This creates a great opportunity to outrank Amazon for multiple long-tail terms in organic search by using YourAmigo's unique, innovative and scalable Spider Linker™ engine.

YourAmigo Clients Outrank Amazon With Innovation

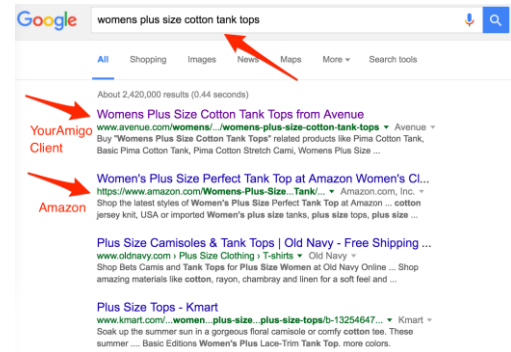
Google has already identified the path for this innovation. Google's Eric Schmidt said recently, "The biggest disruptor that we are sure about is the arrival of **big data and machine intelligence**. This disruption will not only change every business globally, it will also have an important impact on the consumer market as well".

YourAmigo started down this path 4 years ago. YourAmigo developed a Big Data platform and Artificial Intelligence engine which finds and processes terabytes of search data daily. This data includes reviewing over one billion web pages to find and capture thousands of new, unbranded, long-tail search phrases daily through organic search.

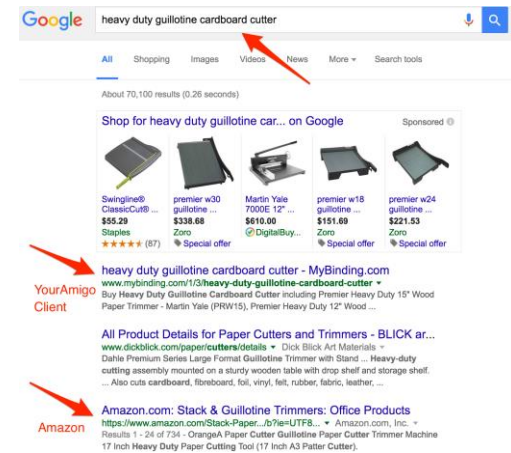
Using this data and our unique platform, YourAmigo's search analysts can scale to create thousands of unique, additional, relevant pages which Google ranks highly for long-tail searches. (see examples opposite)

YourAmigo's clients outrank Amazon and attract millions of clicks per month, new incremental traffic and revenue.

Avenue Outranks Amazon



Mybinding.com Outranks Amazon



DestinationXL Outranks Amazon

