



**Hands-on Exercise No. 1**  
**Batch-02**  
**Affiliate Marketing**

**Total Marks: 10**  
**Due Date: 04/08/2022**

**Instructions:**

Please read the following instructions carefully before submitting this Hands-on Exercise:

- Use MS Word to prepare exercise solution.
- You may consult tutorials and videos if the concept is not clear.
- Your submitted exercise will not be considered/counted if:
  - It is submitted after due date.
  - It is not in the required format (.doc or .docx)
  - It does not open, or file is corrupt.
  - It is copied (partial or full) from any source (websites, forums, students, etc.)

**Learning Outcome:**

After completing this exercise, you shall be able to:

1. Explore the product categories on Amazon
2. Analyze Intent of a keyword
3. Use “MOZ” “Keyword Surfer” & “Google Trends”
4. Find the low competitive affiliate niches

### **Problem Statement**

Assume you want to start an Amazon affiliate website. You're required to find an Amazon affiliate niche with a minimum search volume of 1000, and the keyword difficulty should be less than 30 on MOZ. The Google trend of niche should be more than 30.

1. Go to "Amazon.com" and change the location to US.
2. Explore the products categories to get the affiliate niche ideas.
3. Find the selected niche search volume on "Keyword Surfer."
4. Check the keyword difficulty on "MOZ keyword tool."
5. Analyze the trend of keyword on "Google Trends."

You are required to perform the above-mentioned steps (with complete details) and provide screenshots of all the steps performed in the MS Word file.

BEST OF LUCK ☺

## **How to take screenshots?**

Method 1: Press “Windows logo key + PrtScn key”, It will take a screenshot and save it automatically to C:\Users\[YOUR COMPUTER NAME]\Pictures\Screenshots

Method 2: Press the “PrtScn” key and paste it to MS Word.

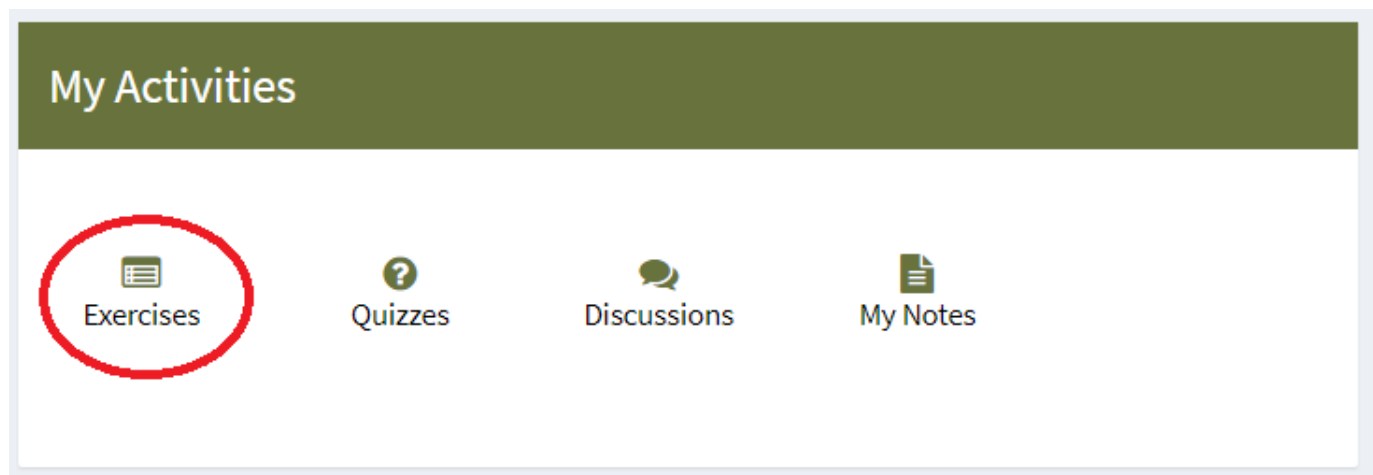
Method 3: Press “Windows + Shift + S”. Your screen will appear grayed out and your mouse cursor will change. Click and drag on your screen to select the part of your screen you want to capture. A screenshot of the screen region you selected will be copied. You can paste it in the MS Word by pressing Ctrl + V.

\*To solve the Hands-on Exercise, you need to paste all the screenshots in MS word with the mentioned tasks and save it.

## **How to submit solution file on LMS?**

Please perform the following steps for submitting your solution using LMS:

- 1) Login to the LMS
- 2) Click on the **Exercises** button within the **My Activities** section



3) Click on the submit button to upload your Solution.

The screenshot shows the DigiSkills.pk Learning Management System interface. The header includes the logo and the text 'DigiSkills.pk Learning Management System'. The main heading is 'Hand's On Exercise'. Below this, there is a breadcrumb trail: 'Home > Hand's on Exercise'. A section titled 'FRL101 - Freelancing' contains a table with the following data:

Title	Exercise	Due Date	Submit	Marks
Hands-On Exercise No. 1	<a href="#">Exercise File</a>	Dec 20, 2018	<a href="#">Submit</a>	Total Marks: 10.00

A red arrow points to the 'Submit' button in the table. Below the table, there is a 'Submit Now' button. A 'Back' button is visible in the bottom right corner.

4) Keep in mind to upload your Solution in .doc or .docx format