



**Hands-on Exercise No. 2**  
**Batch-02**  
**Affiliate Marketing**

**Total Marks: 10**  
**Due Date: 25/08/2022**

**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. Do and analyze the Keyword Research
2. Differentiate the commercial & informative keywords
3. Analyze the fellow keywords ideas for your affiliate niche.

### **Problem Statement**

Keyword research is one of the most important factors in Affiliate Marketing after the niche research process. Based on your selected niche in Hands-on exercise 01, now you will do keyword research and perform the following tasks:

1. Find at least 5 best match commercial keywords for your niche.
2. Find & gather the informative keywords related to your niche and list at least 5 of them.
3. Find 2 fellow keywords for each commercial keywords you found in Task- 01

To perform these tasks, you can use any of the keywords research method taught by the instructor in the video lessons. 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.

**Note:** While selecting the related keywords make sure that keywords volume should be 150 at least. You can use either “SeoStack Keyword Tool” or “Moz” tool to perform the Hands-on exercise tasks.

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.

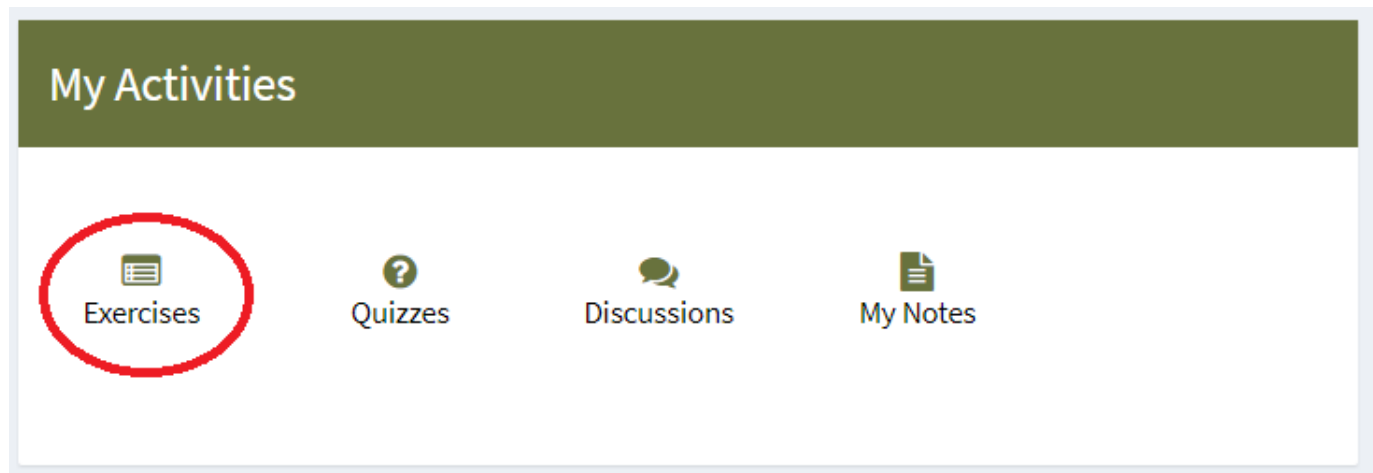
Method 3: Press “Windows + Shift + S”. Your screen will appear grayed out and your mouse cursor will change. Click and drag on your screen to select the part of your screen you want to capture. A screenshot of the screen region you selected will be copied. You can paste it in the MS Word by pressing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

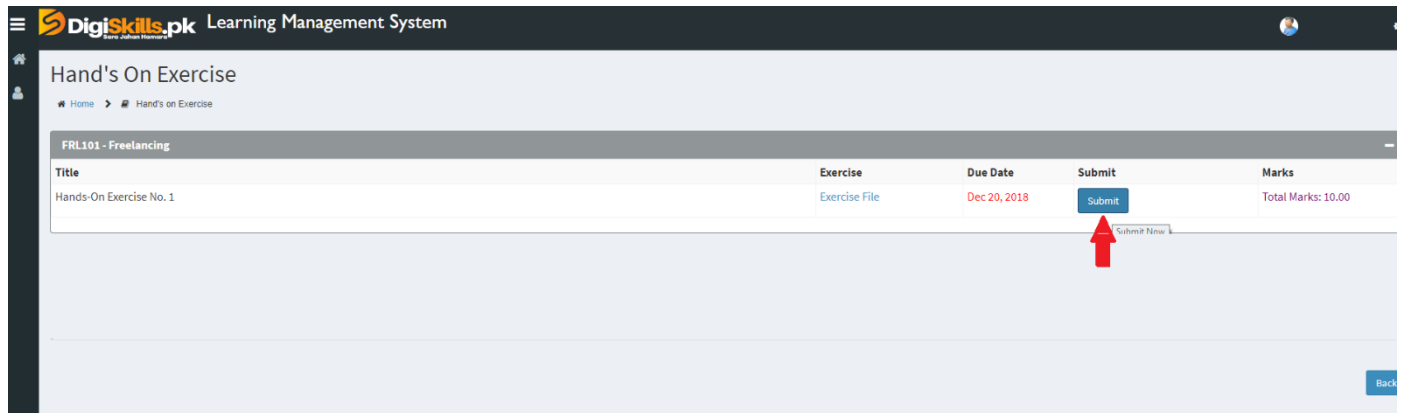
## **How to submit solution file on LMS?**

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.



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