

Whyrll.com – Designed by Affiliate Marketers for Affiliate Marketers

Webinar Date: 2nd September 2014

Speaker: Roy Yap is a commendable tech writer and the co-founder of Whyrll.com. This is a new writing platform.

Whyrll.com

- From Squidoo writers, the Whyrll.com authors created a new version of selling platform that is easier to use and has more dynamic benefits.
- The objective of this talk is to introduce Whyrll and discover how you can become a writer, how you can contribute to Whyrll and earn some money at the same time.

What is Whyrll?

- User generated content website that focuses on interesting unique and quirky products.
- Brainchild of two former Squidoo members/affiliate marketers – Rothman Perreras (known for Kapitalbilly in Squidoo) and Roy Yap.
- A highly visual website that combines elements of Pinterest and Squidoo. Quick and fun way to browse through hundreds of visually interesting products in over a dozen categories.
- Easiest and fastest way to write and publish a product promo or review. Write a short article, upload an image and add an affiliate link. Click Publish.
- If you have your own site, you can also create a backlink to your site.

Can you write a quick product review in 100 words or more?

Writing a post is easy as 1-2-3

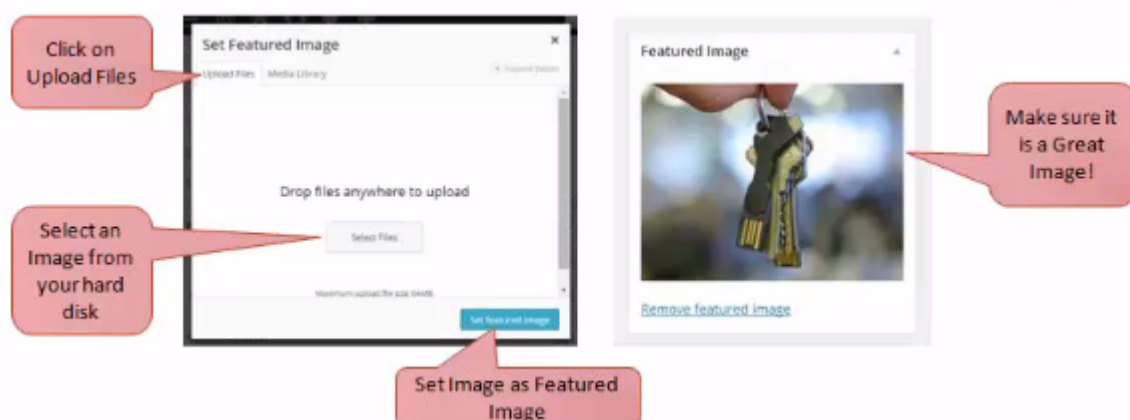
1. Write a 100+ Words Review

- The system will block you if your article is less than 100 words
- The platform is similar to what we normally see in wordpress platforms



2. Upload a Great Image

- This is as important as the article.
- Many traffic that comes now are from Pinterest.
- We are targeting the US because they are very strong in online shopping compared to other parts of the world



3. Remember your Affiliate Link

- A 1000 word article is possible but this lessens that space for your image in publishing.
- There's no video engine yet but you can use Youtube as a video platform.



Debunking the 500 Word SEO Strategy

“You need articles with 500 words or more to rank on Google” Google SEO Expert

- This depends on what you are searching

“You need articles with a personal content to rank on Google” Another Google SEO Expert

- Sites and pages have consistently ranked very well on Google despite having minimal content and low word count.
- Whole sites filled with posts with less than 500 words are doing exceptionally well on Google and are out-ranking pages with much more content.
- Proven to work on own personal site for example in GetdatGadget.com
- From a reader point of view, how much content are you expecting for a write up for a “Star Wars Millennium Falcon Sun Shade”?

Some real examples from Google

1. "Gotcha Cap" – a baseball cap
 - First result is a Youtube Video
 - Second result - describes it in 113 words
 - The articles are less than 200 words

This screenshot shows the top search results for "Gotcha Cap". Callouts point to specific results:

- #2 – 113 words Product manufacturer's site**: Points to the second result, "Gotcha Cap - Less Lethal Self-Defense Tool - FAB Defense".
- #3 – 181 words Gag gifts site**: Points to the third result, "Gotcha Cap Self-Defense Tool | DunderMifflin.com".
- #6 – 80 words Tactical gear blog**: Points to the sixth result, "Less Lethal Self-Defense - GOTCHA - Zentel".

2. "Camera Lens Coffee Mug" – it's a mug that looks like a camera lens
 - You don't need a 500 word article to rank in Google

This screenshot shows the top search results for "Camera Lens Coffee Mug". Callouts point to specific results:

- #3 – 70 words Camera store**: Points to the third result, "Camera Lens Cup (First Generation - Lens Coffee Mug)".
- #4 – 157 words Geek gifts store**: Points to the fourth result, "ThinkGeek - Camera Lens Mug".
- #6 – 200 words Online store**: Points to the sixth result, "Whetstone Camera Lens Coffee Mug - Walmart.com".

Some real examples from Google

3. “Guardians of the Galaxy Duvet” – bed cover for Kids with the new Marvel characters

- The copied articles actually still can rank in Google
- Whyrll ranks in #5
- This debunks the 500 word SEO requirement

The screenshot shows search results for 'Guardians of the Galaxy Duvet'. Callouts indicate the following word counts for specific results:

- #4 – 96 words Kids Online Store
- #5 – 128 words Whyrll.com!!
- #6 – 96 words Online Store
- #7 – 96 words Online Store

We don't need Google

- Don't rely on Google entirely on traffic
- While Google is important, Whyrll will not be relying entirely on Google for traffic.
- Social Media plays an important role on traffic generation for Whyrll
- Traffic from Pinterest is high quality and the traffic has proven to convert
- Traffic for Whyrll in August is shown below - Pinterest is the top source of traffic

Referrers for 30 days ending 2014-08-31 (Summarized)

2 Days | 16 Days | Quarter | Year | All time

2014-08-01 to Today

Referrer	Views
pinterest.com	2,160
Search Engines	1,481
DumbleUpz	126
Facebook	120

Why not Give it a Whirl or Whyrll? What we offer at the moment?

- 74 registered users, 40 active users with at least 1 Whirl. Most users are former Squidoo writers with many years of writing experience.
- 729 Whirls published. Average of 18 posts per day.
- 11,100 Pageviews to date. Average of 277 views per day. Weekly pageviews is on the rise.
- Many keywords ranking on the first page of Google. An amazing achievement for a site that is just more than a month old.
- Whyrll supports virtually all affiliate marketing programs like Amazon Affiliates, CJ.com, VigLink, Linkshare, Fancy, Share a Sale, etc. You can also link back to your own store or site.
- Users are already reporting sales and earning money less than a month after joining Whyrll.
 - We do not accept spam posts.
- Simple and easy to use tools for creating your Whirls. Option to add additional images and YouTube video to your posts.
- Wordpress Jetpack statistics available to all users.
 - This allows you to see what posts are popular in the site.
- Pioneer users on Whyrll will enjoy the perk of keeping 100% of all earning made through their affiliate links. This is a permanent perk and is a limited offer.
- Beginner Guides are available on Whyrll.com on how to create a Whirl, how to sign up as a affiliate, and much more.
- Join Whyrll today. It is FREE! Why not Give it a Whirl on Whyrll?

<http://whyrll.com/wp-login.php?action=register>

Question and Answer

Q: You mentioned about the quality of image that must be used in the posts. What can you say about the copyright of the image?

A: You are promoting a product and you are not making money off your writing itself, it's more on the product itself. As long as you don't take the image from somebody else the copyright image is normally okay. We advise our writers to get their images from sale site itself for example in Amazon or you can go to the manufacturer's website itself and see if they have pictures available for you to use. Right now we are not policing the images because we do not have the resources yet to do this. If we were to get any complaints on the copyright images then we will take action on that to remove the post or change the image.

Q: If I get the image from Amazon and enhance it, can I use that to get more traffic?

A: It would depend on the site itself whether they do allow making changes to the image. We will not advise on this because it depends on several factors.

Q: How do we get to join?

A: You can go the whyrll.com. There is a dedicated tab that will help you or anyone join easily in Whyrll. Guides include how to join, how to add avatar and profile, what are the "whyrll not" list, how to create posts, how to register for an affiliate account, and more tips. The recommended affiliated programs are Amazon Associates, CJ Affiliate, Shareasale.com and Fancy.com. To register, go to Whyrll.com and click the Register Button at the top.

Q: Can you demonstrate how easy it is to post a new article with a picture? This will take a few minutes and it is done.


A: It takes indeed less than 10 minutes. It is noted that the link shared in the posts is rotated, meaning sometimes you'll see your link sometimes you'll see ours.


Q: Do we have to sign up to other affiliate sites and copy the links to the whyrll site?


A: Yes, you use the links to your posts in other affiliate sites in Whyrll. The guide will also help you on this. Posting is very easy to do.

For more information on Whyrll

 <http://whyrll.com> – Whyrll Website

 <https://www.facebook.com/whyrll> - Official Whyrll Facebook page

 <http://www.pinterest.com/whyrll/> - Official Whyrll Pinterest page

 <https://twitter.com/whyrll> – Official Whyrll Twitter page

If you found any error on this document, kindly email feedback@kclau.com. We certainly need your input to improve.