



# Increase Your Affiliate Income with Content Clusters

WITH LEANNE  
SCOTT

## ABOUT LEANNE

Leanne Scott, Founder of Passive Income Superstars. Leanne swapped a stressful job as a GP to become a blogging coach, passive income strategist and the founder of Passive Income Superstars. Through her work teaching affiliate marketing, email marketing and digital product creation, she has helped a community of over 9000 bloggers build passive income streams and quit their 9-5's to focus on making money doing what they love most.

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[00:00:07.930] - Liz

So maybe you've joined some affiliate programs and you're starting to make some money with affiliate marketing. Congrats. But you know you can do more. Today, I have a fantastic strategy for you that will help you boost your affiliate marketing sales and increase your organic traffic.

[00:00:21.370] - Liz

Hey, I'm Liz Stapleton, host of the Blogger Breakthrough Summit, and welcome to the Blogger Breakthrough Summit podcast, where I share some of the incredible tips and tricks shared during our most recent summit. In today's episode, you'll be learning from affiliate marketing and passive income all star Leanne Scott. Let's hear what she has to say.

[00:00:37.530] - Leanne

So you can create these sort of purchase intent keyword formulas where you would keep these in mind every time you join a new affiliate program and create clusters of content targeting different keywords. So we want to be looking at reviews, comparisons, best products within a certain niche or for a certain person, the how to guide where the product is part of that solution, tutorials, demos, case studies, how to use a product. Best places to stay in a certain place. Is a certain product worth it? That's a little bit like a review post.

[00:01:13.250]

These are all the sorts of keywords that you need to be targeting if you want to earn a good income with your blog. So once you've written one of these articles, you shouldn't stop there. You need to write more articles around the same topic. Now they need to be slightly different. You don't want to write the same article in several different ways because you're just basically competing with yourself, but you need to look at it from different angles. So, for example, if you've written a review article, then perhaps you could write a comparison, or perhaps you could do a top ten listicle, or perhaps more of a solution focused article or tutorial.

[00:01:49.320] - Leanne

I'll just mention the product and other blog posts and linking back to those review posts and interlinking all of your blog posts together. And the more related content that you have around a topic, the more that Google is going to start to see you as the expert. It also helps to keep someone coming back to your site until they are ready to make a purchase. And if you can add a related lead magnet to these pages to get that person onto your email list or to at least follow you on social media so that you have a way to reconnect with them.

[00:02:22.100] - Liz

All right. Hopefully this episode has helped show you how you can strategically build out content on your site that will help boost affiliate sales. Be sure to join me next time when we take a look at why reviewing your nurture sequence is so important. So I'll catch you then. In the meantime, if you want more Blogger Breakthrough content, check out our website, [BloggerBreakthrough.com](http://BloggerBreakthrough.com).