

## BONUS #3

# The Amazon "External Heat" System

How FBA & KDP Sellers Can Use Side-Door Traffic to Boost BSR,  
Dominate Categories, and Break Free from Amazon PPC

*A Companion Bonus to the Side Door Traffic System  
by Tony Briggs & Ava Winslow | smartprofitguide.com*

## Why Amazon Sellers Who Ignore External Traffic Are Losing the War

Amazon PPC costs have increased an average of 50% over the past three years. Sponsored Product ACoS (Advertising Cost of Sale) for competitive categories routinely exceeds 40-60%, meaning sellers are spending \$40-60 in ads for every \$100 in revenue. For KDP publishers, the math is even worse — thin margins make PPC essentially impossible to justify.

But here's what Amazon openly documents and almost no sellers actually leverage: Amazon's A9 algorithm gives a significant ranking bonus to products that receive external traffic. Amazon calls it a "conversion rate signal" — when buyers arrive from OUTSIDE Amazon and purchase, it tells Amazon's algorithm that your product has demand beyond Amazon itself. The result is dramatically improved organic ranking.

*This is "External Heat" — and it's the single most underused Side-Door available to Amazon FBA and KDP sellers in 2026.*

## How the External Heat Algorithm Works

Signal	What Amazon Measures	Why It Matters
External Click-Through	Visitor arrives via non-Amazon URL	Indicates brand demand outside Amazon
Purchase Conversion	External visitor completes a purchase	Highest-weight ranking signal
Session-to-Order Rate	% of external sessions that convert	Compares favorably vs. cold Amazon traffic
BSR Velocity	Speed of rank movement in category	Fast BSR drops signal trending products
Brand Search Lift	Increase in branded keyword searches	Signals growing brand awareness to Amazon

Amazon's Brand Referral Bonus program even REWARDS sellers who drive external traffic with a 10% rebate on sales generated from non-Amazon sources. Amazon is literally paying you to use the Side-Door method.

## The 7 External Heat Channels for Amazon Sellers

### #1 AEO Content + Brand Mention Strategy

AI engines are increasingly answering product questions. When someone asks ChatGPT "what is the best [your product type] for [use case]?", you want your Amazon listing to be the recommended answer. This requires creating supporting content that AI engines can cite.

#### Implementation Steps:

- Create a simple brand website or Medium blog covering your product niche
- Write "best [product] for [use case]" posts that include your Amazon listing URL
- Create FAQ content that AI engines can pull from ("How to choose the right [product]")
- Use Amazon's Attribution links in all external content to track conversions and earn the Brand Referral Bonus
- Submit all external content pages to Google Search Console for fast indexing

### #2 Pinterest Product Pins (FBA & KDP)

Pinterest drives enormous amounts of shopping intent traffic — and it indexes in Google, meaning a well-optimized pin can show up in Google Image search for years. For KDP sellers, Pinterest is particularly powerful: readers actively search for book recommendations on Pinterest, and book cover images perform exceptionally.

#### Implementation Steps:

- Create a Pinterest Business Account and link it to your Amazon store (for Brand Registry sellers)
- For each product, create 3-5 pin variations with different angles/backgrounds
- Write keyword-rich pin descriptions using Amazon's own backend keywords
- Create themed boards: "Gifts for [Audience]" boards convert extremely well
- For KDP: create "book recommendation" pins and "reading list" boards
- Use Amazon Attribution links in pin descriptions to track and earn bonus commissions

### #3 YouTube Product Review & Demo Videos

Product review videos rank in Google search for product terms AND drive warm, purchase-ready traffic to Amazon listings. A single "[Product] Review 2026" video can generate consistent External Heat for years.

## Implementation Steps:

- Create "honest review" videos for your own products — authenticity converts
- Include B-roll of the product in use, unboxing, and comparison shots
- Put your Amazon listing link in the first line of the video description
- Target search terms: "[Product Name] review", "best [product] 2026", "[product] vs [competitor]"
- For KDP: create "book flip-through" and "reading vlog" style videos
- Repurpose video content as TikTok, Instagram Reels, and Facebook videos

#4

## Facebook & Instagram Organic Strategy

You do NOT need to run Facebook ads to generate External Heat. An organic Facebook Business Page and Instagram account for your brand can consistently drive warm traffic to Amazon. The key is educational/entertaining content, not sales posts.

## Implementation Steps:

- Create a Facebook Business Page for your brand (not your personal profile)
- Post 3-4 times per week: product tutorials, customer photos, tips/tricks in your niche
- Join Facebook Groups where your buyers congregate and become a trusted resource
- On Instagram, use Stories with Amazon link stickers (available to all accounts)
- Use Amazon Attribution links in your bio and all posts for tracking + Brand Referral Bonus
- Run occasional posts to your email list highlighting new Amazon listings

#5

## Email List via Lead Magnets

An email list is your most powerful External Heat tool because YOU control it. Amazon can change its algorithm tomorrow — your email list is yours forever. Every product launch email to your list creates the "velocity signal" Amazon loves most.

## Implementation Steps:

- Create a product-related lead magnet (care guide, recipe book, usage tips PDF)
- Include a QR code in every physical product package linking to your freebie sign-up
- For KDP: include a "bonus chapter" or "reading guide" opt-in inside your book
- Use ConvertKit or MailerLite (free tiers available) to manage your list
- Send an "early access" email to your list on every new product launch day
- Build sequences: new subscribers get a welcome email with your Amazon store link

## #6

### Influencer & Creator Outreach (Micro-Influencer Strategy)

You don't need a mega-influencer with 1M followers. Micro-influencers (5,000–50,000 followers) in your niche have HIGHER engagement rates and their audience trusts them. A single honest review from the right micro-influencer can create a sustained External Heat signal for weeks.

#### Implementation Steps:

- Find micro-influencers using Instagram search + hashtags in your product niche
- Offer free product in exchange for an honest review (no payment required at micro level)
- Provide them an Amazon Attribution link so you can track the traffic and earn the bonus
- For KDP: reach out to BookTok creators (TikTok) and Bookstagram accounts
- Start with 3-5 micro-influencers and track conversion rates before scaling
- Build relationships — recurring posts from the same influencer compound over time

## #7

### Reddit & Niche Forum Strategy

Reddit threads about product recommendations show up in Google search results for years. A single relevant thread mention can send sustained External Heat to your listing indefinitely. The key is to be genuinely helpful, not spammy.

#### Implementation Steps:

- Find subreddits relevant to your product: r/BuyItForLife, r/amazonfinds, r/booksuggestions
- Answer product recommendation threads with your item as ONE of several suggestions
- Create "I made this" posts if you're a handmade/private label seller — Reddit loves authentic creators

# BONUS #3: The Amazon "External Heat" System

Side Door Traffic System | Affiliate Exclusive Bonus

Side Door Traffic System  
smartprofitguide.com

- For KDP: answer book recommendation threads in r/suggestmeabook with your titles
- Use Amazon Attribution links in Reddit posts for tracking (always disclose affiliation)
- Never post the same link twice in quick succession — quality over quantity

## The BSR Velocity Launch Plan (New Products)

When launching a new product or KDP title, the goal is to create a "heat burst" in the first 7-14 days. This is how you do it:

Day	Action	Expected Result
Days 1-2	Email your existing list with early access + Amazon Attribution	Immediate sales velocity signal
Days 2-4	Post in Facebook Groups + Reddit threads (non-spammy)	External traffic begins flowing
Days 3-5	Publish 2 Pinterest pins + 1 YouTube video about the product	Google indexing begins
Days 5-7	Send product to 2-3 micro-influencers for review	Organic content creation begins
Days 7-10	Publish AEO blog post targeting product keywords	AI engine citation potential
Days 10-14	Second email to list: social proof / early reviews	Conversion rate signal reinforced
Day 14+	Maintain 3x/week Pinterest posting + monthly blog update	Sustained External Heat ongoing

## Special Section: External Heat Strategies for KDP Publishers

KDP publishers face unique challenges — thin margins and difficulty with paid advertising. External Heat is not just useful for KDP sellers, it may be the ONLY viable traffic strategy given the economics. Here are the highest-ROI tactics specifically for KDP:

**BookTok (TikTok):** 15-60 second "aesthetic reading" or "book flip" videos consistently go viral. A single viral BookTok can sell hundreds of copies overnight. You don't need to be on camera — B-roll of your book, a candle, and coffee performs just as well.

**Goodreads Author Profile:** Claim your free Goodreads Author profile, link to your Amazon book page, and actively participate in reading groups relevant to your genre. Goodreads traffic converts to Amazon sales better than almost any other source.

**BookSirens / NetGalley (ARC Strategy):** Send Advance Review Copies to readers BEFORE launch. Even 10-15 early reviews dramatically improves your Amazon conversion rate when the book goes live, multiplying the value of every external traffic visitor.

**Kindle Unlimited Promo Strategy:** Use KDP Select free days strategically: drive External Heat to your free promotion via all the channels above. A free-day spike in downloads resets your BSR and

# BONUS #3: The Amazon "External Heat" System

Side Door Traffic System | Affiliate Exclusive Bonus

Side Door Traffic System  
smartprofitguide.com

creates organic visibility that lasts for weeks after the promotion ends.

**Author Newsletter:** A newsletter for your author brand is your most powerful long-term asset. Readers who opt in have an average lifetime value 10-20x higher than cold Amazon browsers. Build it from day one, even before your first book launches.

**Learn every Side-Door traffic channel in the complete system.  
Get the Side Door Traffic System at [smartprofitguide.com](https://smartprofitguide.com)**