

HOW TO BUILD AN AUTHORITY AMAZON NICHE SITE

(Making \$5000/Month - My Strategy Revealed)

By



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ABOUT AUTHOR

(Author, Digital Marketing, Entrepreneur, Blogger, Home Business and Instructor)

SACHIN has been a Digital Marketing & Web Designer for nearly 15 years - 5 of which he has been self-employed. His work has taken from working for some start-up dot com companies in the early 2000's.

I have trained people and companies on SEO, Video Marketing, Online Marketing, and the use of Digital Marketing, Twitter, Facebook, Google Search and the correct usage of Google AdSense.

My goal is to produce the absolute best material, best courses to help you to bring your life to the next level and to help you to conquer all the goals you have so you can live a more fulfilled life. So that everyone feel welcomed and that course benefited them.

Now, I am focusing on helping other people create their own online empires. It is my goal to help others by teaching and coaching them to achieve their own successes!

I love creating content and helping my reader, reach their potential. I created each one of them thinking about YOU. Let me help you achieve your learning goals & take you on a journey to success, wealth and happiness!



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Course Design & Written by: MURLI

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MEET OUR TEAM

A little over one year ago, I launched a brand new site on a brand new domain name.

Last month that site made over \$3,000.

Today, I'm going to walk you through exactly what I did to make that happen. To be honest, I did nothing more or less than what has already been covered in depth in the Niche Site Project 3 series of posts.

However, I think that sharing a review of the strategy and tactical steps I've taken to grow the site, all in one article, will teach you how to build an Amazon Associates website, even if you are not willing to read all of the posts in the last project.

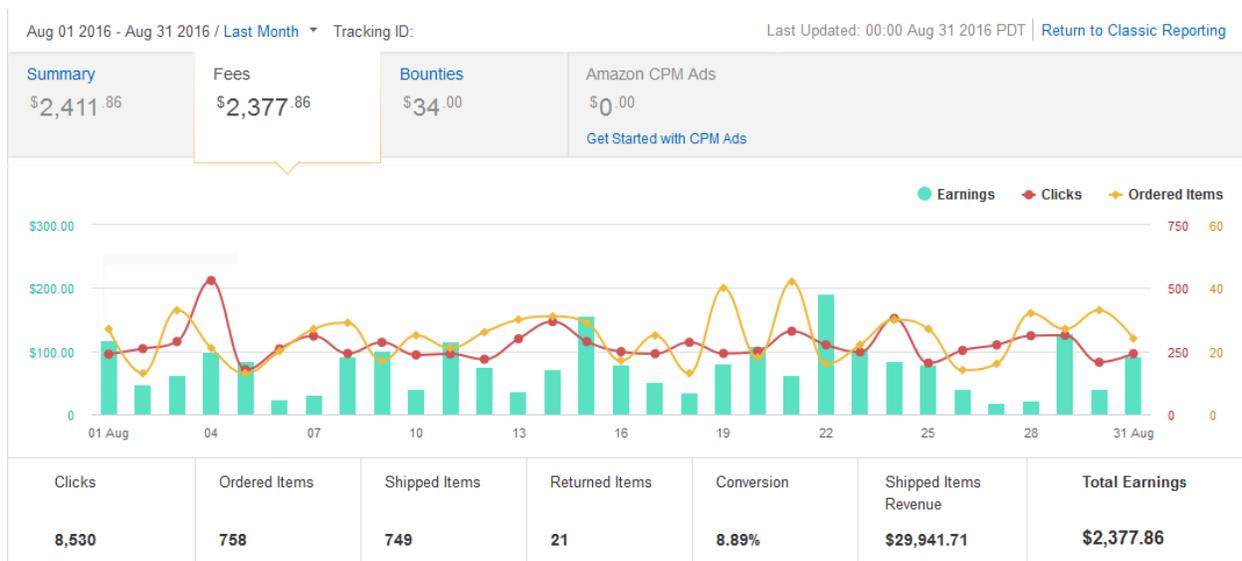
Oh, and as an added surprise for you...this site is sending traffic to my Amazon FBA listings. So, the amount of revenue generated by this website is actually much more than \$3,000. I'll explain more below.

So, let's jump right into it.

First, The Results

I know that people like to see the “money shot”, so rather than make you wait in suspense, I'll share the earnings screenshots first. Then I'll dive into exactly I achieved these results below.

In July, the website made just over \$3,000. In August, the earnings have continued to grow. Here's the August 2016 earnings.



Here I share the exact Blueprint that he followed to build his site and reach his goal of making \$5000/month and a little more.

Over the past 12 months, I have made \$32,860.02 in affiliate income with Amazon niche websites.

I decided to start this website to document and share my strategies, tactics, and resources that helped me earn that (mostly) passive income by building and growing Amazon niche websites.

Here is how I did it.

Chapter 1: Why Niche Sites Still Work

Before I outline the steps I took to building a successful Amazon niche site, I need to discuss niche sites specifically, and Amazon as an affiliate partner.

Niche sites have lost their appeal a bit lately due to the massive PBN de-indexing by Google back in September.

"So, what kind of niche sites will I build going forward? Well, to be honest, I probably won't be building many niche sites. Perrin and I stopped building new small niche sites almost 6 months ago. About 2 months ago, we started a new site and that will probably be the last one we start new in a long time."

I think a lot of website builders feel the same way. Google is always making things harder on us. But I'm here to tell you that building niche sites to rank in Google to earn Amazon affiliate income still works.

Is it without risk? Of course not. (More on that below). But as far as I'm concerned, there isn't a better way for someone who is just getting started out online and looking to make a little passive income. Why am I such a big fan of niche sites?

Chapter 2: Authority Sites vs Niche Sites

So-called authority sites are very popular these days, and I think they certainly have their appeal. But I still think sticking with smaller niche sites, monetized with Amazon affiliate links, is the way to go, especially for people just starting out.

Chapter 3: Niche Sites Are Easy to Set Up

You can set-up a fully-functioning niche site in literally one day if you wanted to. I don't recommend moving that fast, but it's possible: all you need is a domain and hosting provider, a WordPress install, a theme, some plug-ins, and maybe five pages of review content to start off with.

My best performing site which currently brings in around \$3,200 per month in the home appliance niche has exactly 7 total pages that are indexed: 4 money pages (one is technically a "post"), the home page (which isn't monetized), an About page, and a Contact page. (The Privacy and Terms pages are set to not be indexed). Seven pages. That's it.

Chapter 4: Niche Sites Are Cheap to Set Up

It's possible to start a niche site right now for as little as the cost of a domain name and hosting. You can use a free WordPress theme, write your own

content, and try to attain white-hat backlinks, which won't cost you a dime. Do I recommend taking that route?

No.

I believe in spending a little money up front to get better (and faster results). This means doing proper keyword research with a tool like [Long Tail Pro](#), purchasing a premium theme like [StudioPress Themes](#) so your site looks professional, hiring writers to create your content, paying for to rank your site, etc. Even with those costs, you should be able to get a site up and running with a couple hundred dollars.

When you're managing a niche site, or a portfolio of sites, it can largely be a one-man operation (you). There are no full-time employees to pay and look after (like you have with an authority site).

You will hire-out for certain tasks, especially content creation and maybe link-building, but those are one-off jobs that don't require much oversight, and you're paying only for individual tasks, as opposed to a salary or monthly retainer.

Chapter 5: [What about Authority Sites?](#)

These days, [authority sites](#) all the rage. And I can certainly see the appeal. I'm not here to crap all over the authority site model, not at all.

There are a lot of great authority sites out there today, such as Nerd Fitness and Survival Life, which have tons of content, teams of writers, and their own

products and services that they sell. It's a ton of work, but potentially very profitable.

But right now, they're not for me. Why not? Here are some things to keep in mind on authority sites before you go out and try to build one.

Authority Sites Are Time Intensive

Building out a website using purely white-hat tactics takes a TON of time. You have to flood your site with quality, engaging content -- and a lot of it. If you're starting out from scratch without any networking in place (i.e. you're starting a fitness site but don't know any other fitness bloggers), it's going to take a long time to build relationships and get your content out there. Spencer has been working on his authority site since July of last year.

And, if you're like me, with a full-time day job and a wife/family, finding the time to devote to an authority site is extremely difficult.

Chapter 6: [Why Amazon?](#)

Before I bought this domain and gave my site a name, I wondered if I should really limit the scope to simply covering Amazon affiliate sites. After all, there are tons of affiliates out there, so why not write about them too? And the answer is because I've never used them. Amazon is the only affiliate network I've ever used, and I don't see that changing anytime soon. Why is that?

Amazon is Trusted

When someone does a Google search and then lands on your product review page, think about it from their perspective: they've never seen your site

before, have never heard about you, and know nothing about your brand. In short, they have no reason to trust you. Google, by ranking your site high in the SERPs, has effectively told them that your site could be helpful, but that's the extent of it.

So if that is the mindset of your reader when they hit your site, and you try to sell them something, you have to be very cautious. Personally speaking, I don't want to send them off to some shady ClickBank product that no one has ever heard of. Why would your reader trust that entire buying process, from clicking your unknown website over to a random affiliate product that's trying to get them to buy something?

Amazon changes that entire dynamic. When you send a reader off to Amazon, your job is done.

The fact that your reader may not have necessarily trusted your site is irrelevant once they land on Amazon, because Amazon is the single most trusted online retailer in the entire world. When a customer hits Amazon from one of your affiliate links, they have all but forgotten about your site. And that's a good thing.

Chapter 7: How I Went from Zero to \$32,000 in 12 Months

Earnings Report Totals			
May 1, 2014 to April 30, 2015			
	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	4939	\$351,106.48	\$26,947.45
Total Third Party Items Shipped 	2165	\$81,384.15	\$6,049.43
Total Items Shipped	7104	\$432,490.63	\$32,996.88
Total Items Returned	-29	-\$3,420.62	-\$136.86
Total Refunds	0	\$0.00	\$0.00
TOTAL ADVERTISING FEES	7075	\$429,070.01	\$32,860.02

The Beginning

I am not an expert.

I had never even heard of niche sites until sometime around 2010 when I somehow came across Pat Flynn's well-known SecurityGuardTrainingHQ.com. I read Pat's blog for a while, without taking any action on my part.

In January of 2014, I decided it was time to take action.

In the beginning, there was much confusion and frustration. When I first started out, I had no idea what I was doing. Outside of watching some of Pat's videos, I had no clue how to register a domain with [Bluehost](#) or install WordPress, let alone know anything about creating content and building links. SEO was a term I was only vaguely familiar with.

I did a LOT of things wrong.

For my first site, I didn't spend nearly enough time on keyword research (a common mistake) and picked a niche which, on the surface, was much too difficult to rank for. I didn't want to spend any money, so I didn't invest in a premium theme, I didn't outsource my content, and I didn't want to pay for links.

So my original site ended up looking like crap, the "reviews" were a joke since I had written them myself and had no interest or knowledge about the niche, and my links were all forum spam-type junk (which I believe eventually led me to receiving a Penguin penalty).

But I also got extremely lucky.

Yes, my very first niche site is the same site that is currently my biggest earner, the one in the home and garden niche that has made more than \$17,000 of my overall \$35,000 in revenue over these past 12 months.

I remember being two months into the site, it wasn't ranking anywhere in the SERPs, it wasn't getting any traffic, and it certainly wasn't earning any money. I was ready to give up on it entirely, and then I read a post on some random blog (I wish I could remember which blog) that mentioned buying backlinks on [Fiverr](#) (bear with me here) -- not one of those "I'll send 2,000 links to your site for \$5" jobs, but people who owned actual "blogs" with real Page Authority who would offer up "guest posts" in exchange for \$5 and a link back to your money site.

And it worked.

Chapter 8: Niche Selection

I wish there was some magic formula I could give you to pick your niche, but it's more intuition and brainstorming than anything else.

The general idea is to take a broad niche, and try to narrow it down to a specific type of product or group of products that you could promote. For example, in Spencer's survival knife series, he targeted a large community of people who are passionate about a hobby (the survival lifestyle), and he then zeroed in on a specific product (the survival knife) that he could promote.

I'm not going to reveal my own money sites (or niches) here for obvious reasons, but this is a similar tact that I take. Think about a potential niche, and then see if there's a community of passionate people who will spend money on products.

If you've read stuff about Niche Selection, then trust me you've read it all:

1. Go to Amazon.com Best Sellers Page and select the Best Selling Products as your next niche. Trust me, you've read it!
2. Go to flippa.com, check websites that have been 'Just Sold'. If they've been sold successfully for a healthy amount, copy its strategies, niche, keywords, backlinks and so on. You've read this too, didn't you?
3. Go to Alltop.com; check out the various niches listed there and select one that interests you.
4. Make random searches for different keywords on Google Keyword Planner and check which keyword has less competition, moderate search volume and go with it. You've read this 100 times, haven't you?
5. Using different tools and different websites, doing this and that, and arriving on a niche that isn't competitive and easy potential to make money.

Here's what I did while selecting a Niche...

I didn't use any tools, or any website... I just looked around my computer table and found 65+ product niches on which I can build a new Authority Amazon Niche Site.

One by one, I used Google and manually checked the competition for certain keywords.

I used basic buyer search queries like:

"Best *keyword* under 100"

"Best *keyword* under 200"

“Best *keyword* reviews”

“How to *keyword*”

Let’s assume that the niche we’ve chosen is about Cameras: Products related to this niche will be Point and Shoot Cameras, DSLR, Camcorders, Sports Cameras and so on.

With such niche divisions, you can create your own keywords like ‘best DSLR cameras under 500’ or ‘best camcorder under 200’...

...and honestly I don’t need any tool to make such keywords, nor do you.

Here are certain modifiers that you can attach to your niche word and create innumerable keywords.

Buyer Keyword Modifiers:

“Best + Product Category”

“Top + Product Category”

“Good + Product Category”

“Cheap + Product Category”

“Product Category + Reviews”

Example: Vacuum Cleaner Reviews

“Best/Top/Good/Cheap + Product Category + under + Price (100, 200, 500, 1000)”

Example: Best Digital Cameras under 100, Top Camcorder under 200, Good DSLR cameras under 500, Cheap Gaming Laptops under 1000.

“Best + Product Name + for + Men/Women/Kids”

Example: Best Razor for Men, Best Handbags for Women, Best Stroller for Kids. “Where Can I Buy + Product Category”

“Product Name 1 + vs + Product Name 2” Example: Samsung Galaxy S6 vs Apple iPhone 6S

Just like we have Buyer Keywords, we also have Informational Keywords that can be indirectly used to promote products that help solve a problem that user has.

Information Keyword Modifiers: “How to + Keyword”

Example: How to click Macro Images using Digital Cameras “How to make + Keyword” “Keyword + Guide”

Example: Best Mobile Photography Guide

“DIY + Keyword”

If you look around, you’ll be able to create plenty of such modifiers that are bound to have good search volume.

Chapter 9: Keyword Research & Competition

Keyword research tools are an excellent way of sprucing up your keyword research goals.

Without much effort it shows us keywords related to our seed word and also displays search volume for all of those. This happens to be helpful when you want to target specific set of keywords having minimum search volume criteria.

Since we're building an Authority Amazon Niche Sites, we aren't going to consider CPC a factor while choosing keywords, and we won't be using AdSense until the site reaches at least 100,000 Page views per month.

Here I'm not going to talk about various tools related to keyword research; as it has been covered multiple times by many other bloggers.

I'll just talk about the one tool that I've been using consistently for finding some precious keywords.

That tool is [Long Tail Pro](#).

I've used a quite a lot of tools other than LTP, but this is the one that I've found to be absolutely amazing and easy to use.

Once you have your niche, you need to focus on keywords. I wouldn't call myself an "expert" in this area; I'm just going to tell you how I go about it, and why it works for me.

I only target two very specific type of keywords when I'm doing my research: "best [type of product]" and "[type of product]" reviews".

For example: "best survival knife" and "survival knife reviews". Are there dozens of potentially other keywords that you could target? Probably. But

part of my success has been my ability to focus only a few things at a time. So I like to stick to researching only those two types of keywords.

I'm not going to try and reinvent the wheel when it comes to KW research. I plan on doing a full post on it eventually, but for now take a look at Tung Tran's post on his method.

What it boils down to is that you should buy yourself a copy of Long Tail Pro, and start playing around with different keywords.

Generally you want to target a keyword that has a Keyword Competitiveness score of 30 or under. This number is a calculation that the software makes to give you an idea of how difficult it will be to outrank your competition.

I'm not breaking any news here when I tell you that [Long Tail Pro](#) is the best keyword research tool on the market today. It's what I use EVERY single time I even think about starting a new niche site.

I also like to simply run my search into Google. Who is currently ranking in the top 5-7 spots? Are they all authority sites, like Consumer Reports and Good Housekeeping? Or are there other niche sites ranking in there too?

I'll be honest, I used to only look for KWs where other niche sites were ranking somewhere in the top 5 spots. I figured that would mean that I could rank there, too. That's still the case, but now I'm not afraid of a more authoritative competitor. For Niche Site 1, two of my most profitable KWs, I am outranking Consumer Reports and TopTenReviews.com. With a well-optimized money page and the right backlinks, I'm convinced that a niche site can outrank any true authority site.

Let's go back to Perrin's shaving example, for "best electric shaver".

What's that you see? Oh, just an affiliate site outranking both Consumer Reports, and AskMen.com, two real authority sites.

The best way that I've found to find ideal Amazon products, however, is with the [Easyazon 4](#) is a powerful Amazon Affiliate WordPress plugin that will help you make more commissions and save you a lot of time in the process. software. It helps you identify Top 100 products on Amazon for you to promote. I plan on doing a full review of the software in a later post, but I've found that it's definitely been worth the investment.

Chapter 10: Creating Your Site

Due to popular demand, you can now have me coach you to your own success, just by joining me for free in a well-known internet marketing training program.

[Click the link below to learn more.](#)

Now that you've selected your market, niche, and products that you're going to promote, it's time to build out the actual site. I'm not going to walk you through how to sign up for hosting and install WordPress in this post (maybe another time), but once you've got that setup, it's time to design and get your site set up.

For me, it boils down to two things: your theme, and your written content (reviews).

Themes

Some niche site builders don't believe in spending money on premium themes, and I'm totally fine with that. I'm not going to tell you that you NEED to buy a premium theme.

But for my sites, I like them to look good. When a potential buyer does a search on Google and lands on my page, I want them to trust the look and feel of my site. I truly believe that makes the reader more comfortable with what I'm trying to convey to them. And if they trust your site because it looks professional, they're more likely to stay on your page, read your content, and click on one of your links.

I have used other premium themes in the past now, but right now I have been using [InstantAzon](#) – Discover How You Can INSTANTLY Tap Into Amazon's 250+ Million Product Marketplace to Create Unlimited Income Streams in Seconds! Watch as I build an income stream from scratch in less than 60 seconds... With InstantAzon you have the power to tap into Amazon's huge 250+ MILLION Marketplace and create eye catching affiliate based ads in seconds and fully functional professional eCommerce stores in minutes! and I've been very pleased. It's what this blog is running on.

Reviews

Of course, you could have the most [elegant theme](#) on the entire internet, but if your content sucks, it doesn't really matter.

If you're not with Schema theme, themes from developers like Thrive Themes and [Studiopress](#) happens to be a worthwhile mention.

Amazon niche sites are built around the idea of proving great product reviews.

Again, I build my sites with just two keyword-constructions: “best reviews”. This means that when a reader visits my site from Google, they are expecting a great review of the product they are thinking of buying.

When I first started out, my product reviews were only 250 words each! Now, I aim to produce a page that has at least 4,000 words, reviewing a handful of products in a single product category. The absolute Holy Grail of product reviews right now is from the guys over at The Wirecutter; pick any random review of theirs, like this one, and you will see what I’m talking about.

Of course, chances are you won’t be able to produce content of that length and quality. I certainly can’t, but it’s what I strive for, and it’s how I structure my reviews on all of my sites. Not only do I believe reviews like this are beneficial in regards to your readers, but I feel the same way with Google as well. You want to make your niche site as “natural” as possible, and in-depth content certainly helps that cause.

Chapter 11: It Takes Time To Rank

If you think you can get a domain, throw up some reviews, buy some backlinks, and start ranking and making money in a month, I've got some bad news for you: these days, it takes a LOT of time to rank well in Google.

How long? These days I'm finding that it's taking at LEAST 4-6 months to start ranking, and sometimes even longer to start making real money.

So, patience is key here. When you're just starting out, you should be focusing on the look and design of your site, and building out great, useful content. I wouldn't start worrying about building links at least until you're three months into it.

Chapter 12: Choosing A Domain Name Hosting & Site Setup

'Choosing a domain' is given less priority when it comes to building any affiliate niche site.

One debate that been going for a very long time when it comes to choosing a domain name is;

Whether to go for an Expired Domain or Fresh Domain?

The one I chose for my site was an expired domain that helped me get an edge when it came to ranking articles.

This, however, doesn't mean that fresh domain are any less bad. Most people, however, burn badly when it comes to buying expired domains, even the biggest marketer in the industry Neil Patel could help it.

There are plenty of things you need to consider if you're going to go by the expired domains path:

Best part of owning a expired domain is, you already get multiple sites linking to your domain, that offers plenty of juice to rank up your site quickly.

Wanna know how to buy expired domains? You can check detailed guides [here](#), and [here](#).

Note: Be careful and make proper profile check before finalizing a domain name for your site.

I'd however, advice to avoid going expired domain way, as the good ones sell for \$100's of dollars while only the spammy ones are available for cheap.

Now you may ask what about Fresh domains?

Buying Fresh domains is like buying a spanking new car and you know that you'll be the first one to own it, and no other hands involved.

This helps if you're a newbie and don't want to burn your hands while choosing an expired domain. Even with fresh domain, you can definitely rank and bank from your site quickly (3-4 months).

Hence don't mull over expired domains, if you can't find a good one in a day... book a fresh domain instead. Moving on...

Now that we've gone over the process of buying a domain name, let's talk about choosing the domain name itself.

Hosting & Site Setup

With a properly researched niche and a domain to die for, you now need a hosting that will be able to handle your site properly.

What kind of Hosting you Require?

Depending on your technical skills, you have two options while choosing hosting for your niche site.

Either to go with Shared Hosting or cloud VPS plans.

For Shared Hosting I highly recommend going with [BlueHost.com](https://www.bluehost.com)

[NameCheap](https://www.namecheap.com) features include WordPress, 100% uptime guaranteed, unlimited traffic facility, the price is cheap, shared Hosting \$0.82/mo, quality speed, reliable security and 24/7 excellent technical support.

My domain registers of choice. Like the name says, they are cheap and great customer service, but also reliable. If you're going to register a domain name, go with Namecheap.

There's always a big debate going on whether to go for Shared Hosting or cloud VPS hosting, however, I'd recommend choosing it depending on your expertise.

If you're fairly new, Shared Hosting happens to be the outstanding option... while if you're aware about problems you face with Shared Hosting, going the VPS route can be a viable option.

Chapter 13: Tools I Use

One last piece of advice that I alluded to above is that in order to make money, you're going to have to spend a little money, too. No, you don't have to go crazy like you would with an authority site, but in order to find a profitable niche and then build out a well-designed, well-written content that's going to convert well, you would be wise to invest in some high-quality products. Here are just some of the tools I use when I'm building my sites.

I plan on creating full reviews of all of these in the coming months.

[Bluehost](#): domain and hosting provider I've been using since Day 1.

[Long Tail Pro](#): the best keyword research tool on the market today, hands down.

[Elegant Themes](#): beautifully designed themes, like the one you're reading now.

[SEM Rush](#): a powerful keyword research tool that will help you to find hidden keywords, see your competition, and deliver hundreds of thousands of keyword ideas related to your niche. SEMRush is a most reliable great KWR tools.

[Rank Hijack](#) – Automatically SEO Is A LOT Easier Than It's Made Out To Be. Hack Your Way To Google Traffic You Have NEVER Seen Traffic Like This. You Can Instantly & Easily Outrank The Original & Grab All That Free Traffic For Yourself.

[WP Contentio](#) – 3-Step Tool Generates Google-Friendly High Authority Content For Your Website In Less Than 60-Seconds, Rank high in Google with SEO-Optimized Content Create Lead Magnets.

[NicheReaper](#) – Automatically provides profitable niches and keywords that people are searching through Google, Amazon, Ebay and more.

[Ninja Outreach](#) – automate your networking and outreach with this all in one tool. Everything you need is contained within the tool. Ninja Outreach is an all purpose influencer marketing tool.

[InstantAzon](#) – Discover How You Can INSTANTLY Tap Into Amazon's 250+ Million Product Marketplace to Create Unlimited Income Streams in Seconds! Watch as I build an income stream from scratch in less than 60 seconds... With InstantAzon you have the power to tap into Amazon's huge 250+ MILLION Marketplace and create eye catching affiliate based ads in seconds and fully functional professional eCommerce stores in minutes.

Due to popular demand, you can now have me coach you to your own success, just by joining me for free in a well-known internet marketing training program.

[Click the link below to learn more.](#)



CONCLUSION

If you've reached till here, after crossing this massive sea of content:

Pat yourself on the back.

You did a great job.

You've just completed reading a 14,000 words article on how to build and sustain an Authority Amazon Niche Site and make atleast \$1000/month off of it.

I've poured all my heart out into this article and to my truest knowledge; and don't believe I've missed out anything I know.

I've poured all the knowledge I have, all the experience I got; into this 14,000 words piece of content.

If you think that there's still a secret recipe that I have but haven't revealed, then you may keep thinking so.

Most people who talked to me, believe that there's some secret thing that I'm hiding that allows me to make \$\$\$\$ /month, and not just me but other bloggers out there who make a living out of blogging.

Constant Dedication, Smart Work and the Desire to be rich are the three ingredients you need to success in this world called Blogging.

If you lack any of these, you certainly won't be able to reach where you thought you want to reach.

Make a plan and start working.

I too don't claim that this is the best guide on building an Amazon Niche Site, I've just poured my personal experience into it and that's all.

I'm always ready to answer your questions.

If you have them, the comment section is all yours.

If you loved what you read, do share the article on social media.

Have a great day ahead!

So, it's important to stick with it, and not give up on your new niche site after

the first couple of months. The real growth happens after the site has been around for a while.

I'd love to hear your thoughts on the subject. Do you have any additional questions for me?

Let's get started.

Good luck!

Talk soon,



MURLI(Nick Name SACHIN KUMAR)

Instructor "DIGITAL ONLINE MONEY MAKING COURSE "

Co-Founder @ Edoup.com

BONUS SECTION

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Pravesh
CO-FOUNDER



Murli
CO-FOUNDER



Anil
LEAD DESIGNER(HEAD OF DESIGN)



Amit Kumar
INTERNET MARKETING HEAD



Deepak
MOBILE LEAD ENGINEER - APPS
DEVELOPMENT