# How We Won Prime Day: Earning Google's #1 Search Rank

Context

At Slickdeals, I curate and edit our Amazon store page which lists Amazon's current offers and coupon codes. Slickdeals earns affiliate revenue whenever a shopper clicks a link on this page before making a purchase.

On Prime Day 2023, we reached the #1 position on Google for searches like "Amazon promo codes," "Prime Day coupon codes," and "Working Amazon codes." **We saw 35% more revenue than Prime Day 2022.** For comparison, Amazon's Prime day sales were only 6% higher than the year before.
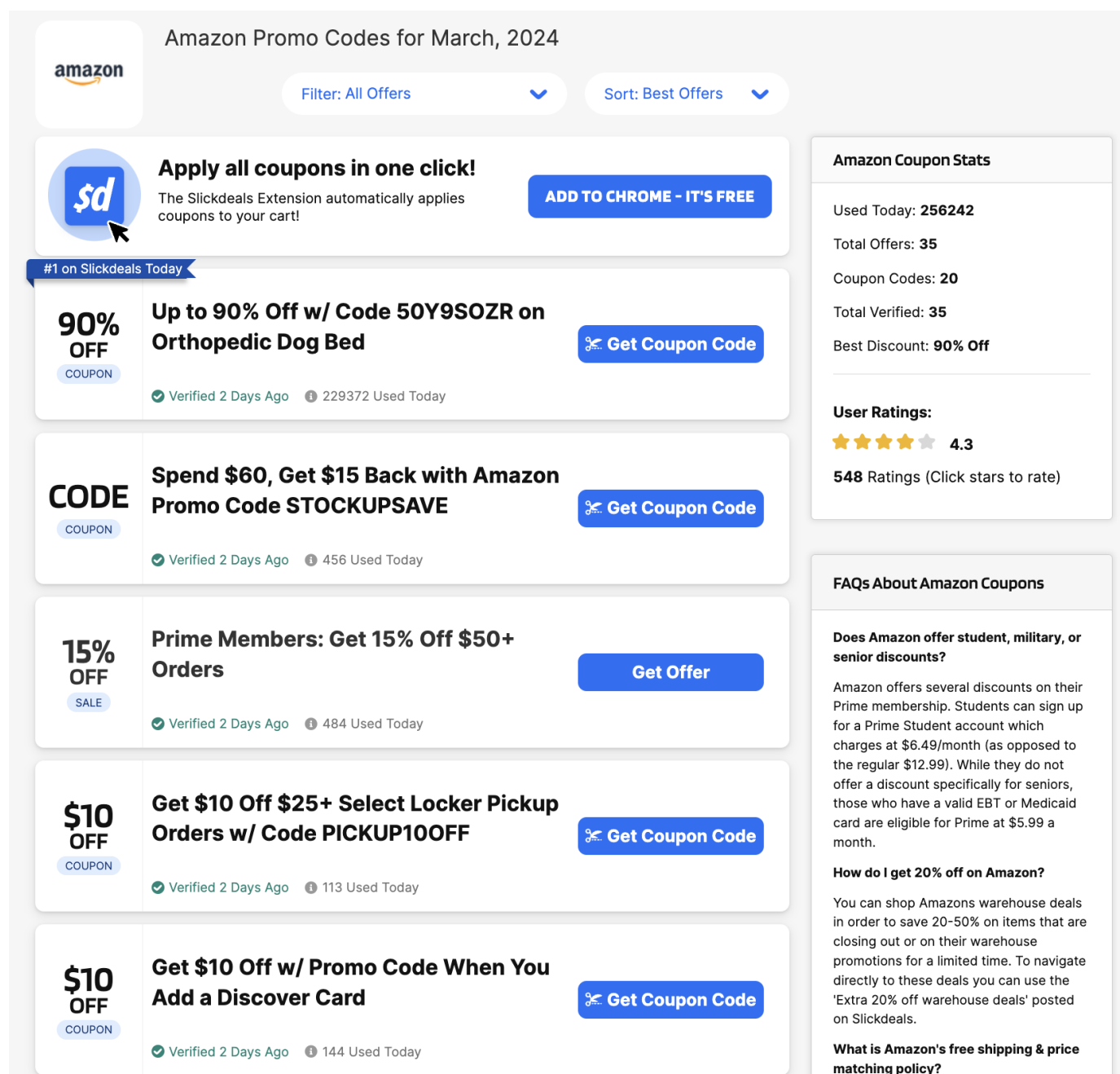
The Slickdeals Amazon Store Page, 2024

Before Prime Day

Ahead of Prime Day, I noticed that Google was testing new AI generated responses to searches for coupon codes.
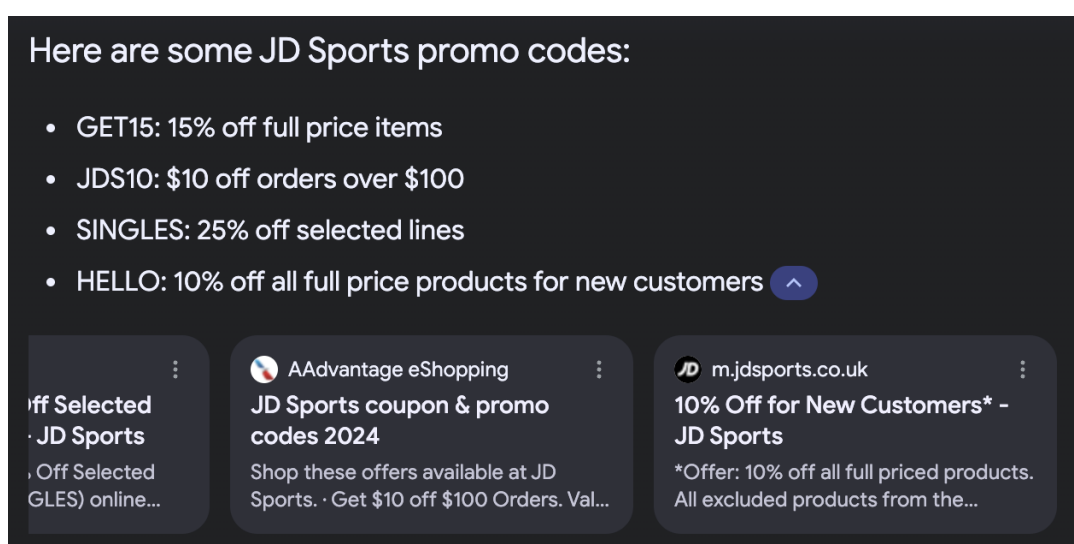
Our team wondered if this meant that Google would find a coupon page more "relevant" if the codes themselves were prominent and easier for Google to scan for.

Two weeks before Prime Day, I rewrote the title of each coupon on the Amazon page to include the relevant code.

This was a risk. We usually hid the actual code behind a "Get Coupon Code" button to make sure that user had to actually click through our page—otherwise, we wouldn't receive attribution or affiliate revenue for their purchase.
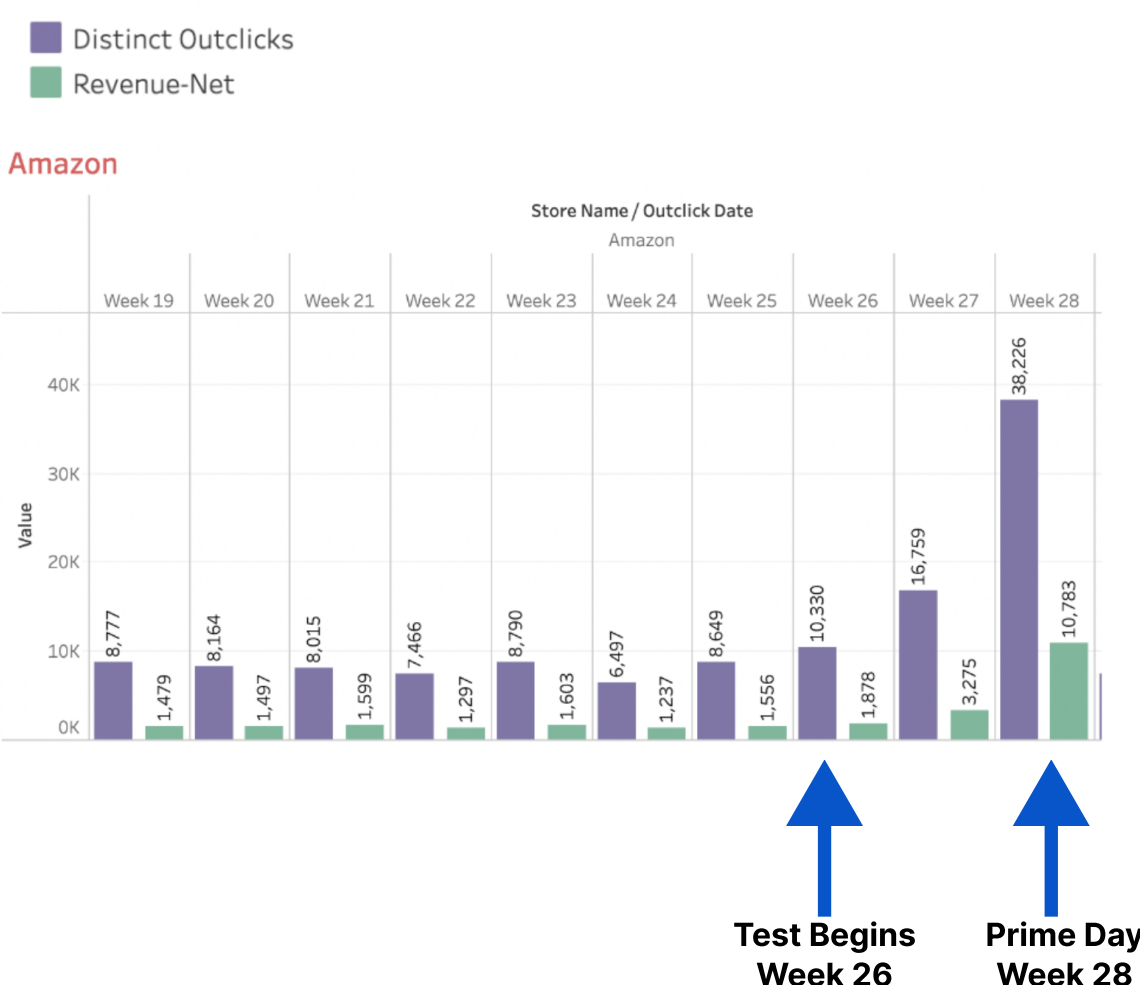

We saw some growth in traffic, which led me to ask: if these codes are seen and valued so heavily by search engines, how much does the wording of the *code itself* matter? To an algorithm re-engineered to value trustworthiness, Would listing codes like "SAVE10" *look* more legitimate than a random-string code like "XRVTW23" even if both are valid?

Ahead of Prime Day, I changed the page's top code to "PRIMEDAYQ5" which gave 30% off a vacuum cleaner. **It was easily the least useful code on the page but went on to earn 90% of page's the revenue.**

We ranked #1 on Prime Day on many top queries. Competitor pages did not display coupon codes or offer codes that use included the phrase "Prime Day. "

Results

In addition to winning the #1 rank on many key searches, across *all* search queries, our *average* position on Prime Day was 2.

Amazon
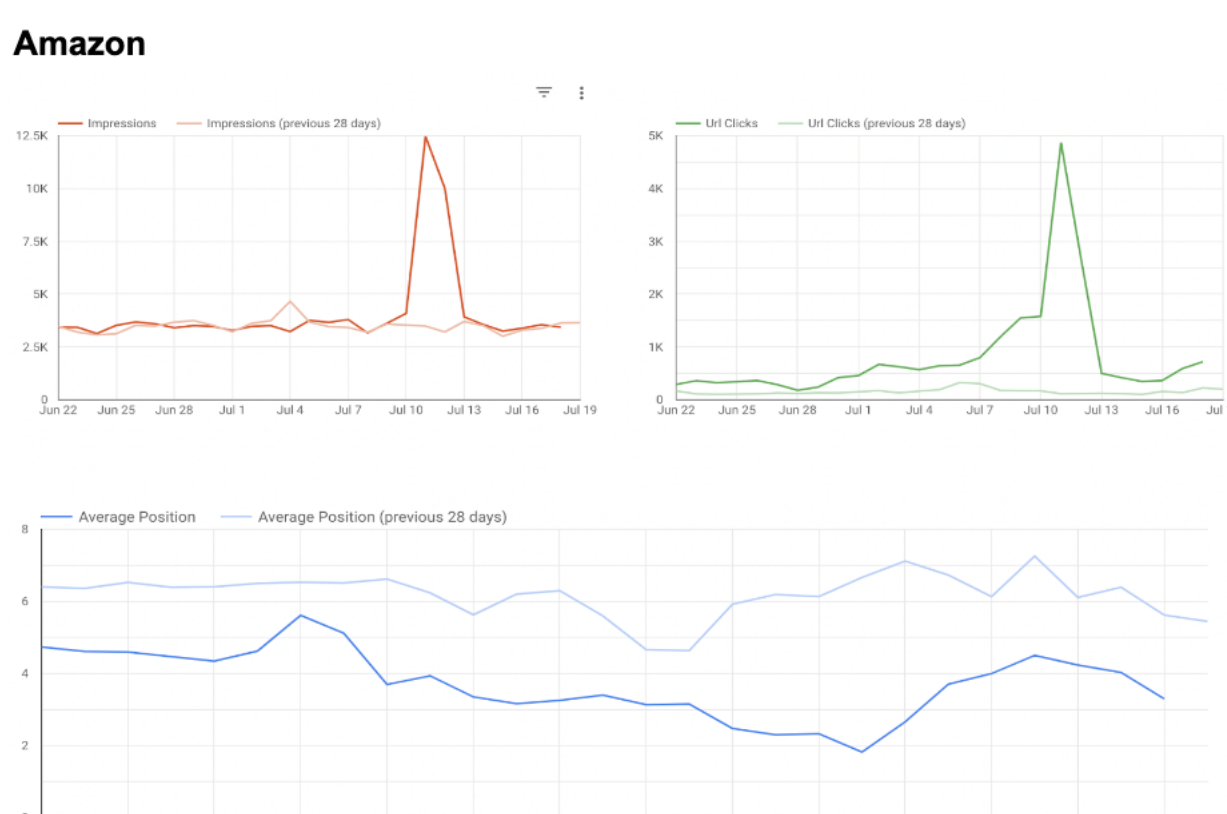
Google Search Console Results (Prime Day, July 10-11, 2023)

Our Prime Day 2023 revenue was 35% ahead of Prime Day 2022. Our RPV (revenue per visitor) *did* decrease, since we no longer hid codes behind buttons that users were forced to click through, but the huge increase in traffic led to more revenue overall.

As Google's search algorithm evolves to combat AI content farms, it is more important than ever to provide focused, useful content that efficiently answers a user's query.