SiteSell.com

The Affiliate Masters Course

Become a high-earning affiliate champion

by Ken Evoy

Introduction

The Affiliate Masters Course is an intensive **10-DAY** course on becoming a high-earning affiliate champion.

How? By "building income through content," the proven, **C** ➡ **T** ➡ **P** ➡ **M** way!

An affiliate business is one of the easiest ways to get your feet wet in e-commerce. You send visitors (i.e., potential customers) to a merchant's Web site that you are representing. If they buy or complete a required action (for example, fill in a form), the merchant pays you a commission. Simple, right?

That, in essence, is the beauty of the affiliate concept. You can be up and building a business in record time, at minimal risk. Top-notch merchants supply everything (i.e., excellent products, ordering, credit card processing, and delivery). All you need to do is to put yourself in the path between customers and quality merchants... and earn a commission for your efforts.

So what's the best way to put yourself on that critical pathway?

Follow the natural, proven **CONTENT** ➡ **TRAFFIC** ➡ **PRESELL** ➡ **MONETIZE** process…

1) Recognize the fundamental reality of how people use the Web. Eliminate offline thinking of "location, location, location." Online, people search for solutions through "information, information, information" (i.e., **Content**). So plan to build a tightly-niched **Theme-Based Content Site.**

2) Do the critical up-front thinking and planning...

- develop the best site concept/theme, based on what you know and love… perhaps a hobby or past work experience can be your springboard.

- brainstorm the most profitable topics related to your theme.

- select the best related affiliate programs.

3) Then put yourself into the click path of your visitors. Achieve this by...

• delivering customer-focused **Content** (i.e., information that meets the needs/wishes of your target group).

• getting **Targeted Traffic** by building Search-Engine-Optimized pages that rank highly on a search results page. The higher the ranking, the easier it is for interested and targeted traffic to find you. More traffic means more potential sales, which means more potential commissions for you.

• **PREselling** (i.e., "warming up" your visitors) through valuable content that establishes credibility. Once you have that, your recommendations carry more weight. The difference in **Conversion Rates** between visitors who arrive PREsold to your merchant's site via an in-context text link vs. a banner can be as high as 20-fold.

4) Eliminate dependency on any single source of income. By diversifying into other complementary **Monetization** models beyond affiliate programs, you reduce risk and increase stability. You are protected in case, for example, your merchant partner goes bankrupt, or shuts down its Web division, or reduces commissions, or fails on its payments.

Multiple income streams also have the potential to make every visitor to your site count. A particular offer might not spark any interest but another one may be the match that lights a fire!

The **C** ➡ **T** ➡ **P** ➡ **M** process for affiliate marketing boils down to this…

Create searched-for **content** (the **"C"**) that pulls in **targeted traffic** (the **"T**"). Warm up (i.e., **PREsell**) your visitors so that they click on your recommendations with an open-to-buy attitude (the **"P"**). And then generate income through those PREsold visitors (i.e., **monetize**) using the low-risk affiliate model -- as a primary source of income (if you have no product or service of your own to sell) or as a profitable secondary source (the **"M"**).

Is this process difficult?

Not at all! But do keep in mind that this is not a "get-rich-quick" scheme. You need to bring **effort and passion** to the table. After all, you are building more than a Web site. You are building a real business!

C ➡ **T** ➡ **P** ➡ **M** works, if you work it!

Make this your affiliate business mantra and you will succeed!

SIDEBAR

Site Build It! is the only product that provides you with the **C ➡ T ➡ P ➡ M process** and all the **tools** necessary for "Top 3% Level" affiliate success.

Allan Gardyne of **AssociatePrograms.com,** the Internet's #1 affiliate authority, challenged an employee, who was also a Net marketing novice, to use the **Site Build It! (SBI!)** system to generate affiliate income. The results from his first **SBI!** site were so positive that Allan asked Rupert to build a second one. This one was even more successful.

Rupert shares full details of his experiences at…

http://www.sitesell.com/case-studies/affiliatemarketing-ag-1.html

Important Usability Tip…

In order to use internal links, or to "hyperlink" to the Web, you need to set certain preferences first. For internal links, **please click to open this preference window**. Uncheck the box beside **"Open Cross-Documents Links in the Same Window."**

For hyperlinking, **please click to open this preference window.** Then…

1) Click **Browse** (for Win users) or **Select** (Mac users). In the window that pops up, find your browser, select it, and click **Open**.

2) See **"Connection type"**? **"Standard"** is fine if your browse is not offered as a choice. Just ignore other settings. The default selections are OK.

3) Click **OK.** You're off and running!

The Affiliate Masters Course and its **10-DAY** program will show you how to execute the **C ➡ T ➡ P ➡ M** process on your own. Each of the **10 DAYS** has a specific **"Goal-of-the-DAY,"** a clear target that you can easily meet. By the time you finish **DAY 10**'s **Goal-of-the-DAY,** you will have a **Theme-Based Content Site** up and running and generating traffic and income.

Each **DAY** also sets an **"Ongoing Goal."** Why? **Because a Web site is never "finished."** The **Ongoing Goal** is what you should be achieving on a regular basis. The **Ongoing Goals** provide the pathway for building maximal income over the following weeks and months.

What's the bottom line? Upon completion of this course, you will have the power of **C** ➡ **T** ➡ **P** ➡ **M** working for you, helping you to build a flourishing, profitable and stable online business. **With the right process, you get the right results!**

Be forewarned about **The Affiliate Masters Course,** though. The material we cover will be extensive in scope. It will require **effort and commitment** on your part, as does anything important that yields rewards. Most folks have to train or go to university for years to prepare to earn a substantial income stream. Your mini-university course will accomplish this by the end of this e-book.

I don't mean to scare you. **All of it is manageable.** Take your time to digest the information properly before you start to work on the prescribed action steps.

Use the **Goals-of-the-DAY** and **Ongoing Goals** as your guideposts, your beacons of light. Understanding the concepts will boost your confidence level in applying them. Even as adults, we never lose our need to know why things work the way they do.

It's critical that you finish each **DAY** of this course before you begin the next. The **DAYS** build on each other. Always keep in mind that you are following a **step-by-step process.**

Please don't feel that you have to rush. **Work at your own pace,** as time allows. **This is not a race.** Sometimes, you will be able to devote large blocks of time each day to the course. At other times, you may have only 15-30 minutes per day to spend on it. In this situation, it could take you a week or more to complete a **"DAY"** of the course. And that's perfectly normal!

It does not matter how long it takes you to complete the course. The key is to set aside a realistic amount of time each day to "do" the course. You'll find it was time well, no **best,** spent.

Final piece of advice...

Print out a hard copy and make your own textbook! There is just too much information in the **Affiliate Masters Course** to learn by reading off a monitor screen.

Underline the important parts. Add your own notes and ideas. I promise you'll get lots and lots of great inspiration as you go along.

Please, please work with a printed version of this course. If you are at all serious about following this course to build a serious income stream, start right.

Here's a super little printing utility that will allow you to print 2 or 4 pages to a single 8.5" x 11" piece of paper. It saves you paper, space, and money...

http://www.fineprint.com/

OK. Ready to begin **DAY 1** of the course?

Sound the bell. Class is in session...

1. DAY 1
Intro To Affiliate Business Basics

Being a great affiliate is NOT about selling... It's about **PREselling.**

Goal-of-the-DAY... This is the only **DAY** where you have nothing to **do** except read the material. Actually, that's wrong. Your **Goal-of-the-DAY** is to understand, understand deeply, the concepts outlined here, culminating with the concept of **PREselling to maximize Conversion Rates.**

With this goal in mind...

1.1. Focus on Maximizing Profit

The goal of any business, including your affiliate business, is to maximize **PROFITS. PROFIT** is simply your **INCOME minus your EXPENSES.**

As an affiliate, there are exactly two ways to increase your INCOME (i.e., the amount of money your business makes)...

1) Refer more visitors to the merchants that you represent.

2) Increase the **Conversion Rate** (i.e., the percent of visitors that you refer to your merchant… visitors who deliver the response **for which the merchant pays,** whether that's a sale, or a lead, etc.).

Simple formula, right? If you refer **100** visitors per day to a merchant and **1%** buy, you get paid for that **one** purchase. But if you send **1,000** visitors per day and **3%** buy, you get paid for **30** purchases.

Yes, thirty times more! So it's pretty clear how to maximize affiliate **INCOME!**

Of course, every business has **expenses,** too. Maximizing profits does **not** imply that you must minimize expenses, too. After all, if you spend **no** money or time on a business, you have no business! You must get the **best possible traffic-building and sales-converting results** for every **dollar** you spend... and for every **hour** you spend on your business.

SIDEBAR

Time is money. Don't count your hours as zero cost simply because they do not cost you "out of pocket." Assign your time a dollar value -- it will put your affiliate business on a solid, professional "business footing."

Let's examine **expenses** by asking two questions...

Question #1 -- What does it cost to build traffic to your merchants' sites?

Traffic-building, no matter how you cut it, will cost you... in terms of both time and money. Spending **dollars** is optional, but spending **time** is not.

There are many ways, both offline and on, to drive targeted traffic to your merchants' sites. This course will show you the most **highly profitable, time-and-dollar-effective way** to build traffic to your merchants' sites...

Build your own **Theme-Based Content Site** -- one that is loaded with **high info-value Keyword-Focused Content Pages** that rank well with the Search Engines and that get the click throughs to your merchants' sites.

Let's break that down for closer examination. For your affiliate Web site to generate targeted traffic to your merchants, it must do two things well...

1) Rank well at the Search Engines so that it pulls in lots of targeted traffic. So far, though, that traffic is still on **your** site. Therefore, it's not generating income yet. Your visitors are just "looking around." So...

2) Get those visitors to click through to your merchants. (Some affiliate program models can actually place merchant offerings on **your** Web site. In this case, your traffic does not actually visit your merchant's site. But you still have to "get the click" to generate income.)

SIDEBAR

It makes sense, of course, that a Web site is the way to go. After all, this is the Net! But there are loads of other ways for affiliates to drive targeted traffic to their merchants, both offline and on.

We outline proven, cream-of-the-crop strategies in the **"Getting Started Action Guide"** which is free to **5 Pillar Affiliates.** (SiteSell's affiliate program is called the **"5 Pillar Program."**)

http://affiliates.sitesell.com/

This simple to understand resource provides all the information and strategies you need to PREsell effectively and generate substantial commission income. Naturally, the Guide focuses on SiteSell's exceptional products and tools…

http://www.sitesell.com/sitemap.html

… but you can easily and effectively apply its marketing theory/strategies to your other affiliate programs as well.

Would you like a closer look at the **5 Pillar Program** and its affiliate tools/resources? Please download a free copy of the **Getting Started Action Guide** at...

http://freetrial.sitesell.com/

OK, that wraps up **expenses and traffic-building.** Now for our second question about expenses...

Question #2 -- What does it cost to maximize Conversion Rates?

Good news! Maximizing your **Conversion Rate (CR)** is simply a question of doing things right. There is no **extra dollar or time cost** to boosting **Conversion Rates** at your merchants' sites. This course will show you how to achieve this goal, too.

SIDEBAR

Remember… when this course talks about **Conversion Rates,** we are talking about the **Conversion Rate** at the **sites of the merchants that you represent** as an affiliate. So we are talking about how **you** will maximize the percentage of referral visitors who deliver the response **for which the vendor pays,** whether that's a sale, or lead, etc.

If you think that it's impossible for you to change the sales-effectiveness of your merchants' sites, you are in for a big surprise.

Your primary goals are...

1) Maximize targeted traffic to your merchants, spending only **dollars** and **time** that maximize **profits.**

2) Maximize Conversion Rates. Do things right (no expense).

Don't do just one. **Do both.** Why? Because, as you saw above, your payment is determined by traffic multiplied by the **Conversion Rate...** not "added." Your **profits grow geometrically** when you concentrate on **maximizing both traffic and Conversion Rates.**

I have spent quite a bit of time reviewing the difference between **5 Pillar Affiliates** who refer high traffic to us and who deliver high **Conversion Rates** (% of visitors who purchase), and those who deliver low ones.

The #1 reason for low traffic and terrible Conversion Rates?

Banner ads! No content!

The futility of banners was **first** revealed by our **5 Pillar Program,** both in our original **5 Pillar Manual** and in the **5 Pillar Affiliate Reports** (our near-weekly affiliate newsletter). Retinal studies have shown that Web surfers actually **avoid** banners. Yes, their eyes look away!

Our study found that **5 Pillar Affiliates** who relied solely on banners had an average **Conversion Rate** of 0.5%. But those who used **"in-context" text links** (i.e., text links that are part of the content of the Web page) averaged over 3.5%!

How's that for a reason **not** to use banners?

Banners are cheesy and hurt your credibility. If visitors happen to click through (a big "if"), they arrive at their destination feeling "pitched" rather than informed. They have a **resisting mindset,** rather than with an **open, ready-to-buy attitude.**

Remember that example where you sent 100 visitors per day to a merchant and 1% bought? If you rely on flipping up some banners, it will be more like 10 visitors per day and **not one** person buys!

SIDEBAR

We reveal a lot about **5 Pillar Affiliates** during this course. But it is **not** the **5 Pillar Program** that is important here -- it's the **lessons** to be derived. This course is about making **any** affiliate of **any** program more successful.

Conclusion?...

Don't use banners.

Yes, I know "they're so-o-o-o-o easy." It's always easy to **not** make money. That's how all those get-rich-quick-guys do so well... the allure of easy money. No such thing.

I must repeat… **don't use banners.**

SIDEBAR

If you simply must use banners, save them for the products that you don't feel **absolutely great** about recommending. That way, you don't hurt your credibility …after all, it's "only advertising."

Save your **"in-context" text links** for super companies with wonderful products that deliver **true value** to your reader.

Beside the obvious futility of banners, I've spotted another major point. This one is more subtle, but it's important… extremely important.

The #2 reason for low traffic and terrible Conversion Rates?

After banner advertising, it's the **second most common** error. And it's an even bigger shame because this boo-boo involves a lot of work... misplaced work. If you're going to fail, the best thing would be not to spend much time at it, right?

Reason #2 is...

Selling instead of PREselling.

Some **5 Pillar Affiliates** have really made great efforts in creating sites to promote our SiteSell products. And they are building some sales and traffic. But when I see a low **Conversion Rate** (i.e., **CR** under 2%), I know that something is amiss. Great efforts deserve greater results than 1%.

Yes, I agree that these efforts are better than banners. But remember… creating these sites takes a lot more work than tossing up a couple of banners. We'll see in a moment that it's **misdirected work.** (The good news is that this course will redirect those efforts into **high-profit** areas.)

Time for a philosophical perspective...

In life, the vast majority of people just keep doing the "same old thing." Life seems easier that way. But "doing the same old thing" guarantees the "same old results." So in the long run, it's actually much, much harder.

In the movie, "The Renaissance Man," Danny De Vito's character makes a profound statement...

"The choices we make dictate the lives we lead."

To paraphrase...

"Where you are today is the result of all the choices and actions that you have made in your life."

When he said that, I remember thinking, "You know, he's right. Except in rare cases of extraordinarily good or bad luck, people basically end up where they are as a result of **choices** they make and **courses of action** they take."

People tend to blame a lack of success in life on "bad luck" or "poor timing" or other people. And yes, at times, that can be accurate. A heck of a lot of factors beyond our control **can** blindside us. In the long run, however, as long as we **persist** in our efforts, these factors tend to even out and De Vito's statement remains valid.

Now, here's the good news...

E-commerce is simpler than life. Due to its digital nature, there are fewer variables... so the outcome is more controllable. Which means that we can boil De Vito's statement down to **"The #1 E-commerce Reality."**

This Reality is almost self-evident, yet it's so easy to forget. Your success with **anything** you do in the world of e-commerce flows from it. **Internalize it and act upon it... and you will succeed.**

Yes, it's that fundamental. And that leads me to…

The #1 E-commerce Reality

"**Nothing** happens by accident in the world of computers, the Net, and customer response. There is always a reason for what happens, good or bad, and that reason is **YOU.**"

When I see some **5 Pillar ("5P") Affiliates** with **CRs** over 10% (and a few **over 20%!**), I figure that those with **CRs** at 1-2% or less could be multiplying their sales five-or-more-fold. How?

Not by working harder, but simply by channeling their motivation in a better direction.

Let's continue with the case of **5P Affiliates** who make "great efforts" but get so-so results...

As I reviewed many of these affiliate sites (those who are getting sales but have **CRs** under 2%), I realized that almost half were basically **one big sales letter** for SiteSell products and Ken. Which means that these affiliates are **SELLING** (with sales copy) when they should be **PREselling** (with great, and related, content that is of value to the reader).

There's really not much point in straight selling off your site -- that's what your merchant's site needs to do. Picture this...

A visitor arrives at an affiliate's site that is really just one, big sales site. Yes, I know that the words are sincere -- I owe all **5P Affiliates** a big **thank you** for the truly wonderful things they say. But put yourself in these visitors' shoes for a moment. They don't see inspiring, editorial content. They see a sales effort.

But they were searching for content!

"**CONTENT**!" I said. (Sorry for yelling.)

People **resist** sales efforts, so your click-through actually goes down. And if a visitor does click, what does she see when she arrives at an **SBI!** site? More sales effort. And, in some cases, many of the words on SiteSell's site are similar to the words that she's just read. Result? Poor **Conversion Rate.**

If your site is basically a "bunch of sales letters," you have not yet built your **credibility and likeability** with this visitor. Your visitor ends up feeling "pitched." And then she feels double-pitched ***if*** (chances are low) she clicks through to your merchant's site. That's why the **CR** actually goes down.

To make things worse, as she "smells" a sales effort, she becomes less likely to click! So **referred traffic** drops, too.

SIDEBAR

Women now represent 50% of all surfers. And they control **approximately 80% of all shopping dollars.** To reinforce this in your mind, we'll use the **feminine pronoun** to talk about readers/visitors/customers. To keep things simple and even, we'll use the masculine pronoun when referring to affiliates.

OK, let's see...

1) Referred traffic down.

2) And **Conversion Rate** down.

But these are the two ways to increase your **income.** (That's what we talked about near the beginning.) We're going in the **wrong direction!**

Conclusion? **Don't SELL!**

Instead, warm your visitor up for your merchants by PREselling her with great content that she values and respects. She'll click-through with pleasure, arriving at your merchants' sites in an **open-to-buy mindset.**

It's your PREselling effort that will boost your traffic-to-merchants **and Conversion Rate,** which in turn maximizes your **income.**

This brings us to our second philosophical premise…

"The #1 Affiliate Reality"...

"Your **CR** will literally vary from 1% to 10% (and at times, as much as 20%!), purely because of...

1) HOW YOU REACH your visitor, and…

2) WHAT YOU SAY to her, and…

3) HOW YOU REFER her to your merchant."

Your **CR** depends upon what **you** do and how **you** do it. You do not need Lady Luck, Sir Serendipity or anyone else. There is always a reason for how well you do, and that reason always relates to **what** you do and **how** you do it.

Once you realize this, then you know success really is **do**-able. Some people **do** succeed... big-time…**but not necessarily the first time.** Just keep trying until you find the right approach.

To quote **Calvin Coolidge…**

"Nothing in this world can take the place of persistence.

Talent will not; nothing is more common than unsuccessful people with talent.

Genius will not; unrewarded genius is almost a proverb.

Education will not; the world is full of educated derelicts.

Persistence and determination alone are omnipotent.

The slogan 'press on' has solved and always will solve the problems of the human race."

Of course, the goal of the **10-DAY Affiliate Masters Course** is to reduce the amount of trial-and-error **persistence** that will be required before you find **your own** successful formula!

Why is **"The #1 Affiliate Reality"** true?...

Because **how** you reach your customer, and **what** you say once you reach her, and **how** you refer your visitor to your merchant **directly** affects your **visitor's mindset** when she arrives at SiteSell.

A **positive mindset** turns into a **purchase** with amazing regularity. A **negative** one is nearly impossible to overcome.

And that is what **"high-CR affiliates"** have known all along…

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*****************************************
"They refer people to their merchants
in an OPEN-TO-BUY frame of mind."
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Best advice? Write **"The #1 Affiliate Reality"** onto a yellow Post-It Note and stick it onto your monitor...

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 "Your CR will literally vary from 1% to 10%
(and at times, as much as 20%!), purely
because of...

1) HOW YOU REACH your visitor, and…

2) WHAT YOU SAY to her, and…

3) HOW YOU REFER her to your merchant."
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SIDEBAR

Some people contact our Support team after reading this course, refusing to believe that we have affiliates who can generate a **Conversion Rate (CR)** exceeding 20%.

Do they do that every month? No.

But we know it's not a fluke. Why? The reason is simple. Although each affiliate's **CR** may fluctuate in any given month, a **"high-CR"** affiliate does not suddenly become a **"low-CR"** affiliate. The good ones score high, and make significant dollars, ***every month.***

And the proof is in the pudding. SiteSell's astounding success is affiliate-driven. Instead of paying for very costly advertising like other companies do, we pour our money into making you succeed by giving you the best products in the world.

http://proof.sitesell.com/#HEADTOHEAD

It is amazing what a great product, successful customers and proud-loyal affiliates can achieve!

OK. Take a quick stretch and then we'll continue.

Back already? Let's go...

1.2. PREsell To Convert

Your strategies and actions as an affiliate directly affect your **Conversion Rate. This section deals with how to PREsell effectively.** (Later in the course, we will cover traffic-building in more detail.)

Let's look at examples of how "**low-CR** affiliates" create **negative mindsets** by making **HOW-YOU-REACH, WHAT-YOU-SAY, or HOW-YOU-REFER** boo-boos. We'll begin at the top…

1) How to Reach Your Visitor...

Free-For-All Sites (FFAs) are a great example of **how not to** reach people. For the most part, FFAs have become so seamy and useless that no matter what you say, you're doomed from the start. I once made a request to all **5 Pillar Affiliates** for FFA success stories... not a single success story! I won't bother to ask again.

Compare this with how **smart and open-minded** your visitor feels when she finds you via a Search Engine!

2) What to Say to Your Visitor...

Don't write a site purely devoted to "hard-selling" your merchants' products. Imagine a visitor who hits your site and reads an immediate sales pitch. That person will **resist** because she does not know you. Then, ***if*** she clicks to your merchant, she gets **another** sales pitch on the SiteSell site ==> **Negative x 2!**

Never devote your site to one company's product line. No matter what you do, no matter how sincere you are, this kind of approach always ends up "smelling" like a sales pitch. It simply makes no difference that you honestly love

the products -- your visitor will **mistake** your devotion for selling. Remember, she doesn't know you!

It's far better to develop a concept that relates to that company's products **and** to other products from other companies that are **complementary.** Develop related content that PREsells. Then "get the click" through "in-context" text links.

3) How to Refer Your Visitor to Your Merchant...

Banners, as we discussed earlier, are the best example of how not to refer your visitor to your merchant. In plain and simple language, people feel "pitched" when they click on a banner. And people who feel "pitched" are difficult to convert into a sale.

Now for a critical ACTION STEP...

Review your site or whatever other means you are using **to REACH, TALK TO, and REFER visitors to your merchants.** Put yourself in your customer's **brain.** What will she think, how will she feel, at each of the 3 major steps from above?

If you're doing everything perfectly, congratulations! You must have a high **CR.** If you don't have a high **CR,** or if you see some big **mindset** mistakes. Consider how much higher your **CR** would be if a visitor found you in a **bona fide manner** (ex., as a result of doing a search on a Search Engine), then became **"your friend"** (or your "trusting admirer" if you do a truly awesome job!) because you provided excellent content, and finally was led to a context-appropriate **recommendation.** (There will be more on **recommendation vs. sales pitch** shortly.)

Key learning point?

Always consider how these actions affect your visitor's mindset...

1) HOW YOU REACH your visitor, and…

2) WHAT YOU SAY to her, and…

3) HOW YOU REFER her to your merchant.

Get inside your visitor's head. Realize how she will feel each step of the way. Whatever you do, consider the impact on your visitor -- if it does not make her **more "open to buy,"** don't do it.

PREselling is really all about selling **yourself** (i.e., your credibility) to your customer, every step of the way. You reach your targeted traffic in a proper

fashion, you deliver valuable, appropriate, editorial content, and you **recommend** merchants to your visitor **after she has come to respect and like you.**

Your **CR** will soar.

Why does PREselling work so well?

A sale via any Affiliate Program is really a **two-step process**. It requires the delivery of two **"Most Wanted Responses,"** yours **and** your merchant's.

As an affiliate, what is your **Most Wanted Response (MWR)?** No, it's **not** to get the sale. That's the second step and it's also your merchant's **MWR.** Your **MWR** is to "get the open-to-buy click" (i.e., your visitor clicks through to your merchant with an **open-to-buy mindset**).

SIDEBAR

Writing to PREsell does not require genetic talent. It's not a "gift." Writing to PREsell is a skill you can acquire. **Make Your Content PREsell! (MYCPS!),** the only book of its kind on the Net, shows you exactly how to...

1) write to communicate

2) develop your own "voice" with flair and substance

3) spin your site/biz/self into a unique position

4) honestly convince people to trust and like you.

Everyone, regardless of what they do online or offline, needs to know how to write effectively. That's why **MYCPS!** is so affordable (just $9.95!), even though it's worth three to four times its price. For more information about this must-have resource, please visit…

http://mycps.sitesell.com/

Let your merchant's site do its job and get the sale. I remember when I used to tell my star baseball pitcher, Joel Leonoff...

"Joel... you don't have to strike 'em all out. You've got a great team behind you. Let them do their job."

The same goes for your merchants. Let them do **their** job.

Our "Top 100" **5 Pillar Affiliates** all provide useful content. They PREsell. Then they let the rest of their team (us here at SiteSell) get the sale.

It's a **two-step** process that builds to the sale...

STEP 1 You PREsell to get an open-to-buy click-through to your merchant.

STEP 2 Your merchant gets the sale.

So, whatever you do, however you do it, it should always pull your visitor one step closer to delivering your **MWR...**

Get an open-to-buy click through to your income-generating source!
Whoops! I was just about to move on to the next point. Good thing I heard you asking...

"Ken, if I leave it up to the merchant's site to get the sale, I still don't see how I have any influence on the Conversion Rate. I'd much rather **sell** the visitor on my own site."

First, let's make sure we have our terms straight by examining a real case study. Elad Shippony, from Israel, is an excellent example of **an infopreneur**. He is creating fun and entertaining content to drive traffic from the Search Engines, and then monetizing that traffic, **without selling a product or service.**

http://www.sitesell.com/case-studies/infopreneur-elad.html

PREsell effectively, and your **CR** will zoom. But if it reads like a "hard-sell sales pitch," you'll quickly lose **credibility** with your audience.

On the other hand, let's say that you do not have a mega-content, ultra-high traffic site. You really love SiteSell products and that's why you're so proud to represent them. After all, you'd never want to just "push stuff" on people, products that you do not believe represent true value-for-dollar.

SIDEBAR

Site Build It! (SBI!), SiteSell's flagship product, gets results at an affordable price. No other comparable product can boast the same certified proof (and those companies would, if they could)…

http://proof.sitesell.com/

Do **not** represent merchants who simply bribe you with a high commission to recommend overpriced products. A short-term gain like this ends up in long-term pain. Your **reputation** is your foundation. Build it on rock rather than sand.

Check out the **SBI! Action Guide** for an inside-look at how **SBI!** provides **all** the information, strategies and tools needed to progress from brainstorming to content-development to traffic-building to growing a **profitable business.**

http://action-guide.sitesell.com/

You create a Web site that really raves about **Site Build It! (SBI!)** and other SiteSell products. **You** mean every word of it, of course. And **you** are really proud of your site. And **you** know that you are doing visitors a favor by telling them about the SiteSell products.

Whoa! Let's shift the focus from **YOU** for a second. Let's focus on your **visitor's mindset.** Up above, I said...

```
Get inside your visitor's head -- realize how
she will feel each step of the way.  Whatever
you do, consider the impact on your visitor
-- if it does not make her "open to buy,"
don't do it.
```

So maybe **you** see an honest site that tries to share the benefits of **SBI!** with your visitor. But your **visitor** does not know you or your motivations. And most importantly, she is not reading the relevant information that she was searching for. **(The fundamental reality of the Net is information, information, information).**

Your visitor sees a straight sales effort. With no other true content, it would be hard for "an outsider" to see it any other way.

It does not matter what **you** see. If your **visitors** basically perceive a straight sales effort for your merchants, **you're selling, not PREselling.** That means that the **two-step** process is now **SELL-SELL...**

Redundancy = Turned OFF customer = LOW CR.

But if you develop great content (**as Elad did with his niche**), it will lead to the click. You become a friend making a **recommendation** rather than a stranger

making a **sales pitch.** And if you create a truly great site, you'll actually become a trusted **expert** making an **endorsement.**

Recommendation = Turned ON customer = HIGH CR.

In other words, **don't push your visitor to the click, make her want to click.** It makes all the difference if your visitor feels that it's her idea to deliver **your MWR** (the open-to-buy click).

Another question? Geez, I was about to grab a coffee. Fire away!

"Can you give me another example of using content to PREsell?"

Sure. Let's say that you love **Make Your Words Sell! (MYWS!),** the perfect bookend to **Make Your Content PREsell!**. Your plan is to create a Net marketing site.

Whoa! My first recommendation...

Do not create another Web marketing site. There are zillions of them.

However, if you can develop a **unique twist** in the way you present **high-value** Web marketing information and build at least 30 quality content pages about this subject, then go for it. But don't limit your monetization efforts to PREselling SiteSell products exclusively. Instead, **diversify**.

For example, let's say you create a content page about "how to write persuasive sales copy on the Net." Within that page, include **in-context text links** to your Top 3 books about copywriting.

According to customer feedback, **Make Your Words Sell!** is far ahead in the **#1 position**…

http://myws.sitesell.com/

… but it's also a good idea to still include a #2 and a #3 recommendation. Why?

First, this approach gives your page **extra content value** -- it shows visitors that you have their best interests at heart. Second, it adds **extra credibility** to the #1 choice (ahem!). And third, it gives you **three possible links** for your visitor to click upon.

Include your favorite book about writing "offline" copy, too. Naturally, it's an affiliate link to one of the online bookstores!

It's a **WIN-WIN-WIN** situation for you, your visitors, and your merchants.
Now, please think about the following for a moment...

Why would I, a merchant, recommend that you **not** create "yet another Web marketing site," and especially not one that is dedicated to selling our SiteSell products?

It's because I know you'll waste your time**. The two-step SELL-SELL does not work.** Period. Sure, you'll get a few sales. But you won't make enough money to stay motivated to build your business. I'd rather give you a far more powerful, successful approach…

http://affiliatemarketing.sitesell.com/

…and have a smaller piece of your larger and more successful attention!

Bottom line?...

If you want to create and build a site that is related to Net marketing, **take your time and do your homework.** Find a new concept, or a unique twist, or a trend that you think will become important, and be the **first** one to do it. Do **not** be a "me too."

Better yet, **find your own unique concept.**

And where do you find a great concept for your site? **Inside you!**

You do know stuff other people don't... things people would pay to know. You might have learned it "on the job" or through your hobby. There's a good chance that you don't even realize what you know. It's often right under your nose. But, as you'll see in **DAY 2**, everyone **is** an expert about something.

In the meantime, check out how these small business owners have created their own unique site concepts based on what they know and love. Find out how they discovered **SBI!'s** most valuable benefit of all…

http://specialprize.sitesell.com/

Here's a real **concrete**, non-Web-marketing example that will succeed...

It's all about creating a **Theme-Based Content Site** that is loaded with Keyword-Focused Content-Rich Pages. Your theme?...

You love concrete. Yes, **cement!** It's been your hobby, your passion, for years... Concrete statues. Concrete painting. Decorative concrete. Concrete in the garden. Repairing concrete. The various types of concrete. Hand trowels. Things to do with cement blocks. Concrete trade shows. Concrete and swimming pools. Concrete molds. Cleaning concrete. Ready mixed concrete. Concrete countertops.

SIDEBAR

For this example, I had to brainstorm topics for concrete. I know nothing about it. I chose "concrete" because it was the first thing to enter my head. But I could develop topics about concrete forever. More about brainstorming and developing **HIGH-PROFITABILITY** topics later in the course.

Anyway, let's say that you decide to create a **Theme-Based Content Site** that is all about concrete. Your home page explains how your site is **the** site for everything concrete, from structural to esthetic.

Of course, you create **high-value, content-jammed Keyword-Focused Content Pages.** For example, your page about concrete statues explains all about how to make striking statues for the home and garden. You could even expand it into an entire "Statue Section," with a page on the history of concrete statues and another one about how to market and sell the statues that the visitor makes.

The main point, though, is that you create truly excellent, high-value content that attracts and delivers what your readers sought at the Search Engines, "warms them up" and increases your credibility…

C ➡ T ➡ P

You also weave **relevant, "in-context" text links** right into the content (i.e., your recommendations)…

- Books about the topic (ex., concrete statues if that's what the page was about)
- A garden supplier for concrete molds, trowels, etc.
- A concrete supplier

- Consulting services -- your own, of course!

M

See what's happening? When you write about a niche that you know and love, the content is easy. I'll show you how to attract even more targeted traffic by ranking well for the Search Engines (Search Engine Optimization) later on.

By providing great content, you PREsell your reader, increasing your **click-throughs** and your **Conversion Rate**. And by monetizing through related and excellent affiliate programs, and other appropriate monetization models, you develop **multiple streams of income** from one site.

This is the way to go.

SIDEBAR

I'd love to have just a **small piece** of your attention on a site like this... perhaps a button link "Powered by SiteSell.com" or perhaps a page called "How I Built This Page." If you can create a way to make it fit on your site, I'd **love** to be with you.

OK, we can summarize this section into a **key** take-home lesson. I am giving it this title...

"The Road to Becoming a Master Affiliate"

The more I researched successful **5 Pillar Affiliates,** the more PREselling techniques I found. But, no matter **how** they do it, they all accomplish the same thing in the end...

```
*************************************
"They refer people to their merchants
in an 'OPEN-TO-BUY' frame of mind."
*************************************
```

What's the key? **PREselling**. Not selling.

You must, must, **must** know **how to PREsell!**

Basically, **The Affiliate Masters Course** delivers **the** single most productive approach to affiliate income. It will show you how to **PREsell** your way to a **CR of 5-10%** and at the same time, **maximize targeted traffic** to your site and your merchants' sites (and your other monetization options, if applicable).

This brings us to the bottom line of this **DAY...**

If you're drawing targeted traffic to your site... **and** if your site is getting a great **Click-Through Rate (CTR)** to the merchants that you represent (and your other monetization sources)... **and** if you are **converting** a high percentage of them into **sales...**

You are following the roadmap to becoming a high-earning affiliate champion!

Let's summarize the whole point of **PREselling** with this question...

Which would **you** respond to?...

A stranger with a sales pitch?

Or…

A knowledgeable friend making a recommendation?

Before proceeding to **DAY 2,** please complete your **DAY 1 Goal-of-the-DAY,** and take note of your **Ongoing Goal...**

Ongoing Goal... Deepen and focus your understanding of this material. **Re-read** it once per week for the next eight weeks, monthly after that. As you progress through **DAYS 2** through **10,** it's going to be easy to lose sight of the **"big picture"** presented today. And there's another reason to re-read regularly. It will mean more and more to you as you gain **each DAY's new perspective.**

And with that, it's on to **DAY 2….**

Time to begin the blueprint for your Web site. Take the first step by brainstorming your **Site Concept**…

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2. DAY 2
Brainstorm Your Site Concept

"Do What You **Love...**
The Money **Will** Follow"

Goal-of-the-DAY... Identify the top 3 **Site Concepts** that you know and love.

Before you take this next step, take a moment to decide how you want to spend your time. Benjamin Franklin gave us this valuable advice to follow…

```
"By failing to prepare,
you are preparing to fail."
```

2.1. PREpare, Not REpair

You have just arrived at the **most important** part of your entire affiliate business. Yes, I know some of you haven't started yet. And I know you **really** want to get going! And yes...

Wrapping up the necessary preparation work **before** you begin "doing business" on the Net will, of course, delay your grand opening. But it's important that you take your time to prepare well **now**. Then there'll be nothing to repair or repeat once you launch. You'll just roar ahead!

```
**************************************************
The few hours or so that you spend here,
in preparation, will determine exactly
how big your success will be.
**************************************************
```

Most people fail in any business because they don't plan adequately. That's three times as true for an Internet business and five times as true for what **you** are about to do. Here's why...

If you pick the **wrong concept,** if you develop the **wrong topics,** if you pick the **wrong affiliate programs...** you'll get the **wrong results.**

So many small businesses fail to start at the beginning with **Content.** Instead, they start at the end with **Monetization.**

They spend time and energy setting up a shopping cart and a merchant account or some other way of "collecting the money." That's putting the (shopping) cart before the e-horse of traffic. As we saw earlier, **Monetization** comes last. It's the final result of doing everything else (**C** ➡ **T** ➡ **P**) correctly.

The hardest part, where 98% of small businesses fail, is in attracting **Traffic,** the visitors who convert into income. Yet many start with the cash register!

The solution? The only solution?...

Content ➡ **Traffic** ➡ **PREsell** ➡ **Monetize**

SBI! sites follow the process and succeed…

http://buildit.sitesell.com/sbi-businesses/traffic-alexa.html

---

This part of **The Affiliate Masters Course** focuses on what you need to do **first.** It guides you past the barriers and hazards and sets you on the road that is right for you…

Your road to success.

You are embarking upon a truly rewarding journey. Have no doubts -- this is **"winnable" e-commerce.** It's totally under your control.

What you are about to read is likely a radical departure from what you have been doing. **Take your time and read carefully.** Receive the key to becoming an **Affiliate Master.**

OK, enough "kung-fu grasshopper" stuff.

Back to real-time preparation. You have already started your journey in the right direction by completing the first preparatory step, the **foundation** for all future actions...

- **Understand PREselling and its Effect on Conversion Rates (DAY 1)**

There are three more preparatory steps...

- **Brainstorm Your Site Concept (DAY 2)**

Brainstorm a **high-potential** idea. Discover the best **Site Concepts for you.** Then narrow them down to the one with the most potential. Remember... it takes just as much time to build a low-potential business as a high-potential one. So invest the time **now** to **maximize** your returns later.

- **Develop HIGH PROFITABILITY Topics (DAY 3)**

Develop hundreds of possible **Keyword-Focused** topics for your concept, then narrow them down to the ones with the most profitability. Relax, it's a snap once I introduce you to a few Net tools.

And then it's on to the final preparatory step...

- **Plan Your Monetization Models (DAY 4)**

Here's where it starts to get fun. Based on the concept and topics that you developed, research affiliate programs that **excite** you and that **fit** your concept. At this point, plan for affiliate marketing to be your primary monetization model. However, it is also important to consider other potential income streams that would be suitable for your business. Diversity fosters stability.

Don't rush through the prep **DAYS.** They are easy -- so it's tempting to zoom. **Don't.** Even though they are not difficult, they do require **thoughtful** consideration.

I hate to be a nag, but please remember what I said before... **Building a profitable business is a process.**

SIDEBAR

The **Quick Tour** takes you DAY-by-DAY through the **C** ➡ **T** ➡ **P** ➡ **M** process in under three minutes. Catch a sneak preview of what's ahead…

http://quicktour.sitesell.com/

Take as much time as necessary to do each **DAY** properly. There is no stopwatch ticking. Some careful planning and fine-tuning will pay you big dividends down the road.

Now's the time to nod, and say, "Yes dear." Let's move ahead and...

2.2. Find Your Passion

Everyone, absolutely **everyone,** has a special interest... **a passion.** Everyone knows something that is of **value** to others… something that others on the Net seek.

Passion makes work fun and easy…

- What is it that you love to talk about? Read about?
- What is your hobby?
- What do you do for fun and games?
- What are your natural talents?

Don't forget to look right under your nose...

- What **special body** of knowledge have you learned from your job?
- What do you do day after day, without even thinking about it (ex., child-rearing, taking care of sick parents, renovation contractor, customs inspector).

Think about what you do in a typical day, and what you've **learned** from it…

• What sections of a bookstore or a magazine shop do you automatically gravitate toward?

• What kind of TV shows do you tend to like most? Movies?

What activities do you **enjoy most** about your current occupation?...

• Is it research?

• Helping customers achieve their goals?

• Managing other people?

• Teaching or explaining things to others?

• Talking/selling on the phone?

• Organizing things?

• Making a process easier?

• Discovering or creating new products or services?

• Marketing products?

Problems are also a good source for ideas because problems need **solutions!…**

• What bugs you?

• What's tedious?

• What does not work?...

We all encounter obstacles, problems, and nasty people in the course of whatever it is that we do every day. What are the three **biggest problems** in your work place? What are your biggest pains as a parent, or as a stepparent, or as a gardener, etc.?

Now repeat all the questions above, except pretend that you are in a "five years ago" time warp. Yes, ask yourself the same questions, except place yourself

where you were **five** years ago. Next, repeat for **ten** years ago. To paraphrase an old saying...

"You've forgotten more about some things than other folks will ever know."

Call friends. Ask your kids. Phone your parents or your siblings… or anyone else who can jog your memory. It's so easy to miss what others see.

Your mission, should you decide to accept it (!), and it is not as easy as it sounds, is to find a subject that **you really know and like.**

Here are a few examples of **starting points** to get your neurons firing...

Advertising
Aerospace
Agriculture/farming
Antiques and collectibles
Apparel/clothing/fashion
Architecture/buildings
Arts & Crafts
Auctions
Automotive
Aviation
Beverages
Books
Chemicals
Children/parenting
Cleaning
Communications
Computers
Construction
Consulting
Conventions/Trade Shows
Design
Disabilities
Education
Electronics
Employment
Energy
Engineering
Entertainment
Environment
Ergonomics
Financial services
Food
Gambling
Games
Government
Health
Hobbies
Home/garden/flowers/plants
Hospitality
Information
Jewelry
Law
Manufacturing
Minerals
Music
New age
Office supplies
Publishing
Real Estate
Religion/Spirituality
Research and Development
Retail management
Science
Security
Sex
Software
Sports
Telecommunications
Toys
Trade
Transportation
Travel
Video
Weather

Take your time on this -- the final concept will, after all, form the **foundation** for your affiliate business. So, now that you have **read** this far, **review** all the above brain-stimulators with pen and paper (or keyboard) in hand.

Write down concepts as they hit you -- make the list as long as you can. Don't censor yourself. Just write down ideas for **Site Concepts** as they occur.

Next, pick the three concepts that you **love** the most **and** that you think would have some appeal for others -- this is your **"short list"** of **Site Concepts.** Remember... if a concept **really** turns you on, you won't be working. You'll be playing. So focus on topics that you **love.**

You are now at a critical **LOOP POINT.** What do I mean by that? Well, at this point, there is no way to tell you which **Site Concept** to pick. Here's why...

You definitely know which **Site Concept** excites you the most, but you have no idea which one is most **profitable.** You do not have enough information yet.

Solution? Simply start with the **Site Concept** that excites you the most. As you accumulate more information during **DAYS 2, 3,** and **4,** grow your concept so that you **maximize its profit potential.**

For example, let's say that your passion is the Renaissance artist**, Sandro Botticelli** (1445-1510), a highly individual and graceful artist who fell out of fashion and died in obscurity. (Hey, in art, ya gotta be good to die broke!) It's your passion to give this man his due on the Net.

At first glance, the focus is rather **narrow.** It might be difficult to develop enough HIGH-PROFITABILITY topics to attract sufficient targeted traffic **(DAY 3)**. And there may not be many affiliate programs to develop a substantial primary monetization model **(DAY 4)**.

On the other hand...

- that may not matter to you -- **the passion may be primary,** while the money is secondary to you.

Or...

- since you really are an expert, you just may succeed in developing tons of Keyword-Focused topics to be able to create lots of **high value Keyword-Focused Content Pages** about Botticelli. You may end up "owning" this niche. And, while completing the prep work, you may discover...

- a superb art gallery that specializes in Botticelli, but that gets zero Net traffic
- a stock photo service that features a comprehensive selection of Botticelli art
- a Botticelli museum in Florence.

The stock photo service has an affiliate program. You set up a private referral arrangement with the other two. You're in e-business heaven!

Or...

- you conclude that while you love Botticelli, there is not enough income potential for this narrow niche. So you expand it. How far?

Do you stop at Botticelli?...
http://www.artchive.com/artchive/B/botticelli.html

Or do you grow your idea to include all Renaissance artists?...
http://www.artchive.com/artchive/renaissance.html

Or do you grow your idea to include all artists?...
http://www.artchive.com/artchive/ftp.html

Or do you grow it into a comprehensive art portal?...
http://artchive.com/

Of course, you don't have to go "the whole hog" all at once. You can start with Botticelli and **widen the scope** of your site over time.

SIDEBAR

Mark Harden, the owner of **artchive.com** (above), definitely fits the model of someone who started out with a simple passion... building an art site. He has leveraged it into one of the top 10,000 sites on the Net, and generates outstanding income from it.

How **big** should you grow your **Site Concept?** How much should you change it? Only you can decide. And you'll be able to do that when you finish...

DAY 3 -- Develop HIGH-PROFITABILITY topics

DAY 4 -- Plan Your Monetization Models

If the financial potential seems limited after you have finished the above, you have **three options...**

OPTION 1) Expand the concept -- make it more general. But remember**...** you don't have to start huge. **Build it over time.**

OPTION 2) LOOP back to this point and try the **next** concept on your "short list" of **Site Concepts.**

OPTION 3) Recognize that you're "in it" more for the passion than the money. Botticelli rules!

It's all up to you. Let those creative juices flow.

(A word of **caution,** though. Before you decide on your final choice for your **Site Concept,** do **DAY 3** and **DAY 4**.)

Before proceeding to **DAY 3,** please complete your **DAY 2 Goal-of-the-DAY,** and take note of your **Ongoing Goal...**

Ongoing Goal... Revisit this only if you want to build an entirely new and different **Theme-Based Content Site.**

Now that you have 3 **Site Concepts** that excite you, let's find out where the **PROFITABILITY** lies...

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3. DAY 3
Develop High-Profitability Topics

"Why do you rob banks?" the officer asked infamous bank-robber Willy Sutton moments after he arrested him...

"I go where the money is."

Goal-of-the-DAY... Use the **SUPPLY** and **DEMAND** WINDOWS to build a MASTER KEYWORD LIST**,** fully researched, of 5 HIGH-PROFITABILITY KEYWORDS for each of the 3 **Site Concepts** (brainstormed in **DAY 2**).

With this goal in mind...

Let's say that you love fashion. You eat, live and sleep it. You read all the fashion magazines. You head straight to that part of any bookstore. Your friends beg you to talk about something else "for a change!"

It's time to **brainstorm** and **prune**. Initially, you'll brainstorm as many related "Keyword-Focused" topics as possible that are related to fashion. Then you'll **prune** out the **low-profit-potential** ones.

First thing you do? Power up what I will call your **"keyword tool center."** There are three WINDOWS of information that you will be researching...

1) DEMAND

2) SUPPLY

3) BREAKOUT

Open your browser and start with...

WINDOW #1 -- THE DEMAND WINDOW

Time to **brainstorm** some Keyword-Focused topics with **Search It!...**

http://searchit.sitesell.com/

If you're not tapping into the unlimited information on the Web, you're missing out. **Search It!** converts you into a business power-surfer.

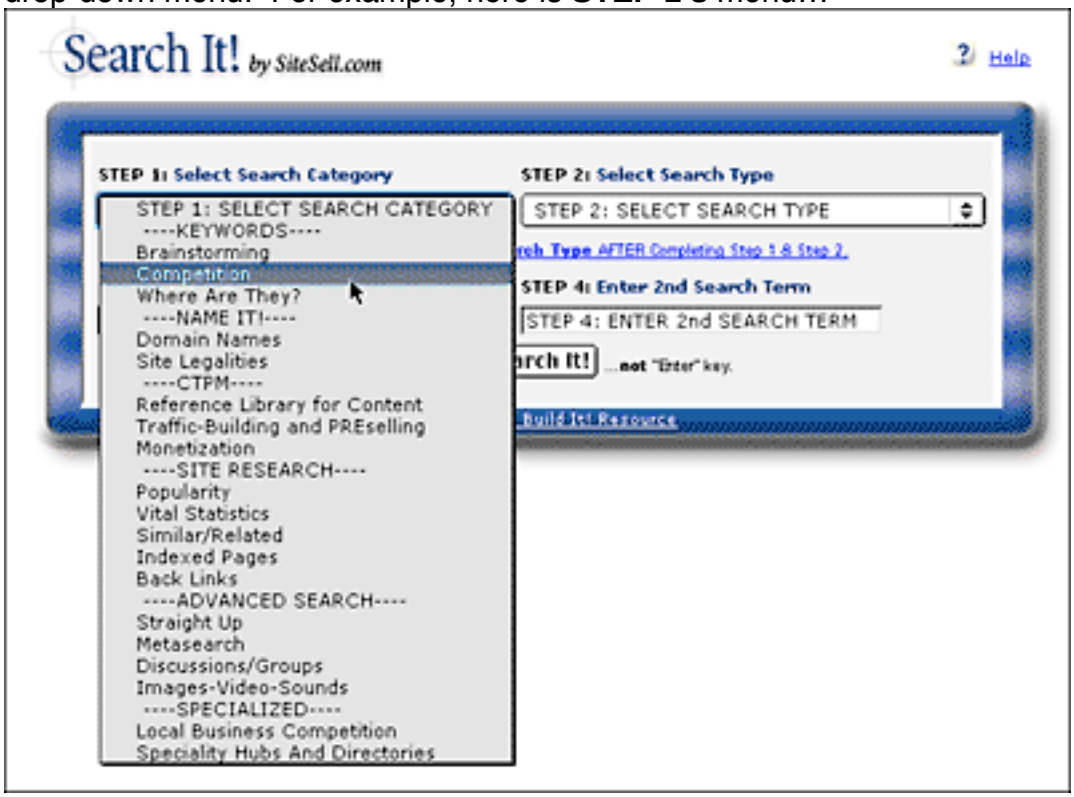
Search It! has so many useful purposes, for example...

- brainstorming
- competitive research
- domain naming and legalities
- PREselling content idea development
- identification of new monetization avenues

This powerful unique tool is simple to use. Keep it handy on your desktop -- perhaps in the upper left corner of your browser.

OK, let's fire up **Search It!.** **(**If you are running a pop-up blocker, please be sure to click on the **pop-up blocker help link** for important information.)

A search could involve three or four steps. **STEP 1** and **STEP 2** both utilize a drop-down menu. For example, here is **STEP 1's** menu…



I highly recommend that you click on the link, "**Click Here** for information About **Search Type** AFTER completing Step 1 & Step 2," **every time you do a search**. These short tutorials will help you get the most out of your research until you get more comfortable with **Search It!.**

Now that the mini-orientation is over, let's get started.

STEP 1… Select "Brainstorming" from the Search Category menu.

STEP 2… Select "Overture Suggestions" from the Search Type menu. (Overture, now owned by Yahoo!, is soon to be renamed **"Yahoo! Marketing Solutions."** We'll use "Overture" until that time.)

Here's what you have done so far…

Don't forget to click on the help link before you proceed!

STEP 3… Enter the keyword "fashion" (without the quotes).

SIDEBAR

In this course, the term "keywords" includes **both** single words **and** multi-word phrases. When building a keyword list, never limit yourself to single words. Many more people search using multiple-word keywords composed of two, or even three, words.

Since there is no **STEP 4** for this particular search, you can now hit the **Search It!** button. (Do **not** use the Enter or Return key.)

Let's quickly recap your search formula…

Search It! > Brainstorming (STEP 1) > Overture Suggestions (STEP 2) > fashion (STEP 3)

Please note… we will use the above **shortcut style** when outlining the steps of future searches.

OK, onwards and upwards. Got your **DEMAND** WINDOW ready? Here are the most common keywords that Web surfers search upon that contain the word "fashion" at Overture…

Searches done in March 2005	
Count	Search Term
418114	fashion
100064	fashion model
70325	fashion bug
43936	fashion jewelry
36695	fashion magazine
34172	fashion designer
30180	fashion show
27188	fashion design
23346	fashion police

The number in the left column is the number of times that each keyword was searched in the preceding month at Overture. In a sense, it's an indication of the DEMAND (by **your** potential visitors) for each keyword that contains the word "fashion."

SIDEBAR

You may have noticed that all words are singular. Overture does not differentiate between the plural and singular forms of words. If you do a query for "fashion model" or "fashion models," you get the same results...

100064 fashion model

That "100064" is a combination of all the searches that were done for "fashion models" and "fashion model" at Overture during the previous month.

Only one problem... what if 100062 of those 100064 searches were for "fashion models?" There would not be much point in making a wonderful Web page about "fashion model" (singular), would there? After all, no one would be searching for "fashion model," if that were the case.

Usually, your instincts will tell you which version is the most popular. However, to be on the safe side, do a quick reality check by using the **7Search "Related Keywords" Tool...**

http://www.7search.com/scripts/advertiser/sample_get.asp

And the results?

fashion models 0 vs. fashion model 7,179

(The numbers here are different from those we got through **Search It!**, but the outcome remains the same. Use "fashion model," rather than "fashion models.")

Why is this second search worthwhile doing? Because, as you'll see later on, you'll create content pages with topics that focus upon your HIGHEST PROFITABILITY keywords. And PROFITABILITY is partly determined by the DEMAND for your keywords (i.e., how many times people search for them).

If you are following along with this example by actually doing it, the numbers may have changed but the basic ideas and conclusions remain valid.

OK, what do we have so far? We've got a good idea of what your potential visitors **want.** In other words, we know what's in DEMAND, and by how much, for a variety of keywords (some of which will become your HIGH-PROFITABILITY, Keyword-Focused topics) that contain the word "fashion."

Now it's time for...

WINDOW #2 -- THE SUPPLY WINDOW

Ready to **prune** out the LOW-PROFITABILITY topics?

Before we can start pruning, we need to check out the SUPPLY of your "fashion-containing" keywords. In other words, how many sites already provide content for the keywords that we found in your **DEMAND** WINDOW (i.e., WINDOW #1 above)?

Let's start the ball rolling with "fashion design." Open **Search It!** once again. (You did keep it handy on your desktop, right?)

Search It! > Competition (STEP 1) > Google Single Keyword SUPPLY (STEP 2) > fashion design (STEP 3)

This specific search yields almost a million pages…

Results **1** - **10** of about **928,000** for "fashion design"

Repeat the same process for each of the "fashion"-containing keywords that you found in your DEMAND WINDOW. Yes, seriously, do a search for each keyword. It is a bit tedious, but the research will pay off in spades.

Before you do those searches, create a MASTER KEYWORD LIST. I recommend that you do this either in a simple text file or via a database or spreadsheet program. A database or a spreadsheet will speed things up and provide you with extra functionality.

The best choice is a database like **Filemaker Pro...**

http://www.filemaker.com/

If you don't know anything about databases or spreadsheets, your fastest way to get up and running is with Filemaker Pro. It's a friendly, easy-to-learn database program. Your particular needs are simple, so it won't take long for you to create a MASTER KEYWORD LIST that can be sorted and searched, and that can warn you of duplicate keywords.

If the idea of a database or spreadsheet scares you, simply stick with a text list. It's a bit inefficient so it will take you a little longer, but it will do the job just fine.

Whatever you decide, please, please, please...

DO use a MASTER KEYWORD LIST. It will evolve into the **master blueprint** for your entire site. If you follow these instructions, the site will almost build itself!

OK, here's what to do with your MASTER KEYWORD LIST. **Create four columns and label them KEYWORD, DEMAND, SUPPLY, and SUPPLY SITE INFO.** For each "fashion"-containing keyword in your DEMAND WINDOW...

1) Enter the keyword itself into the column labeled KEYWORD -- copy-and-paste to avoid typos.

2) Enter how many times it is searched (info that you found in the DEMAND WINDOW) into the DEMAND column.

3) Enter how many sites **Search It!** finds (in your SUPPLY WINDOW) in your column labeled SUPPLY**.**

4) Read the listings for the Top 20 sites that **Search It!** returns for each keyword. Make brief notes in the fourth column, SUPPLY SITE INFO -- no need to visit the sites yet (perhaps just a quick click to the home page if you need a bit more info). Just get a flavor for the kinds of sites that each KEYWORD search delivers.

I've started your MASTER KEYWORD LIST for you...

KEYWORD	DEMAND	SUPPLY	SUPPLY SITE INFO
fashion	418,114	96,100,000	See NOTE...

NOTE: "Fashion" is too general. Don't bother researching this word for products/services. The real opportunities lie in the **niches,** in topic keywords that have more specificity.

fashion model	100,064	554,000	Information about models, agencies, sites about a specific model or nationality
fashion designer	34,172	694,000	Barbie designers (!), various "name" designers
fashion magazine	36,695	309,000	online and offline fashion mags, eye-ware magazine
fashion design	27,188	949,000	Schools, colleges, and internships; designers selling fashion designs

Add as many notes as you like for SUPPLY SITE INFO. I've kept it very brief here, since it is only an example.

Finally, make two more columns, one labeled POSSIBLE PARTNERS and the other called IDEAS FOR CONTENT. Time for some in-depth, professional, SUPPLY WINDOW research...

Review as many sites from these results as you like. I'd suggest at least the **first 10-20 sites.** But you may find merchants in need of traffic help (i.e., you!) deeper down.

As you get into this in-depth research, you'll notice three types of sites...

• **irrelevant** -- for whatever reason (off-topic, geographic, lousy site, etc.), they just don't fit. Skip these.

• **merchant** -- in POSSIBLE PARTNERS, enter what kind of merchandise they sell. If they have an affiliate program that fits your concept, enter the URL of the "join page" for the affiliate program of that merchant. These are indeed potential merchant-partners for you.

Even better, you're automatically organizing the POSSIBLE PARTNERS according to each keyword. This means that you are already pre-planning each Keyword-Focused Content Page's **"in-context" text links** and setting the groundwork for the **"M" (Monetization)** stage.

• **content** -- these sites are your direct **competitors.** They make money through affiliate programs, too. And good news! They'll speed up your learning curve by **giving** you a lot of information. Why? Because they've already done a **ton** of work for you! Here's what to do...

i) As you review these content sites, you may get some great ideas for content on your own site. Enter these ideas into the IDEAS FOR CONTENT column.

ii) Browse the site, drilling down into the content. Click on the banner ads and text links, following these links out to their destinations to see what kind of merchants **they** have chosen as affiliate-partners. Or perhaps it's a straight advertising deal -- make a note of these merchants as potential advertisers, too.

If a given merchant fits your concept and has an affiliate program, enter the kind of merchandise it sells, and the "join page" URL, as you did just above. Once again, you are preparing for the **"M"** stage.

SIDEBAR

QUICK TIP: It can be a tedious pain to look for a link to a merchant's affiliate program. Some home pages are quite crowded. Here's how to find it quickly...

1) See if you can find a reference to it with a quick scan of the top, left and bottom navbars (graphic or text links). If not...

2) Do a quick find on the home page. Press on the control+f keys on your keyboard (command+f if you are using a Mac). Then enter "affil" (the first few letters is fine and reduces chances of a typo) into the box of the window that pops up. Try also for "assoc" (short for "associate") and "refer" (short for "referral" or "referrer" program).

3) Use the site search tool or online support chat (if it has one) or 1-800 line, or send an e-mail. If the site doesn't have an affiliate program, ask if the Webmaster is interested in buying pay-per-click advertising (more on selling pay-per-click advertising a bit later on in the course).

If you still can't find an affiliate link after that, forget it. The site probably doesn't have an affiliate program.

ANOTHER QUICK TIP: You can also find MERCHANT sites via **Search It!**. Select the **Specialty Hubs and Directories** category **(STEP 1)**. Obtain content sites by reviewing the top 20+ search results from **Search It!'s Competition** category **(STEP 1)**.

Plow through your MASTER KEYWORD LIST until you have completed all six columns for all of your HIGH-PROFITABILITY "fashion"-containing keywords.

Expected results?...

- lots of good **content** ideas for the site

- some good **monetizing** leads to merchants who could need pay-per-click advertising from you a bit later

- a few merchants who have affiliate programs (but the real mother lode for affiliate programs -- more **"M"** -- will come in **DAY 4!**).

IMPORTANT...

I can't over-emphasize the importance of your MASTER KEYWORD LIST. Your entire site, including its most profitable directions, lies in this blueprint. **Please do this.**

If you find creating your own list (with a database or spreadsheet program) to be too daunting, and if a text list is too awkward, let **Site Build It!'s** server-side **Brainstorm It!** do your work for you!

Brainstorm It! (BI!) is composed of two sections, equivalent to the right (creative) side and the left (analytical) side of your own brain...

1) Brainstormer -- This is the creative, brainstorming right brain division of **BI!.** Enter a "seed word" and use one of the **Brainstormer Tools** to generate hundreds of related words! Save yourself time and energy.

2) Master Keyword List (MKL) -- This is the analytical, left brain part of **BI!.** It is where you search, manipulate, analyze and delete your keywords.

Together, **Brainstormer** (the right brain) and **MKL** (the left) will help you find the most profitable Site Concept, the best spin for it, and the best topics for content.

Click-click... brainstorming is a snap. Follow the first **2 STEPS**...

STEP 1 Select a **Brainstormer Function**

STEP 2 Select a **Brainstormer Resource**

Then click on the **Click Here for information** link for more information and for what to do next. The rest of this help page covers each of the **Brainstormer Resources,** listed according to the **four** major **Brainstormer Functions...**

I) Vertical Brainstorming
- Overture Keyword Selector
- Wordtracker All Words

II) Lateral Brainstorming
- Google Top 100
- Google 2nd 100
- More To Come

III) Get Demand For All Keywords
- Wordtracker Demand

IV) Get Supply For All Keywords

- Google Supply

And here's the best news… the innovative **Brainstorm It!** is but one of 50+ modules in **SBI!'s** comprehensive integrated system.

http://buildit.sitesell.com/main/home.html#FEATURES

SIDEBAR

Want to accumulate even more information about the intensity of the competition (i.e., the SUPPLY of keywords) for top rankings for your keywords? Use **Search It!.** (I told you that you would use this versatile tool often!)…

Competition (STEP 1) > Overture Bid Price (STEP 2) > fashion model (STEP 3)

Overture is a Pay-Per-Click Search Engine, so the companies you find are serious companies that do some research and are willing to pay for listings. They also tend to be a bit more marketing-savvy. So you'll get useful info here.

Try this now...

At the time of this writing, the winning bid to have the top spot on this search results page is $0.10. See where it says "Advertiser's Max. Bid" at the end of the description for each site? If you don't see a price, then the "regular" Search Engine algorithms have simply returned that site for free. This means that you can have that spot by bidding the minimum required bid!

On the other hand, "fashion designer" costs $0.24 to be #1 in the search results. This makes sense, since our **Search It!** research above showed that there were many more sites about "fashion designer" than "fashion model" (i.e., greater competition).

Want another sign of competitive SUPPLY? Note how many sites bid for each keyword. For example, 2 sites bid at least $0.10 for "fashion model." And 15 sites bid for "fashion designer." No contest, in this case. Expect some big price gaps in the bidding for "fashion designer," which has a much higher #1 bid.

Now remember, **companies that pay for keywords are serious about their businesses.** They are either merchants or content sites determined to build traffic. Visit the **Top 10** sites. (Do 20 if you're feeling ambitious!)

If it's a **merchant** site, it's more likely to have an affiliate program since it's already savvy enough to "pay per click." If it **does** have an affiliate program that

fits your **Site Concept,** enter what kind of merchandise it sells and enter the URL of the "join page" into POSSIBLE PARTNERS for that keyword (as explained above).

If it's a **content** site, review its content and follow the "links out" in the same way as outlined above -- add to your POSSIBLE PARTNERS and IDEAS FOR CONTENT columns. Some of the content sites will be serious affiliate sites, so pay careful attention to what they are doing.

Repeat the process for all of your HIGH-PROFITABILITY "fashion"-containing keywords.

As we'll see near the end of this course, the Pay-Per-Clicks can be an extremely effective way to build traffic. We'll cover some simple strategies for bidding that will enable you to get the most bang for your buck or dimes or nickels! You can delay this step until then, if you prefer -- just thought I'd mention it if you decide to use **Search It!** for further SUPPLY research.

One special note... If your search on a keyword returns sites that seem **inappropriate**, it's likely that your keyword does not reach the people you thought.

For example, let's say that you want to write a page about how to price products. This page is meant to show e-commerce merchants how to price new products. You decide that "price" is a good keyword...

Use **Search It!** > **Brainstorming (STEP 1)** > **Overture Suggestions (STEP 2) > price (STEP 3).**

The results are interesting. People searching for the keyword **"price"** are not business folks looking for **"pricing"** info. They are consumers looking for **deals.**

Save yourself time and money... "price" is not a good word to focus on. Nor is any word that turns up **irrelevant results** in **Search It!.** Now repeat this procedure for the keyword **"pricing."** BINGO! This is the right word.

OK, where were we? Oh yes...

Your DEMAND WINDOW's search generated many "fashion-containing" keywords, along with the DEMAND for each keyword.

Your SUPPLY WINDOW's search revealed the number of sites (i.e., the SUPPLY of sites) that provide information about each keyword, as well as a lot of leads to possible merchant-partners and even some ideas for content.

Now it's time to pick the keywords with the best PROFITABILITY**.** These will be the keywords with **high DEMAND** (i.e., tons of searches) and **low SUPPLY** (i.e., not too many sites found). Eliminate any words that appear **too competitive** (i.e., SUPPLY is too high in WINDOW #2 or bidding competition is too intense), especially if they are not searched upon very often (i.e., DEMAND is low in WINDOW #1). And **especially** if there do **not** seem to be many POSSIBLE PARTNERS for them!

For example, notice that "fashion knockoffs" was searched for only 3,350 times in the previous month. Let's say that a **Search It!** search returned 39,500 sites. Not the best combination.

Bottom line?...

Your best words should have HIGH DEMAND and LOW SUPPLY.

This is a **rough protocol,** so don't become a slave to it. Follow these two general guidelines...

1) Eliminate only the worst combinations of HIGH SUPPLY and LOW DEMAND and low number of POSSIBLE PARTNERS.

2) When you're ready to write your site, start with the keywords that have the best combination of HIGH DEMAND and LOW SUPPLY (especially the ones that you really enjoy and know!) and a good number of POSSIBLE PARTNERS.

As you start to see **patterns** for the kind of sites that appear in your SUPPLY SITES and POSSIBLE PARTNERS and IDEAS FOR CONTENT notes, you'll refine your **Site Concept.** Ultimately, you'll create **Keyword-Focused Content Pages** that...

- fit with your final **Site Concept**

AND...

- have a good SUPPLY/DEMAND ratio

AND...

- have a good number of POTENTIAL PARTNERS

AND that...

- you **enjoy** writing about.

Now you are ready to work on…

WINDOW #3 -- BREAKOUT WINDOW

By now, you very likely have enough keywords to keep you busy for a while. If so, give this a quick read and move on to the next section. But...

If you need more HIGH-PROFITABILITY keyword topics, or if you just want to be thorough, work through this third and final WINDOW. It just might affect the final concept that you refine and the domain name that you select.

It's easy to get "concept-keyword-bound." Resist the urge. Keep in mind that SUPPLY and DEMAND numbers are still merely gross guidelines that point out some interesting big pictures. Make **your** brain the ultimate judge.

No single keyword, no matter how profitable it may calculate out to be, makes or breaks a business. The **overall** quantity and quality of **all** your pages are, ultimately, what makes your business snowball and gain momentum.

The money (i.e., **your** income) is in **C** ➡ **T** ➡ **P** ➡ **M**...

Develop a wide variety of different keywords, and then build **Keyword-Focused Content Pages (KFCPs)** that deliver **high-value** information. Those pages attract and **PREsell targeted visitors,** who then **click through** to your merchants and other sources of income.

Let's see where we are at…

We started with a basic **"Concept Keyword"** like "fashion." All the brainstorming and pruning revolved around that word.

Let's BREAKOUT (i.e., widen the field) a bit. What we need is a good sharp knock on the side of the head, so that we can come up with keywords that are related to "fashion" but don't contain the word "fashion."

To develop related keywords for **your** special **Concept Keyword** ("fashion" in this case), use the one and only **Search It!.**

Search It! > Brainstorming (STEP 1) > Google AdWords Keyword Tool (STEP 2) > fashion (STEP 3)…

This search is great for finding words related to your **Concept Keyword** that do not necessarily have "fashion" in them.

You can then use those new keywords to **brainstorm and prune** some more keywords in your DEMAND and SUPPLY WINDOWS. And that means more potential HIGH-PROFITABILITY topics for pages on your fashion-oriented site!

One special note about our BREAKOUT Brainstormer. Don't reject words outright. Ask yourself… "How does this fit in with my target market?" You might be surprised! It's an amazing **idea sparker.**

Ready? Let's see a small sampling of the results…

jennifer lopez clothing
damenmode
sabotage
dresses
shoes
mall
bedding
bags
rugs
handbags
boxfresh

clothing
clothes
dress
wear
makeup
gucci
fashions
vogue
60's
couture
outfits

Use these words in two ways...

1) Use the ones **that fit** your **Site Concept** "as is" to create more **Keyword-Focused Content Pages**, (ex., a Web page about "Jennifer Lopez clothing" or "Gucci"). Add these to your MASTER KEYWORD LIST and complete the DEMAND, SUPPLY, SUPPLY SITES, POSSIBLE PARTNERS, and IDEAS for CONTENT columns for each one.

Or a **bigger** idea...

2) Extract **"General Keywords,"** like "couture" and "clothing" and "mall." Feed these fashion-related "concept-level" words back into your DEMAND and SUPPLY WINDOWS to brainstorm and prune a whole new series of HIGH-PROFITABILITY keywords.

Add these to your MASTER KEYWORD LIST, too. (Or start a new MASTER KEYWORD LIST for any "concept-level" keyword that is **different and strong** enough to stand as a separate site.)

For example, "mall" generates…

88,131	shopping mall
38,595	online mall
23,756	outlet mall
7,438	online shopping mall

So "fashion shopping mall" would be an **excellent topic** to include (especially since it includes "fashion shopping" and "shopping mall" **within** it for a total of 88,840 requests!).

You can keep right on BREAKING OUT in WINDOW #3, then brainstorming in WINDOW #1 (DEMAND) and pruning after doing research in WINDOW #2 (SUPPLY). You will really come up with original, non-obvious keywords **and** affiliate programs that are right for your **target** market and that are part of major new directions related to fashion, but that don't contain the word "fashion."

You may even discover a concept that is so strong that you decide to adjust your first concept, or even replace it with this new one!

SIDEBAR

Here's another way to BREAKOUT. Use this really interesting feature…

Search It! > Metasearch (STEP 1) > Ixquick (STEP 2) > fashion (STEP 3)

In this search, a site gets one star for every major Search Engine (ex., Yahoo!,

MSN, etc.) that scores it in its Top 10 (i.e., on Page #1 of search results). So it's a fast way to check **all** the major engines at the same time.

Any site on the first page of this search result with three stars or more is doing great. These sites know what they're doing and are **not** there by accident. Getting two stars is good. One star could just be a fluke.

Ready? Search for "fashion."

At the time of this writing, Fashion.net scored tops with five stars. Click to that site. Now click on "Fashion" in the menu. Click on "Designers," then "New York," and finally "Betsey Johnson."

Now go to the menu of your browser...

VIEW > SOURCE

This shows the HTML source code for this page. Look for the **"META keywords tag"** within this page's HTML...

<META NAME="keywords" CONTENT="betsey, johnson, fashion, dresses, luxury, womens, bridesmaid, prom, party, sexy, girl, summer, shoes, accessories, shop, clothing, skirts, tops, sun, summer, sun, design, latest, real, style, collections, new, york, city, exuberant">

Yes, this site makes a common mistake of listing tons of different keywords. But that's OK... they've done some brainstorming for you!

Continue researching the Fashion.net site. Or try other sites on the first page of your **Search It!** results. Or do a new search…

Search It! > **Metasearch (STEP 1) > Yahoo!-Google overlap (STEP 2) > fashion (STEP 3)**

Depending upon your time restraints, repeat the process for all of your HIGH-PROFITABILITY "fashion"-containing keywords.

One final note…

If a particular search uncovers a merchant site, and if it has an affiliate program that fits your **Site Concept,** enter what kind of merchandise it sells. Also insert the URL of the "Join Page" into POSSIBLE PARTNERS for that keyword (as explained above).

If it's a "content site," review its content and follow the "links out" -- add to your POSSIBLE PARTNERS and IDEAS FOR CONTENT columns.

OK, let's get out of the three windows for a moment. They have focused on the "KEYWORD END" of brainstorming...

KEYWORD END.....……..**CUSTOMER END**
(BRAINSTORM & PRUNE) -- **KFCPs** -- (BRAINSTORM & PRUNE)

Now let's look at the CUSTOMER END. Get into your visitor's shoes.

Answer these questions...

Q -- Who is she?

Q -- What is she trying to do?

Q -- What other stuff does she look for?

For this discussion, we'll use the **pricing example** that we already explored briefly. Why not a fashion term?

I know nothing about fashion (and my wife would agree). Up to now, you've learned techniques that **anyone** can use for **any topic.** But, for this part, you do need to **know** your customer and your concept.

My concept is to create a site that is all about **pricing.** It's something that I know a lot about and enjoy. I've done my prep actions. I am already an affiliate of SiteSell because **Make Your Price Sell! (MYPS!)** is a perfect fit for my concept. I'll also provide links to good pricing books at an online bookstore as well as other related vendors. (Specific details on how to choose affiliate programs appear in **DAY 4**).

Let's assume that I've "three-windowed" my **Concept Keyword**, "pricing," to death. Now I want to approach things from the CUSTOMER END. This empowers me to come up with keywords that go way beyond the KEYWORD END.

And that's where the money is. Your site has two visitors that you must please… the Search Engines' spiders and your human surfers.

First, let's answer the "visitor questions" that we posed earlier...

Q -- Who is she?

A -- Writers, software companies, or manufacturers in any industry you can imagine. I'll come up with a lot more answers and then figure out how to reach each one. I'll be **specific** and break them down into **niche segments.** What do they do? What kinds of things would they search for at a Search Engine that is related to their occupations?

Q -- What is she trying to do?

A -- She is looking to sell her products or information and has no idea of what she should charge for her product. As an affiliate of SiteSell, I know that **MYPS!** can help her... **she** just doesn't know it yet.

So, yes, I've worked on obvious words like "pricing" and "pricing software" and "pricing" together with her industry, and so forth. And I've figured out every way that she could possibly search for that information (ex., "setting a price," "how to price") and I've even run those through WINDOWS #1 and #2!

But now for the million dollar question...

Q -- What other stuff, besides pricing, does she look for?

A -- She'll look for anything that is related to her business. I have to figure out what problem a member of my target market is trying to **solve** when she does a search.

I'll trace her steps as she develops her product, writes her site, builds traffic, takes orders and ships product. **I'll intercept her with my message.** What words would she look for? My site must **solve that problem.**

An example... what's a common issue for people selling products on the Net?

"Fulfillment," just to name one. "Taking orders," "shipping," "product development," "market research," "feasibility studies," "writing sales copy," "credit card processing," "shipping," to name just a few others. There are so many starting points that the head spins.

People looking up terms like the ones above will also have a need to price products more effectively. They qualify themselves as serious business people with serious needs. Exactly the right kind of people for **MYPS!.**

So I'll intercept them when they search for, let's say, fulfillment-related topics, provide them with great content about fulfillment, and then also introduce them to the concept of pricing. I've added a whole new major direction -- and income stream -- to my site simply by thinking about my target's **other** needs.

To show you how this can grow quickly, let's continue my "new direction for pricing" example. Open your **Search It!** tool and follow this pathway…
Search It! > **Brainstorming (STEP 1) > Google AdWords Keyword Tool (STEP 2) > fulfillment (STEP 3)**

Besides all the examples that use the word fulfillment, here's an edited list to give you a feel for what I found…

fulfillment	product	management	providing
fulfillment	fulfillment	promotions	shipments
house	e fulfillment	reports	process
fulfillment	national	efulfillment	costs
service	fulfillment	technology	service
fulfillment	drop shipment	forecasts	demand
companies	expenses	transportation	annual reports
fulfillment fund	positioning	profits	warehouse
fulfillment	campaign	bonded	marketplaces
company	banking	definition of	drop ship
fulfillment	understanding	peoplesoft	
houses	package	challenges	

From here, I'll extract **General Keywords,** like "demand" and "fulfillment" and "shipments" and "service" (just to pick a few). Then I'll feed these "concept-level" words back into WINDOWS #1 and #2 to brainstorm and prune a whole new series of **high-profit-potential** keywords. Add these words to your MASTER KEYWORD LIST, too.

For example, if I feed "service" into my DEMAND WINDOW, I'll get...

935386	dating service
914527	online dating service
667318	cellular phone service
472834	adult dating services
366251	internet service
320963	wireless service
292096	us postal service

247491	translation service
247406	christian dating service
229137	phone service
113135	merchant service

<snipped>

Please note that this new direction (this great group of profitable words) is not about pricing, but some of these words are perfect **for our target market** of serious business people with serious business needs.

Are you thinking...

"What does fulfillment or customer service or sales have to do with **Make Your Price Sell!?"**

Absolutely... positively... **everything.**

Am I suggesting that you fool business people who are looking for information about these topics? No, not at all.

Here's why... if someone is searching for "fulfillment" (in the non-Zen sense of the word!), she **already** has a product. A product that needs a **Perfect Price.**

Obviously, **Keyword-Focused Content Pages** about **pricing** are much more tightly targeted to our **Make Your Price Sell! (MYPS!)** product. It's easy to write a good page that ends in a **recommendation** to visit **MYPS!**. And of course, this is a "must do." It's easy and effective.

But let's say that someone just found my page about order fulfillment. It's a terrific HIGH-VALUE page that delivers just what she was searching for. But how to lead that into a click to **MYPS!**?

Remember this golden nugget…

PREselling is really about building trust and credibility with your potential customer through great content. So, once I have **PREsold** with great content about fulfillment issues on the Net, I lead into a few closing links.

First, I join the program of a good fulfillment company. I provide a link to them. Then, I add a link like this…

Before you can sell and fulfill orders online, you have to first attract targeted traffic and gain their trust.

```
Site Build It! is the solution.

Build a site that attracts a strong,
endless stream of free, warm, willing-to-buy
visitors... success guaranteed.

http:/buildit.sitesell.com/
-------------------------------------------------------------
```

CLICK!

And I'll follow that link with this one...

```
-------------------------------------------------------------
When you are selling, your price has to
be right. I have found a pricing technology
that has been receiving kudos from experts
who are on the cutting edge.  I highly
recommend it. See what you think...

http://myps.sitesell.com/
-------------------------------------------------------------
```

CLICK!

Our target customer does not necessarily have to be looking for **pricing** info -- if we can intercept her in any of her **daily** needs, we can make her aware of this wonderful **pricing** product that she will realize she needs.

Bottom line? If your keyword attracts your **target market,** there is always a way, with just a **touch of creativity,** to stretch her to other products that are also likely to fall within her "list of needs." It's all part of effective communication on the Net. (And that's where **Make Your Content PREsell!** comes to your rescue!)
Wow! What a **DAY!**

Take **three** little WINDOWS (DEMAND, SUPPLY, and BREAKOUT). Approach matters from **two** different directions (from the **KEYWORD END** and the **CUSTOMER END**). And you've got a **great list of profitable content topics,** almost ready to write itself!

Before proceeding to **DAY 4,** please complete your **DAY 3 Goal-of-the-DAY,** and take note of your **Ongoing Goal...**

Ongoing Goal... Use each of the **SUPPLY, DEMAND** and especially the **BREAKOUT** WINDOWS, to grow your MASTER KEYWORD LIST ever bigger,

ever more PROFITABLE**.** This yields the raw material for new **Keyword-Focused Content Pages.**

Consider getting **Site Build It!'s Brainstorm It!** to do it all **for** you. It can build, research, and help you **analyze** an endless stream of HIGH-PROFITABILITY keywords. What a time-saver!

No other product does what the **Site Build It!** does at such an affordable price…

http://compare.sitesell.com/

Phew! That was a long and complicated section, I know. Here's the good news... you're over the hump. It all gets easier from here on in.

Please, please, please note...

It's important to take your time and work through the strategies and examples until you "get it" and "do it." **DAY 2 (Brainstorm Your Site Concept)** and **DAY 3 (Develop High-Profitability Topics)** literally build the engine of your business.

So take your time and stay with it. Your business, and you, deserve this effort.

Time to re-quote **Calvin Coolidge...**

"Nothing in this world can take the place of persistence.

Talent will not; nothing is more common than unsuccessful people with talent.

Genius will not; unrewarded genius is almost a proverb.

Education will not; the world is full of educated derelicts.

Persistence and determination alone are omnipotent.

The slogan "press on" has solved and always will solve the problems of the human race."

Stick with it. The 10 DAY plan of action works... if **you** work it.

And by using **Site Build It!**, you can avoid the tedious, complicated parts of traffic-building and achieve impressive results, regardless of what kind of business you own (or hope to own)…

http://find.sitesell.com/

So take a relaxing breath of air and let's keep going…

4. DAY 4
Plan Your Monetization Models

"Show me the money!"
-- Jerry Maguire (1996)

Goal-of-the-DAY... The overall goal is to expand your site's blueprint by planning how you could potentially monetize visitors interested in your niche (i.e., **Site Concept**), starting with the affiliate monetization model.

Your specific goal will be to choose 3 affiliate programs that fit with **each** of your 3 **Site Concepts**/5 HIGH-PROFITABILITY KEYWORDS (per concept) that you developed in **DAYS 2** and **3**. You must rate these merchants as **excellent**, and you must **feel good** about representing them. Do not associate yourself with those merchants who could adversely affect your credibility.

You will also consider appropriate **secondary monetization models** to diversify your Web income and give your business stability.

It's time for a quick check-up. So far you have…

- examined PREselling and its effect on **Conversion Rates** **(DAY 1)**
- identified a potential topic for your **Theme-Based Content Site** (**DAY 2)**
- brainstormed a list of profitable keywords (**DAY 3)**

DAY 4 continues your excellent preparation efforts. The finish line is in sight where you will register your domain name, confidently knowing that you have not missed a step along the track. That's why you will be **"thinking"** about **"M"** now, and **"doing"** it after you have **C** ➡ **T** ➡ **P** well in control.

The ideal **Site Concept** should give you enough flexibility to generate income through two or three or more different streams. Why is this important?
Two valid reasons come to mind quickly…

• Ideally, you don't want to leave any money on the table. Your visitor may not respond to your primary **MWR**, but she may be attracted to one of your secondary offerings.

• The key is to never be dependent on any one income source -- “all your eggs in one basket” is a high-risk strategy. By diversifying, you increase your revenue, stabilize your business, and take charge of your own business destiny.

DAY 4 is all about getting a feel for possible monetization models **before** you go on to create your domain name. For example, if you narrow your niche/**Site Concept** too much, or position your business wrongly, you might limit your opportunities unnecessarily… profitable opportunities, that is.

With monetizing in mind, let's look first at the affiliate model. I am assuming that this will be your primary model -- after all, you are “doing” **The Affiliate Masters Course!** So get ready to…

Grow a list of good merchants with affiliate programs that have product lines that fit. Then choose the best ones and group them according to HIGH-PROFITABILITY keywords.

Yes, you have **already** started this process on **DAY 3** by using **Search It!** to build groups of POSSIBLE PARTNERS for each keyword in your MASTER KEYWORD LIST. However, **DAY 3** was more focused upon getting good ideas for content and a feel for your market space (DEMAND, SUPPLY, SUPPLY SITE INFO).

Now it’s time to **grow** your list of POSSIBLE PARTNERS…

4.1. Grow A List Of Possible Affiliate Partners

Remember how we brainstormed the list of KEYWORDS and then chose the best? We're going to choose affiliate partners in the same way. And, of course, **Search It!** will be our super-efficient assistant as per usual.

Solid research sets a solid foundation. That’s why the strategies below try to cover almost every angle for choosing POSSIBLE PARTNERS. However, being this thorough can be overwhelming, especially if you are already time-crunched.

So pick and choose the strategies that you know you can realistically execute. And then do them!

I highly recommend that you do at least four types of searches if at all possible. You want to increase your chances of finding quality affiliate programs that fit best with your business blueprint. But more importantly, you want to be confident about the merchants that you represent!

4.1.1. Grow Through Search Engines…

I guess a good place to start your search for merchants would be, of course, at the Search Engines! Do a search for one of your keywords, plus the word "affiliate." Let's use this example...

+fashion design +affiliate

(The "+" sign means that both words must appear on the Web page returned by the search.)

Now open **Search It!** and do this search…

Search It! > Straight up Search (STEP 1) > Google, no quotes (STEP 2) > +fashion design +affiliate (STEP 3)

Your **Search It!** window will look like this…

Here are the top results from our search…

modaitalia.zanigni.com/search/Shopping/Accessories/

modaitalia.zanigni.com/search/ Designers/Italy/Roberto_Cavalli/

www.newschool.edu/html/

www.infurmation.com/

www.stylecareer.com/fashion_designer.shtml

www.fashionfabricsclub.com/affiliateprogram.cfm

If you have time, try a second search for the same term and compare…

Search It! > Straight up Search (STEP 1) > Yahoo, no quotes (STEP 2) > +fashion design +affiliate (STEP 3)

4.1.2. Grow Through Directories... Search and/or Drill Down

Directories are also a good place to research POTENTIAL PARTNERS. An interesting place to start is…

Search It! > Specialty Hubs and Directories > Yahoo! Wide (STEP 2) > fashion (STEP 3) > fashion design (STEP 4)

Since this is a large directory and there is a substantial annual fee, it has only serious merchants. Many of the sites listed here will have affiliate programs so this search is like hitting pay dirt in a gold mine. Simply enter your **Site Concept** word and hit **Search It!.**

4.1.3. Grow Through Specialized Affiliate Directories

Now let's investigate your POSSIBLE PARTNERS and add some new merchants, too. How? Easy...

Search It! > Monetization (STEP 1) > Find Affiliate Programs (STEP 2) > fashion (STEP 3)

This search takes you to the affiliate directory of **AssociatePrograms.com**, run by Allan Gardyne, the #1 affiliate guru on the Web. Allan offers objective reviews based on his extensive experience in affiliate marketing. His forum is also a helpful source of information.

For each listing in this directory, you will see two numbers. The first number is the average rating that those who voted gave the affiliate. The second number shows how many votes that specific affiliate received on this site.

Visit a site that appeals to you. If it has an affiliate program that fits your **Site Concept**, first enter what kind of merchandise it sells and then enter the URL of the "join page" into POSSIBLE PARTNERS for that keyword (as explained above). Check the top ten sites -- twenty if you are feeling ambitious -- and record those with potential.

Repeat the process for each keyword in your MASTER KEYWORD LIST (i.e., replace "fashion" above with another keyword like "fashion model"), starting with your **specific** HIGH-PROFITABILITY keywords and then following up with your **general Concept Keywords** (ex., "accessories" and other "concept-level" keywords that you develop, such as "design," etc.).

Read the review of each potential match. Look at the ratings and take advantage of any other evaluation services the AssociatePrograms directory may offer.

You can also look for "cross-concept companies." These are companies selling products that, because of their nature, fit with most or all **Site Concepts**. For example, whether your concept is about "Renaissance art" or "pricing" or "fashion," you'll find **books** about it. So always include a bookstore in your group of affiliate programs.

Still in the searching mood even after all that?

Try this final suggestion. You already have a list of POSSIBLE PARTNERS. Use the search tool at AssociatePrograms to check out partners. Just enter each domain into the search tool.

If you want to be really, really, really thorough, and you have more spare time than I do, you could check out these affiliate directories…

Refer-It
http://www.refer-it.com/

AffiliatesWorld.com
http://www.affiliatesworld.com/

AffiliateMatch.com
http://www.AffiliateMatch.com/

4.1.4. Grow through Affiliate Backend Providers/Networks/Aggregators

There are several companies that provide the tools, technology and services that online businesses need to register, track, report and pay affiliates. In other words, merchants don't have to "do it themselves" because these companies provide all the backend functionality necessary to run an affiliate program.

The **"backend providers"** prefer to call themselves **"affiliate networks."** Why?

Because they do more than just provide merchants with affiliate software. They also provide merchants with affiliates, and vice-versa. Since they have a pool of hundreds of thousands of affiliates, a merchant's program gets instant exposure to potentially interested affiliates.

And affiliates get exposure to a wide variety of merchants. It's a good idea to join each of these backend providers. You will likely come across many of the same merchants that you found in the affiliate directories. But you will also find new ones. So it is worth checking to see whether they feature any programs that fit with your concept....

Commission Junction
http://www.cj.com/

BeFree
http://www.befree.com/

LinkShare
http://www.linkshare.com/

Quinstreet
http://www.quinstreet.com/

AffiliateCash
http://www.affiliatecash.com/

If you find merchants with products that fit, enter what kind of merchandise they sell and also enter the URL of the "join page" to the POSSIBLE PARTNERS column in your MASTER KEYWORD LIST for each keyword that is relevant.

4.1.5. Grow through Alexa

Do a search for the Web site you are evaluating. In this example, we are looking at **modaitalia.net** . This was the first result in our Search Engine affiliate search. Now it's time to use Alexa to find potential affiliates.

Search It! > Popularity (STEP 1) > Alexa Rankings and Review (STEP 2) > modaitalia.net (STEP 3)

When the page opens, click on **Related Links** on the left of the page. Alexa also displays traffic ranking, in-pointing links, and even visitor reviews!

Once you establish which sites in your niche are the big players, use the Related Links tool from Alexa to expand your horizons!

4.1.6. Grow Through Search Engines & Directories... Favorite Tricks

Now for a few of my favorite tricks...

How else can you find merchants through the Search Engines? Easy!...

1) Visit the advertisers!

2) Sniff affiliate sites. (They've already done the homework for you!)...

These “linked-to” merchants already have affiliate programs -- all you have to do is check them out and see if they fit with your **Site Concept**! Add the ones that do fit with your list of POSSIBLE PARTNERS.

4.1.7. Grow Through Back Links

Remember that CONTENT site, **modaitalia.net**? You can find the sites that link to **modaitalia.net** **(as outlined earlier)**.

Search It! > Back Links (STEP 1) > Back Links to Site (Yahoo! Search) (STEP 2) > modaitalia.net (STEP 3)

This search yields a number of results. Let’s say your eye catches this site…. **123world.com/fashions**. From the list of designers, you find two that have affiliate programs (Reebok and Liz Claiborne Inc.).

Liz Claiborne fits with an idea that you had added to the IDEAS FOR CONTENT column. So you entered **lizclaiborne.com** into your list of POSSIBLE PARTNERS for the keyword “fashion accessories.” (See how you can use the MASTER KEYWORD LIST to group programs according to keywords?)

We’ll use **lizclaiborne.com** as our example of how to grow your list of POSSIBLE PARTNERS for “fashion accessories”. Start by checking which OTHER affiliates link to **lizclaiborne.com**! How? Simple. Go to…

Search It! > Competition (STEP 1) > Back Links to Site (Yahoo Search) (STEP 2) > lizclaiborne.com (STEP 3)

At the time of writing, 12,600 pages linked to **lizclaiborne.com**. Many of these sites will be CONTENT sites that **also** link to **other** fashion-related merchants as affiliates (you can often tell by the linking URLs). More than likely, these linked-to merchants already have affiliate programs -- all you have to do is check them out and see if they fit! Add the acceptable ones to your list of POSSIBLE PARTNERS for each keyword.

And you can use this **Search It!** link-finder technique for all of your POSSIBLE PARTNERS for all of your keywords!

4.2. Reduce Risk by Diversifying

One of the major attractions of becoming an affiliate is the **small amount of risk** involved. As an affiliate, you have little or no...

- product development expenses
- advertising costs
- inventory to maintain
- overhead expenses (salaries, physical location, etc.)

In other words, affiliates do not have millions at stake.

But you do have one **big** risk...

If a merchant or backend provider goes out of business, it takes you with it. Let's talk briefly about how to minimize this risk...

After you review the affiliate directories and backend providers, you should have a good selection of programs. How many programs should you choose? How do you know which ones are solid?

You don't, really. Yes, you can weed out the dogs by doing the basic research outlined below. But most of us just **don't have the ability or time** to thoroughly analyze a company, its financials, and its business model… and then predict success or failure.

So your best bet is to spread your business among as many programs as possible **that fit with your Site Concept.** But there are some important **qualifiers** to this policy...

1) If you represent 10 programs, don't put them all on the same **Keyword-Focused Content Page.** Work in only the **few** that are tightly relevant to the content of each page.

2) Pick the **best-of-breed** from each category of merchant. For example, if you plan on representing a Net marketing company, SiteSell would be the obvious choice (ahem!).

If you plan unusually heavy support for a given category of product, you might want to represent the best **two** merchants. For example, suppose you foresee hundreds of book links on your site. It might be a good idea to choose the best 2 online bookstores -- if Bookstore A and Bookstore B fit with your concept and both seem to be stable companies, then use these two. No more, though...

3) Don't choose too many programs. Tracking each program takes time, so 10 programs is probably a good balance. If any one of them dies, you don't lose too much.

4) Your best results will come from focusing on a smaller group of quality programs (from within the 10). Their products must...

- be excellent
- be complementary with, even enhance, each other
- fit your concept

and...

- be from a rock-solid company. Since you will give these companies more attention than the others, you must feel very comfortable with their business prospects.

Here's the bottom line...

Don't give too much emphasis to any single program, unless you have some special reason to feel unusually comfortable with it.

Things happen. So protect yourself by **choosing a variety of affiliate partners.**

Of course, you can also reduce your risk by weeding out the dogs through some basic research...

4.2.1. Prune by Eliminating High-Risk Programs

Find the good programs and eliminate the dogs by considering the following **plus signs, minus signs, and red flags.** Let's start with the plus signs, signified by ✚

(which means “good things to look for”). Here they are, in the approximate order of importance...

✚ **High quality product or service** -- Remember, it’s your reputation that is on the line (and online!). Don’t recommend products that UNDERdeliver.

✚ **Merchant has a good site** that sells effectively.

✚ **Ability for affiliate to link straight to individual products**, rather than just to the home page. (If the visitor has to find the product that you recommend, your **Conversion Rate** plummets.)

✚ **Type of payment model...** Pay-per-sale and pay-per-lead are good. This is true “performance marketing.” If your referred visitor delivers the desired response, you get paid. What about “pay-per-click?” See **red flags** below.

✚ **Affiliate Support...**

• Accurate, reliable, real-time, online accounting, preferably with some kind of ability to “audit” by spot-checking

• Detailed traffic and linking stats

• Notification by e-mail when a sale is made

• Useful marketing assistance -- provides traffic-building and sales-getting tools

• High-quality newsletter that educates, trains, and accounts for amounts earned

• Professional marketing materials available

• Affiliates receive discount on products

SIDEBAR

Great affiliate support is important for a “between the lines” reason, too. It indicates a high degree of commitment to the program and its affiliates.

✚ **Pays good commission** -- Hard goods have lower margins than digital ones so their commissions will be lower. Still, you should make at least 10% (hard goods) or 20% (digital goods) on any product that you recommend. Don’t be

scared off by low-priced products if they offer a good % commission -- the lower dollar value per sale is offset by the higher sales volume.

✚ **Must be free** (no charge) to join, no need to buy the product.

✚ **Lifetime commission** -- If the program pays a commission on future sales of other products to customers that you refer, this is a huge plus.

✚ **Two-tier commission** -- If the program pays a commission on affiliates who join because of you, this is also great.

✚ **Lifetime cookie** -- Do you receive a commission if the person you referred returns and buys within one month? Three months? The cookie that tracks this should not expire.

✚ **Restriction on number of affiliates** -- You won't find many of these. But if you do find one, grab it.

✚ **Monthly payment**, with reasonable minimum.

Do all those **plus signs** have to be present? No. But the more, the merrier.

Minus signs are definite detractors. Naturally, if you are unable to give a ✚ to any of the criteria listed just above, consider its absence to be a minus. And watch out for these negative factors...

- **Slow and/or poor support.**
- **Unethical** conduct of any kind.
- **Reports of late (or lack of) payments.**
- **Allowing spam**, or seeming to send spam themselves.
- **Defective affiliate-joining process.** Hey, if they can't get this right...
- **Clauses in the agreement** that you find unacceptable.

• **Example** -- If lifetime customers are important to you, then a clause that allows unilateral termination or modification of the agreement at any time by the

company without just cause effectively makes the lifetime commitment of no value.

• **Example** -- No exclusivity (i.e., you should be allowed to represent more than one book vendor).

And perhaps the most worrisome factor of all…

— **"The dark side"** of affiliate programs. Is the program really just a way to legally bribe folks to recommend overpriced, UNDERdelivering products in order to collect excessive commissions?

SIDEBAR

There is a commission that is "just right" for each product. If the commission is too low, it is not interesting enough for affiliates. If it is too high, it's a consumer rip-off. (Excessive commissions also push the price of the product up to levels that cannot survive for long in the competitive Net marketplace.)

Your job as an affiliate is an important one. You deliver high-value content that gains the confidence and trust of your visitor/reader. You include recommendations and referrals to your new friends as part of your service and content. Recommending anything less than sterling products is simply sophisticated, subtle fraud.

If you find products that fit your theme but that don't deliver quality, sell the distributor advertising on your site. This way, you don't compromise your ethics or your reputation because the customer recognizes advertising for what it is... a promotion. Nothing wrong with that at all, because her "guard is up."

Bottom line...

Don't allow yourself to be bribed into recommending such products -- in the long run, your reputation will be ruined. And so will your business.

On the other hand, when your visitors are rewarded repeatedly by your rich recommendations, they will increasingly like you and respect your judgment and they'll keep coming back for more!

Red flags are warning signs...

"Pay-per-click" method of payment. In this method, you get paid whenever a visitor clicks on your link. No purchase or lead-generation necessary.

Unfortunately, it's wide open for abuse -- very sophisticated folks create incentives to get thousands of people to click on their links. But the visitors could care less about the products being promoted. The scam is virtually unstoppable. And merchants end up paying for nothing.

Sooner or later, merchants seem to throw in the towel against the onslaught. So be wary -- this kind of affiliate program tends to dissolve or mutate into a different model.

Multi-tier commission. This is online Multi-Level Marketing (MLM)**,** which is perfectly legal. Do your due diligence to make sure, of course, that a multi-tier program is **not** an illegal pyramid scheme. If the "game" is to earn income by signing up others, you are most likely dealing with a pyramid. Many people confuse honest, legal MLM with dishonest, scammy pyramid schemes.

With MLM (also known as Network Marketing), it becomes as important to build a strong downline as it does to sell product. Also, MLM companies are subject to numerous regulations (to prevent them from becoming pyramids, basically). Not all online companies are complying (or even know about this!).

Watch for a big shakeout with many of these companies going belly-up. If multi-tier interests you, I would recommend that you check out **established offline MLMs** that are now online. Investigate all others extremely carefully before you decide to invest a lot of time in these.

SIDEBAR

If you are a Network marketing representative who is using **Site Build It!,** go like crazy! You have a big edge over 99% of Network marketers who are mostly failing online. Be sure to join the **5 Pillar Program** *before* you tell your entire downline about how much **Site Build It!** has built your online business…

http://affiliates.sitesell.com/

Poor or little info about affiliate program available. What kind of priority could it have?

Dead links on merchant site.

No clear anti-spamming policy visible on site.

Site that promotes "get-rich-quick" gimmicks.

Financially unstable. You can lose a lot of momentum if a company goes under, especially if you are banking on lifetime customer/2-tier promises.

4.2.2. How To Use Alexa.com To Get the Goods On Merchants

If you haven't used this strategy yet, now is a good time to use it.

Alexa serves as a wonderful final check in two ways…

1) Its stats indicate how successful a program is.

2) The related links suggest good competing merchants.

Check out SiteSell's stats as a trial run…

Search It! > Popularity (STEP 1) > Alexa Ranking (STEP 2) > sitesell.com (STEP 3)

4.2.3. Prune Possible Partners By PageRank Score

Google uses the quality (and to some extent, the quantity) of in-pointing links to measure the importance of a page. **The higher the score**, the more highly Google regards the page. A score of 5 or higher indicates a certain degree of success.

Once again, **Search It!** pulls in that information conveniently for you.

Search It! > Popularity (STEP 1) > Google PageRank (STEP 2) > domain name that you are researching (STEP 3)

Great investigation! You've grown and pruned a list of affiliate programs for your **Site Concept**. This may well be your main monetization model. Following the principle of using more than one basket for your eggs, you have spread your programs among several merchants.

Now diversify further still. Take full advantage of what the Web has to offer by investigating other potential income streams…

4.3. Check Out Other Monetization Models

Your **Most Wanted Response** may be to have your visitor buy from one of your merchants. But what if you visitor doesn't want that product today? Instead she notices another one of your offerings.

This is a WIN-WIN situation -- your visitor is happy and your Web site is steadily bringing you a stable income.

Some of the following monetization models will be as low-maintenance as affiliate programs are (i.e., no product to develop, store, ship, support, etc.). Others will take more of your time.

Which will work for you? Only you can decide the best fit.

Let's do a quick overview of the possibilities…

• **Google's AdSense Program** -- AdSense is tailor-made for **Theme-Based Content Sites.** Combine participation in the AdSense Program with membership in two or three quality affiliate programs and you have a solid monetization base in place.

How does AdSense work? Upon acceptance in the program, Google selects relevant ads for you to place on your Web pages. You are paid for every ad clicked upon. For complete details about the program, visit…

http://adsense.sitesell.com/

See how Rob monetizes using AdSense on his site…

http://www.sitesell.com/case-studies/info-to-egoods-rob.html

• **Referral/Finders' Fees** -- With this model, you send visitors to specific businesses (offline businesses, especially) and get paid for the lead or sale that results.

Nori explains how she earns income through referrals…

http://www.sitesell.com/case-studies/finders-nori.html

• **Net Auction Selling** -- Auction products (hard or digital goods or services) that relate to your theme. Put eBay to work for you.

Merle and Pam use their site to funnel prospective clients to their eBay auctions…

http://www.sitesell.com/case-studies/auctions-merle.html

• **E-good Creation/Sellers** -- Almost anything can be digitized and sold… e-books, photos, software.

Marney sells over **250** items through her simple PayPal shopping cart, including some audio-based e-goods!…

http://www.sitesell.com/case-studies/egoods-marney.html

• **Services** -- Offer a service related to your niche. Build a client base, locally and/or globally.

Nadir took advantage of the Web in a most unusual industry…

http://www.sitesell.com/case-studies/services-nadir.html

• **Network Marketing** -- Use the networking power of the Web to generate warm, willing-and-wanting-to-talk-to-you prospects... people who will call you, not the other way around.

Judd uses his site to extend his "warm circle of friends"…

http://www.sitesell.com/case-studies/network-marketing-judd.html

- **Online store** -- Sell hard goods that are related to your theme.

Jim started with hand-made juggling balls (knitted at home by his 90 year-old mother!)…

http://www.sitesell.com/case-studies/selling-hard-goods-jim.html

SIDEBAR

SBI! owners can add fully integrated e-stores to their highly trafficked sites.

Store Build It! combines the **C** ➡ **T** ➡ **P** of **SBI!** with the **"M"** of the **best** store-builder & shopping cart in the world (created by Shopsite). **Store Build It!'s** feature set includes…

1) Built-in source of traffic delivered to your store via NavBar button integration
2) Own subdomain (slick differentiation of this major new division of your site)
3) Home page submission to major Search Engines
4) Easy pop-ups of content pages that both deliver more information or detailed photos AND attract more traffic
5) Complete retention of **SBI!** Look and Feel from home page to product pages to shopping cart, even to order page… automatically!
6) Separate customer mailing list -- to be able to reach your most valued visitors of all… the customer!
7) Numerous other seamless fits/improvements (ex., privacy and guarantee templates, CVV, help footers, etc., etc.)

Store Build It! (StBI!) also provides invaluable guidance through its **"1-2-3 Action Guide"** and additional resource books, **"Make Your Store Sell!"** and **"Managing Your Store After the Sale."** For more information, please see…

http://store.sitesell.com/

Bottom line? The more you diversify, the more stable and sustainable your business will be. And that brings us to an important decision you need to make…

4.4. Move Ahead or Loop Back?

You want to select a **Site Concept** that can accommodate a variety of **Monetization** models. If you haven't been able to find enough good affiliate programs or identify other potential income streams, you may want to reconsider your concept.

Return to **DAY 3**. Keep BREAKING OUT and adding more HIGH PROFITABILITY keywords. Come back to **DAY 4** and find more good programs that fit.

If your concept is just so narrow and esoteric, you may want to stop the jet from taking off. In that case, return to **DAY 2** and investigate the next concept on your "short list" of **Site Concepts.**

The key is not to feel that you must have your **entire** business worked out "to the nth degree" by working on **DAYS 3** and **4** forever. I don't need to remind you that Rome was not built in a day, do I?

With that perspective in mind, please allow me to remind you of a small-business truism. The **two biggest mistakes** any entrepreneur makes are actually **opposites** of each other...

1) FIRE-READY-AIM -- the person who leaps before he looks. If this fits you, I can only repeat Ben Franklin's quote...

"By failing to prepare, you are preparing to fail."

In other words... **ignore the preparation work at your peril.**

2) READY-AIM-READY-AIM-READY-AIM -- the person who researches, then researches some more, then some more.

For this person, I can only offer this profound wisdom...

Fish or cut bait.

Or, as Nike would say...

Just do it!

In other words... **Don't get stuck "perfecting" DAYS 3 and 4.**

So... if you have brainstormed a good **Site Concept,** picked your HIGHEST-PROFITABILITY topics, selected excellent merchant-partners that you are proud to represent, and if you have identified other potential monetization models, then you are ready to **roar** ahead.

Time for me to hop off the old podium and remind you...

Before proceeding to **DAY 5,** please complete your **DAY 4 Goal-of-the-DAY,** and take note of your **Ongoing Goal...**

Ongoing Goal... Find, research, and select more POSSIBLE PARTNERS. Rotate the technique used (i.e., **Search It!**, Affiliate Directories, etc.). Keep your ears and eyes open for other potential monetization opportunities.

Let's keep going! Are you ready?

Geez, what a question!

After all that preparation, you're **super-ready!…**

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5. DAY 5
Refine Final Concept
And Register Domain Name

A rose by any other name
Would smell the same...
But **not** a domain!

Goal-of-the-DAY... Narrow or broaden your **Site Concept** until it is, to quote Goldilocks, "just right." Not too narrow... not too broad. Before you register your domain, consider **Site Build It!.**

It's no longer about Web hosting. It's about success -- *your* success! **SBI! owners** consistently build profitable businesses. Join the top 3%.

5.1. Refine Your Site Concept

It's time to do some rigorous evaluating of the info you've collected in your MASTER KEYWORD LIST and to make any adjustments to your **Site Concept**.

Earlier in the course, we chose "fashion" as a **Site Concept** for our primary example. We also looked at other concept examples like "Botticelli" and "pricing."

These **Site Concepts** were mere starting points. As you worked your way through **DAYS 2, 3,** and **4,** you built your MASTER KEYWORD LIST for the "fashion" **Site Concept.** This list is **literally** your site blueprint. for **each** of your keywords, it...

- shows you SUPPLY and DEMAND data -- best idea is to start writing pages about words with the best numbers for **profitability**

- contains SUPPLY SITE INFO... information about sites that rank well

• suggests POSSIBLE PARTNERS, merchants with affiliate programs that you would be proud to represent

• gives you IDEAS FOR CONTENT -- possible topics for you to write about.

Now, is that a blueprint, or what?

Time to start **building!**

I once asked you...

How big should you grow your **Site Concept**? How much should you change it? Only **you** can decide.

Now let's use the info in your MASTER KEYWORD LIST to refine your concept. Here are the factors to consider before finalizing your **Site Concept…**

1) Expandability -- Choose a niche that you can broaden. Remember the future -- you will very likely want to broaden your concept after you fill your niche.

2) Your passion and knowledge -- You'll be much more effective if you stick to what you know and love.

3) Your available time -- If time is a limiting factor, stay narrow.

4) Profitability -- Review your SUPPLY and DEMAND data. Your niche **Site Concept** should have solid potential (i.e., loads of HIGH-PROFITABILITY keywords associated with it).

5) SUPPLY SITE INFO and IDEAS FOR CONTENT -- Read what others are writing about, and review any ideas that you have had. Do you want to cover similar topics (nothing wrong with that, especially if you do it better!), or do you see a niche or approach that has not yet been done?

6) POSSIBLE PARTNERS and Monetization opportunities -- How many solid affiliate programs are a good fit? Is Google's AdSense right for this?

7) Search Engine "Winnability." -- Three points here...

• It's hard to win a Top 10 ranking in search results for broad-concept keywords.

• As we'll see later, the Search Engines will be concentrating more and more on the **theme** of the overall site. So if you choose to develop a broad concept with several major sub-themes, it will be harder to win the war for the sub-themes than if you dedicated a single site to a sub-theme. In other words, the **"nichier,"** the better.

• Register a descriptive concept that is Search Engine friendly. It must contain your **Concept Keyword**.

8) The amount of content and number of keywords -- If you used all three WINDOWS (SUPPLY, DEMAND, and BREAKOUT) to their full potential, you should have no shortage of HIGH-PROFITABILITY keywords. But if your topic is just too narrow (ex., "Norwegian fashion models from the mid-1700's"!), you may need to broaden the concept somewhat (ex., "Scandinavian fashion models").

And a final consideration if you sell your own product or service…

9) PREselling effectiveness -- Will broadening your niche dilute your ability to PREsell our product/service effectively? In other words, will it attract people who, for the most part, will not be interested in what you have to offer?

If that is the probable outcome, can you convert this traffic into secondary revenue streams? Generally it's best if your **Site Concept/theme** has a clear connection to the products or services that you provide.

So... "How broad should my concept be?"

The single best recommendation...

"As narrow as possible, yet... still with lots of profit potential!"

(Yes, I do want to have my cake and eat it, too.)

Seriously, every success story starts small, and then builds. And if you're like most people, you don't have the time to flesh out a huge concept all at once. And it will actually hurt you at the engines if your concept is too broad.

It's better to start narrow, but with enough profit potential (as determined by the above 9 factors), and **then** grow the concept.

Let's use our earlier examples to illustrate how to finalize a niche **Site Concept**.

We'll also develop your domain name at the same time, since the two go hand-in-hand.

5.2. Develop Your VPP

Ideally, your domain should reflect your **Valuable PREselling Proposition (VPP).** Your **VPP** answers, in very **few** words and hopefully with just a touch of character, the **two critical questions** about your **Site Concept...**

1) What **specific and high-value** information does your site deliver?

2) What is your **unique positioning** for this delivery (i.e., what is your angle of approach)?

A good **VPP** transmits these answers loud and clear to your visitor so that she immediately understands what your site is about. And the single best way to do that?...

Include your **VPP** in your domain name!

There's no room for "cleverness" or subtlety here. Leave that to the money-losing dotcoms. Include your **Concept Keyword** in your **VPP** and add a "marketing angle/theme" to it. That way, your concept is clear to your visitor, and your **Concept Keyword** is clear to the Search Engines (the engines will rank your site a touch higher for your **Concept Keyword** if it is included in your domain name).

Focus your efforts on developing a **VPP** that is **"not too narrow, not too broad"** -- it needs to be just right.

Would an example help to clarify? How about three?

5.2.1. Example 1 -- A Tight Niche

"Pricing" is a nice, tight concept. You can use your SUPPLY and DEMAND WINDOWS to brainstorm many HIGH-PROFITABILITY keywords that are directly related to pricing. And, as we saw, you can also BREAKOUT into other

areas, too... areas that would be of interest to serious business people (ex., “fulfillment” or “copywriting” or “product development”).

Here’s the problem, though... if you developed many **Keyword-Focused Content Pages** about fulfillment within your pricing site, you’d **dilute** that site’s Search Engine effectiveness for pricing issues. So “concept-level” keywords like “fulfillment” really deserve their own sites.

Keep your theme pure. You will do better with the engines and you will be more credible to your readers, too.

Business people who are interested in fulfillment will also be interested in pricing. Well, the reverse is true, also. So your pricing pages can also refer people to a good fulfillment company... not to mention a company with a good solution for customer support!

Since “pricing” is **wide enough to be profitable** and **narrow enough to be winnable**, make “pricing” your **Site Concept Keyword** for your new **Theme-Based Content Site.**

Now let’s develop your “pricing” **Concept Keyword** into a **Valuable PREselling Proposition (VPP).** We’ll explore three different directions…

i) pricingadvisor.com, or THEpricingadvisor.com

VPP = pricing advisor. This says that you are delivering pricing information. (Your **Concept Keyword** must, of course, be included in your domain.)
And the "advisor" part establishes you as the **expert** -- it tells your visitor that you'll be delivering some great pricing advice!

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ii) pricing-on-the-net.com

VPP = pricing on the Net. Again, it’s clear that you are delivering pricing info. The “on the Net” part says that you are **specializing** in pricing info specifically on the Internet. Since there is not much info about pricing on the Net and since your potential visitor is certainly there looking for Net-specific info, this is a good approach.

Same idea for “**netpricing.com**” and “**cyberpricing.com**.”

SIDEBAR

When do you use dashes in your domain name? If both versions of a 3-or-more-word domain are available, use dashes if it helps **readability.** For example, which is easier to read?...

pricing-on-the-net.com or... **pricingonthenet.com**

Generally, do not use dashes if your domain name has only two words in it. See how "netpricing.com" and "cyberpricing.com" don't really need the help of a dash?

Do use dashes (even if the domain has only two words) if the non-dash version is **already** being used by someone else. But be sure that you are not violating anyone's **trademark.**

NOTE: Since your affiliate business is 99%+ online, the offline issues of dealing with dashes are not so important (i.e., telling people how to spell it, people forgetting to put the dash after reading your print ad, etc.).

Here's the bottom line... domain names are so cheap that it's a good idea to take **both versions** (with and without the dash), just to make sure that a competitor does not take names that could be confused with yours.

SBI! owners and **5 Pillar Affiliates** can park domain names through **Name Park It!.** Its $9.95 per-domain fee includes domain-redirects and unlimited subdomain-redirects. No additional purchase or hosting required. And it's the perfect way to hide any long and ugly affiliate link from any program!

Refer to this important help page for details about this exciting service...

http://build.sitesell.com/help/central/parking-help.html

Name Park It! is not available to the general public. If you are interested, all you have to do is join the 5 Pillar Program…

http://affiliates.sitesell.com/

You are under no obligation to promote SiteSell products.

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iii) perfectpricing.com

VPP = perfect pricing. Again, it's clear that you are delivering pricing info.

This time, though, the **VPP** implies that you show people how to price optimally -- also something that people would definitely want!

Bottom line? Same **Concept Keyword,** but three different **VPPs** that outline three different **Site Concepts.**

Which of the above approaches is best? Ahhh... my work is done. **You** know your prospective visitor best. Which approach do **you** think works best?

5.2.2. Example 2 -- A Bit Too Narrow

Now let's look at a few possibilities for our second **Concept Keyword** example, "Botticelli" (you're pretending to be a big fan of his.) Only one problem...

You find yourself in a bit of a bind. Now that you've done **DAYS 3** and **4**, you can't find enough **profit potential** (HIGH-PROFIT KEYWORDS and related POTENTIAL PARTNERS) to make a pure "Botticelli site" sufficiently profitable.

So you keep doing **DAYS 2** and **3** on progressively broader concepts until you find enough profit potential to proceed. Work your way up from Botticellli, to Renaissance art, to all artists, to "everything art."

What to do? At this stage, you have four options...

OPTION 1) Loop back to **DAY 4** to grow your list of POSSIBLE PARTNERS.

OPTION 2) LOOP back to **DAY 3** and brainstorm more high-profit keywords, and find more POTENTIAL PARTNERS for those new keywords.

OPTION 3) Loop back to **DAY 2** and develop a whole new **Site Concept.**

OPTION 4) Recognize that you're "in it" more for the passion than the money. Botticelli rules!

For this example, let's assume that you'll widen the concept and then use the BREAKOUT WINDOW to find more keywords. Then find more POTENTIAL PARTNERS for that wider concept.

How broad should you go?

Remember the single best recommendation…

As narrow as possible, yet... still with lots of profit potential!

In other words, work your way up from Botticelli, to Renaissance art, to all artists, to "everything art." **Stop as soon as you find a level that has solid profit potential.** Keep your niche as narrow as possible, so that you can build a site "to fill that glass," yet still make good profits.

Let's say that…

As you work your way up the Botticelli concept, you find that you have solid profit potential for some **broader, related concepts…**"Renaissance Art" and other **Concept Keywords** at this level (ex., ancient art, cubism, impressionism, etc.).

So you register **renaissance-artchive.com, ancient-artchive.com, cubism-artchive.com, impressionism-artchive.com**, etc., etc. And you also register **artchive.com** and **artchives.com**.

Once you establish **renaissance-artchive.com**, and then **ancient-artchive.com**, and then **cubism-artchive.com**, you'll launch a **master home page, artchive.com**, to tie it all together as "the place to come for all things art." This home page will contain a global **"what's in it for you"** message and then provide links to all your other domains that are already up and running and successful.

One more domain -- register **store-artchive.com**. This could either be an affiliate-based store where you will **PREsell** the products of your merchant-partners (including a bust of Botticelli!), or it could be a true online store (**Store Build It!**).

Just before we move on to our last example ("fashion"), let's review our **artchive.com** domains to make sure that they meet our **VPP (Valuable PREselling Proposition)** needs...

Your **VPP** answers, in **very** few words and hopefully with a touch of character, **the** two critical questions about your **Site Concept...**

1) What **specific** and **high-value** information does your site deliver?

2) What is your **unique positioning** for this delivery (i.e., what is your angle of approach)?

Artchive.com is a smart, but **not too clever** (i.e., so subtle that many visitors would miss the point), play on words that tells the visitor **immediately,** and with character, that it is a place to come for all things art. It contains your **Site Concept** word**,** "art," and each of your "lower level" domains do, too (ex., renaissance-artchive contains the "renaissance art" keyword.)

Bottom line? What started with Botticelli now has a clear do-able step-at-a-time plan to become an **art mini-portal.** And you start at a level that you know will be profitable.

Best of all worlds.

On to our final example…

5.2.3. Example 3 -- A Bit Too Broad

With "pricing," we found ourselves at just about the right profit potential level. So it was **not** necessary to grow the concept.

With "Botticelli," we needed to **widen** the concept to capture more profit potential. With "fashion," we'll need to do the opposite -- **narrow** it down to a "do-able" yet profitable level.

Heck, "fashion" is just too broad...

- You won't be able to develop the unique positioning required by a good **(VPP).**

- It will take forever to fill a general fashion site with enough content so it does not look bare.

- Winning the Search Engine wars for a **General Keyword** like "fashion" will be extremely difficult. And even if you do win it for your home page, people searching for "fashion" are so non-specific, looking with so many possible different topics, that your site is unlikely to meet their needs.

And that's why...

The only strategy on this over-congested Net is to target a **specific niche** with a specific **Site Concept** and a strong **VPP** that tells people quickly what **specific and high-value** information you are delivering.

When you start with a wide-open concept like "fashion," you have two basic choices...

1) Narrow down to a "fashion"-containing **Site Concept** that excites you... something about "fashion design" or "fashion model" or "fashion designer."

2) Change course somewhat, based on your BREAKOUT research.

(In fact, while you'll start with one or the other, you will quickly end up using **both** choices, as we'll see now...)

Let's cover each quickly, from a **VPP** point of view...

OPTION 1) Narrow down -- Remember some of our HIGH-PROFITABILITY "fashion"-containing keywords?...

fashion magazine
fashion model
fashion designer
fashion design

Let's focus on what excites you... designing and publishing. You decide to publish an online magazine about fashion design and designers...

fashion-designers-magazine.com

The domain contains your **VPP.** It says exactly what your site delivers, and that you'll be delivering it through the format of an online magazine/Web site.

No, the name is **not particularly clever.** Using words like Herald or Express **would** sound and look much slicker (ex.,FashionDesignExpress.com). But using "magazine" gives you a better edge with the Search Engines, for two reasons...

i) There's a slight **advantage** to having your keyword within the domain name.

But more importantly...

ii) You'll be using your **name** over and over in your copy. No one searches for "FashionDesignExpress." But lots of people search for "fashion magazine." And, since few people use quotes when they search, the "fashion" and the "magazine" do not have to be together. So this gives you "findability" for "fashion magazine" and "fashion designers" and even "designers magazine."

Add a byline like...

"The Fashion Design Magazine
By, About, and For Fashion Designers"

Include this on every page, under your logo.

Your magazine format gives you the flexibility to cover a wide range of topics related to fashion design and designers. Use the BREAKOUT techniques described in **DAY 3** to generate more and more topics related to fashion design and designers (jewelry topics, famous designer bios, etc., etc.).

You're off and running with a great concept like this. Just one more thought...

Let's say that **fashion-designers-magazine.com** succeeds really well...

Hey, it should! You're doing everything right. But...

It will be too late to register related domains later. Do it **now,** with an eye to expanding your concept in a few months or so (as discussed above for **artchive.com**)...

- **fashion-model-magazine.com**

- **fashion-products-magazine.com** (your future store?)

- **factory-outlet-stores-magazine.com** (see below)

- And, of course, tie it up all together with a **Master Domain, fashion-magazine.com** or **THEfashion-magazine.com**. This **Master Site** will be launched once your other sites are all up and running, much the same way that you did **for artchive.com** above.

SIDEBAR

Do you see the difference from these vague, more general, wide-concept, standalone "fashion" approaches?...

- **"world-wide-fashion-web.com"**

- **“fashion-express.com”**

- **“best-fashion-products-on-the-Net.com”**

They are all too generic and fail to capture a useful niche-keyword in the **VPP** (i.e., in the domain name).

Let’s discuss your second option when dealing with a wide-open **General Keyword** like “fashion”...

OPTION 2) Change course -- Earlier, we used **Search It!** to find other “fashion-related” words like “factory outlet stores,” which was searched for 6,020 times and has only 1,820 competitors! Hey, that’s a **far better** DEMAND-SUPPLY ratio (searches compared to competitors) than “fashion design.”

Research like this may even point you towards changing your concept **away** from the “concept-level” keyword of “fashion,” perhaps aiming more **toward** “discount” and “outlets” -- run these two keywords through **Search It!** to check both SUPPLY and DEMAND. Your best **Concept Keyword** may actually be...

discount outlets

or…

factory outlet stores (that’s where we got that domain, “**factory-outlet-stores-magazine.com**,” above).

Surprise, surprise!

Of course, you also have to consider...

i) whether this different direction **excites** you as much

and…

ii) the **nature** of the kind of customer who will search for your keywords. Make sure that you aren’t marketing to a personality type that is hard to convert, no matter what you do... ex., the “freebie-seeking tire-kicker” or the “marketing-phobic tech-type.”

You want to attract a personality that is **open-to-buy.** In other words, you want people who will buy something after reading your content and clicking through to your merchants.

With this in mind, think about this possible **new direction...**

People searching for outlet malls are certainly doing so for a reason... **to save on buying!** And you find lots of good online malls and other merchants that fit with your **Site Concept.** And you can still marry your concept of fashion to "factory outlet stores" like this...

- **WORLDSBEST-FashionFactory-outlet-stores.com**

Geez, if this goes as big as you think it could, you could **expand** this concept, too! So you also register...

- **WORLDSBEST-SportsFactory-outlet-stores.com**
- **WORLDSBEST-ElectronicFactory-outlet-stores.com**
- **WORLDSBEST-FurnitureFactory-outlet-stores.com**
- **WORLDSBEST-MusicFactory-outlet-stores.com**
- **WORLDSBEST-WhateverElseExistsFactory-outlet-stores.com**

And you'll register a strong **Master Domain** to tie all your **successful niche sites** up into one big **mini-portal.** So what if that's a year or two down the road?...

- **WORLDSBEST-Factory-outlet-stores.com**

VPP = world's best factory outlet stores. It says that you have done all the research for your cost-conscious reader and will be delivering **only the cream.**

And think of all the creamy topics!... Articles on shoes, fur, dresses, etc., etc... leading to great outlet links (and other affiliate links, of course).

Then you do the same for basketball, football, golf, etc., etc. My goodness! You've found the mother lode.

Bye-bye fashion magazine. **Hello world of discount malls!**

Here's the whole point of **DAY 5...**

Take your time on the domain name and the concept -- the choice you make here will literally make or break your results. Remember what Danny De Vito said in "The Renaissance Man"...

"The choices we make dictate the lives we lead."

If I had to summarize the **entire Affiliate Masters Course** into just two lines, it would be the two you just read...

****
Pick something you **know and love...**

... AND that has excellent **PROFITABILITY!**
****

One without the other is much less likely to succeed.

Yes, you can win by doing something you don't enjoy doing. But it's a heck of a lot harder.

And sure... you **could** just say, "Hang what people will pay for. I want to do what turns me on"... and that would be OK. You might even "luck into" a winner of a concept. But it **would** be luck. On the other hand, if your payoff is the sheer enjoyment of doing a hobby, that's great, too.

It takes a cold-hearted businessperson to make money at something that he does not particularly like. Few of us qualify. Of course, if you do, don't hesitate to go where the **profitability** seems to be, first and foremost!

But, for most folks...

Pick something you know and love...

... AND that has excellent PROFITABILITY!

You believe you have the right domain name, **but wait…**

Don't rush out to register it just yet. Your domain name will be with you a long, long time, showing potential visitors just what you have to offer. Take one more step before you make the final decision…

5.3. Refine Your Domain Name

A good domain name is...

- short and sharp
- meaningful -- conveys a clear message
- easy to spell
- easy to remember
- unique, descriptive, and "you"
- solid, classic, **not** hokey

In general, if you follow the above guideline for creating your **VPP,** you won't need much help coming up with a great domain name. But if you really want to make sure that you've left no cyber-stone unturned, **Search It!** can help you.

We'll be using our first example where the keyword is "pricing." The second keyword reflects our **VPP**, in this case, "advisor." Ready to go?

Open **Search It!** and take the following pathway…

Search It! > Domain Names (STEP 1) > NameBoy Domain Namer (STEP 2) > pricing (STEP 3) > advisor (STEP 4)

NOTE: Do not register your domain at any of these services until you've seen your **"very best"** below.

A good domain name ends in ".com," ".net" or ".org." These are well established, unlike some new entities -- ".tv" for example. When you are developing your domain name, think about your visitor's mindset. Which name has the most credibility?

What about using a country ending like ".ca" or ".com.au"? Even if yours is a local business, you will sound more impressive with a .com/.net./.org ending. And your local business could easily add global income once your site is up and running.

I highly recommend ".com" as your first choice.

If you already have an idea for a **great name** and just want to check to see if it's been taken...

Use **Search It!** again…

Search It! > Domain Names (STEP 1) > Check Domain Availability (STEP 2) > factory-outlet-stores.com (STEP 3)

Note: Don't register your domain yourself. If you use **Site Build It!,** domain registration is included in the price.

Got a great and available name? Super! Now check for **trademarks.** We'll use **Trademark Check -- Us** as an example…

Search It! > Site Legalities (STEP 1) > Trademark Check -- US (STEP 2) > factory-outlet-stores.com (STEP 3)

NOTE: It's **not** necessary to trademark your domain. But **do** make sure that you don't violate someone else's mark before you register your domain.

It would be a shame to build up a great business and then have someone who owned a trademark (before you registered your domain) force you to take it down.

Just before you register, think about **expandability and brand.** Generally, you should start narrow-niche and then expand when all goes well. And, as I said earlier, when the time does come to grow beyond "pricing," you should **not** add "fulfillment" or "customer support" to your "pricing" site. You'll dilute its Search Engine effectiveness, not to mention cloud the message to your visitors.

So give some thought to expansion **now.** Suppose that you decide upon "THEpricingadvisor.com." Why not register "THEfulfillmentadvisor.com" and

"THEsupportadvisor.com," etc., now. Eventually, you'll link them together through a master site called "THEmarketingadvisor.com."

Registering domains is cheap. Why not lock them all in right now? That way, your expansion path won't have potholes when the time comes for you to grow.

Next... **registration…**

5.4. Register Your Domain Name

To register your domain name, you need the services of a registrar. There are zillions of them. If you are using one that makes you happy, stick with it. Otherwise, check out...

A low cost/high quality domain registrar...
http://www.OOOdomains.com/

A site that evaluates registrars...
http://www.domainnamebuyersguide.com/

A comprehensive list of registrars...
http://www.icann.org/registrars/accredited-list.html

By the way, **Site Build It! automatically takes care of domain name registration for you.** The cost is included in the annual subscription fee. So your **very best bet** is simply to let us take care of it at the time you start "building income through content" with **Site Build It!.**

http://affiliatemarketing.sitesell.com/

A simple but powerful ending to **DAY 5.** Before proceeding to **DAY 6,** please complete your **DAY 5 Goal-of-the-DAY,** and take note of your **Ongoing Goal...**

Ongoing Goal... Now that you have found your perfect, "just right" **Site Concept,** consider the bigger picture. When you "finish" this, your first site, will you broaden the concept until you have your own mini-portal?

Or will you start a second, unrelated site?

All the necessary prep work for your affiliate business is finished. You finalized and registered your domain. **The foundation is now secure.**

Get ready to build your site. We're going back to **Content (C ➡), where it all begins…**

6. DAY 6
Build A Site That Gets The Click!

Rome.com was
NOT built in a day!

Yes, finally! We're ready to start building!

Let's just take a look back at what we've done…

- examined PREselling and its effect on **Conversion Rates** **(DAY 1)**
- identified a potential niche concept (**DAY 2)**
- brainstormed a list of profitable keywords (**DAY 3)**
- researched quality affiliate programs and other income streams **(DAY 4).**
- chosen a domain name that reflects your **VPP** **(DAY 5)**.

Impressive work! You truly do have a rock-solid foundation to build upon.

During **DAY 6,** you will create a structure for your site. This is where you start the **C** ➡ **T** ➡ **P** ➡ **M** snowball rolling by writing content designed to "get the click!" Let the construction begin!

Goal-of-the-DAY... Build a home page, and one TIER 2 Keyword-Focused Content Page.

Don't know HTML? Intimidated by FTP and other Web technologies? Relax. **Site Build It!'s** "through-the-browser" site-building tools can help both the seasoned pro and the complete "newbie" build a vibrant and profitable online business easily! **SBI!** makes the technology invisible so you can focus on building your business!

New features are constantly being added to **SBI!** at no added price...

http://buildit.sitesell.com/main/home.html#NEWFEATURES

6.1. Follow the Winning Formula

Showtime! Like any great show, whether it's baseball, or the theatre, or the Olympics, a successful outcome is all about **preparation.** And boy, have you prepared!

And all that preparation has convinced you that your show should be...

WORLDSBEST-FashionFactory-outlet-stores.com

Yes! What started out as "fashion" has turned into a site about fashion factory outlet stores. After all, you yourself **love** buying clothes and shoes at a great price. Oh the thrill of stopping by a new freeway-side outlet mall and finding beautiful, cheap buys at a Tommy Hilfiger outlet!

SIDEBAR

While you **love** the idea, money talked, too. **Search It!** indicated a good Demand: Supply ratio (i.e., **profitability)**. Your methodical research has uncovered a high-potential business!

Now it's time to build income through content (i.e., to build a site that "gets the click.") Since I'm still in "2-line-summary mode," let's boil down the essence of **"building income through content"...**

****

Deliver **valuable content** to your readers...

... AND **tasty content** to your spiders.

****

Your site must be a **WIN-WIN-WIN-WIN proposition** for four parties...

1) your visitor
2) the Search Engines
3) your merchants, and...
4) YOU!

Let's look at each WIN...

6.1.1. Your Visitor Wins

Your visitor must get what she is looking for -- outstanding information. OVERdeliver with original, **high-value** info. If you don't do this, she simply clicks the BACK button to the Search Engine and says... "Next!"

6.1.2. The Search Engines Win

The **Search Engines** are in business. Their product is the quality of their search results. Help them make their product better, and they'll love you.

Search Engines use computer programs called **spiders** to go out and bring your site back to its home (i.e., the Search Engine's database). Then when someone looks up, let's say "factory outlet stores," another program decides whether your site or a site with a similar theme is more relevant.

You must **honestly** convince each Search Engine that you are the most relevant (at least in the Top 20 search results, preferably in the Top 10) for the **keywords** that you target. **Trick** the engine and your success won't last long. When the Search Engine discovers your game, it will ban you.

Why? Tricks hurt a Search Engine's product instead of helping it.

Help the searcher -- your potential visitor and your merchant's potential customer. **Solve** her problem or her quest. **Satisfy** the whole reason **why** she is doing the search.

Do this and you **add value** to the Search Engine's product.

SIDEBAR

Use this approach and you will never have to worry about the Search Engines. They become partners with you in an effort to deliver **quality** content to searchers. And that means…

- No tricks in comment tags or invisible links or anything else that is not natural for a true content site.

- No fear about the Search Engines banning you because of your "tactics."

- No worrying about using your keywords in the right place or right amount.

- No wasting time, and trying to “stay on the cutting edge” ahead of the engines

- No 8 versions of the same site, one for each major engine.

- No off-target keywords to suck in untargeted customers. (“Hey, this site’s not about Donald Trump! What gives?”)

- No fretting about whether competitors will complain about your tricky methods.

- No multiple domains, hidden inter-linking, etc.

There’s simply nothing to fret about. Sleep well and enjoy solid, stable results by doing it everything right the **first time with the right process…**

C ➡ T ➡ P ➡ M

Keep your focus on creating one “best fit” site which scores well with most of the engines for most of your words most of the time. Write your page for the customer, first and foremost. No games.

OK, on to the third win of WIN-WIN-WIN-WIN...

6.1.3. Your Merchants Win

Your merchants want sales. As we have seen, the best way to deliver that is through outstanding content that gains your visitor’s confidence and increases your credibility. Then use **“in-context” text links** to refer/recommend/direct those visitors to places that you believe will deliver great value.

6.1.4. You Win

YOU must **win,** too, of course. How?

Ah, that's the easiest part. If you get the first three WINS right, you **will** succeed. Think about it...

OVERdelivery to your visitor ensures repeat visits, confidence and ongoing sales. The Search Engines will never ban you. And, as you become a **super-affiliate,** your merchants will pay you more and more, perhaps even giving you special bonuses and deals!

I call the road to **your** WIN this special name...

6.1.5. FIND-CLICK-CLICK-CLICK-KACHING

Follow the sign-posts along this winning road…

1) FIND -- Your **potential** visitor must **find** you in the Top 10 (no worse than top 20) of the search results for your keyword. If your potential customer does not find you on the first or second page of the Search Engine's search for your keyword, well, you simply don't exist for that word.

Game over.

2) CLICK -- Your **potential** visitor must read the **Title and Description** that the engine uses in the search results, **and** must find them sufficiently compelling to click to your site. If your Title and Description are boring or tacky, your **potential** visitor will probably not click to your **KFCP (Keyword-Focused Content Page).**

Game over.

3) CLICK -- Your **visitor** finds **high-value** content, learns to trust you as someone honest who delivers, and so follows your recommendations... **CLICK** again! If your page delivers poor, **low-value** info (or even worse, a sales pitch), you still get the click... on the Back Button to the Search Engine's results page. "Who's next?"

Game over.

4) CLICK-kaCHING -- Finally, your visitor arrives at your merchant in a "feeling **smart** about myself" and **open-to-buy mood,** ready to click that **buy button!**

Did I just hear a cash register?... **kaCHING!**

Ahhh... if you get the **FIND-CLICK-CLICK** right, that last **CLICK-kaCHING** is almost in the bag!

FIND-CLICK-CLICK-CLICK-kaCHING...

To accomplish that, all you have to do is...

Get the first three WINS right. The fourth WIN, your WIN, must follow **automatically.** And all you have to do to nail down those first three WINS is...

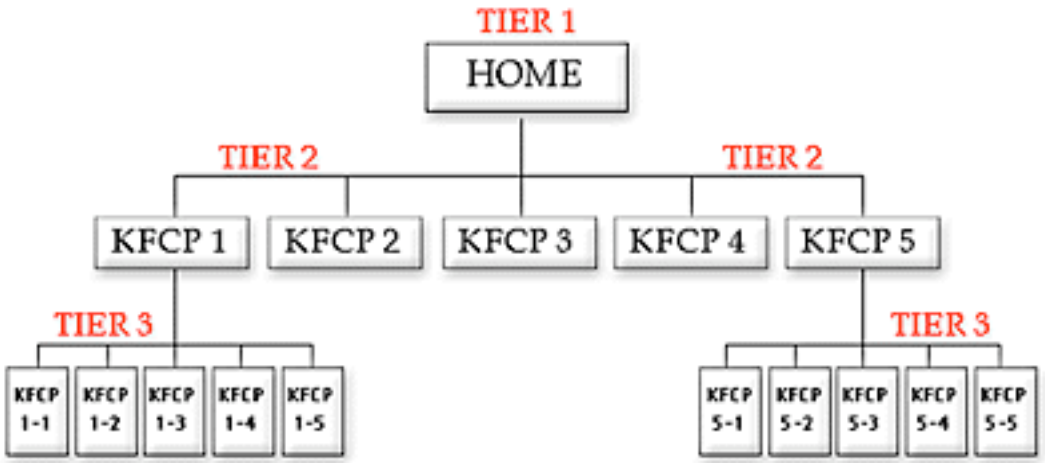
```
**************************************************
Deliver valuable content to your readers...

... AND tasty content to your spiders.
**************************************************
```

OK. Let's start with the physical layout of your new site...

6.2. Think "Pyramid" For Your Site

Your **Theme-Based Content Site** is made of a home page that gives the "what's in it for me" about your site. It elaborates on the **VPP (Valuable PREselling Proposition)** and delivers the major benefit statements (more on content-building in the next section).

Think of your site as a **pyramid…**



Now for the details…

6.2.1. The Structure of Your Site As A Pyramid

The **home page** crowns the pinnacle. It's a **Keyword-Focused Content Page (KFCP)** that focuses on your **Site Concept** keyword. Your home page should never link out of your site -- it's too early. (The only possible exception would be for Google ads.)

Its job instead is to link to 5-15 **KFCPs** that you expect to be most profitable. It must **get the click** to at least one of these pages. This is important for two reasons...

1) Your visitor hits a "money page" -- Your HIGHEST-PROFITABILITY **Keyword-Focused Content Pages** weave **"in-context" text links** to your merchant-partners while OVERdelivering great content. This is how you make your income, so you want to lead your visitors to your **highest potential pages** ASAP.

2) Your spider-buddy follows the links and indexes (i.e., brings back to the Search Engine's database) your **most important pages first,** and most reliably… the deeper a spider has to go, the more likely it is that he misses and **fails** to bring **your** bacon back to his database home.

So we want to structure the site so that the HIGHEST PROFITABILITY pages have the best chance of being dragged back to all those spiders' homes.

These 5-15 pages are called **TIER 2** pages because they are on the second TIER below the home page.

Each TIER 2 page should…

• focus on a keyword that has a high PROFITABLITY score

• fit with your best monetization opportunities

• be a good “hub” page, working well as both a good link from the home page, as well as naturally linking to several TIER 3 pages. (TIER 3 pages are related but are more specific in nature. They are often a subset of a TIER 2 page.)
Time to use all that research…

Review your MASTER KEYWORD LIST and select your **seven best** keywords. (Select on the basis of **profitability and fit.**) You will link your home page to these seven, both within the body copy, as you outline what the site is all about, and from within a text or graphic navigation bar (navbar).

SIDEBAR

You likely won’t pick the absolute 7 HIGHEST POTENTIAL keywords. Some will be too close in meaning. Others may not easily lead to a TIER 3, as we’ll see in a second. So you pick the 7 that make the most sense and help to form the **strongest** site overall.

Each TIER 3 page should **relate** to the TIER 2 page that links to it. For example, let’s say that “outlet malls” is one of the most **profitable** keywords that your research has found. What do you do?

Create a TIER 2 Page (“outlet-malls.html”) called...

“Top Factory Outlet Malls Where You Can Shop Via The Net”

This page links to TIER 3 pages...

- a page that ranks the top shoe outlets that allow you to shop via the Web
- another that rates the top clothing outlets
- another to the best fur discount malls, clothing outlets, Nike outlets, etc.

Here’s a key point about TIER 3...

Your main TIER 3 keyword might not be so profitable. There is not much DEMAND for “fur discount malls.” But that does not mean that your “best fur

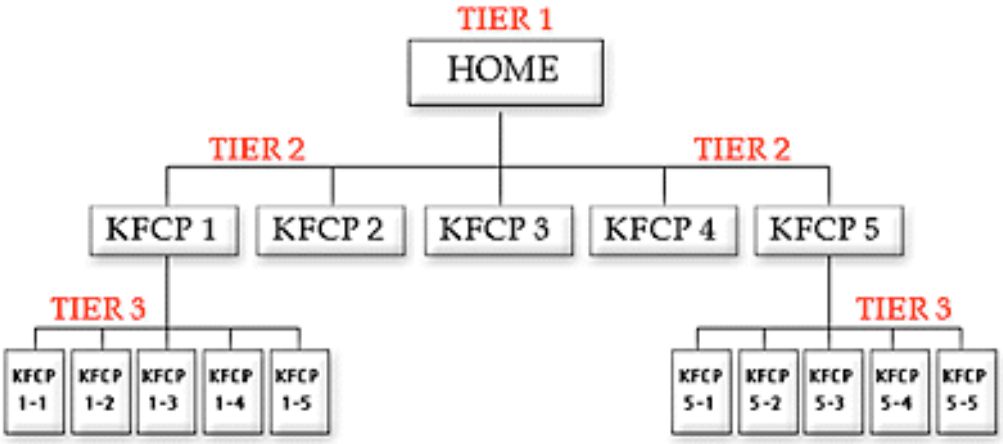
discount mall" page has to suffer. Find a stronger, more in DEMAND, related keyword.

For example, I would focus on "fur coat" (use your DEMAND window to verify, of course). Offer great content about fur coats… and then lead into the best places to get great bargains on these expensive items.

The formula is the same... **OVERdeliver great content.** Then "get the click" to your merchant partners.

FIND-CLICK-CLICK-CLICK-kaCHING!

So, your **TIER 1 home page** links to **7 TIER 2 pages** (not more, because your NavBar starts looking pretty congested). And your **TIER 2 pages** each link to **5-10 TIER 3 pages.**



This clean, 3-TIER approach yields an **easy, navigable site...** for both your visitor and your spiders. Spiders always come in through the front door, as long as you submit the home page to them. (More on SE submission later). From there, you've left a nice trail to follow so they can easily index the rest of your pages.

Humans, however...

They may find any page, TIER 1, 2, or 3, via the engines. So each TIER 3 page should provide a link back to its related TIER 2 page. And the same goes for TIER 2 to TIER 1 pages. Otherwise, keep internal linking only to what's really **necessary and relevant.**

Remember that your **real** goal is for your visitor to **click** to your merchants or your other income-generating source.

After **3 TIERS and 50-70 pages,** it gets tougher to get pages indexed. By this time, however, you should pretty much **own this little niche.** And your time will yield greater returns if you set up your **next** niche site. For example...

WORLDSBEST-ElectronicFactory-outlet-stores.com

SIDEBAR

Remember, each niche stands on its own...

- **WORLDSBEST-SportsFactory-outlet-stores.com**
- **WORLDSBEST-ElectronicFactory-outlet-stores.com**
- **WORLDSBEST-FurnitureFactory-outlet-stores.com**
- **WORLDSBEST-MusicFactory-outlet-stores.com**
- **WORLDSBEST-WhateverElseExistsFactory-outlet-stores.com**

But once you have three niches established, there's one more TIER, above all the other ones. Let's call it TIER ZERO...

- **WORLDSBEST-Factory-outlet-stores.com**

This **"SUPER HOME PAGE"** links to all the other home pages and again, delivers the **VPP** and major benefits of your mini-portal.

As the spiders gather up your TIER 1, 2, and 3 pages, the computer programs that analyze them are getting smarter and smarter... and theme-focused. What does that mean to you?...

1) They'll analyze all your pages in their databases and decide upon the overall theme of your site. So none of your pages should be **off-theme,** or you'll confuse the spiders. If you have a great idea for a HIGHLY PROFITABLE **Keyword-Focused Content Page** that is off-theme, save it for your **next** niche.

2) Have you already created a bunch of **"gateway pages"** by simply duplicating one of your pages and then replacing one keyword with a different one? Search

Engines look across all your site pages and penalize duplication. Ditch the tricks. Seek to please.

So much for the **structure** of your site. Now let's fill that structure with **content** that accomplishes our critical two goals…

```
**************************************************
Deliver valuable content to your readers...

... AND tasty content to your spiders.

**************************************************
```

SIDEBAR

Build your site, supported every step of the way by the **SBI! Action Guide** and **Site Central's** extensive online help. View a free copy of the **SBI! Action Guide** to see how everything is integrated (no technical experience required!) into a powerful system that guarantees success...

http://action-guide.sitesell.com/

6.2.2. The Content of Your Site As A Pyramid

Your home page introduces your theme and your **Valuable PREselling Proposition.** It answers the "what's in it for me" question that a visitor is probably asking herself about your site. It can make or break that important "first impression" of your business.

Focus on your **Concept Keyword.** Always, always, always remember you have **two** audiences -- your visitor and your spider. There's no point in creating a fantastic home page that no one will find.

As you write each Web page, use a specific keyword slightly more than your high school English teacher taught you as "good English." This is the keyword that you want the Search Engines to rank highly. We'll refer to this as a **Specific Keyword** from now on.

SIDEBAR

Choose your **Specific Keywords** from the MASTER KEYWORD LIST of HIGH-PROFITABILITY keywords developed during **DAY 3** (and continue to develop). A Web page's **Specific Keyword** needs to do double-duty...

- as the **PREselling** topic for the page and…

- as a page element for ranking highly with the engines **("on-page" criteria)**

The term **General Keywords** refers to more generic words that are **associated** with your **Specific Keywords.** You'll never win the Search Engine war for **General Keywords** by themselves -- you don't really want such non-specific traffic anyway.

But many people use WORD COMBOS to search. They'll enter a **Specific Keyword** and also a **General Keyword**. For example, a searcher might enter...

"penny stocks and investing" or…

"+penny stocks +investing" or…

"penny stocks investing" or…

"investing penny stocks."

As I said, you'll never win at the engines for the **General Keyword** "investing" -- there is just too much competition. In any event, even if you win, the traffic is just too non-targeted to be interested in your specific niche.

But if you include the **General Keyword** "investing" in some of the major parts of your Web page (outlined below), you'll do well when searchers use WORD COMBOS. And these are excellent, highly targeted visitors!

So... **blend some General Keywords with your Specific Keyword.** You need to include them only once or twice -- you're not trying to win the war for **General Keywords**, just for the WORD COMBOS. There is no need to use them nearly as many times as your **Specific Keyword** for that page.

This is definitely worth doing. Why? Let me repeat... WORD COMBOS bring excellent, highly targeted visitors.

OK, back to our home page. For your home page, the **Specific Keyword** is your **Concept Keyword...** "factory outlet stores" in our example. That does **not** mean that you should start like this example...

"Welcome to **WORLDSBEST-FashionFactory-outlet-stores.com,**
your home for news and information about fashion outlets.

```
I have spent a lot of time researching and will now share
all the best information right here."
```

No-o-o-o-o-o...

Keep it fun, bright, intriguing! Bring out the **appropriate emotions** for whatever your topic happens to be. For example...

```
 "Ever been on the road, far from home, when
what do you see?...

A mall jammed with fashion outlet stores!

Clothes outlets by the dozens. Shoe discount
stores. Tommy Hilfiger. Polo. Other big names,
and some intriguing ones you've never seen
before...

Nirvana, right?  The pulse quickens in
anticipation.  The wallet tingles in fright!

Is that you? If so, welcome! You may be reading
this at home, but you're on the road...
a cyber-road
to Outlet Heaven."
```

Yes, you **can** write like that. Really, it's a snap since you have lived this stuff. First, just feel the emotions that **you** feel. What are they? How do you feel? When do you feel them? You **know** this, right? Now put yourself into the skin of your reader. Put those emotions into your page.

SIDEBAR

Use **Make Your Content PREsell!** as your mentor. Learn how to write to "communicate" with your visitors. **Spark a connection,** a lasting rapport with your audience. It's a skill you can acquire on your own, even if you have never written anything before! Skip going back to school or buying expensive books!

http://mycps.sitesell.com/

From here on in, you'll deliver the **benefits** of your site. As you do this, you continue to work in your **Specific Keywords** (and, to a lesser degree, your **General Keywords**) everywhere and often... but not **too** often.

6.2.3. 80-20 SEO (Search Engine Optimization)

The next several pages will introduce the 80-20 best practices of **Search Engine Optimization (SEO).** Effective SEO improves the likelihood your submitted page will obtain a Top 10 to 20 ranking position for your **Specific Keyword** on a Search Engine's results page. **The higher the ranking, the better are your chances that a surfer will see your listing and click over to visit your site!**

Please follow these recommendations but be careful not to go overboard. Some online marketers fall into the trap of constantly experimenting with on-page criteria in order to obtain better rankings. There are so many criteria factored into the SEs' ranking algorithms that such efforts are extremely low-yield. The key is to build your pages properly the first time, and then focus on the "**C**" of…

C ➡ T ➡ P ➡ M

SEO is comprised of two elements…

• **On-page ranking criteria** -- This refers to ranking elements occurring directly on the Web page you are creating. For example, the Title of your article as it appears on the <TITLE> tag of your page is an on-page criterion.

• **Off-page ranking criteria** -- This refers to ranking elements that do not occur on this page but yet affect its ability to rank well and obtain listings. Off-page ranking criteria are important indicators of human behavior. Visitor reaction reflects the quality of a page.

An example of such a criterion would be an **in-pointing link** (i.e., another site has your URL on its site). While your **first** priority will be to create and optimize your pages, obtaining a few credible in-pointing links should be a close second. This is known as building link popularity. (We'll see how to do it in **DAY 7**.)

Both on-page and off-page criteria are necessary for success. Let's begin by highlighting the most important standards for on-page ranking criteria. To rank well at the SEs, your page's Specific Keyword must be integrated in all the right places. Where, exactly?...

1) TITLE tag
2) META keyword tag

3) META description tag
4) H1 and other header tags
5) Body copy
6) Link tags
7) File name/domain name
8) Image ALT tag and name of image

Let's look at each of these "on-page" criteria quickly...

1) TITLE tag = WORLD'S BEST Fashion Factory Outlet Stores,
The Cream of Cyber Discount Fashions

• Must contain your **Specific Keyword** at least once, no more than twice, and with some kind of variation or synonym. Try to include your most important **General Keyword,** too.

• Use up to **70, even 80** characters. Get your most important message in, right at the beginning. If the engine cuts your title off at 60 characters in its listing, you would have been able to fire your "big gun." Meanwhile, some engines will show up to 90 or so characters.

• Remember, the title appears as the link in Search Engine listings. It must "get the click" -- so make sure it's attractive, without being misleading. Getting your Title right for both your reader and engine is the **single most important** thing you can do.

The TITLE tag is the key on-page elements. Make sure every single one of your pages (yes, even your TIER 3 pages) contains a relevant, keyword-rich TITLE tag.

SIDEBAR

In general, it's a good idea to position your **Specific Keyword** near the beginning of your page elements… TITLE, META description, headline, body copy, etc. Search Engines give greater prominence to keywords that appear closer to the beginning, rather than the end.

---

2) META keyword tag = `<META name= "KEYWORDS" content="factory outlet stores">`

• Consider adding a common **synonym** that has a nearly exact meaning (ex.,"outlet malls") but don't **dilute** your META tag with a million synonyms.

• You could add a few **General Keywords** that people might add when they search (ex., “discounts, shopping”).

• If you do put more than one keyword in this META tag (separated by commas), always put your most important one, the one that this page **focuses** upon, **first.**

Here’s an example of an expanded META keyword tag...

```
<META name=“KEYWORDS” content=“factory outlet stores, outlet malls,
shopping, discounts, mall”>
```

Don’t lose sleep fretting over your META keyword tag. It is rarely factored into ranking algorithms these days. Just include your most important keywords and a couple of variations, and move on.

---

3) META description tag = `<META name=“DESCRIPTION” content=“Ever been on the road, far from home, when what do you see? A mall jammed with fashion outlet stores! Nirvana, right? Welcome! Take this cyber-off ramp to “Outlet Heaven.”>`

• The META description often comprises a portion of what searchers see in the Search Engine’s listings (SEs display their results slightly differently). So, like the Title tag, make sure it’s **attractive**, without being misleading. Your goal is to entice the prospective visitor to click through to your site. A gentle, good-natured tease, like the above, will do well.

As with the META keywords tag, most SEs do not place much ranking weight on the text inside META description tags. So focus on getting the click through, and don’t worry too much about just the “right” blend of keywords for this tag.

• Use **150-200** characters. Some engines cut off the Title listing at as little as 140 characters. So again, make sure you get your **“#1 benefit statement”** up front. Remember, a “benefit statement” does not have to be “in your face” -- read the META tag above.

• Should contain your **Specific Keyword** at least once (try twice if it fits and see how it ranks). Include one or two of your most important **General Keywords.** Also, use common synonyms 2-3 times more (ex., “outlet” and “mall”).

(Synonyms will work better and better as engines become more and more sophisticated. But your first priority is to place sufficient focus on your **Specific Keyword**.)

• Remember, **do not repeat the TITLE in this tag.** The reader will just see the same phrase twice in the Search Engine's listing, once in the Title and then again in the description. That's wasting valuable "word real estate."

4) H1 and other header tags = `Fashion Outlet Stores Nirvana.` **The headlines are more important than your regular body copy.** That's true for both human readers and for the engines. As far as ranking criteria goes, it is likely that the <H1> tag is second only to the <TITLE> tag in importance.

Please keep in mind that some engines don't use the META description tag to form the second part of their listings (i.e., after the Title) in their search results. In those cases, they will usually use the first words on the page -- your H1 tag (first headline), and the first words in the body copy after that.

Here are the key "musts" for your H1 tag...

• Contains your **Specific Keyword** at least once. Try to include an important **General Keyword,** too (different from the one you used in your Title).

• Does not exceed 80 characters, 40 is better. Long headlines feel rather "hypey."

• Helps to "get the click" -- so make sure it's attractive, without being misleading.

• Does **not** contain your Title. Otherwise, if the engine uses your H1 tag, your listing and H1 tag will both say the same thing... needless repetition.

Consider this strategy…

Take your META description tag and chop it into **two** pieces -- one part for the headline **and** one part for the opening paragraph of your body copy.

If a single discussion warrants more than a single headline, use a smaller headline (<H2><H3>) containing variations of your page's most important keywords.

Special Note… Every single content page **must** contain a <H1> or <H2> tag for maximum ranking relevancy. If you are not using these tags, you are missing out on free Search Engine traffic!

5) Body copy

We started the body copy at the beginning of **DAY 6**. Let's see what our search result listing would look like for those engines that don't use the META description tag. First of all, the Title appears as a link...

```
WORLD'S BEST Fashion Factory Outlet Stores,
The Cream of Cyber Discount Fashions
```

This is followed by the H1 tag and the beginning of the body copy...

```
Fashion Outlet Stores Nirvana
Ever been on the road, far from home, when what do
you see? A mall jammed with fashion outlet stores!
```

Yes, that would pull me through to your page! So you see how important it is to start your body copy **strongly,** as we did above. Now don't blow it! OVERdeliver great **content** in your body copy.

Your intro paragraphs establish your **VPP** while quickening the pulse of your reader. After that, you'll deliver the **benefits** of your site by answering the "what's in it for me" question that every visitor asks when arriving at a site.

And you'll do it while **blending** in your keyword. You should work not only "factory outlet stores" into your copy, but also common synonyms and variations like "outlet stores" and "fashion outlets" and "fashion malls" and "discount fashions" and "discount outlets" and "discount malls."

And also work in **General Keywords** that would likely be associated with your keyword (ex., shopping, shops, savings, discounts, etc.). If someone searches with part or all of your **Specific Keyword** and one of these **General Keywords,** you'll have a good shot at being found. **And** you'll have a high-quality, interested and motivated visitor!

Remember, though, that synonyms and variations **should not reduce** your main keyword (factory outlet stores) to near invisibility. Establish your main keyword and then **sprinkle** in the synonyms and variations.

How many times should you use your specific keyword in your body copy? As I said before, do use your **Specific Keyword** more than your high school teacher would have liked -- **keyword density** is of some importance for the SEs. However, don't overdo it, either. Don't cross over the line between properly optimized content and spam. The best rule of thumb is to read your page aloud, and ask yourself…

"Does this sound natural?"

If too many incidences of your **Specific Keyword** are making your page sound a little odd, then replace these with appropriate synonyms. Surprisingly enough, top ranking SE pages have keyword densities a lot lower than you think -- varying from as little as 1-4%.

What about **keyword prominence** (i.e., the location in your page text where your keywords appear)? Yes, keyword prominence has a role to play as well. Make it a point to use your **Specific Keyword** more heavily in the opening two paragraphs (it **must** be in your **opening sentence**), and also in the closing paragraph. And then, like a good chef, sprinkle throughout!

Your keyword **scatter pattern** should look like an **hourglass...** bigger (i.e., more frequent usage) on the top and bottom, and less (but still present) in the middle of the page.

If you like, you may **experiment** with different numbers, frequencies and patterns of keywords as you build new pages. But again, don't waste much time on this keyword density or prominence. The growing importance of off-page ranking criteria makes such efforts a low-yield effort.

Follow the 80-20 best practices approach to SEO (which, as you will see later, also includes a good links program), you'll be fine. In the meantime, you know what to do…

C ➡ T ➡ P ➡ M

How long should a page be?

As long as it needs to be, but no longer!

Don't worry about what the Search Engines think about length -- that's important only to your reader. It makes no sense for an engine to score a short page any better than a long one. If length is of any importance, it's minor.

One caveat…

The longer you make an article, the greater the chance you will wander off-topic and dilute the importance of your **Specific Keyword.** Slice-and-dice lengthy articles into smaller ones. This improves readability and gives you additional opportunities to rank well with the Search Engines.

Bottom line?

Use common sense, and avoid abuse.

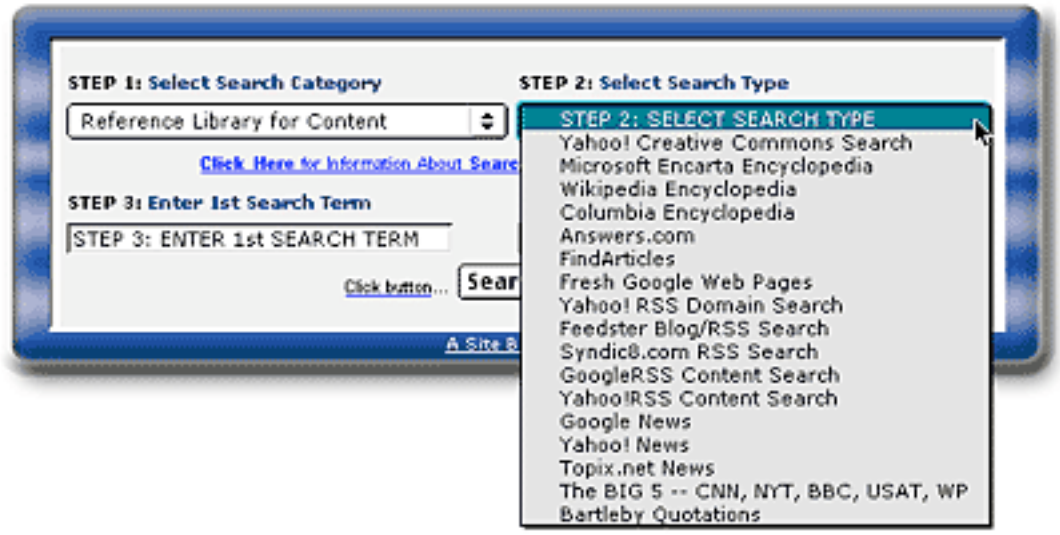
Keep your content focused to a **single** theme per page. **Do not ever get off-target** and introduce a second topic to a page -- you'll dilute the effectiveness of your Specific Keyword. And that goes for your **site** as well. The more you laser-beam on a single theme, the better you'll do with the Search Engines.

SIDEBAR

Of course if you've followed your passion, you will have lots of ideas for content. You may not know all you want to, but when you love your topic, learning more about it will be a pleasure.

Whether you know a lot or a little to begin with, research can add pizzazz to your site. **Search It!** is a researcher's dream.

Reference Library for Content (STEP 1) includes an impressive list of links -- articles, news, quotations, encyclopedia entries, etc…



And if that weren't enough…

Use **Images -- Video -- Sound (STEP 1)** to find extras you can use judiciously. Just remember that **"Content is King"!**

6) Link tags

Links create the TIER 1-2-3 structure. They must flow naturally and smoothly within the content.

Think of your links as providing a **service** to your readers. You are giving them beneficial recommendations or tips. So don't just save your links for the end of the page. Add an in-context link within the body of a paragraph where appropriate.

It's not just your readers who see your links. The engines do, too. So include your **Specific Keyword,** and variations and synonyms thereof, in **visible, blue-underlined text in your links** to your merchants.

Don't just say… `"Click here."` Say… `"Click here for the best outlet malls, region by region."`

This format clearly telegraphs the link's ultimate destination, making it easier for your user to decide whether to click or not. Using a **Specific Keyword** within each link will help the SEs determine relevance for each page and for your site. While the use of internal links is unlikely to affect your site's link popularity, it makes it easier for the SEs to accurately categorize your site.

7) File name/domain name

Include your **Specific Keyword** in the filename of your html page. This action might also add a **relevancy point** or two with the engines.

So if your **Keyword-Focused Content Page** is that TIER 2 page about "outlet mall" that we discussed earlier (`"Top Factory Outlet Malls Where You Can Shop Via The Net"`), let's name the file...

"outlet-malls.html"

The **full URL,** therefore, would be...

`http://www.WORLDSBEST-FashionFactory-outlet-stores.com/outlet-malls.html`

The only exception to this, of course, would be your **home page.** The home page must be named "index.html" -- but that's OK. We already have its **Specific Keyword** included in the **domain name,** because it is your **Concept Keyword!**

8) Image ALT tag and name of image

Although this is probably the least important in terms of ranking relevancy, it's still a worthwhile strategy to follow, especially now that the major SEs (Yahoo!, Google, and MSN) all offer an **"image search"** option. Depending on your unique niche or topic, image search may be a significant generator of traffic.

What should you do?

Name a graphic on a page according to its keyword focus. For example, on your outlet-malls.html page, name its photo "outet-malls.gif".

And make its ALT tag "outlet malls," too. This is a bit complicated so ask a techie friend for help if necessary.

OK, that's basically how to put together a **high-value** content page that hits both key points...

```
**************************************************
Deliver valuable content to your readers...

... AND tasty content to your spiders.

**************************************************
```

The essential strategy is simple. **Aim to get on-page criteria within an acceptable range for the Search Engines to rank you well.** A good ranking is critical for pulling in free, targeted traffic.

More importantly, though, don't sweat the small stuff. If you've done your homework and built a list of profitable, niche-related keywords, achieving top rankings won't be a difficult task. And remember what I said earlier…

The SEs are placing more and more emphasis on off-page ranking criteria (human reaction to your site, for example). On-page ranking criteria are important, but they are only one part of the picture. To achieve the rankings you desire, **both on-and-off page criteria must be addressed.** (Off-page criteria will take center stage in the next chapter.)

SIDEBAR

Analyze It!, another module of the powerful **SBI!** system, simplifies Search Engine Optimization. This tool analyzes each of your pages for **over 30**

important ranking criteria. If your page violates any of them, simple instructions explain how to rectify the situation.

Use the same approach for the TIER 2 and TIER 3 **Keyword-Focused Content Pages.** While the home page focuses upon the fundamental **Concept Keyword,** the other pages each focus upon one of the HIGH-PROFITABILITY keywords that your MASTER KEYWORD LIST has identified.

Ultimately, you create **Keyword-Focused Content Pages** that...

- fit with your **Site Concept** and **VPP**

AND...

- have a good **SUPPLY/DEMAND ratio**

AND that...

- you **enjoy** writing about.

Each page wraps a **high-value** topic around each **Specific Keyword,** following the guidelines outlined above.

SIDEBAR

SBIers have two exceptional resource centers to keep them on track and up-to-date in the Search Engine World…

1) Traffic HQs (Free SEs, Paid SEs, Pay-Per-Click SEs, Directories, Other Search, etc.)

2) The SBI! Forums (THE Place For Friendly, Success-Focused Discussion).

Both are free services but entry is password-protected. **SBIers** love them!

6.3. Question and Answer Period

Whoops! What's that? Some hands are up. Questions?...

"How is this different from gateways or doorway pages?"

Tons of people use gateway or doorway pages. In general, these low-value pages fail to deliver good content, and do not address the best interests of the SEs or prospective visitors. Worse still, such sites are in danger of being banned by the SEs. The engines take a dim view of any Web page that has no in-pointing links, even from its own domain (a tell-tale sign of a doorway page). As a result, people who use such pages are constantly in jeopardy of losing their businesses overnight.

Your Theme-Based Content Site, on the other hand, creates **real content, easily** accessible from your home page or TIER 2 pages. You're creating value, not simply spider bait! You're addressing the needs of the visitor and of the SEs. Those are huge differences.

SIDEBAR

C T P M is the only long-term solution for small business people who want to build sustainable profits online. Instead of trying to outguess or outplay the Search Engines, create a site that stands out as a winner when the spiders come to call**.**

Make Your Links WORK! provides an excellent "big picture" perspective regarding Search Engine Optimization, in-pointing links and other traffic-building strategies. Download your free copy of this must-have resource here…

http://buildit.sitesell.com/MYLW.pdf

Another question?...

"What do the Search Engines look for?"

Answer…

So glad you asked! **DAY 7** will examine this question more closely but for now, here's a quick answer…

Search Engines want to satisfy a visitor's need by delivering the best possible results for his/her search query. And why does a Search Engine care so much about this? **The Search Engines must satisfy its clients.**

To determine who the SEs' true clients are, just follow the money. Advertisers pay the SEs, not surfers. Therefore, **advertisers are the true clients!**

So the #1 goal of a Search Engine is to provide lots of exposure to their advertisers' ads. If search results are relevant and of good quality, satisfied surfers will return to search another day, generating more ad impressions. If they are not, the surfer will leave to search somewhere else. If this happens enough times… well, you see where this is going. Ad revenues fall, advertisers go elsewhere, and the SE slowly dies or fades away.

Bottom line?

The SEs' primary mandate is to deliver relevant and quality search results to surfers. It's WIN-WIN-WIN all around…

The surfer wins by finding what she needs. The advertisers win by getting lots of exposure to prospective new clients. And, the Search Engines win when they generate the revenue they need to survive and remain competitive.

And how does a Search Engine recognize **relevance and quality?**

Except for the top executive and a few select professionals at each individual SE, nobody knows the exact algorithms used to evaluate page relevance. However, we do know for certain that **on-page and off-page criteria form the backbone of any SE's ranking algorithms.**

Much of what we've been covering so far in this course has to do with on-page criteria. Now for a brief note about **off-page** criteria…

Obviously, an SE will **always** have to examine the elements of any Web page to determine its context. A page about porcupines, for example, would have the word "porcupine" in the TITLE and heading tags, in the META keywords, and sprinkled throughout the page text. The word "zebra", on the other hand, would be conspicuously absent from such a page.

And what about off-page criteria?

As Search Engines become more sophisticated, they track more **external factors** to determine a page's relevancy. For example, if a high-value, topic-related site links to your site, the Search Engine considers your site more credible by association. If a dozen sites do the same, your site appears even more so.

I'll talk about link strategies in much greater detail in the next chapter. For now, recognize that credible links are an important measure of **human behavior.** Any

Tom, Dick, or Jane can use software to create a perfectly optimized page about porcupines, for example. But only a high-quality, relevant document written by a porcupine expert will garner in-pointing links from credible porcupine authorities.

It is this combination of off-page criteria that reflect human behavior and on-page criteria (as outlined earlier) that most SEs use to determine relevance.

I was just about to call it a day, but let's go with one more question…

"Just how important is design?"

Hmm. This changes the direction of our discussion a bit but it's a good question all the same!

Design is not as important as most folks think. **Words do the PREselling, not graphics or colors or font styles.**

Start with a clean and welcoming Look & Feel. Add a simple but professional-looking logo. Make your site easy to navigate. Then get out of your own way and let **your words do the talking.**

(The role of design in PREselling is well covered in **Make Your Content PREsell!.**)

Geez, I've really got to leave. My wife is conceiving a baby tonight, and I wanted to be there. (Actually I stole that from a guy who got off a speeding ticket with that line!)

"Can I follow the **C** ➡ **T** ➡ **P** ➡ **M** approach on a free Web hosting service?"

Answer… Absolutely. But remember that success is much more than just putting up a site. Don't be caught by the "cheap-quick-easy" advertising lure…

http://www.sitesell.com/index-advertise.html

Free sites have two huge strikes against them. They're treated with disdain by **both** the visitor and the engines.

Let's talk about humans first. When I notice that a site's URL is at a free hosting service, I don't bother clicking to visit. If I have a special reason, I might go -- but I arrive at a free site with **doubts.** Most folks harbor the same kind of bias.

And what about the engines? Free sites don't get treated with much respect by the Search Engine spiders, and **below zero** respect by the directories like Yahoo!.

Here's what **Danny Sullivan,** the most well-known Search Engine guru on the Net, once said about free hosts…

```
"...get your own site, under your own domain, rather
than doing it within Tripod.com or any place offering
"free" home pages. Sites offering free home pages are
often looked upon with suspicion by search engines,
because search engine spammers also make use of them.
It's like sharing a house with bad roommates. Move out,
get your own house, and you'll probably do better
with search engines."
```

Even on the Net, there's no such thing as truly free. Think about it... a company has to make money to survive. One way or another, hidden or not, the service costs you. But the low credibility of free sites costs you way, way too much… **your time.**

If engines don't spider you, or if customers don't respect the site, or if advertising lures your customers away and hurts the sales-effectiveness of your site, you're wasting your time. And that's way more **valuable** than less than $25 per month to host your own site. You **must** put a value on your time if you want to succeed. All successful people will tell you that time is their most precious commodity.

A **non**-free site with your own domain is a prerequisite to building credibility with your readers **and** with the Search Engines. So find a good Web hosting service and put up a real site. For the $25 or so per month, it's worth it.

SIDEBAR

Site Build It! builds a site that is a powerful **traffic-builder and customer-converter.** No other system provides such success whether you use **SiteBuilder's** block-by-block system or create/upload your own pages through the **HTML Editor Compatibility** module…

http://compare.sitesell.com/

Arrrgh! OK, one last question...

"Geez, Ken. You seem to be convincing folks not to market marketing programs. Rather, they should build sites of passion, write about what they know, and then marry that to profitable affiliate programs. Doesn't that leave you and SiteSell out in the dark?"

Answer… No, not really. I encourage **5 Pillar Affiliates** not to erect Web marketing sites. One thing the Net does **not** need is another Web marketing site!

But here's a neat little twist for you to think about. You think that only **consumers** search for "fashion model" or "fashion designer" or "fashion design"? Nope! After all, investors are not the only ones who would search for "penny stocks."

When I was marketing my first product, **PennyGold** (a penny stock investing software), I must have done **thousands** and **thousands** of searches on "penny stocks"... **all** on the major engines.

Why did I do that? Because I wanted to see how PennyGold was doing on these engines, and I wanted to see who was beating me! And in fact, that's exactly how I found lots of competitors!

Let's say that when I was doing my searches for "penny stocks," you had **already** created a **Theme-Based Content Site** that was all about aggressive forms of investing... "**theaggressiveinvestor.com**."

After doing your DEMAND and SUPPLY research, let's say, too, that you had dedicated one of your site's pages to "penny stocks." You wrote it to provide **high-value** content **and** to also appeal to the Search Engines (more on this in **DAY 7**).

What would have happened? I surely would have found your page sooner or later, likely several times, on one or more of the engines. Really, there's no magic involved. After all, you simply followed the basic principles of how to please the Search Engines.

This is not rocket science. Nor is it spam -- you have simply created good content that is of **high-value** to me, your **potential** visitor who was searching for your info, **and** that the engines have ranked highly. So I would have found you listed in the engines' search results pages, no doubt about it.

You **can** do **exactly** the same thing. Except do it for a topic that **you** know and love... like "fashion."

If you write a wonderful page about “fashion design,” lots of **merchants** will find your page. After reading your excellent content about fashion design, you lead into a **recommendation** about SiteSell products, especially **SBI!.**

So not only does your “fashion-passion” site generate income for you by sending fashion **consumers** to a select group of fashion **merchants,** you can also send fashion **merchants** to SiteSell, creating an additional income stream!

For example, here’s how your “fashion design” page could do this...

First, you write your content. This content must deliver good “information value” about fashion design. Since this is your area of expertise, that’s a snap. Your content closes by leading to **in-context text links** (those caught using banners will have a detention!) for **small business owners and consumers...**

For fashion small business owners...

```
“Are you a fashion design consultant?  Or are
you a designer looking to sell your fashion
designs on the Web?

The best way to expand your client base is
with a Web site that works. Site Build It!
has proof of success!

Click here for more information... ”
```

For fashion consumers...

```
“Are you looking for a top-notch school of
fashion design?

Click here for the best school in the US Northeast.
Click here for the best one in the US Southeast.
Click here for the top institute in the US Southwest.
Click here for excellence in the US Northwest.
Click here for the Fashion School Directory.
(Please contact us if you feel that your fashion
school or college belongs in the directory.)”
```

Each of the “best school” links sends the visitor to a school that you represent as an affiliate!

This is just an example, but I hope you get the idea. You’ve created multiple streams of income from both small business owners **and** consumers in an area that you love and know.

Try not to fall for the lure of the Web marketing field. It's too competitive. You would be up against very ambitious marketers who are **extremely** good at writing to please Search Engines. The outcome is predictable. They would win.

You'll do far better by working your **"niche of passion" and creating your "brand of one."** It's a flexible strategy that anyone can do. Bend it and twist it. Add your own ideas just like these successful Webmasters have done…

http://case-studies.sitesell.com/

Here's the bottom line. **Every single success story has focused on a niche that the affiliate knows and loves…** finance, insurance, children, etc. That's the fastest road for you, too.

And while you are on this road... if I can have just a **small piece of your attention,** I'd be most delighted. Our WIN-WIN **5 Pillar Affiliate Program** treats affiliates well financially, and provides them with outstanding tools, support, and education. I'd love to have you as a partner-in-sales. To register, please go to…

http://affiliates.sitesell.com/

Before proceeding to **DAY 7,** please complete your **DAY 6 Goal-of-the-DAY,** and take note of your **Ongoing Goal...**

Ongoing Goal... Create **one Keyword-Focused Content Page** per day. Start with the TIER 2 pages. Then keep adding TIER 3 pages, 1 per day. **Create 50-70 maximum.** Then start a **new Theme-Based Content Site.**

If your time is limited, reduce the goal to a page every **2 or 3 days.** Even then, you'll have a traffic-building, income-earning site in three months. **Consistency and discipline** are the keys, not speed. It's OK to be the tortoise…

http://tortoise.sitesell.com/

… as long as you stay the course.

What's next? **More visitors, more traffic…** the lifeblood of your business…

---

7. DAY 7
Build Free Traffic

"Build it and they will come."
-- Field of Dreams (1989)

You are building a solid **Theme-Based Content Site**. **So how will you let your target group know about it?**

The next three **DAYS** are all about **Traffic-Building.** The most time-and-cost-efficient way to draw targeted traffic to your site is through the implementation of the **Big 3** strategies…

1) Free Traffic **(DAY 7)**

2) Paid Traffic **(DAY 8)**

3) Traffic Through Relationship-Building **(DAY 9)**

Goal-of-the-DAY... Get familiar with the four-step process of…

1) Submitting
2) Spider-tracking
3) List-watching
4) Keyword-ranking

Then, if you are using **SBI!** (so important for easy tracking) become comfortable with the Search Engine HQ and its reports…

1) Submit-Spider-List Report
2) Keyword Ranking Report
3) Keyword Searches Report

Talk about a "field of dreams!" If you just simply build it, your content site might as well be a cornfield in Iowa, visited only by ghosts!

Yes, it's true. This course has shown you how to develop a strong **Theme-Based Content Site,** completely loaded with HIGH-PROFITABILITY **Keyword-Focused Content Pages.** These pages OVERdeliver to your human readers, and at the same time, satisfy the Search Engines.

So you're **way ahead of 99%** of e-business people on the Net. You have created a diamond, shining brilliantly with terrific content. Does that guarantee you success?

Sorry to say... nope! Why not? Because it's just sitting there, buried in the middle of that huge cornfield, that field of dreams. What's missing in order to turn your dreams into reality and build income through content? **Free, targeted traffic.**

If you can't attract free, targeted visitors via the Search Engines, you're immediately at a huge disadvantage. That's because you're going to have to pay to drive traffic to your Web site. While paying for supplemental traffic can make sense for many online businesses, you definitely do not want this to be your primary source of traffic. There are a number of reasons why not…

1) Depending on your niche or topic, advertising can be very expensive. It also prevents you from ever really owning your own business. When you stop paying for advertising, your business disappears.

2) If you do not know what your **ROI (Return On Investment)** is or exactly what each and every visitor is worth to you, advertising can be a bit of a gamble. This is especially true for brand new sites that are still feeling their way around.

3) Visitors who arrive from advertising campaigns recognize that the relationship is purely commercial, and they expect to be pitched. Obviously, they will have their guard up and will be more difficult to convert into customers.

On the other hand, when you "get it right" at the Search Engines, the engines will deliver more and more targeted traffic on daily basis.

SIDEBAR

Put **your** site into the Top **3%** of all sites on the Net (according to Alexa)…

http://buildit.sitesell.com/sbi-businesses/traffic-alexa.html

Take-home lesson?

Concentrate on ways that will consistently deliver the largest amounts of low-cost, sustainable traffic -- the **BIG 3** above. Don't try to "do it all" right off the bat.

OK. Let's begin with the engines…

7.1. Work With The Free Major Search Engines

The Search Engines will provide you with lots of traffic as long as you work **with** them rather than against them. The process is not complicated. And as you will soon see, **it keeps you moving forward -- building out your site so that you create even more ways for visitors to find you…**

1) Build **Keyword-Focused Content Pages** according to the structure and on-page criteria guidelines outlined in **Day 6.**

2) Submit those pages to the Search Engines. (Continue to build more Content pages.)

3) Check for each spider's visit. (Continue to build more Content pages.)

4) Check for the presence of your pages in each Search Engine's index (i.e., database). (Continue to build more Content pages.)

5) Evaluate performance of each page of your **Theme-Based Content Site.** (Continue to build more Content pages.)

6) Track your performance on a regular basis. (Continue to build more Content pages.)

7) Repeat the process for each page you create. (Keep your focus on building more Content pages.)

Now that we have the big picture of where we are going, let's get down to business…

7.1.1. Submit Your URLs

Submitting your site to the engines is a necessary task. If you wait for the SEs' spiders to find and index your entire site, you could wait forever. Submission hastens the entire listing process along, and guarantees your site doesn't get lost "between the cracks." Result? You gain maximum and controlled exposure.

SIDEBAR

SBI!'s World Submitter automatically submits your pages to each SE exactly the way it likes to receive submissions. Better yet, it monitors submitted pages for a spider visit. If a spider does not arrive within an acceptable length of time, the page is queued for resubmission.

(All pages are "queued" for submission. This ensures you never run afoul of an SE's submission policies and keeps you from being banned.)

But World Submitter doesn't stop there. Once a page is listed, **World Submitter** monitors that page to ensure it remains in an SE's index. Should your page be dropped, that page is queued for resubmission. Talk about putting your SE traffic-building strategy on autopilot!

http://build.sitesell.com/

Four of the major free Search Engines will account, either directly through their own search services or indirectly through partner sites, for about 95% of your traffic. That's right, just four!

What about the service I saw the other day offering to submit my site to 1,000 Search Engines for $29.95?

Avoid these services like the plague. There are only four main SEs, as I said above. "Submit to all 1,000 Engines" services submit mainly to free-for-all links pages. They are totally useless, and will do nothing for you but fill your inbox with an endless barrage of spam.

OK, let's begin the submission process. I've included each SE's current protocols here, but please double-check each one to ensure nothing has changed in the meantime.

Ready? We're off to the top of the list…

Google
http://www.google.com/addurl.html

Their submission policy (from the same URL)...

"Only the top-level page from a host is necessary; you do not need to submit each individual page. Our crawler, Googlebot, will be able to find the rest. Google updates its index on a regular basis, so updated or outdated link submissions are not necessary. Dead links will 'fade out' of our index on our next crawl when we update our entire index."

SIDEBAR

Google has implemented a graphic challenge on their submission page to distinguish between manual and automated submissions. Although it is not currently a requirement, I recommend that you fill in the graphic challenge with your submission. It's possible that Google will give precedence to manually submitted URLs.

Yahoo! Search
http://submit.search.yahoo.com/free/request

Their submission policy (from the same URL)...

"Enter the full URL, including the http:// prefix (for example, http://www.yahoo.com) of the site you would like to submit. Enter only the top-level page in your site, our crawler will explore the rest of your site from there. We will automatically detect and remove dead links on an ongoing basis."

MSN Search
http://search.msn.com/docs/submit.aspx?FORM=WSDD2

MSN's submission policy isn't clear. They say...

"Type the URL of your homepage. MSNBot follows links from your homepage to find other pages on your site."

Although they do not say not to submit others, it would certainly appear that it is not necessary.

Jeeves/Teoma

No, you cannot submit your site to Ask Jeeves, or the Teoma crawler that powers it. The only way to make it into this SE's database is to ensure the Teoma

crawler can find your site on its own by following an in-pointing link. This further emphasizes the importance of obtaining a few good links for your site. (A link popularity discussion is coming up shortly.)

OK, now what about all the other valid search services like AOL, Netscape, AltaVista, and so on?

There is really no need to submit to or track certain engines because they are either "aggregators" or have become insignificant in importance (although you may still recognize the name). For example...

AOL and **Netscape Search** -- these "aggregators" draw from one or more of the above proprietary SEs.

AltaVista and FAST/AllTheWeb -- now owned and powered by Yahoo!.

HotBot -- now a minor player, it merely offers a choice of proprietary engines.

So submit to the big 4, and forget the rest!

7.1.2. Track The Engines' Spiders

Even after you **do** submit, some of the engines take weeks, even months, to send their spiders over to your site to "bring back the goodies."

No problem. A **real** business takes time, unlike those get-rich-quick schemes floating around on the Net. So while you're waiting, build more content pages and **obtain some quality in-pointing links**. These efforts will hasten the listing process along.

How can you tell when a spider visits your site?

The answer is simple. Each SE's spider has a name, which shows up in your log files when it visits your site. For example, Google's spider is called "Googlebot". Yahoo!'s is called "Slurp". MSN's spider is called "MSNBot."

So keep your eyes peeled for a visit from one of these friendly little creatures in your log files. Although a spider visit does not mean your page has been added to an SE index, it does mean that the SE has not forgotten about you! Your site is probably queued for addition.

If you don't see an engine's spider within a certain amount of time after submitting (varies for each engine), you can resubmit according to each engine's acceptable limits. Generally though, if you haven't been indexed and listed with 6-8 weeks, do the following…

1) Resubmit according to each SE's protocols.

2) Build your link popularity. Quality in-pointing have a credentializing effect. Without a few to validate your site, some SEs may be hesitant to list you in their indices. If you have no links, and you can't seem to get listed, this is very likely the issue.

Even if you aren't listed immediately, don't lose heart. **Every new Web business has to go through the hassle of establishing itself with the SEs.** That's true whether you have $100 to invest in your business, or $10,000.

Keep your focus on the "C" of…

C ➡ T ➡ P ➡ M

… and making your site THE authority on your theme.

SIDEBAR

Site Build It! monitors your pages for spider visits. One less task on your business "to-do" list!

http://buildit.sitesell.com/

7.1.3. Check And Monitor Presence

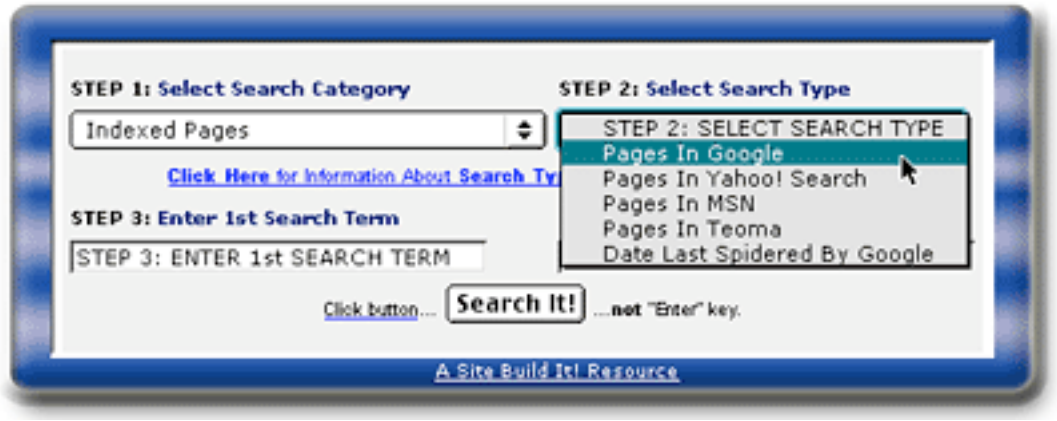
First, the good news… you've been spidered! That means you're in, right? Not necessarily. However, it does mean that the Search Engines know about you. Yes, you are on their radar, but you may not yet be included in the databases from which they draw their results. So that leads you to your next mission…

Monitor each engine to ensure it lists your pages. Once your pages start showing up in each SE's database, they are ready to be delivered to an eager search audience.

Hooray! Targeted traffic!

The best way to check your listings is to use **Search It!**…

Search It! > Indexed Pages (STEP 1) > Pages in Google (STEP 2)…



This query will show you every page of your domain that is listed in Google. Repeat this search to check your presence at each of the other engines.

SIDEBAR

Working in tandem with **SBI!'s** spider monitoring functionality, **ListChecker** monitors crawled pages. When it finds your URL in the index of an engine, it reports this date in the **Submit-Spider-List Report.** Of course, should a crawled page not be listed successfully within a certain period of time, that page is queued for resubmission.

http://buildit.sitesell.com/

7.1.4. Evaluate The Performance Of Your Pages

At this point, your pages are spidered and indexed. But there is one small catch. In order for people to visit your site, they must find it first. Being indexed is not enough. Ideally, you need to have a Top 10 listing on a SE's search results page to get any exposure at all. Most surfers will not check out more than ten listings in their search for information.

Luckily, you are way ahead of the curve, and miles ahead of your competitors due to this course. By building a comprehensive list of niche-focused, profitable

and “in-demand” keywords, your ranking potential gets off to a roaring start and can only go upwards!

Now let’s see how you can evaluate the performance of your pages…

1) Manually -- Surf to each SE, and search for each of your KFCP’s **Specific Keyword** (just as a prospective visitor would). For example, let’s use this keyword, “dangers of high cholesterol,” to illustrate. Check to see where it shows up and in what position. Keep track of your results in a simple database.

2) Automatically -- Use specialized software like **Web Position Gold** to automate the evaluation process. Be forewarned, though. **Web Position Gold** is fairly complicated to use.

Webmasters and consultants, however, use it heavily. As a result, some engines ban or block its page-query function. Imagine thousands of Webmasters doing hundreds, even thousands, of automated position checks daily, and you can understand why. It clogs up an SE’s bandwidth tremendously!

Site Build It!’s SE HQ provides ranking reports for all your KFCPs. And for any poorly performing page, **SBI!’s Analyze It!** tool shows you how to optimize it better.

http://buildit.sitesell.com/

3) Through the use of log files -- Use log file analyzer software (server or client side) to identify the keywords that people used to find you. Check with your Web host to see what kind of online traffic statistics they can provide. More than likely, though, they will not give the keyword stats that you need.

Tracking your rankings can be a long and tedious affair. If you’re not careful, it can eat into a lot of time. Instead focus your attention on those efforts that will bring your affiliate business the best results, the fastest.

While it is OK to get a feel for how your pages are fairing in the SEs, it is important not lose sight of the big picture…

C ➡ T ➡ P ➡ M

Do not allocate more than a half-hour or so per week to monitor page performance. **The creation of quality relevant content always serves your business best.** It is the engine that drives traffic!

SIDEBAR

Site Build It! has some awesome reporting tools. The **Keyword Ranking Report** will show you how each page ranks for its **Specific Keyword.**

The **Keyword Searches Report** will show you the keyword variations people are using to find you, and how many times they did so at each SE.

You can also verify your current rankings for each keyword query with a direct link to the SE in question.

7.1.5. To Tweak or Not to Tweak? How to Avoid the SEO Quagmire

Many Webmasters, experienced and otherwise, fall into the trap of excessively adjusting or tweaking their Web pages in order to improve SE rankings. (I use the term "tweaking" to refer to the constant experimentation with keyword density and keyword placement in the various page elements.) It is absolutely essential that you avoid the quagmire of Search Engine Optimization (SEO), and focus instead on building your business.

Never, except in extreme circumstances, tweak your low-performing Web pages. If a page isn't ranking for its **Specific Keyword,** don't worry about it.

Follow the guidance outlined so far in this course and get your on-page criteria correct (**Analyze It!'s job**). As you build pages, you might try experimenting by increasing or decreasing keyword presence. But once you have optimized your page as best you can, it's time to move on. Focus on creating new pages.

In the "good old days" (circa 1996-2001), the SEs were relatively simple to reverse-engineer. Tweaking efforts were generally rewarded with higher rankings, and an accompanying surge of visitors. Today, however, it's a different story altogether.

Due to the SEs' increasingly complex ranking algorithms, and a heightened focus on off-page criteria (which collectively form an important indicator of human approval of a Web page), the practice of "tweaking" has become a low-yield affair. **The key to top rankings lies off-page (ex., credible in-pointing links**

from recognized authorities in your field) and not on-page with the manipulation of keyword densities.

Bottom line?

Tweaking diverts you from more fruitful efforts -- the creation of more optimized content, the acquisition of some credible in-pointing links, the establishment of joint venture partnerships, building some word-of-mouth buzz, and so on. Keep in mind that each new optimized Keyword-Focused Content Page that you create represents another opportunity to rank well at the SEs.

I'm going to repeat that last sentence because it's such an important concept...

Each new optimized Keyword-Focused Content Page that you create represents another opportunity to rank well at the SEs.

What do you think an engine ultimately is going to prefer? 200 "Analyzed" pages that humans love or 50 pages that you've tweaked like mad?

Important Tip… We are finding evidence that the sheer size of your site counts as an "off-page" criterion. The total body of your work counts. It's a waste of time to tweak your pages when the key to a top ranking may lay off-page, **not** on-page.

Trust the process. Build a content-rich site, and deliver great information about the theme related topics (keywords) that your brainstorming has found. **Create Content, Content, and more Content.** If you do that, your pages will deliver all the off-page criteria you need!

It always boils down to the same four letters, and **"C"** starts it all...

C ➡ T ➡ P ➡ M

Leave the tweaking to your competitors. Let them "fiddle while Rome burns." Your main priority is to build a vibrant, profitable business!

But let's suppose that not a single one of your pages is ranking at the SEs for any of your keywords. Is there a time when tweaking your pages is appropriate?

Sure but please do run through this short checklist first before you tweak…

1) Review your keywords. Have you targeted generic, highly competitive terms (ex., health, travel, or worst of all, "Web marketing")? If you've done your research and brainstorming well, you should have a nice blend of keywords -- from the more general, "bigger-topic" keywords (ex. "Anguilla") which are generally best used for a home page to a range of keywords appropriately planned for TIER 2 and 3 pages (ex. "best Anguilla restaurants").

Do not expect to rank highly for the most competitive keywords at first. They will be the last to rank well. Generally, the most focused, specific keywords will start ranking first. And that first trickle of traffic, combined with securing a few inbound links, is what starts momentum building.

SIDEBAR

Proper keyword research is one of the most important elements of building a profitable Web business. Keywords are the lynchpins to your success.

Target the wrong keywords, and you'll get the wrong results. If all your keywords are highly competitive or generic, you'll find it very difficult to start the momentum. Traffic starts by "eating at the edges." Win the battles for the less competitive words first (generally TIER 3 pages, but occasionally TIER 2, depending on how the topics layout best for your site).

As your site grows, as off-page criteria grow, your overall rankings for all keywords rise steadily over time. For example, anguilla-beaches.com initially never ranked in the Top 1000 for "Anguilla." Over time, as the site grew, more and more people found and loved her site and gave her links from other sites about Anguilla. As a result, the off-page criteria grew.

Build your site. Deliver great content for a wide variety of keywords, including some easy-to-win ones that fit with your site. Good things happen!

OK, you have a good mix of keywords and over 20 pages, yet not a single keyword is ranking yet. What to do?

2) Double-check that you heeded all the recommendations outlined in this course. Assuming that you have and all is OK...

3) Build your site's link popularity by securing some quality in-pointing links from related credible sites. (Full discussion on this in the next chapter.)

Still not ranking? Not even for your easiest keywords? Now's the time for tweaking**... but do not tweak existing pages.** It's still not worth it.

Instead, experiment as you build new KFCPs for easy keywords. Add an extra keyword to your Title. Increase the keyword density of your page copy. Vary the keyword prominence somewhat. Don't be afraid to push the envelope a bit -- add here, subtract there.

Every site concept sits in its own "microenvironment." You are not competing against every Web page in the world, just those in your particular niche. So it may take a bit more or less to "find your sweet spot."

Before long, you **will** begin to rank well. Stick to the easier keywords and experiment until you do. It's critical that you do not veer away from...

C ➡ T ➡ P ➡ M

Do not let SEO dominate your thoughts. The **CTPM** process simply works.

http://proof.sitesell.com/

Some businesses start the traffic trickle within a month's time. Others may take six months. Certain businesses take longer to mature in the SEs. What does it matter? You are building a long-term business.

Simply keep doing what you are doing. Patience rules. Every business has a hump stage... a period where you seem to be stagnating. But it will pass.

To sum up everything… Content drives the **C ➡ T ➡ P ➡ M** train.

Content builds authority with the SEs, garners in-pointing links from Webmasters, and builds your credibility with your visitors. Every newly optimized page offers another opportunity for top rankings.

Tweaking diverts you from creating new content. It is a low-yield, time consuming process that derails your business, is frustrating, and puts your focus on all the wrong things.

Your business is not SEO... it's generating revenue from something you know and love!

SIDEBAR

SBI!'s reporting tools provide you with an informative snapshot of your site. Take the **Quick Tour** to see first-hand examples of the different reports…

http://quicktour.sitesell.com/

7.2. Improve Your Link Popularity… Build Incoming Links

"Pleasing" the Search Engines and your human visitors is why it's important for you to develop an effective linking strategy. **Links are one kind of off-page criteria that measure human reaction to your content.**

The more sites that link to your site, and the more important the linking sites are, and the closer the linking sites are to the theme of your site (even to the topic of individual pages), the more **"popularity points"** Search Engines award to your site (and page).

SIDEBAR

This chapter provides a brief introduction to link popularity. For the full overview, download the free **Make Your Links WORK!**…

http://buildit.sitesell.com/MYLW.pdf

Get the jump on your competition!

Search Engines consider the number of in-pointing links to a site as a way to…

1) Establish credibility. An in-pointing link from a quality, related site tells the Search Engine that another Webmaster thinks highly enough of a site to link to it. See how the link becomes representative of human feedback? The link constitutes a vote of confidence.

And the more highly a Search Engine regards the site that provides the link, the more powerful that "vote" is! For example…

Suppose you have a Web site all about porcupines. The Web authority on porcupines decides to link to your site. In essence, this tells the SEs…

"This is a credible porcupine resource. As such, it deserves to be listed in your database."

This recommendation carries weight because the Web authority on porcupines already has established credibility with the SEs. Obviously, there's no better judge of the quality of a porcupine site than a porcupine expert. Links from lesser authorities or from sites with related themes or topics (i.e., zoo, or animal sites) are helpful they don't carry the same weight.

And what about **off-theme** links? **Do not attempt to solicit links from sites unrelated to your topic or theme.** Why would a Web site about Viagara or online casino games link to your site about porcupines? Usually it's because they want to artificially increase link popularity, and manipulate the SEs.

The SEs don't like to be manipulated, as it jeopardizes the integrity of their search results. So you can expect them to ignore, and at worst, penalize you for off-theme links.

2) Formulate ranking algorithms. More and more, Search Engines are factoring link popularity and link credibility (i.e., where your in-pointing links originate from) into their ranking algorithms. That's why it's so important not to fall into the trap of continuously tweaking your on-page criteria.

Chances are, the key to an elusive top 10 ranking lies off-page, not on-page **as we saw earlier with our anguilla-beaches example.**

Without a few credible links, you may find it difficult to get listed in some of the major SEs (especially Google). And of course, your site won't make it into the databases of SEs that do not permit site submission. Their spiders must find your site on their own.

The good news is that for most businesses, a very small number of credible links will do the job. 99% of most Web sites do not have many in-pointing links. (If the SEs were to weigh in-pointing links too heavily, they'd make 99% of the Net disappear!)

Of course, if your topic is much more general in scope (i.e., "e-commerce," "computers," "sports cars," and that sort of thing), obtaining links becomes more and more important.

SIDEBAR

Some people misunderstand the role of links. While links will bring in some traffic, it is a miniscule amount. A properly optimized KFCP wins hands down.

Creating content should always remain your #1 priority. **Use links to build your site's credibility with the SEs.** Content is what builds traffic, not links.

Questions?

"When do I start building my link popularity?"

That's a good one! Don't worry about link popularity until you have built at least 20-30 content pages. Why?

Webmasters will link only to sites of value. Quality content is the currency of the Web so you will need a sufficient amount of it before you go link hunting. To get a Webmaster's "vote" of confidence, your site must provide some benefit to his/her audience.

Directories too, are only interested in adding Web sites of substance and value. A more mature site will also help you impress a human editor and secure a **major directory listing**.

Once you have your 20-30 high value pages, build a simple inbound link program, sprinkled with a few high-quality value exchanges (be patient) and even a couple of super-high-quality outbound-only links.

Here's how to get your link program rolling along…

#1) Get IN-coming links from the major directories, and second tier directories. **(See the Directories chapter for full details.)**

#2) Get IN-coming links from theme-specific sections of the major free directories.

#3) Participate in SiteSell's Value Exchange. It is the simplest, fastest, most efficient, and (most importantly) most **real** way to identify high-value sites that **want** to link to your site.

It's also a true ethical use of the Net, exactly the way Search Engines want you to do it -- **relevant sites linking to relevant sites only.** And did I mention that it's also free?…

http://value-exchange.sitesell.com/

#4) OUTbound-link with high-quality theme-related, non-competing sites as you happen to discover them in the course of normal business or surfing -- exchange links with them, if possible.

Linkage counts both ways, IN-pointing and OUT-pointing. If your outgoing "linkees" go to an income-generating source for you, even better!

Links OUT count with the human editors of directories and your visitors, too. If directory editors see that you provide bona fide links to other quality sites, your site is more credible, a more valuable resource for their directory. Visitors appreciate being presented with quality, credible links to related material that further enhances their surfing experience.

On the other hand, nothing is more damaging to you, your credibility and your ability to build your business than linking to an inferior Web site. By providing a link, you are in essence placing your seal of approval on the linked Web site. Should that site be of low quality, visitors will question your judgment.

The SE's will not take a positive view of such practices either. Should you link-out to a low quality site that practices deceptive linking strategies, the SEs may penalize you. After all, you are in essence condoning such activity.

What's the take-home message here?

While you can't control which sites link to your Web site (and therefore cannot be held responsible for it) **you must choose your out-pointing links wisely.**

IN-pointing and OUT-pointing links are both important. In general, of course, you want to have far more in-pointing. And don't make all out-pointing links purely monetary links. **You want to show your visitors that you have their best interests at heart, not just yours!**

By far, the easiest, long-term strategy for building link popularity is a passive one. Simply build a site of such high quality that people want to link to it in order to increase the value of their own visitors' experiences.

What could be easier? Your link popularity builds itself!

SIDEBAR

It is essential that you adopt a link-building strategy of some sort to ensure your business receives proper exposure at the SEs. For all the best 80-20 strategies

for building an effective linking strategy, download the free **Make Your Links WORK!** book.

This powerful free e-book can be read at three levels…

1) Strategy Focused -- gives the most time-and-money-efficient and up-to-date way to build an inbound links program.

2) Wider Scope -- provides an updated review of links, why they are important and how they fit into the big picture.

3) The Widest, Most Important View -- offers a compelling 30,000 foot view of how to build a roaring online business that gets found by the Search Engines and that converts visitors into profits.

SEO trickery and guessing are doomed -- it's important to understand that, and to adapt to a new reality now.

http://buildit.sitesell.com/MYLW.pdf

7.3. Build Word of Mouth Buzz

Building word-of-mouth buzz is a secondary traffic-building technique. Depending on your situation, some of the strategies outlined in this chapter will work very well for you. Others will not.

Either way, wait to investigate secondary strategies until after your business has a solid foundation of quality content. In other words, until you have at least 50 quality content pages, your efforts are better utilized by focusing upon…

C ➡ T ➡ P ➡ M

… and building traffic from the major Search Engines. As far as "bang for the buck" goes, this approach yields a far better **Return On Investment (ROI)** for your time.

How do you build word-of-mouth buzz? First piece of advice, don't bother with those "recommend-a-friend" scripts. Less than one visitor in a thousand fills them in. There's a far simpler way to get "word of mouth." **Deliver great content.**

Want an example? Let's say that you have a wonderful theme-based site about **succulent plants** (i.e., cactus, euphorbia, etc.). You have a terrific page about all the tricks you have developed for propagating them.

Other aficionados find that page at the engines. Do you think they'll tell friends, or forums, or cactus associations, about this terrific info? Sure they will. Just one more **huge** benefit of OVERdelivering! But one big warning…

Average content = near-zero world of mouth. After all, have you ever been excited by "average?"

Great content is the only way to go!

SIDEBAR

Many Webmasters don't bother with **any** word-of-mouth strategies, short of this one. That's because creating great content is not only the best way to build buzz, it's also the most efficient and yields the best **ROI.**

When the time is right, use the following techniques to seed word of mouth buzz, especially if you are selling your own product or professional service…

- write articles for e-zines or article distribution sites

- make posts in forums, discussion groups, mailing lists, newsgroups (depending on your niche and situation, these can be fairly effective… or totally useless)

SIDEBAR

Forum postings can also be helpful for building up your site's link popularity somewhat, provided they are closely related in topic to your site.

- publish your own blog, a Web log/diary (discussed in **DAY 9**)

- use a signature file (i.e., contact information, including your URL and preferably your **VPP**) in your daily e-mail correspondence.

Depending on your circumstances, some or all of the above techniques could be effective in seeing an increase in your word of mouth buzz…

Circumstance 1) The "nichier" your site, the better. If your site covers a topic already well-addressed by a zillion other sites, it will be much harder to stand out from the crowd and make an impression with your visitors.

Circumstance 2) Your site should have over 50 pages. There must be substance.

Circumstance 3) Your content should be of outstanding value to targeted visitors.

If all three circumstances are present, then investigating "word of mouth" strategies makes sense. There's no point in making a post or writing an article otherwise.

OK, suppose you've got a high-quality content-rich niche site that delivers outstanding content. You make a fantastic post at a relevant forum, including your conservative signature file. What happens next?

Forum visitors visit your site, tell their friends, put a link on their site to yours, and discuss your site at relevant forums and discussion groups. Talk about a home-run buzz!

SIDEBAR

A word of caution… Even the best forum posts won't generate traffic like a properly optimized content page. Forum posts will yield a short-term blip of traffic until your post cycles off the main page of the discussion.

On the other hand, properly optimized KFCPs deliver traffic **24/7, 365 days a year.** A forum post has a relatively short lifespan in comparison.

Now, before you proceed to **DAY 8,** please complete your **DAY 7 Goal-of-the-DAY,** and take note of your **Ongoing Goal...**

Ongoing Goal... Create more relevant, quality content. Build a solid links program. Be patient and trust the process.

Next step? Paid Search Engine traffic…

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8. DAY 8
Build Paid Traffic

There's more than one way to skin…
that TRAFFIC cat!

Goal-of-the-DAY... If you have a new site and the Return on Investment justifies it, jump-start your traffic-building efforts by bidding on less popular keywords related to your theme at one of the Pay-Per-Click engines.

As you recall, we are working on the **Big 3** strategies for building traffic…

#1) Free Traffic **(DAY 7)**

#2) Paid Traffic **(DAY 8)**

#3) Traffic Through Relationship-Building **(DAY 9)**

It's time to move on to strategy #2, use paid resources.

8.1. Start Your Pay-Per-Click Campaign… Open Accounts with Top 8 Engines

Pay-Per-Click Search Engines (PPCs) allow you to bid for specific keyword placement. They provide great opportunities for driving low-cost, supplemental traffic to your Web site.

However, PPCs are best investigated **after** you have a built a solid foundation of content based upon **C** ➡ **T** ➡ **P** ➡ **M.**

If you rely entirely on the PPCs for your traffic, you never really own your business. Once you stop paying, your visitors stop coming. On top of that, your

relationship with your visitors is purely commercial so these skeptical visitors convert into customers at a much lower rate.

Instead, build trust and credibility through content, and generate much better **Conversion Rates.**

When is the best time to investigate the PPCs?

The answer doesn't waver. Start your research after you have created 20-30 pages of great content, and are driving sustainable free traffic from the main SEs.

How do PPCs work?

Wow! Back to back good questions. Your best strategy is to work the niches. Let's suppose one of your pages focuses on the topic of "fashion models." You can bid for the #1 placement (or any other #) on the first page of search results or lower, but what's the point of being on page two?

Boy, does that save time! But there's a catch, of course. The **most popular** keywords have become quite expensive at Overture (now named **Yahoo! Search Marketing Solutions**). And it has been adopting policies (i.e., **MatchDriver** and **Click Index Score**) that eliminate or severely hamper your ability to work the "keyword fringes." By matching more esoteric, highly-focused terms with more general, competitive terms, they have effectively eliminated many keyword bargains.

Nonetheless, there are many worthwhile alternatives to Overture, and using them can be an extremely cost-effective way to build a big list of lifetime customers in a hurry.

Let's quickly review the top 8 Pay-Per-Clicks. The grand-daddy of all the Pay-Per-Clicks is...

Overture (Yahoo! Marketing Solutions)

Overture continues to drive traffic on a scale unmatched by any other PPC, largely because its paid listings appear on many major SEs like Yahoo! and MSN Search. However, due to intense competition and policy implementations discussed earlier, Overture has become too expensive for many small businesses.

Don't dismiss Overture entirely though. If you have a great **ROI,** a phenomenal

Conversion Rate, or a very unique or esoteric business theme or topic, it may still be worth investigating.

SIDEBAR

Overture is no longer accepting spreadsheet submissions from advertisers spending less than $1,000 per month.

One **special** point about Overture...

Overture will try to "advise" you to bid in the Top 2 or 3 since so many of their major partners cherry-pick these and report them in or alongside their search results (ex., MSN, Yahoo!, etc.). But these are much more expensive and may generate lower **Conversion Rates** since they are perceived as ads.

For this reason, several respected SE experts have advised against bidding for top positions, recommending instead the less expensive top 5-10 positions. You will have to decide which position makes most financial sense in your situation.

Register for a bidding account with Overture at...

https://secure.overture.com/s/dtc/center/

Overture is no longer my #1 choice to drive high-volume, affordable PPC traffic to small businesses, so let's take a quick look at the other 7 Pay-Per-Clicks. (There are **many** others beyond these, but they do not generate enough traffic to be worth your time.) Our first recommendation is now FindWhat.

FindWhat

FindWhat's distribution network will drive plenty of traffic at the cost of a nickel per click through. FindWhat's partners include Excite, WebCrawler, MetaCrawler, and DogPile.

FindWhat also powers Lycos' InSite Adbuyer which provides right margin text advertising very similar to Google's AdWords. (Lycos' ads also appear on HotBot). And here's another handy feature. You can clone your existing FindWhat account over to Lycos.

Unfortunately, you will need to pay both deposits (i.e., set-up deposits for FindWhat and for Lycos) to get started. Not to worry though… you'll receive click

through credits for every penny.

To register for a bidding account with FindWhat see…

http://www.findwhat.com/

Be careful. They may try to "brainstorm" and bid keywords for you. If they do, e-mail them to stop and tell them you will charge back on your credit card if they don't refund you.

Kanoodle

Kanoodle is a rapidly growing PPC that provides a quality service and is now our second choice. Register for a bidding account with them at...

https://safe.kanoodle.com/client_services/listings/index.cool

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7Search.com

Register for a bidding account with them at...

http://7search.com/scripts/advertiser/submit_1.asp?option=Paying

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Xuppa.com

Register for a bidding account with them at...

http://www.xuppa.com/cgi-local/adsign.cgi?status=newuser

Be careful. There have been a few recent reports about very low **Conversion Rates**. Use Tracking Links to be sure about this. (You will learn more about this in **DAY 10.)**

Enhance Interactive

Register for a bidding account with them at…

http://www.ehance.com/

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eSpotting

http://www.espotting.com/

A British-based PPC with a solid foothold on the European market, eSpotting is great choice for anyone wanting to gain exposure beyond the North American market. Register an account with them at...

http://www.espotting.com/advertisers/list_yoursite.asp

GoClick

Register an account with them at...

https://www.goclick.com/acct/register.mod

For more info on Pay-Per-Click engines, see...

http://www.PayPerClickSearchEngines.com/

Before you bid on **anything,** do your research first. To keep everything organized, create a BID-FOR-KEYWORD LIST. Label the first column "KEYWORD" (yes, the same KEYWORD as in your MASTER KEYWORD LIST. Now add 23 more columns to the right of KEYWORD.

Label the first two columns to the right of the KEYWORD column "Price I Should Bid" and "Buys #". Leave these two columns empty for now.

Ready for a test run? Use FindWhat to research each one of your HIGH-PROFITABILITY keywords.

To the right of the column labeled "Buys #," enter the number of sites that have bid **at least a nickel** for each keyword (ex., let's say that you do a search for

“fashion model” and you find that 15 sites bid at least one nickel for “fashion model” -- enter “15”).

Now, in the next 20 columns, enter the price for the “Top 20” search results spots (searchers are unlikely to scan any result past **#20** so beyond #20 is a waste of time). Since your research shows that only 15 sites bid for “fashion model,” enter these bid prices in the first 15 columns. Leave the last 5 blank or enter 0.00.

SIDEBAR

Some Pay-Per-Click engines only show you 10 sites on the first page of search results. In that case, enter the bids only for these. Enter “0.00” for **#11-20.** No point to bid for a spot on Page 2!

Now, back to those first two columns to the right of your KEYWORD. Enter the best price you should bid in “Price I Should Bid.” And in the next column (“Buys #”), enter what spot in the search results that bid will yield.

If this seems like a lot of work, it’s really not. And with **Site Build It!,** PPC research and bidding are quick and easy!

Your best strategy is to bid a penny higher than the highest site that seems to **reach your target visitor.** If the descriptions for the first three sites are clearly aimed at someone who is **not** your target, why outbid them?

Stay a penny higher than your **competitors,** as long as that bid makes **financial sense.** You do not want to be below your competition... the click through drops off quickly as you go down the page.

What makes **financial sense**? Whatever makes a profit!

Suppose you are paying $0.10 per click for a keyword. That means 1,000 clicks costs you $100. Suppose you do a decent **PREselling** job and a total of 20% of your visitors click on at least one of the five **in-context text links** on your **Keyword-Focused Content Page.** That’s 200 people visiting your merchants.

Let’s say that your merchants average a 1.5% **Conversion Rate,** that’s 3 sales. With an average commission of $40, your $100 has returned $120.

And if you've chosen good affiliate programs, ones that offer **lifetime customer commissions,** you've gained 3 lifetime customers which means **ongoing income** with no further expense!

Are you referring visitors to your own online store or sales page? Do similar profitability calculations.

SIDEBAR

With a Pay Per Click Search Engine, you basically want as **few** clicks as possible. Actually, let me rephrase that... you basically want only **targeted** clicks... people who **understand** exactly what your page is about and who click for that reason.

Why? Because you **pay** for each click!

So, you don't really want as **few** clicks as possible... you want as **few off-target** visitors as possible. Gear everything you do to **maximizing** on-target visitors for the **least** amount of money.

Bottom line strategies?...

1) Bid for on-target keywords, especially the less-obvious ones. They will be quite cheap to buy. Obvious and popular keywords have become too expensive. There's no way I'm paying $5 for popular keywords -- not unless I'm selling a product that has a profit of $500 and I have a 10% **Conversion Rate!**

2) Write your **Title and Description** so that **only** your target market clicks (remember, each click costs you). A Pay Per Click searcher who reads your Title and Description should clearly understand what she'll get if she clicks. If it does not interest her, she'll give you a pass. Which is **exactly** what you want when it comes to Pay Per Clicks. Why pay for a click by someone who hits the **back** button as soon as she arrives?

Write your Title and Description so that they...

- **relate** to the keywords that you are bidding
- are **relevant** to your site (you definitely do not want to trick anyone to your site)
- compete effectively against other listings with similar subject matter
- shout "Click Me! Click Me!" But only the right customers hear the shout!

The **Site Build It!** provides a BID-FOR-KEYWORD LIST for every significant Pay-Per-Click engine. It researches the "# of bids" and the Top 20 bids for all of your KEYWORDS (as described above), at the simple click of a button! And it automates mass-submissions to the major Pay-Per-Clicks, too. (All Excel templates are available at **Site Central**, **SBI!'s** mission control.) Now it takes only minutes to do what previously took days.

http://buildit.sitesell.com/

When that's all done? Just one more click...

Click the **"Create File" button** to create a file for FindWhat's mass-submission template. E-mail these files to the Pay-Per-Clicks and...

Presto! Instant, cheap traffic visiting your site. And no hassle!

Pay-Per-Clicks are outstanding, **cost-effective** ways to build traffic to your site. **It's totally do-able.** Unlike the free Search Engines, all you have to do is **bid.**

8.2. Google's AdWords Program

Trust Google to take the **pay-per-click concept** to the next level. Many of the protocols inherent to Google's AdWords program are now being adopted (or copied) by other services. (LookSmart and Overture come to mind.)

Is AdWords better than your average PPC?

In some ways, it's better and more flexible. And in some other ways, it's worse. The AdWords program is definitely much harder to wrap your head around, and it's definitely a lot easier to lose money at! However, once you do grasp its power, you will become a convert! So what makes AdWords different?

On a typical Pay-Per-Click SE, it's pretty easy to figure out where you are going to appear in the rankings for your selected keywords. All you have to do is determine your bid level, and the corresponding position is yours until someone outbids you. Ultimately, your involvement depends on your budget.

The AdWords program isn't nearly so transparent as you'll see in a moment. Nonetheless, depending upon the keywords and the market you are targeting, it may be a viable alternative to Overture.

Let's lay out its positive and negative points to help you decide, beginning with the former...

• The initial activation fee for an AdWords account is $5 (compared that to Overture's $30). Bids start at $0.05 per click, half of the $0.10 per click required by Overture.

• Overture has a monthly minimum charge of $20. AdWords has no minimum.

• The AdWords program offers extremely targeted advertising. For example, you could advertise to Canadians searching in French. You are also able to select whether you want your ad to be displayed for broad matches, phrase matches or exact keyword matches on Google's partner engines, AdSense sites, or only on Google and its regional domains.

• The AdWords program is extremely flexible. You can set up several campaigns, each one consisting of multiple ad groups with different keywords and bids associated with each group. AdWords will then give you detailed information for each individual ad, and each keyword associated with that ad.

• Daily and monthly budget limits are under the control of the advertiser. Estimated daily advertising costs and approximate click throughs are reported for all selected keywords.

• Google's AdWords go live immediately and are reviewed shortly afterwards (usually within a few hours). At Overture, you'll be waiting 3-5 business days.

• AdWords' accounts are activated via credit card after they are completely set up. In other words, you can proceed to set up an entire campaign, and only activate it if you like what you see.

• The AdWords program allows you to display and link to two different URLs. As an affiliate, you could promote your merchant partner's Web site without displaying your affiliate code. This is a moot point, since affiliates do have to identify themselves in the AdWords text (by placing the abbreviation "aff" in brackets, at the end of their text ads).

• Google provides tools that enable you to determine the **Conversion Rate** of your advertising campaigns.

OK, those are AdWords' positive aspects. Now for the negative...

• Bidding at your run-of-the-mill PPC is easy. Just build a list of keywords, determine the maximum you're willing to bid per click, and grab the corresponding search position. In contrast, setting your bids on AdWords isn't quite that intuitive.

All you can do is set your maximum bid. Google sets the minimum bidding amount based on the popularity of that particular keyword which Google determines, of course! If you are bidding on a popular term, Google may force you to pay much more than $0.05 per click through, even if there is relatively little competition for that search term.

• On Overture, the Webmaster with the highest bid gets the top position. Not so with AdWords. According to Danny Sullivan (of SearchEngineWatch.com), Google ranks AdWords by multiplying the cost-per-click of the ad with its click through percentage. Danny calls the resulting figure the **"CVR,"** or the **ClickValue Rate.** A quick illustration might be helpful at this point...

Site A bids 10 cents a keyword and has a 2% **Click Through Rate**...

10 cents per click X 2% **Click Through Rate** = 20 **CVR**

Site B bids 7 cents a keyword and has a 3% **Click Through Rate...**

7 cents per click X 3% **Click Through Rate** = 21 **CVR**

As a result, Site B's ad will appear above Site A's since it has a higher **ClickValue Rate**, even though they are bidding less money. This is Google's attempt to ensure that only the most relevant ads appear for various search terms. Google defines relevancy by **CTR (Click Through Rate)**. Ads that get clicked on frequently are more likely to be relevant to that search term, and tend to rise to the top of the results list.

The natural tendency when trying to increase your **CTR** is either to appeal to a broader market, or to "oversell" or hype your products or services. Don't do this.

Broadening your target audience will only increase your cost-per-click, decrease your **CTR**, and increase the number of untargeted visitors to your site. Instead, narrow the focus of your campaign. As it becomes more focused, your ads becomes more and more relevant.

This increases the number of click throughs your ads generate, thus decreasing your cost-per-click. Hyping your products might get the click through (if Google's

staff will even approve your ad). But an alienated audience won't buy from you so you're no further ahead.

• Ranking AdWords by a combination of bid amount and **CTR** means that Webmasters who run ads that generate only moderate interest will have to pay through the nose for a top spot. There's not much point in paying big dollars to obtain greater exposure for an ad that does not generate interest.

For example, let's assume that a competitor of Sites A and B above (Site C) bids 5 cents per click on an ad that only garners a 1% **CTR**...

5 cents per click X 1% **CTR** = 5 **CVR**

In order to obtain the top position for this keyword, Site C has to up the bid -- not to 11 cents per click (as you might expect) but to 22 cents per click...

22 cents per click X 1% **CTR** = 22 **CVR**

Believe it or not, without increasing their click through percentage, bidding 22 cents for that keyword is the only way Site C can obtain a **ClickValue Rate** higher than either Site A or B. This, of course, works to further encourage Webmasters to address the bottom line... **relevant** ads and listings only.

Google will prevent your ad from showing up for certain keywords if it does not generate at least a 0.5% **CTR**. Again, this is another attempt by Google to improve ad relevancy. If your ad doesn't generate this minimum rate, Google feels it can't be relevant to that particular search term.

Your account is also monitored for activity to ensure the 0.5% minimum is met. When it is not, you'll receive a warning to make changes, and to deactivate under-performing keywords. Receive three warnings, and your account is suspended (you can reactivate it by paying another $5 fee). In contrast, when you advertise on the PPCs, all keywords approved by the editorial staff remain active as long as your account is in good standing.

• Google will not allow you to send visitors to any pages that contain a pop-up. Overture will allow this, as long as you pop-up a single window.

Bottom line?

Despite the drawbacks, the AdWords program does have benefits over your average Pay-Per-Click SE. It does take a little a longer to get into the swing of

things with AdWords, but once you do, the flexibility of the program and its ability to serve up ads to an extremely targeted audience are powerful positives indeed (not to mention Google's huge search network)!

So proceed through the sign-up process, set up a test campaign, and try to determine whether this service is right for you (no purchase, or intent to purchase is necessary)...

http://adwords.google.com/

In deference to Google, all is revealed up front, without requiring a single penny of investment from you. And that's a good thing! Remember, you don't have to bid upon expensive keywords. If you can dig up enough low-cost keywords, and if your ads are highly targeted, AdWords can represent a credible, low-cost advertising option for you.

8.3. Submit to Major Directories When Financially Appropriate

Directories are a different beast from Search Engines. They do not spider pages. Instead, a **human editor reviews** each submitted site and decides whether that site "makes the cut." Think of directories as gigantic bookmarks of qualified, quality sites, organized into categories and sub-categories.

In the old days, the major directories were able to drive a significant amount of traffic. Today, however, the human-compiled directory model is simply too slow and inefficient to keep up with the rapidly growing Net. Very few surfers use directories to perform their keyword queries because they cannot provide the breadth of diversity and relevance of search results that the major SEs can.

So forget about a directory listing driving zillions of visitors to your site. A directory listing's value is not the traffic it brings, but the **quality of in-pointing links it provides.**

The best directories are managed and maintained by human editors. Every site in a directory has met a certain minimum standard of quality. A Search Engine that finds your listing in Dmoz or Yahoo! can be pretty confident that your site belongs in its database. For a new site trying to establish itself and build some link popularity, securing a directory listing is a "must-do" strategy.

It generally costs cold, hard cash to submit to the major directories. But paying the fee does not guarantee that your site will be accepted. So use paid resources wisely, and only when you are sure your site is ready for "prime time." While a listing in Yahoo! is quite expensive ($299 annually), the good news is that you can obtain a decent quality in-pointing link from most second tier directories for $15-$30.

My top recommendation?

Wait until you've built your site up to **at least 15-20 pages** before you submit to the directories. If you'd like to err on the side of caution, create 30-40 pages first. Anything less is likely to be rejected for reasons of insufficient content.

Let's take a look at the directories…

Zeal.com
http://zeal.com/

Some of you may wish to hold off on the commercialization of your Web site. This will enable you to submit to the Zeal directory which is free but only open to non-commercial sites.

Why is Zeal important? It provides a back-door entrance to the LookSmart directory. It will provide a decent quality in-pointing link, as well as a smattering of traffic from LookSmart and its directory partners. However, you'll have to become an editor yourself before you can submit your own site. This can take an hour or two, so be prepared.

The Open Directory (OPD)
http://www.dmoz.org/

The Open Directory provides directory listings to many crawler-based Search Engines which use OPD to supplement their crawler-based results. There's no charge for submitting your site, which makes this a "no-brainer."

However, take your time researching the right category for your site, and do **not** resubmit, even if you are not listed after 6-8 weeks. The OPD is often backlogged, and notoriously slow for adding new sites. Resubmitting may make your site lose its place in the listing queue.

You can check the status of your listing at the public forums…

http://www.resource-zone.com/

Paid Directories

Yahoo!
http://www.yahoo.com/

Yahoo! is the grand-daddy of all directories. Got a commercial site? Want to list in the "Shopping and Services" or "Business to Business" areas of Yahoo!? You must use Yahoo!'s **Business Express** service.

This service has a $299 annual recurring fee ($600 for adult sites). That's enough money to give many budding netrepreneurs pause, and for good reason. These days, search results default directly to Yahoo!'s own crawler based listings. Relatively few people perform directory and directory drill-down searches, so your listing is unlikely to bring much in the way of traffic.

However, the value of a Yahoo! listing isn't the amount of traffic it will drive, but the quality in-pointing link it provides. New sites looking to establish some critical link popularity may find real value in a Yahoo! listing. **A link from Yahoo! is still considered to be one of the best you can get.** However, an established site with plenty of in-pointing links may not receive the same value for a listing.

If you do decide to list with Yahoo!, be sure to list your site in the correct category, with your most important keywords in the Title and Description fields. These elements factor into how Yahoo! ranks your listing for related keyword queries.

Should you list in Yahoo!? Ultimately, that's a question that only you can answer. Unfortunately, it's very difficult to measure the **ROI** of a Yahoo! directory listing. Your best strategy is to investigate the free options (Zeal and The Open Directory) and the second tier directories first. They may provide you with all the link popularity you need.

LookSmart
http://listings.looksmart.com/

LookSmart is looking less and less like a directory, and more like an advertising medium, a sort of cross between Overture and Google's AdWords. To make matters worse, LookSmart has been losing many of major distribution partners of late. As a result, a LookSmart listing is diminishing in value.

Rather than paying a one-time fee for a static directory link, LookSmart charges a review fee plus a minimum cost-per-click of $0.15 for every listing it approves. (They offer two PPC models – a static model and a "bidded" model.)

Like Overture, LookSmart has a minimum monthly spending amount. Listings that do not reach that benchmark will be charged the difference. Listings that use up their ad budget before the month end are taken offline unless the account is topped up.

Best advice?

Investigate LookSmart as an advertising option but keep in mind that it's becoming less and less valuable as a source of an in-pointing link. Wait until you're "up and running" and have determined your **ROI** before you seriously consider LookSmart. Their service pales in comparison to the power and flexibility offered by Google's AdWords, a much better alternative.

Second Tier Directories.

Second tier directories are not quite on par with the majors. That shouldn't deter you, though. Remember you're not after traffic from these directories. You want the in-pointing link.

In some ways, second tier directories offer greater value than the majors. Submission costs, for example, are quite reasonable -- between $15 and $30 will get you in, usually within a couple of days. Because they are not as congested, it's easier to obtain the listing you want, higher up in the directory hierarchy (i.e., a listing in Health > Weight Loss is more desirable than a listing in Health > Weight Loss > Supplements). Even though these directories are not as highly trafficked, it will be easier for your visitors to find your site.

Bottom line recommendation?

Second tier directories offer Webmasters a cost-effective means to build their link popularity quickly. Well worthwhile, and highly recommended!

Here are some smaller directories that are worth considering...

JoeAnt
http://www.joeant.com/

GoGuides
http://www.goguides.org

Business.com
http://www.business.com/

Gimpsy
http://www.gimpsy.com/

Blue Find
http://www.bluefind.com/

Skaffe.com
http://www.skaffe.com/

SevenSeek
http://www.sevenseek.com/

Wow Search Directory
http://www.wowdirectory.com/

Automatic Directories

You are automatically listed in the following directories when you submit to another one, as shown here...

- **AOL Search** -- you are listed automatically in AOL's directory when you submit to Open Directory.

- **MSN Search** -- you are listed automatically in MSN's directory when you submit to LookSmart.

- **Netscape Search** -- you are listed automatically in Netscape's directory when you submit to Open Directory.

- **Ask Jeeves** -- you are automatically submitted to Ask Jeeves' directory when you submit to Open Directory. It also lists its own (Teoma-generated) results prominently.

8.4. Pay For Listing/Placement At The "Free" Search Engines

Over the last few years, the SEs have been gradually phasing out their paid inclusion programs. Today, Yahoo! is the only major SE that maintains one.

SIDEBAR

With a paid inclusion program, you must pay to have your Web site included in a SE's database. It is not the same as a Pay-Per-Click Search Engine, where you pay a certain amount to be ranked in a certain position. Pay-per-inclusion does not guarantee ranking. It only guarantees you'll be included in the index!

Paid programs limit the SEs' ability to develop competitive databases from which to draw targeted search results. Obviously when you implement such a policy, you eliminate vast amounts of business owners who cannot justify the cost of inclusion. This leads to inferior search results. And when search results are poor, visitors will go elsewhere and ad revenues plummet.

Google had the foresight long ago to avoid a paid program. Over the years, it has built the largest and most competitive search database available on the Net. The other SEs are still trying to catch up! Most have dropped their paid programs, and even Yahoo!, the last SE to operate such a service, actively adds sites to its database for free.

SIDEBAR

Please note that I'm talking about buying your way into **Yahoo!'s crawler-based service**, and not the directory (which we discussed earlier.)

For that reason, there is very little reason for you to pay for a Yahoo! listing. Follow the proven **C** ➡ **T** ➡ **P** ➡ **M** process to build a content-rich site and obtain a couple of quality in-pointing links. Yahoo! will be happy to add you for free.

Why would you consider Yahoo!'s paid service? If you've **submitted your site** for free, and still aren't included after 2 months, **you may want to submit a single page.** By doing so, you'll get…

1) Fast inclusion into the index. You'll often find yourself waiting up to 2 months after your site has been crawled before your site makes it into an SE index. Paying for inclusion means you should see your site included within a couple of days.

2) Repeated, regular spiderings. Page modification efforts are noticeable in a matter of a couple of days -- no waiting around for weeks for a spider to re-index your page and to display those changes in the SE's listing results.

3) Guaranteed continuous inclusion. Search Engines are pretty mysterious creatures. One day, your site will be sitting pretty with a top 20 ranking, and the next day it's gone, disappeared without a trace. Yes, it sometimes happens. The SEs cull pages from their respective indices for no discernible reason. Paying for your listing means it will never be dropped from the index.

Best of all, Yahoo!'s SiteMatch program will provide entry of your URLs into the entire Yahoo! network, which includes FAST/AllTheWeb, AltaVista, About, the unpaid listings in Overture, and most importantly, the search results delivered on Yahoo! itself. Of course, this comes at a hefty price…

First, Yahoo! charges a non-refundable annual review fee (yes, a Yahoo! editor will review your content to ensure it meets certain quality criteria). Plus, there is a cost-per-click fee. Highly competitive categories (ex., real estate, professional services, electronics, etc.) will have a cost-per-click double the others.

At this point, unless you're driving traffic to a page with a proven **Conversion Rate** and established **ROI,** Yahoo!'s program is an expensive gamble, only to be investigated if you've failed to get listed through the normal means.

We've noticed Yahoo! has an increased willingness to spider and add sites to its database for free. At this point at least, there's little point for paying for inclusion into Yahoo!. If, however, you'd like to investigate this option further, you can do so here...

http://www.positiontech.com/ds-overture.html

Bottom line for all Pay For Listing/Placement services? Stick to Pay-Per-Click offerings that bring you **targeted** customers and yield **measurable** results. Kill programs with poor results.

Time to wrap up **DAY 8...**

Pay-Per-Click SEs are good tools to bolster or supplement the free traffic you are obtaining from your highly optimized Keyword-Focused Content Pages. PPCs can bring you guaranteed, targeted and cheap traffic. Investigate how you can

best use them to promote your business after you have created a minimum of 15-20 content pages.

SIDEBAR

Don't make the mistake of relaying solely on the PPCs for traffic. **High-quality content is what builds momentum.**

Directories, on the other hand, won't drive a ton of traffic to your Web site. Sure, you'll get some visitors. However, their true value comes through the provision of quality in-pointing links.

As link popularity continues to grow in importance, so too does the importance of a couple of qualifying links. The best major directories and second tier directories offer just such links.

Key point of this DAY?

If you have an immature Web site, you really should investigate a few of the directory options presented in this chapter. You don't need to spend a lot of money but a couple of decent links will go a long way to keep the SEs spidering**.**

Before proceeding to **DAY 9,** please complete your **DAY 8 Goal-of-the-DAY,** and take note of your **Ongoing Goal...**

Ongoing Goal... When your site reaches **15-20** pages, submit to directories. If you build a good site that delivers high-value content, you'll get into the directories. Being listed in a directory will not generate more traffic but it will provide a quality relevant in-pointing link.

Broaden your PPC bidding until you have placed bids for 100 keywords at the 8 biggest Pay-Per-Clicks (if your **ROI** justifies it).

Two of the **"Big 3"** down, one to go…

9. DAY 9
Build Traffic Through Relationship-Building

Big shots are only little shots who kept shooting
-- Christopher Morely (1880-1957)

Time to activate the last of the **Big 3** strategies for building traffic…

#1) Free Traffic **(DAY 7)**

#2) Paid Traffic **(DAY 8)**

#3) Traffic Through Relationship-Building **(DAY 9)**

You are building a solid traffic base. Now keep those visitors coming back for more. How?...

The same old answer**… relevant, quality content.** This time the content is in your e-zine and other special publications.

Goal-of-the-DAY... Identify a way to communicate with your visitors on a regular basis and build a relationship based on trust and credibility. Become a friend rather than a stranger.

While you are waiting for the traffic to your site to build, look ahead and prepare…

Even when you do have good first-time traffic, most people don't come back over and over again to most sites. It's nothing personal. It's simply a big Web out there... and visitors figure that they might as well see something new! So, unless the very nature of your site naturally tends to generate frequent, repeat visits, realize that your customer is in "now or never" mode.

So the question is... how do you reach her again and again, after she leaves?

You need a **Backup Response,** an alternative reason to visit. A good **Backup Response** must...

• deliver a benefit to your visitor at a “no-brainer” price (free is best), and...

• provide you with an ongoing opportunity to remind your customer about you and your product/service or the merchant-partners that you represent.

Sooner or later, a healthy percentage of those who trigger your **Backup Response** will deliver your **MWR** -- a sale or a contract, depending on your situation. Why? Because you’re building a quality, long term, repeated exposure, one-to-one relationship with your visitor/customer.

9.1. Build Relationships With An E-Zine

The most common **Backup Response** on the Web is the e-zine (an e-mailed newsletter). Once you have some decent numbers, it takes only a day to get an e-zine up and running.

A good e-zine tells its readers to revisit you…

- to click on something missed during the first visit
- to respond to an announcement you make
- to see new content you’ve added

The e-zine builds a relationship of trust between you and your visitors. Put yourself in the visitor’s mind. A new e-mail arrives from you. Full of excellent **content** that meets her needs, the e-mail prompts her either…

- to click on the link back to your site to take you up on your great offer
- to click on a link to one of your affiliate partners
- to file in her memory that you are the person with the answers to her questions.

You will use the **content** in your e-zine to get your **MWR**. It's fine to give lots of information. But use that information to PREsell. Give your visitor a reason to click on a link back to your site or directly to one of your affiliates.

The WIN-WIN provides information for your visitor and income for you**.**

9.1.1. Build a Sales Page For Your E-Zine

How good of you to provide a free e-zine! But will your visitors subscribe?...

It's free but… you still need to sell the idea that another piece of e-mail is a good idea. After all, your visitor is going to give up her e-mail address and the time it takes to read what you send.

While she's on your site, she needs to feel that continued contact with you will be worth her while. So you will…

- stress the benefits of your particular newsletter
- add a clear "call to action"
- finish with a subscription form

Make sure the benefits are clear. Add a testimonial. Link to back issues. (Some Web masters write an issue or two no one else receives so they will have back issues. Visitors can see what they will get.)

Stress that your e-zine is free.

Add a professional look with a great cover like those at

Killer Covers.com
http://www.killercovers.com/

Then tell her exactly what to do… Subscribe!

SIDEBAR

As you'll see shortly, **SBI!** back-issues each issue of your e-zine and submits it to the Search Engines (once only). You can either include a link on your site to

your back issues to show off the quality you deliver, or you can reserve back issues for your subscribers' viewing only... it's your call.

9.1.2. Develop A Format Template… And Stay With It!

Readers like **familiarity and predictability**… so develop a template, and stick with it. Make only minor, incremental changes every now and then, saving your last issue as the template for the next one. From top to bottom, here's a quick list of things to address in your format...

1) Name your E-zine. You want your subscriber to smile in recollection when she sees it. Make the name short, memorable, descriptive, and relevant.

2) Subject, including Issue Number and Date

3) Small logo

4) First text block -- start off your e-zine with a catchy benefit-oriented slogan. For example, under your Cactus Gardening logo, you might type into your first text block...

"Prickly Issues, Creative Solutions"

5) After that, experiment with a combination of text blocks, line breaks and divider lines, so that you can deliver the following "starting information"...

i) **Valuable PREselling Proposition** -- stress the key points of your e-zine.

ii) A promo pass-along -- add something like this...

```
If you like this e-zine, please do a friend
and me a big favor and "pay it forward."

If a friend DID forward this to you and if
you like what you read, please subscribe by
visiting...
```

(Then add a link to your page that promotes your opt-in newsletter.)

6) Issue number and Date (you did it in the subject, now repeat it in the body)

7) Table of Contents -- show your reader what you're covering in this issue. Provide tantalizing "read me" headlines in your TOC.

8) From this point, experiment with…

- headline blocks to start each section
- dividers
- line breaks

9) Then the **content!**

10) You might want to add one more text block before the closing information (unsubscribe, etc. -- details a bit later) for your readers. This text block could include anything, for example...

```
Comments? Ideas? Feedback?
I'd love to hear from you.
Just reply to this e-zine
and tell me what you think!
```

11) Closing information. You need to give readers a chance to unsubscribe, etc.

Make sure to save all this as a template for future e-zines (more on this below), so you don't have to do it all over again.

SIDEBAR

SBI! makes building an e-zine a snap. From a building block approach to setting up a template, to creating a subscription form, to automating the mailing list, to tracking statistics like open rates, **MailOut Manager** does it all.

http://buildit.sitesell.com/

9.1.3. Set Up Your Subscription

You've already created a form for subscribers on your sales page. You may opt to include this form on other pages, or at the least include a link from other TIER 2 or TIER 3 pages to your sales page.

Some people create pop-unders to advertise their e-zines.

Do include an e-zine button on your navigation bar so visitors can find the sales page easily. And be sure to include many references to your e-zine so your visitor has many opportunities to sign up.

To prevent spamming and/or to prevent people from giving other people's names and addresses without consent, use the **"double opt-in"** approach… your visitor must confirm her subscription.

Although adopting a **double opt-in** policy means you will grow your list slightly more slowly than a marketer using the single opt-in approach, there are several reasons why it is smart to adopt such a strategy...

1) A double opt-in policy builds a truly qualified, high value list. Do not be concerned about losing a few subscribers. The confirmation step ensures that your subscribers are interested in you and your product or service.

2) A double opt-in policy establishes your credibility with the subscriber, and emphasizes the value of your publication. It's a great way to demonstrate that you are not simply paying lip service to a SPAM policy, but have taken concrete steps to prevent it.

3) As SPAM continues to increase in volume, so does the average surfer's intolerance for it. A double opt-in policy lowers the risk of being reported to a spam policing server by an overzealous surfer.

The value of a qualified subscriber's list? Priceless -- no credit card can buy that kind of confidence!

9.1.4. Advertise Your E-Zine

List your newsletter in major e-zine directories on the Web. You'll find these work much the same way as the main directories (discussed in **DAY 8**). Drill down through the categories and sub-categories to find the best place and submit your newsletter to the most appropriate section of the directory.

Some submission tips to consider…

Try some tinkering first. Do a search for your most important keywords at each directory, and note from which categories the returned results are coming. Check for keywords in the Title and the Description, as well. Remember, your

subscriber is most likely to find you as a result of a keyword search. So do your best to ensure your site is listed for each particular keyword.

Keep in mind that your Description is the only impression a directory visitor will get of your e-zine, so make sure you **sell** it!

Bottom line on the e-zine directories?...

It depends. If your e-zine is about a popular topic that is likely to generate many keyword searches and you've listed your site properly (with a **compelling Description**), there's no reason why these directories shouldn't bring a constant trickle of subscribers to your newsletter.

Of course, if your newsletter is about a highly specific niche topic, your major concern will be listing in directories that receive enough traffic to generate keyword searches for that topic. It's ideal if you can find a directory dedicated to a category that includes your theme.

All in all, if you can hit the major e-zine directories in an hour or so, it's not a bad way to spend your time. Just be sure to do your homework. Learn how to submit properly, or you'll be wasting your time.

Here are a couple of suggestions to get you started…

Ezine Articles
http://ezinearticles.com/

Email Universe
http://emailuniverse.com/

Or you can automate your promotion with…

Newsletter Promote
http://www.newsletterpromote.com/

There's a pleasant bonus when you market your newsletter. Not only will you build your e-publication, you will build more traffic to your site (if you provide a link from your subscription page to your home page). On top of that, you will also generate some all-important link popularity which is always a good thing!

If you know that your potential **ROI (Return On Investment)** is high, it may be well worth your while to investigate...

1) Paid co-registration resources. You pay either a flat fee for every subscriber delivered (usually it's pretty reasonable), or a base advertising rate (delivered by impressions). If possible, always stick to advertising that guarantees you results.

An example of a pay-per-subscriber service is...

LeadFactory
http://ProfitInfo.com/leadfactory/

2) Rent an opt-in list. Some reputable companies build and manage huge opt-in lists that are divided up according to interests, demographics, and so on. You can rent a list (or a portion of a list) in order to place an ad. The only caveat for advertising in this manner is that you must be very selective in choosing a company to do business with -- otherwise there's a very real possibility that you will be guilty of spamming some or perhaps all of the recipients.

Some of the better services include...

PostMasterDirect
http://www.postmasterdirect.com/

Yesmail
http://www.yesmail.com/

List Partners
http://listpartners.com/

An e-zine is not the only way to stay on your visitors' radar screens…

9.2. Build Relationships With Other Technologies

On average, your visitor will need 7-13 exposures to your message before getting that click. Your e-zine is one way to increase exposure, but Webmasters use other methods to build familiarity as well…

9.2.1. Build Relationships With Forms

Forms are an easy and safe way to communicate and interact with your visitors and customers. SPAM-bots can read e-mail addresses off your Web site so having a Contact Form in place of an e-mail link is essential.
Forms usage is limited only by your imagination…

- conduct a survey or poll
- create a series of sequential Autoresponder messages or an e-course
- collect feedback from your visitors
- get leads or referrals

Be on the lookout for new ideas. Two **SBI!** sites, with the help of **Form Build It!** (another user-friendly module in the **SBI!** system), illustrate how a simple Form can be an effective communication tool…

- **JuggleNow.com** has implemented a brief survey...

http://www.jugglenow.com/juggling-equipment.html

- **Translate-To-Success.com** helps visitors locate translating services...

http://www.translate-to-success.com/dutch-translators.html

Other form-building software is readily available. Start your research with these products…

Quask
http://www.quask.com/en/home.asp

SmartDraw
http://www.smartdraw.com/specials/forms.asp?id=31997

XIGLA
http://www.xigla.com/absolutefp/

9.2.2. Build Relationships With A Blog

An e-zine generally goes out from once per week to once per month. If you have enough content to write more frequently, consider a blog or Web diary. Give your visitors daily updates on your topic, offer your opinion on some aspect of your theme, and/or announce a new feature offered by one of your affiliates.

SIDEBAR

Use **Search It!** to find breaking information that you can pass on to your visitors.

Search It! > Reference Library for Content (STEP 1) > The Big 5 – CNN, NYT, BBC, USAT, WP (STEP 2) > cactus propagation (STEP 3)

Make your blog as formal or as informal as your audience will tolerate.

Publishing a blog is straightforward. The simplest method is to just keep adding new information to a designated page. A successful blog is frequent, reflects your style and delivers compelling content about your theme. Pull in your readers and give them a reason to respond.

Free blog hosting is available from Google…

http://www.blogger.com/

Now for the other side of the coin…

If you're finding it difficult to publish a weekly or monthly e-zine, then blogging is probably not for you. Here's why…

A blog is basically a frequently changing Web page. Yes, it offers the ability for folks to reply and track back. But when you boil it down, a blog is frequently changing content. The key word in that statement is "frequently." A blog is a bigger commitment than an e-zine. If it's not at least daily, it's just not very active.

Several blogs that I've subscribed to started off great, but the frequency dropped and then stopped. Once a month, I delete a few that just seem to have lost interest or didn't see the rewards for all that extra time.

My recommendation? Blog if it fits your time, passion and market.

Increasingly, some Webmasters publish their blogs through an **RSS** feed which is the perfect lead-in to…

9.2.3. Build Relationships With RSS

Don't confuse a blog with **RSS.** Your blog is the content. **RSS** is how you distribute your content.

Think of it like your local newspaper. The blog is the newspaper. **RSS** is the paperboy.

But what exactly is **RSS**?...

"RSS" stands for "Really Simple Syndication." And that is exactly what it is... **a new way for you to distribute content.** That content can be any electronic communication (Web pages, m3ps, video, etc.)

A comprehensive overview, including easy-to-understand "how-to" instructions, is available at…

http://rss.sitesell.com/

This site provides everything you might want to know about **RSS** (but were afraid to ask)! Check out the information and see if this relationship-builder is right for your business.

DAY 9 is all about building a quality, long term, repeated exposure, one-to-one relationship with your visitor/customer. It's about building trust, credibility and a sense of community.

Once you achieve this, you become a knowledgeable friend making a recommendation. You are no longer a stranger.

You have only one day to go to complete the course. Before proceeding to **DAY 10,** please complete your **DAY 9 Goal-of-the-DAY,** and take note of your **Ongoing Goal...**

Ongoing Goal... Reach out to your target audience, whenever and however you can. Make them think about your business first and not your competitors.

Now it's time to analyze your traffic base from different angles...

10. DAY 10
Know Your Visitors

Knowledge is power...
Power to boost income.

Goal-of-the-DAY... Familiarize yourself with a good traffic-reporting package. Convert your **Theme-Based Content Site's OUTgoing links** into special tracking links (no need to do this with **Site Build It!** -- all links OUT are automatically created as tracking links)...

http://buildit.sitesell.com/

It has cost you time and money to generate your INCOMING traffic. Your OUTGOING traffic generates **income** for you. You can measure both… INCOME minus EXPENSES equals PROFITS.

If we stopped here, your site would be a black box. A "black box" is a concept used in physics. You can measure what goes **into** the black box, and you can measure what comes **out of** the black box... but you don't know what the heck is happening **inside** of that black box. In other words, you don't know **why** things happen.

And for your long-term success, that's critical. Why?

Because if you know more about the nature of your INCOMING and OUTGOING traffic, you can maximize your returns for every dollar and minute that you spend!

Yes, that **is** kind of important... "critical," even.

And what do you **need to know?**

1) Traffic

2) Links in

3) Links out.

Let's start peeking inside your "black box" by studying your traffic...

Traffic, of course, is your lifeblood. You need the means to do some "blood tests" to determine your site's health.

Unfortunately, all the traffic analysis packages out there are written by techies... for techies. They give you so much data... just because they **can!** But all **you** need to know is... **what** you **need** to know! You need **information,** not reams of useless **data.**

The key to traffic analysis is to simplify. Forget the 150 different ways that traffic-analyzing software slices and dices hits, visits, pages, page views, and visitors. You simply don't need to know how many left-handed Norwegians visit your site between 3-4 AM on Sundays.

So let's prune away all the useless **data,** and keep just the "need to know" information...

10.1. Analyze Your "Big Picture" Traffic Stats

First, the big picture...

All traffic-reporting software packages cover the basics... average number of visits, visitors, and pages viewed per day, as well as the totals on a per-month basis. Here's what those terms mean...

- Visits -- the number of visits to your site

- Visitors -- the number of different people who visit your site (ex., a visitor could account for 10 visits)

- Page Views -- the number of pages viewed by all the visitors during all the visits. A single visitor might view only one page... or twenty.

You have a question?

"What about hits? Everyone talks about hits!"

Great question! Short answer**... forget hits.**

A hit is simply a line in your site's log file. If a page has 3 graphics on it, that's 4 hits (1 for the html page itself, plus 3 for the graphics). But if that same page has 100 graphics on it, that's 101 hits!

See why the number of hits is a useless stat?

"Yes, but why does everyone quote hits, then?"

Two reasons... either they don't understand the term, or they understand it and use hits because **it sounds bigger!** In any event, "hits" is a useless thing to measure to understand your traffic.

By comparing your monthly **"big picture" data,** you should be able to see steady growth in your site's overall traffic. If not, the "patient" needs a good dose of traffic-building medicine (luckily, that medicine is nearby... just above, actually!). Ongoing traffic-building is a good idea even if traffic is building nicely -- you can never have too much!

Now that you have the big picture, it's time to delve inside and pull out some important details...

• **Daily statistics** -- visits, visitors and page views must be reported on a day-by-day basis, in both **absolute terms and as a percentage of the total** (ex., percent of total visitors). If you do a special traffic promotion on a certain day (ex., run an ad in an e-zine), a daily statistic report is an easy way to gauge the response.

• **Most popular pages** -- your page view stats must be delivered on a per-page basis, with the page generating the most page views reported first. By understanding which pages are most popular, you understand better the **needs of your visitors.** Correlate this with your link-tracking data (more on this below) to make sure that your most popular pages "get the click" to your income-generating programs. Also, use this data to get a better feel for what your market wants... and, just as important, what it does **not** want.

• **Most popular entry pages** -- same as the previous section, except that this specifically tells you which pages are the most popular **"entry"** pages. A page counts as an entry page when it **starts** a visit. Correlate this with how people find you (referrers and keywords, discussed just below), and you have a wealth

of insight into how your site is being discovered, and what people **want.** Use these conclusions to give you ideas for other related, profitable areas for content development.

• **Most frequent exit pages** -- these are the pages from which people **leave** your site. Some people look upon high numbers for a given page as "bad." But you have to correlate this with other data... If a "high entry" page is also a "high exit" page, that's not really a surprise. If a "high exit" page is also generating tons of links **out** to your **income-generating programs** for you, that's not so bad either, is it?

• **Referrer URLs** -- this tells you where your traffic is coming from... Search Engines, other Web sites, link exchanges, etc., etc. Extremely useful info!

• **Keyword search** -- which keywords are people entering into engines to find you? That's what this super-valuable data tells you!

Taken together, referrer page and keyword search data tell you **where and how** your visitors find you, which gives you a base to build even more traffic-building ideas!

As you can see, traffic analysis is actually a pretty simple task... when you know what you're looking for, and how to turn **data into information.**

SIDEBAR

Site Build It! provides you with exactly these traffic stats. No need to install or configure any software or to figure out what's important. With **SBI!**, you have everything a good content site needs at your fingertips. And the information is presented cleanly and in an easy-to-understand manner.

http://buildit.sitesell.com/

Traffic analysis is the base. It tells you what you need to know about **quantities** of visits, visitors, and page views. It shows you **where** they come from (if via the Web) and **what words** they used to find you at the Search Engines. But you need more…

Now that you understand traffic flow, you need to be able to see exactly what's working in the two bottom-line areas that matter most...

1) how you **spend** your traffic-building time and money -- what's working, and what's not. **Spend** only on the techniques that bear fruit.

2) how you **make** your money -- gear your content more and more towards what **gets the click.** Because that's what builds your **income.**

So **how** do we get this information? Through two forms of analysis that are specialized for content sites like yours...

- **Click IN Analysis**

and…

- **Click Through Analysis**

Before we go further, let's talk about two different kinds of links...

1) OFF-SITE links that bring traffic **IN** to you

2) ON-SITE links that send traffic **OUT.**

OFF-SITE links do not appear on your Web site. People will not actually click upon these links while they are **on** your site. Rather, your potential visitors see these links **off** your site... in e-zine ads, or offline print ads, in flyers that you distribute at trade or hobby conventions, or in your sig file (at the end of your e-mail). And they'll use these links to come **into your site.**

Since you spend time and/or money on these traffic-building activities, you need a way to measure this, to track which off-site promotions are working, and which are not. Once you know which of your **expense-generating** activities work and which ones don't... you know where to spend your promotional time and money! And where to stop! You build upon your successes and fix your weaknesses.

Let's contrast that with ON-SITE links...

ON-SITE links appear on your site, and send visitors **out of that page.** These links all go to income-generating sites (merchant-partners via affiliate programs, your own online store, or your own sales site for products that you have developed). In other words, **ON-SITE links generate income.**

So how do we track these two kinds of links?...

It all boils down to this. We track how to best **spend** our traffic-building time and money via **Click IN Analysis.** We track what's generating **income** by **Click Through Analysis.**

10.2. Explore Click IN Analysis

Let's talk about Click IN Analysis first...

Click INs occur when people click on an OFF-SITE link and come into your **Theme-Based Content Site.** Click INs cost you time and/or money (explained above).

So analyze what works (do more of it) and what fails (drop or improve it).

In order to do Click IN Analysis, you create special tracking links. You create these links specifically to track the success of your OFF-site promotional campaigns. You place a different link in each of your promotional campaigns so that they are easy to track.

When the user clicks on a tracking link, she **first** goes to a computer program that records the click, and where it came from. Then the program sends the visitor to the page in your site that you had specified.

Click IN analysis yields the following...

• total clicks coming in, for **all** your special links, and also for **each** special tracking link that you create

• "first-time vs. repeat" click INs, for **all** click INs, and also on a link-by-link basis. In other words, has the person who is clicking on a link clicked on it before?

You now have a way of measuring the exact traffic-building success of every off-site promotional campaign, whether you're...

• bidding for keywords on Pay-Per-Click engines
• buying ads in e-zines
• posting an ad on the bulletin board of your local grocery store
• no matter how you promote!

Here are some of the uses and advantages of Click IN Analysis...

1) The Untraceable Link -- Some links have no Referring URL, so it's impossible to know where they come from through regular traffic analysis. But geez, we need to know this data. For example...

i) links from a free e-book that you are using as a promotional tool.

ii) links from e-mail of any kind... sig files, links in mailing lists, Autoresponder campaigns, links in the e-zine that you publish, ads that you buy in e-zines.

iii) links from non-Web based newsgroups (ex., anything you read with your newsreader -- but if you read newsgroups via **deja.com** and your browser, this does not apply since the Traffic Stats section will report on any visitor who arrives via a Web site -- you could, of course, still use a tracking link for this if you want to).

iv) links that are simply typed in, often due to offline exposure (especially targeted print media). Tracking links are great for any kind of offline promotion.

v) links from your blog.

By creating a special tracking link for each of these "untraceable links," you'll **know** what has been previously impossible to know.

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2) Testing e-zine ads -- set a different tracking URL for each ad that you write. That way you can measure which ad generates a better response. Here's how...

Run Ad #1 in E-zine #1 and Ad #2 in E-zine #2, then switch a month later. Which ad got more responses overall? Stick with what's profitable. Drop the rest.

E-zine advertising becomes very cost-effective when you can drop the dogs and increase your budget for the winners.

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3) Test Web-based advertising -- Even if your promotion is Web-based, it's more convenient to run tracking links than to review the **Traffic Stats Referrer** information (which do tell you which **sites** links originate from). So use your special tracking links to track the performance of banners, Pay-Per-Click Search Engines, even posts to forums and discussion groups.

So far, we've talked about tracking the various possible **origins** of the tracking links (i.e., the OFF-SITE places where potential visitors **see** and click on your tracking link... e-zines, pay-per-clicks, etc.). And we've assumed that the ultimate **destination** of those links is to your **Theme-Based Content Site.**

But you have **several** options for the ultimate **destination** of your OFF-SITE tracking links...

1) Your Theme-Based Content Site -- Let's say that you have a terrific page about a special kind of flower. That page has several **in-context text links**... links to books, growers, affiliate programs, etc, etc. You take an e-zine ad. Where should the ultimate **destination** be?

Easy... to your **Keyword-Focused Content Page**! Since you have worked so many in-context text links into your OVERdelivering copy, you have a whole bunch of chances that a sale occurs on at least one of your merchant-partners' sites.

2) Straight to a merchant-partner -- On the other hand, suppose you write a wonderful article about this special flower as content for a prominent e-zine published by a third party. Your "payment" is that you can include your URLs. Where should these links point?

Easy... work those special tracker links into the content of the article, and point them straight to your merchant partners. One link for each merchant. Since anyone who clicks passes through the tracking script first, you'll see **exactly how many** people clicked on each link! No point in directing them to the same info on your site, right?

3) A free trial download -- Even a download URL can be the **destination**. Offering a free e-book on that special kind of flower? Take an ad in an e-zine, offering the link straight to the download. Naturally, the e-book will have links to your various merchant-partners, and to your **Theme-Based Content Site.** Every one of those in-book links should be special tracking links, too!

4) Your online store -- Same idea. If you have an online store that needs traffic, and if the situation dictates that you're better off by sending visitors **"directly" to your store** (after passing through the tracking script, of course), then do that.

Same goes if you have a site that sells single products or your services. If an ad costs you $100, but you see that it generated 500 visitors, and if you know that 2% of your visitors buy... it's easy to figure out whether your ad is profitable!

No matter where these visitors originate from, and no matter where you send them to, Click IN Analysis reports how well each promotional effort is working.

SIDEBAR

Click IN Analysis is vital for anyone building income through content. Unfortunately, existing services are very expensive. Here are your **best two options...**

1) If you have some tech skills or if you employ someone who does, use our Ultimate Link Tracker. It's free when you join our **5 Pillar Program...**

http://affiliates.sitesell.com/

Don't worry. There's no obligation to work the **5P Program** unless you want to. Consider the Ultimate Link Tracker as my graduation gift to you!

-OR-

2) Site Build It! provides all this. The Tracker Library makes it a snap to set up your special tracking links. And you get complete Click IN Analysis reports at the click of your mouse!

Cost? Included in **Site Build It!,** which itself costs less than services that offer **only** this feature!

http://affiliatemarketing.sitesell.com/

10.3. Explore Click Through Analysis

Click throughs occur when people click on a link on your **Theme-Based Content Site** and leave it. (They don't actually leave since you pop open a new window for them!) We should actually call them "click **outs**" -- but since the industry is used to "click through," we're stuck with that term!

Click throughs earn you income. Why? Well, it all depends where those click throughs are going...

- affiliate programs -- a percentage of those turn into sales or leads (or whatever action your merchant-partner pays for).

• your own online store -- a percentage will buy, yielding you a profit.

• your “order page” that sells an e-book or software that you developed, or even your services.

• your Net auction listing.

To maximize click throughs, of course, you know that you must create **high-value** content that OVERdelivers what your visitors were looking for. Blending **“in-context” text links** into your copy gets the click through.

Once you’ve done that, of course, you need a way to know what's “getting the click”... and what’s not! And that’s where Click Through Analysis comes into play.

In order to do “Click Through Analysis,” you convert your regular OUTGOING links (i.e., links to your merchant-partners, your online store, and your sales site) into special tracking links. When your visitor clicks on such a link, she first goes to a computer program that records the click and where it came from. Then the program sends the visitor to the income-building site that you had specified.

Click Through Analysis yields the following...

• total click throughs for **all** your ON-SITE links, as well as for **each** ON-SITE link (i.e., on a link-by-link basis)

• “first-time vs. repeat” click throughs for the total of all click throughs on **all** your ON-SITE links and also on a link-by-link basis. In other words, has the person who is clicking on a link clicked on it before?

• and, of course, the clicks divided by the page views, which gives you your “Click Through Rate” for all your links as a group, and also on a link-by-link basis.

Excellent Click Through Analysis would even **slice and dice** your click through analysis like this...

1) It would present you with link-by-link data, broken down for every page that each link appears upon (in other words, if LINK A appears on Pages 1, 2, and 3, it shows you how LINK A performed on each of those pages)

2) And it would present you page-by-page data, broken down with the performance of every link on each page. (In other words, if Page 1 contains

LINKS A, B, and C, it shows you how each of those links performed on that page.)

And **perfect** Click Through Analysis would give you **all** this data for any time span that you request!

Bottom Line?

With Click Through Analysis, you have an exact success rate of every single ON-SITE link. And **that,** dear reader, measures **income... your** money.

You'll know exactly what people are clicking upon and what they are not. From that point, it's just a question of building upon your successes and fixing your weaknesses to maximize your **income.**

Click Through Analysis is as critical for your **Theme-Based Content Site** as Click IN Analysis. Again, existing services are very expensive. And none give the degree of information that I have outlined for the **perfect** Click Through Analysis.

SIDEBAR

Here are your best two options. They may sound familiar...

1) If you have some tech skills or if you employ someone who does, use our Ultimate Link Tracker. It's free when you join our **5 Pillar Program...**

http://affiliates.sitesell.com/

(Once again, consider it a complimentary graduation gift.)

-OR-

2) Wait! Did I say that there was no **perfect** Click Through Tracking Analysis available? I was wrong. **Site Build It!** provides **all** of it.

Cost? Included in **Site Build It!,** which itself costs less than services that offer just the click analysis! And, best of all, it all happens automatically, behind the scenes, as you build your site!

The analysis is totally integrated with **Site Build It!'s** site-building tools. All **you** have to do is click your mouse to get the reports.

POWER-USER TIP: Want perfect tracking of how effective your e-zine ad is? Combine Click IN Analysis and Click Through Analysis!

Do this...

1) Place an ad in an e-zine, or bid on keywords from a Pay-Per-Click Search Engine. The link goes to a page on your site that receives clicks only from this ad. It can be a simple duplicate of one of your site's pre-existing pages. But it should not receive links from anywhere else, including even from your own site.

2) On that page, create new tracker links to your affiliate programs, links that are unique for this ad. You should not use these tracker links anywhere else.

3) Now your Click IN Analysis can track the INcoming traffic and your Click Through Analysis can see how many of those folks coming IN actually go to your income-generating programs (or your sales site, online store, etc.)

You'll know exactly and you will be able to say...

"This e-zine ad on this day (or this Pay-Per-Click listing) brought in this many visitors of which this many clicked on to this and that merchant."

Since you know the **Conversion Rate** for each of your merchant-partners (or your sales site/store), you know whether it makes sense to keep advertising, or to find more targeted e-zines, or more targeted keywords on the pay-per-clicks.

This technique works for e-zine ads, opt-in mailings, or article submissions that direct readers to your **Theme-Based Content Site,** and it can be very helpful to test the cost-effectiveness of the Pay-Per-Click Search Engines

As I said, though, this requires a fair degree of savvy and some work. **Definitely for power users only.**

And, if it's more appropriate to send readers **directly** to your merchants (instead of a page on your site), then this extra step would not be a good idea. It's something to keep in mind.

Take-home lesson for **DAY 10?...**

Know your visitors, the **heart** of your business, by following traffic stats. And tracking links i**n** and **out** is the key to maximizing **income** by getting the most return from all your traffic-building **expenses.**

Please complete your **DAY 10 Goal-of-the-DAY,** and take note of your **Ongoing Goal...**

Ongoing Goal... Create one OFF-SITE promotion with special tracking links per week (or whatever fits for you).

Review traffic stats, and do both Click IN and Click Through Analysis regularly. Watch for trends. Build on your successes and either drop or improve what does not work.

On the next **DAY**...

Wait! There is no next **DAY!** You are at the end of your masters course. Bring on the wrap-up!…

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11. The Road To Success

What a long way you've come. Take a look! **The Affiliate Masters Course** has helped you to...

- understand the difference between selling and PREselling **(DAY 1)**
- develop your best **Site Concept (DAY 2)**
- brainstorm profitable topics **(DAY 3)**
- plan potential monetization models for your site **(DAY 4)**
- refine your **Site Concept** and registered your domain name **(DAY 5)**
- build a site that gets "the click" **(DAY 6)**
- generate free traffic **(DAY 7)**
- evaluate ROI and if appropriate, utilize paid traffic **(DAY 8)**
- establish credible long-term relationships with your visitors **(DAY 9)**
- use statistics to know your visitors **(DAY 10)**

As I said back in the introduction, **successful business-building on the Net is all about following the right process and smart work.** Do things right the first time, step by step... and good things do happen.

Remember, **YOU** have no brand. Amazon has a brand. Google has a brand. **You must build one.** And there is only one way to build your "Brand of One"…

CONTENT ➡ TRAFFIC ➡ PRESELL ➡ MONETIZE.

That, in a nutshell, is what builds the core for a long-term, ever-growing business with sustainable profits and true equity.

Please, please do not waste your time on playing the Search Engine Optimization game. It's doomed to "keeping up" with thousands of the smartest minds on the planet at Google, Yahoo!, and MSN. Instead, leapfrog the SEO game players by "keeping it real"…

1) Build more and more and more related and high-value content that delivers what humans want.

2) Plant enough hooks on each content page you create to let the engines know what it is about (on-page criteria).

3) Secure a few quality relevant in-pointing links. Some of your PREsold visitors will give you inbound links without even being asked!

4) Build buzz, add PPC... and whatever else is relevant for your target market, and your business, and your circumstances.

And that's it. Remember that **off-page criteria** is nothing more than how engines measure human behavior ***after*** a visitor clicks on a Search Results Page to visit a site. It could be as short-term as how quickly does that visitor return to the engine. Or it could be as long-term as how many relevant links build up to that site over time.

SEOers are kidding themselves if they think they are anywhere near what SEs really want. But now you know exactly what the SEs want… **Relevant Reality**. **Quality.** Happy searchers finding what they want. The engines will only get better and better at figuring that out. As they do, SEOers will have a harder and harder time "playing the game of match the algorithm."

By following the **CONTENT** ➡ **TRAFFIC** ➡ **PRESELL** ➡ **MONETIZE** process, your site will simply do better and better. And your business will grow bigger and more profitable!

The process works…

http://proof.sitesell.com/

Let those well-heeled advertisers pay for their traffic. You have the knowledge (and with **SBI!,** all the tools all in one place!) to build your affiliate business as big as you want. After all, **it's your road to success!**

Ultimately it all comes down to what one of my favorite entrepreneurs once said...

"How to succeed? Try hard enough."
-- Malcolm Forbes (1919-1990)

There's nothing else. Go get 'em.