

# The Affiliate Masters Course

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Become a high-earning affiliate champion

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# 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-business. 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. No fuss, no muss!

That, in essence, is the beauty of the affiliate concept. You can be up and building an online 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 pages that please the Search Engines and 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!

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." A Web site is always evolving. 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.

**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.)

It makes sense, of course, that a Web site is the way to go. After all, this is the Net!

<http://blogorbuild.sitesell.com/>

And there are loads of other ways for affiliates to drive targeted traffic to their merchants, both offline and on.

SiteSell's 5 Pillar Program provides all the tools, information and strategies you need to PResell effectively and generate substantial commission income.

<http://affiliates.sitesell.com/>

You can easily apply these marketing theories/strategies to your other affiliate programs as well.

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 CRs at your merchants' sites. This course will show you how to achieve this goal, too.

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 CR... 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!

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 CR 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!

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 rely solely on banners.

If you simply must use banners, 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 CR (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.

Women 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 CR, 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...

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

Best advice? Write "The #1 Affiliate Reality" onto a yellow Post-It Note and stick it onto your monitor...

"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.**"

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

Do they do that every month? No.

But we know a high CR is 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 business-building system in the world...

<http://proof.sitesell.com/>

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),

- 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).

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 do it. Learn 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. For more information about this **free**, 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://case-studies.sitesell.com/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.

Site Build It! (SBI!) gets results at an affordable price...

<http://results.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.

Watch the SBI! Video 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://demo.sitesell.com/>

You create a Web site that really raves about 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, 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 Site Build It! 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.

Add **Make Your Words Sell!** (a free book)

<http://myws.sitesell.com/>

... and 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 Site Build It!?

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://ilovesbi.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.

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. (There is 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 CR. 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.

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...

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...

## 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, generating ongoing targeted traffic...

<http://ctpm.sitesell.com/>

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.**

The Video Tour takes you through the **C**  **T**  **P**  **M** process...

<http://videotour.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.

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 teacher, or as a gardener, or as a single mom, 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	Cleaning	Ergonomics
Aerospace	Communications	Financial services
Agriculture/farming	Computers	Food
Antiques and collectibles	Construction	Gambling
Apparel/clothing/fashion	Consulting	Games
Architecture/buildings	Conventions/Trade Shows	Government
Arts & Crafts	Design	Health
Auctions	Disabilities	Hobbies
Automotive	Education	Home/garden/flowers/plants
Aviation	Electronics	Hospitality
Beverages	Employment	Information
Books	Energy	Jewelry
Chemicals	Engineering	Law
Children/parenting	Entertainment	Manufacturing
	Environment	Minerals

Music	Retail management	Trade
New age	Science	Transportation
Office supplies	Security	Travel
Publishing	Sex	Video
Real Estate	Software	Weather
Religion/Spirituality	Sports	
Research and Development	Telecommunications	
	Toys	

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.

Believe it or not, plain, unbridled enthusiasm or passion is the best PREseller you have. When visitors know you share their passion, there is an instant bond. They approach your solutions with less caution and distrust.

Narrow down your top passions using this free decision-making tool. Is it Option A or Option B?...

<http://chooseit.sitesell.com/>

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 individualistic 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?...

Or do you grow your idea to include all Renaissance artists?

Or do you grow it into a comprehensive art portal?

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.

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" for the passion, and not for 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...

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...

### 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.

OK, let's fire up Search It!. A search could involve three or four steps. STEP 1 and STEP 2 both utilize a drop-down 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 "Wordtracker Free Tool" from the Search Type menu. (Don't forget to click on the help link before you proceed!)

The screenshot shows a search interface with four steps. Step 1 is 'Select Search Category' with a dropdown menu showing 'Brainstorming'. Step 2 is 'Select Search Type' with a dropdown menu showing 'Wordtracker Free Keyword Tool'. Below these is a link: 'Click Here for Information About Search Type AFTER Completing Step 1 & Step 2.'. Step 3 is 'Enter 1st Search Term' with a text input field containing 'STEP 3: ENTER 1st SEARCH TERM'. Step 4 is 'Enter 2nd Search Term' with a text input field containing 'NO TERM FOR THIS SEARCH'. At the bottom, there is a 'Search It!' button and a note: 'Click button... Search It! ...not "Enter" key.'. The footer reads 'A Site Build It! Resource'.

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

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) > Wordtracker Tool (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 some examples of the most common keywords (at the time of writing) that Web surfers search upon that contain the word “fashion” at Yahoo!...

3083 fashion  
3054 fashion games to play  
1366 fashion bug  
1268 fashion accessories  
387 fashion design

You can also try the other search types in the Brainstorming category to expand your keyword list.

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 this information... Results 1 - 10 of about 18,100,000 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.

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...

<b>KEYWORD</b>	<b>DEMAND</b>	<b>SUPPLY</b>	<b>SUPPLY SITE INFO</b>
fashion	3,083	577,000,000	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 design	387	18,100,000	Design principles, patterns
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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.

**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 Inbound Link Opportunities category (STEP 1).

Obtain content sites by reviewing the top 20+ search results from Search It!'s Competition category (STEP 1).

Or use its Monetization category and choose this search type, "Find Products/Programs at ClickBank" (STEP 2).

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 Note...**

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! Click here to see this easy-to-use tool in action...

<http://demo.sitesell.com/day2/day-2-f.html>

Want to accumulate even more information about the intensity of the competition (i.e., the SUPPLY of keywords) for top rankings for your keywords? Investigate other search types in Search It!'s Competition category. (I told you that you would use this versatile tool often!)

**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. But your research shows that surfers 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 upon. Repeat 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!

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 perhaps you just want to be as thorough as possible, 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.

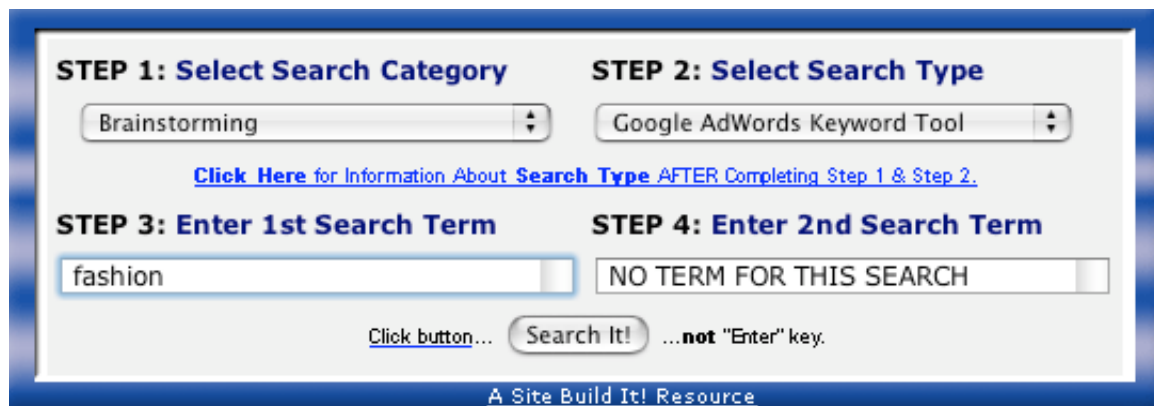
The money (i.e., **your** income) is in **C** ➡ **T** ➡ **P** ➡ **M**...

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.

OK. Let's see where we are in the process. We started with a basic "Concept Keyword" like "fashion." All the brainstorming and pruning revolved around that word. Let's now 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 necessarily contain the word "fashion."

Use the one and only [Search It!](#).

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



The screenshot shows a web interface for the 'Search It!' tool. It is divided into four steps:

- STEP 1: Select Search Category**: A dropdown menu is set to 'Brainstorming'.
- STEP 2: Select Search Type**: A dropdown menu is set to 'Google AdWords Keyword Tool'.
- STEP 3: Enter 1st Search Term**: A text input field contains the word 'fashion'.
- STEP 4: Enter 2nd Search Term**: A text input field contains the text 'NO TERM FOR THIS SEARCH'.

Below the input fields, there is a 'Search It!' button. A note says 'Click button... Search It! ...not "Enter" key.' At the bottom of the interface, it says 'A Site Build It! Resource'.

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...

fashion  
fashion design  
fashion designers  
mens fashion  
fashion show  
spring fashion  
fashion trends  
fashion magazine  
fashion week  
couture  
clothing

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 “spring fashions” or “fashion trends”). 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.” 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, “fashion shopping mall” would be an excellent topic to include (especially since it includes “fashion shopping” and “shopping mall” *within* it.)

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!

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 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 a good performer. 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 top 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, betseyjohnson.com, betsy johnson, Betsey Johnson dresses,Betseyjohnson, glamour,beautiful, clothing,catalog,catalogue,pants,dresses,skirts,jackets, shirts,shopping,gifts,style,lingerie,sexy,apparel,shoes,online store,sale,footwear,jewelry,fun,fashion,fur,sequins,trends,sweaters,blouses,jeans,denim,swim,bathing suits,swimwear,footwear,club,trend,tees,tops,college,evening dress,sportswear,capris,tanks,tubes,bracelet,necklace,earrings,belts,handbag,knits,poncho,ponchos,casual wear,intimates,bra,camisole,panties,underwear,bikini,halter,corset,shoes ,designer,stylish,satin,tailored,classic,formal,evening,accessories,outerwear,t-shirts,handbags,heels,pumps,strappy sandals,giftcard, gift certificates,logo,rhinestone,hats,hosiery,leather,suede,strapless, suiting,suit jacket,tee shirts,sweatshirts,fitness, mini skirt,playful" />
```

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 at Search It!.

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?**

**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 to do it. As an affiliate of SiteSell, I know that Site Build It! can help her... *she* just doesn’t know it yet.

I’ve figured out every way that she could possibly search for that information (ex., and I’ve even run those through WINDOWS #1 and #2!

But now for the million dollar question...

**Q -- What other stuff 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 qualify themselves as serious business people with serious needs. Exactly the right kind of people for [Site Build It!](#).

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 effective Web marketing. I've added a whole new major direction -- and income stream -- to my site simply by thinking about my target's *other* needs.

Are you thinking...

`"What does fulfillment or customer service or sales have to do with Site Build It!?"`

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 *Web site that works.*

Obviously, Keyword-Focused Content Pages about building a Web presence are much more tightly targeted to our SBI! product. It's easy to write a good page that ends in a recommendation to visit the sales site. 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 SBI!?

## 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!

Our target customer does not necessarily have to be looking for site-building info -- if we can intercept her in any of her daily needs, we can make her aware of this wonderful 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...

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 your primary source of income, plus two or three or more additional streams.

For example, let’s say that you have an information site about “home decor.” Where do you find related e-books or digital products to represent as an affiliate, one of your monetization models?

A fast way is to use Search It!...

- 1) Select the "Monetization" category in STEP 1.
- 2) Choose "Find Products/Affiliate Programs At ClickBank" in STEP 2.
- 3) Enter the term "home decor" in STEP 3.

Your search turns up four potential e-book candidates. Decide which one(s) you want to promote and you're off and running! ClickBank guides you through the set-up process.

**Tip:** Always select the best, related products to represent as an affiliate and group them according to your high-profitability keywords.

As a "home decor" infopreneur, your monetization options are wide open. Register for the Google AdSense program (more on this shortly), and sell ad space. Or use SBI!'s **Form Build It!** to make referrals to local vendors (for a fee).

See how easy it is to diversify, even without a product to sell?

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 Most Wanted Response, 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. For example, you may want to investigate Amazon's aStore...

<http://astore.amazon.com/>

or eBay's Editor Kit...

<https://www.ebaypartnernetwork.com/files/hub/en-US/index.html>

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. For example, 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)

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! > Inbound Link Opportunities > 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 at Google (STEP 2) > fashion (STEP 3)

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.

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.

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...

#### **Associate Programs**

<http://www.associateprograms.com/>

#### **Refer-it**

<http://www.refer-it.com/>

#### **1webindex**

<http://www.1webindex.com/>

### **4.1.4. Grow Through The ClickBank Network**

ClickBank, through its fast-growing Marketplace, gives you access to over 10,000 digital products and a commission range that extends as high as 75%.

<http://www.clickbank.com/>

Its account setup is simple and free. And ClickBank’s tracking and payment procedures are reliable and accurate. The company manages the publisher (merchant) relationship so you always receive your payment.

Use [Search It!](#) to find digital products and their affiliate programs.

### **4.1.5. Grow Through Other 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. For example...

### **Commission Junction**

<http://www.cj.com/>

### **Clickbooth**

<http://www.clickbooth.com/>

### **LinkShare**

<http://www.linkshare.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.

## **4.1.6. Grow through Alexa or Quantcast**

Use Search It! to find potential affiliates through Alexa or Quantcast. Choose the Popularity search category.

Alexa, for example, 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!

## **4.1.7. 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.

### 4.1.8. Grow Through Back Links

Find other sites that link to a site with this query....

Search It! > Back Links (STEP 1) > To (sub) from All Other Sites (STEP 2)

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
- Quality newsletter that educates, trains, and provides accounting
- Professional marketing materials available
- Affiliates receive discount on products

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?

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.

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 on the Web.

<http://networkmarketing.sitesell.com/>

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 and investigate 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 your 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.

Start now. Investigate and plan your site's monetization models. Take a week, if necessary -- money is involved!

Even though "CTP" is first and "M" comes last, you do have to *plan* the "M" *now*.

Why? Because if you don't investigate and plan "M" now, it would be depressing to find out that your particular Site Concept has very little "monetizability" after you've spent months building informative, creative Content!

Also, you may adjust the Site Concept, fine-tune its approach, according to the Monetization Mix you develop now.

**Summary:** Plan “M” now. Fulfill it later.

Your two basic goals are...

**1) Investigate and assure yourself that this Site Concept can indeed make substantial profits.** Of course, not every monetization model has to start immediately. But the potential must be there!

**2) Lay out your plan for the monetization mix.** Which one will be your primary income stream? How and when will you lay out the others? Which others?

You don't have to sell anything to customers if this does not interest you. Some of the most successful SBIs create pure “information” sites. They are “infopreneurs.” They do not have a product or service to sell. They monetize traffic several ways.

Let's do a quick overview of some 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.

<http://adsense.sitesell.com/>

See how Michelle monetizes using AdSense on her site...

<http://case-studies.sitesell.com/#WAHM>

- **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://case-studies.sitesell.com/#FINDERS>

- **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://case-studies.sitesell.com/#AUCTION>

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

Shaun and Marney show you how...

<http://case-studies.sitesell.com/#EGOODS>

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

<http://case-studies.sitesell.com/#SERVICES>

Marc and Richard hung out their Webmaster shingles...

<http://case-studies.sitesell.com/#PROS>

- **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.

Jim and Sara use their sites to extend their "warm circles of friends"...

<http://case-studies.sitesell.com/#MLM>

- **Online store** -- Sell hard goods that are related to your theme as Jim and Richard do...

<http://case-studies.sitesell.com/#HARDGOODS>

- **Local Business** -- Increase your local reputation and expand your client base. Let John and Judd tell you about their successes...

<http://case-studies.sitesell.com/#LOCAL>

Bottom line?

Too many small businesses start out thinking that they “want to be an affiliate,” or sell hard goods through an online store. Instead, think of it this way... **if you don’t monetize a visitor one way, convert her into dollars another way!** 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...

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!...

## 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 your 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.

We’ll use some 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.

### **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 two 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!

### 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.**”

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) when the non-dash version is *not available*. 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!

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 SBI! or our other free products.

Bottom line? Same Concept Keyword, but two different VPPs that outline two 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-profitability 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 Botticelli, 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](http://renaissance-artchive.com), [ancient-artchive.com](http://ancient-artchive.com), [cubism-artchive.com](http://cubism-artchive.com), [impressionism-artchive.com](http://impressionism-artchive.com), etc., etc. And you also register [artchive.com](http://artchive.com) and [artchives.com](http://artchives.com).

Once you establish [renaissance-artchive.com](http://renaissance-artchive.com), and then [ancient-artchive.com](http://ancient-artchive.com), and then [cubism-artchive.com](http://cubism-artchive.com), you'll launch a **master home page**, [artchive.com](http://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.

Secure one more domain -- register [store-artchive.com](http://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.

Just before we move on to our last example ("fashion"), let's review our [artchive.com](http://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 THE 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 archive.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 archive.com above.

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." This term has *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) > DomainBots Domain Namer (STEP 2) > pricing (STEP 3) > advisor (STEP 4)

Special 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)

Don't register your domain yourself. If you use Site Build It!, domain registration is included in the price.

<http://order.sitesell.com/>

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)

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 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.

<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...

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://tools.sitesell.com/>

### 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!

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.

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.
- No fear about the SEs banning you because of your "tactics."
- No worrying about using your keywords in the right place/amount.
- No wasting time, and trying to "stay on the cutting edge" ahead.
- No 8 versions of the same site, one for each major engine.
- No off-target keywords to suck in untargeted customers.
- No 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 everything right the **first time with the right process and tools...**

**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, follows 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 most profitable 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 your most valuable 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 profitability score
- fit with your best monetization opportunities
- be a good “hub” page.

**Links on TIER 2 pages can go in four different directions...**

**1) Links Down !!** Link to related TIER 3 pages. Each TIER 3 page should be related to or a subdivision of its TIER 2 (ex., "Anguilla Villas" TIER 2 links to a variety of individual Anguilla villas, each of which is a TIER 3). Again, the more good content you have, the more favorably you are viewed by humans and SE spiders. And the bulk of your content will be, *should be*, TIER 3.

**2) Links Up !!** Link back up to the home page. This provides both the human visitor and the SE spider with added value.

Every TIER 2 should have the above two types of text links. The next two are optional, according to circumstances...

**3) Links To Money !!** Link to a monetization option (i.e., where you make money). For example, this could be as simple as placing Google AdSense ads on a TIER 2 page or blending in-context text links to ClickBank affiliate merchant-partners into the content. Or it could be links to a sales page for your e-book or a Contact Us page to sell your service.

**4) Links Out !!** Link to outstanding, related, *non-competing* content authorities in your niche. These *non-affiliate* links provide you extra credibility as a true content site in the eyes of editors from directories (like Yahoo!), reviewers from Google AdSense, and even with the engines.

Don't use many of them, though. Convert as much of your traffic into income as possible. And do make these links pop up into a new window so that you don't lose your visitor completely.

TIER 3 pages are KFCPs, too. A TIER 3 page fits as a sub-category, or a sub-thought, of its connecting TIER 2 page. The topic of each should relate to the topic of the TIER 2 page that links to it.

TIER 3 pages may not be as profitable as the TIER 2 page that linked to them, but there are a whole heck of a lot more of them. Create enough of these and the traffic adds up pretty fast, thanks to geometric progression (i.e.,  $1 \times 15 \times 15$ ). In other words, TIER 3 pages “make it up on volume.”

OK. Time to use all of your previous 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).

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 5-15 TIER 2 pages. And your TIER 2 pages each link to TIER 3 pages, back to the home page, and to TIER 2 pages where appropriate.



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 details 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

Remember, each niche stands on its own. 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](http://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.

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.

\*\*\*\*\*

Build your site, supported every step of the way by the SBI! Action Guide (written and video versions) and Site Central's extensive online help. To see how everything is integrated (no technical experience required!) into a powerful system that guarantees success, sit back and watch...

<http://demo.sitesell.com/>

## 6.2.2. The Content of Your Site As A Pyramid

Your home page introduces your theme and your Valuable PRe-selling 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.

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-ranking element ( SE "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.

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!

<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 "Page 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.

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 in DAY 7, also includes a good links programs), you'll be fine. In the meantime, you know what to do...

## C ➡ T ➡ P ➡ M

**Question:** 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.

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 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 “outlet-malls.gif”. And make its ALT tag “outlet malls,” too. This is a bit complicated so ask a techie friend for help if necessary.

SBI! has a module, Analyze It!, that trains you how to construct a page in such a way that you meet the on-page needs of the engines (i.e., the Specific Keyword is placed “just right” in the Title, Description, Headline, Body Copy, etc.). Your job is to deliver information of great value to human visitors.

And if this is “all geek to you,” don’t worry. SBI!’s SiteBuilder trains you to build an effective Web page, block-by-block. *Very much like a bike with training wheels*, once you “get your balance” (5-10 pages), you can take the wheels off and easily transition to a free and simple “What You See Is What You Get” (“WYSIWYG”) HTML editor.

<http://buildit.sitesell.com/>

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.)

SBI!'s Analyze It! tool simplifies Search Engine Optimization. This tool analyzes each of your pages for well 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.

SBlers have four exceptional resources to keep them on track and up-to-date in the Search Engine World...

- 1) **Traffic HQs** (reports and stats)
- 2) **The SBI! Forums** (Friendly, Success-Focused Discussion).
- 3) **Tips and Techniques HQ** (topical resource articles)
- 4) **Site Build It! Xpress** (a weekly newsletter)

## 6.3. Question and Answer Period

Whoops! What's that? Some hands are up. Questions?...

**Question:** Why do Search Engines like theme-based content sites?

A Theme-Based Content Site creates **real content**, easily accessible from your home page or TIER 2 pages. You're creating value, not simply spider bait! And you're addressing the needs of the visitor and of the SEs.

**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://value-exchange.sitesell.com/>

Another question?...

**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...

**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.**

**Question:** 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.

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!.

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.

Site Build It! builds a site that is a powerful traffic-builder and customer-converter. No other Web hosting company provides such success. Why build just a Web site when you can build a business?

These SB!ers tell you why they love SBI! and how it changed their lives...

<http://ilovesbi.sitesell.com/>

OK, one last question...

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. 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.

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.

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... 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...

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. At that point, consider starting 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... 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)

**Goal-of-the-DAY...** Generate free targeted traffic by doing these actions...

- 1) Work the free major Search Engines.
- 2) Understand why "tweaking" is a low-yield exercise.
- 3) Build a quality links program to improve your link popularity.
- 4) Seed link-building buzz. Work your niche.

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.

Take-home lesson?

Concentrate on ways that will consistently deliver the largest amounts of low-cost, sustainable traffic. 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. That requires some patience, motivation, and a collaborative, WIN-WIN attitude.

The traffic-building process boils down to these actions...

- 1)** Build an “on-page-optimized” Keyword-Focused Content Page, one that delivers content that will “WOW” human visitors.
- 2)** Submit that page to the Search Engines. If you don’t submit your pages, you won’t get into a Search Engine’s database at all. And, if you’re not in a Search Engine’s index, you’re invisible on the Net. Build another Content page after you submit your page.
- 3)** Check for each spider's visit. Continue to build more Content pages.
- 4)** Check for the presence of your page in each Search Engine’s index (i.e., database). This can take anywhere from 6 to 8 weeks, or even longer. Uh, should I say it? Yes... Continue to build more Content pages.
- 5)** Evaluate performance of your page. You guessed it! Keep building more

Content pages.

**6)** Track your performance on a regular basis. As you start to see results, you will do #3-6 less and less often (and SBI! takes care of #2). Why? Because you'll be busy *building more Content pages*.

It may take 2-3 months, but your efforts *will* pay off. You will start to rank well for a few pages at one engine, and then more and more pages at different engines.

That success will grow as you continue to build out your site's content. And that can only mean increasing volumes, month-on-month, of targeted traffic. This is the beginning of the snowball effect in action!

Right now, though, let's see how SBI!'s integrated tools make the traffic-building process a snap...

**Phase #1)** Once you are finished building a page (on-page-optimized with the help of Analyze It!), WorldSubmitter automatically adds it to your sitemap file and pings (notifies) Google, Yahoo! Search, Bing and Ask to let them know about the new page.

**Phase #2) SpiderWatcher** checks your site's log files regularly, looking to see which of the major engines' spiders have visited, and which of your pages they "took back to their mother ships."

In all cases, SBI! reports the most recent dates for SE submission, spidering, and listing. So, if a spider revisits at a later date, SpiderWatcher will report that date, overwriting the previous one.

**Phase #3) ListChecker** watches for when each engine lists (i.e., "indexes") each of your pages (that have been spidered). The dates are recorded in the **Submit-Spider-List Report**.

At this point, the pages are officially in the database, but not yet ranked. If you do not become listed within a certain amount of time, or if an engine ever drops you from its index (i.e., its "listings"), WorldSubmitter automatically **re**-submits it according to each engine's acceptable limits, as outlined in the section on spiders above.

**Phase #4) After your page has been submitted, spidered, and listed, the Keyword Ranking Report** tells you where your page ranks, at each major engine, for the specific keyword that the page focuses upon.

**Phase #5) The Keyword Searches Report** tells you the keyword searches that found each page (and # of times), which Search Engine(s) found each page for each keyword (and # of times) and how you rank today for that keyword search.

See how SBI! makes the process a snap? You get the exact tools and data you need to win at the Search Engines! The reporting tools help you see how your pages fit in your particular “Web-niche world,” (i.e., vs. other sites that are focusing on the same niche).

<http://order.sitesell.com/>

To sum things up...

Working with the Search Engines is essential. However, do not allocate more than a half-hour per week to monitor SE performance.

**The creation of quality relevant content always serves your business best.**

Remember, **Content drives C → T → P → M**, *not* the engines. The engines merely (and naturally) serve their own interests best by ranking your site highly.

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.

The four 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. “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/?continue=/addurl>

## Yahoo! Search

<http://search.yahoo.com/info/submit.html>

## Bing

<http://www.bing.com/docs/submit.aspx?FORM=WSDD2>

## Ask.com

<http://about.ask.com/en/docs/about/webmasters.shtml#18>

### 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.”

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.**

### **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.

### **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 to automate the evaluation process.

Site Build It!’s Search Engine 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.

**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.

### **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.

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](http://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 as this interview about “The Long Tail of Marketing” explains...

<http://longtail.sitesell.com/>

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.** (More on this in the next section.)

Still not ranking? Not even for your easiest keywords? Now's the time for some 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

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!

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).

This chapter provides a brief introduction to link popularity. For the full overview, download the free Make Your Links WORK! available at...

<http://value-exchange.sitesell.com/>

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 Niagara 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.

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.

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.

Question: 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**.

### Directories Are Different From Search Engines

Think of directories as gigantic bookmark lists, organized into categories and sub-categories, and sub-sub-categories, etc. They do not spider pages. For many directories, humans review and decide what "gets in."

If a directory was a nightclub, the editors would be bouncers. If you don't add to the scene, you don't make the scene!

**The major directories** drove significant amounts of traffic in the "good old days." Yahoo!'s directory sent as many visitors as Google does today.

Today, you pay the \$299 (commercial site fee) for Yahoo!'s directory (not their engine) mostly for the quality of the link, not for the traffic (although certain less crowded niches may still send some traffic).

The directory model has faded badly because it is human-compiled. That 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.

**Bottom line? A directory listing's value today is not the traffic it brings, but the quality of the inbound link it provides.**

The **best** directories to be listed in are managed and maintained by human editors. Every site in these directories has met a certain minimum standard of quality. If a major free Search Engine finds your listing in DMOZ.org (Open Directory Project) or dir.yahoo.com (and, to a lesser extent, the second tier human-reviewed directories), it knows your site belongs in *its* database as well, and deserves a couple of "quality kudo points," too.

Securing a major directory listing is a particularly good way to accelerate

credibility for a new site. Unfortunately, DMOZ is slow and Yahoo! costs \$299/year for a commercial site, as much as all of SBI!.

## How To Maximize Your Chances Of Acceptance

*Note: These comments apply to both major directories and second tier ones (discussed in the next section).*

### 1) Increase Number of Pages

Wait until you've built your site up to at least 20-30 pages before you submit to the directories (free and paid). Anything less is likely to be rejected for reasons of insufficient content.

### 2) Follow the Requirements

Each directory has a set of requirements you must follow when submitting your site. Failure to follow them can mean an immediate rejection. Always submit to the correct category, and do not submit to more than one category.

### 3) Delay Monetization

Apply before monetizing (especially before you add Google/Yahoo! ads and affiliate links). Many Tier 2 directory editors are anti-commercial, as if making money somehow lessens your site. So patience pays...

Some SBers have tried to apply to Yahoo!'s directory as non-commercial, but it's not wise to try to fool Yahoo! this way. Since you should apply as a commercial site (\$299), it's fine to have some monetization. But don't cover your site in Google AdSense ads. Remember, *editors are human!*

If you are receiving 50 visitors per day, and already have a few non-directory in-pointing links, don't wait... **Monetize!**

## What To Do If Rejected By A Major?

Keep things in perspective. The editor system is a subjective one. Do not let it bother you. Instead, learn.

Apply again to a month later, this time in a different category (hopefully with a different editor). But only do this after improving your site. (More details to come.)

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.

Second tier directories are not quite on par with the majors. That shouldn't deter you, though. Remember, you are not after the traffic from these directories. You want the valuable in-pointing link.

There are other advantages, too, that make a 2nd tier directory a valid option to consider...

- Entry is easier.
- They are also relatively cheap.
- You can generally get a good link in a relevant category, at a higher level than you would in a major. (Generally, links closer to the top level directory are worth more -- i.e., a listing in Shopping > Clothes is worth more than one in Shopping > Clothes > Women's Clothes.)
- Your listing is not diluted by a million other links in the same category, making it more valuable to a Search Engine (the more links on a page, the less value is bestowed to each link).

Look into theme directories for your niche, along with local directories for your state/province or region. Start with these two resources...

**1) Strongest Links** is a list of directories that you can sort by name, Google PR, Alexa ranking, whether they have free submissions, and the cost of paid submissions.

<http://www.strongestlinks.com/directories.php>

Click on the link at the top of each column to sort the list. When you're done with that list, scroll to the bottom of the page and click on the link to the geographic and niche directories.

**2) InfoVileSilencer** is another site with a list of directories (many are not included in Strongest Links).

<http://info.vilesilencer.com/>

## #2) Get IN-coming links from theme-specific sections of the major free directories.

Explore Search It!'s Inbound Link Opportunities category...

**STEP 1: Select Search Category**      **STEP 2: Select Search Type**  
Inbound Link Opportunities      STEP 2: SELECT SEARCH TYPE

[Click Here](#) for Information About **Search Type** AFTER Completing Step 1 & Step 2.

**STEP 3: Enter 1st Search Term**      **STEP 4: Enter 2nd Search Term**  
STEP 3: ENTER 1st SEARCH TERM      STEP 4: ENTER 2nd SEARCH TERM

Click button...  ...not "Enter" key.

A Site Build It! Resource

**#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**. See this blog post...

<http://blog.sitesell.com/sitesell/2008/07/in-my-previous.html>

**#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!

### 7.3. Seed Link-Building Buzz

Building a buzz about your niche site 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 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!

Have visitors create content for you when you use Content 2.0.

Turn any page into an irresistible invitation for visitors to join in the fun. Other visitors then comment and rate the pages.

For a general overview, visit <http://c2.sitesell.com/>

When the time is right, use these other techniques to seed link-building 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)

Forum postings can build up your site's link popularity somewhat, provided they are closely related in topic to your site. Use Search It! (Inbound Link Opportunities) to identify best choices.

- publish your own blog, a Web log/diary (discussed in DAY 8)
- use a signature file (i.e., contact information, including your URL and preferably your VPP) in your daily e-mail correspondence.
- social bookmarking sites

<http://www.furl.net/>

<http://del.icio.us/>

<http://friendfeed.com/>

<http://www.stumbleupon.com/>

- participate in Yahoo! Answers

<http://answers.yahoo.com/>

- send out press releases

Depending on your circumstances, some or all of the above techniques could be effective in seeing an increase in the buzz around your business...

**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 these 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!

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 KFCs 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...

Create more relevant, quality content. Build a solid links program. Be patient and trust the process.

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.

Let’s now move towards deepening the relationship with all that targeted traffic...

## 8. DAY 8

### Build Relationships

Big shots are only little shots who kept shooting  
-- Christopher Morely (1880-1957)

**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.

*"We all prefer to do business with those we like and trust."*

That simple truth has existed since prehistoric (wo)man traded mammoth-tusk carvings for new-model wheels. It's a shame so many business people forget or ignore this. In the faceless online world, this concept may seem as extinct as those mammoths. In fact, it is more valid than ever.

Your goal is to build a quality, long-term, repeat-exposure relationship with your visitors/customers so that they will happily return to your site frequently... and monetize! Site-blogging and e-zines are two strong ways to deepen the PReselling that your high-value content has begun.

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.

#### 8.1. Build Relationships With A Site-Blog

Blogging is taking the world by storm. Or so it would seem if you've been reading anything from *Newsweek* to the most specialized online publications (and you should *not* be -- SBI! does that, so you can focus on business).

A “blog” (“web log”) is, at its simplest, merely a journal of entries that one makes on a Web page. Each entry has a “permalink” to a dedicated Web page. The most recent entries are sorted to the top, meaning that Web pages are sorted chronologically rather than topically.

Blogging gained popularity rapidly when “RSS” (more on this below) became a simple way to distribute these journals. It is the “perfect medium” for communicators and thinkers who have “something to say” on a frequent basis.

Here’s the bottom lines on blogging. Most small business people don’t have...

- the time
- the inclination
- the subject matter.

While full-blogging is only right for *some* small businesses, blogging is recognized by more and more regular Web surfers. The mass market is subscribing to blogs. And...

Since your visitors like your content, they *will* want more of it. It’s your pleasure to give it to them, as long as it does not require you to master a new technology and create more content than you are already doing now.

With SBI!, all you have to do is **click** to set up a site-blog. There is no new content to create since SBI! will simply, automatically *reformat your newest content into a blog!*

<http://blogorbuild.sitesell.com/>

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 (i.e., Web pages, mp3s, video, etc.)

RSS/Blog It! converts your SBI! site into a blog. It turns your RSS feed into a perfectly formatted and visible TIER 2 Web page. Of course, *that* gets the attention of both your human and spider visitors!

And here's the fun part. Every time you create or modify a Web page, those changes are distributed through RSS to the world. It even automatically pings every major RSS/blog engine/directory, saving you the tedium of doing that every time you post.

Visitors subscribe to your site, the way they subscribe to your e-zine! It's the best of both worlds. Publishing a site-blog is a fantastic, non-intrusive way to maintain contact with your visitors.

Your site blog lets them know "something's new." Since they like your material, they click to re-visit your site. Bingo!

Use [Search It!](#) to find breaking information that you can pass on to your visitors.

[Search It!](#) > [Reference Library for Content \(STEP 1\)](#) > [Google News \(STEP 2\)](#) > [cactus propagation \(STEP 3\)](#)

Site-blogging is so easy, and such an effective way to build a following and build traffic faster, you should enable it within your first 10 pages.

## 8.2. Build Relationships With An E-Zine

A 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.

### **8.2.1. 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!

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.

## 8.2.2. 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.

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, SBI's MailOut Manager does it all.

<http://buildit.sitesell.com/>

### 8.2.3. 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.

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.
- 3) 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!

#### 8.2.4. 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. 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.

There are free resources where everybody and everyone can list their e-zines for nothing. These include...

**New-List.com**

<http://new-list.com/submit/>

**Newsletter Access**

<http://www.newsletteraccess.com/>

**EzineAnnouncer**

<http://www.ezineannouncer.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!

An e-zine is not the only way to stay on your visitors' radar screens...

## **8.3. 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

Start your research with these products...

**Quask**

<http://www.quask.com/>

**SmartDraw**

<http://www.smartdraw.com/>

**XIGLA**

<http://www.xigla.com/absoluteftp/>

Ready for the wrap-up?...

DAY 8 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 9, please complete your DAY 8 Goal-of-the-DAY, and take note of your 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...

## 9. DAY 9

### 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)...

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...

## 9.1. 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.

*Question: What about hits? Everyone talks about hits!*

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. 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**.

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.

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**.

## 9.2. 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

**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.

**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.

**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.

The same point 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.

Click IN Analysis is vital for anyone building income through content. Unfortunately, existing services are very expensive.

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!...

<http://order.sitesell.com/>

### 9.3. 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.

This 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.

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.

**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 9?...

**Know your visitors**, the heart of your business, by following traffic stats. And tracking links in and out is the key to maximizing income by getting the most return from all your traffic-building expenses.

Please complete your DAY 9 Goal-of-the-DAY, and take note of your 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.

What's next? It's the moment that we have delayed gratification for, ever since DAY 4. Let's harvest the fruits of your labor...

## 10. DAY 10 Monetize!

**Goal-of-the-DAY... C → T → P → M... ! It's finally "M" time!** Implement your Monetization plan.

You have a solid and growing foundation of high-quality content pages. You are value-exchanging selectively and garnering quality in-pointing links from niche directories. Targeted traffic is building.

Your PREselling efforts are becoming more refined as you build your "Brand of One." You are nurturing trust and credibility with your new (and repeat!) visitors by OVERdelivering relevant, original, high-value information (through your site, Blog It!, e-zine, etc.). People like your content... *and you!*

Now, your site is ready to convert those ever-increasing numbers of PResold visitors into income. How? By blending together your primary monetization model with a few others, in order to create a diverse, stable online business.

In DAY 4, your focus was on "show me the money." You needed to be sure of the monetary potential. Now it's time to "*make me the money.*"

There's no one-size-fits-all answer to the question, "When do I monetize?" As a general rule of thumb, **do not monetize** before you...

- **have at least 30 pages**
- **have at least 4 relevant, quality in-pointing links**, of which two should be from directories (ex., DMOZ, Yahoo! (dir.yahoo.com), niche directories)
- **have started to receive a steady stream of visitors** (at least 20 per day).

Why wait? If you have less than 20 visitors per day, there is nothing to monetize (unless you sell an expensive service or specialized product). But there are all kinds of potential downsides to adding AdSense ads and affiliate links too soon on your site.

Why risk it?

Does your site meet the above guidelines. If not, keep adding content and get at least a few solid in-pointing links. Don't worry about how much money you could be making from those "15 visitors per day." You are not ready for **M** yet. Once you can say "yes" to the above 3 criteria, ask yourself three more

questions. These ones are “softer” (i.e., qualitative) but *they are even more important for your long-term success.*

- 1) Have I created value for my target audience?
- 2) Does my content/information focus on the needs of my visitors *first*, rather than my need to make money?
- 3) Does my site have a clear VPP and voice or does it sound like an encyclopedia? You are *not* Wikipedia. Rewrite if you answer “encyclopedia.” Write to PREsell. Do it now, before you realize you have to rewrite 100 pages!

Always remember...

**You are a “Content Provider” first and foremost.** You are **not** your monetization model.

High-quality, relevant Content is what drives the **CTP engine** that delivers high volumes of PREsold visitors who love you. Once you have a solid traffic base, *monetization is easy.*

If an affiliate link or an e-book (your own creation, or someone else’s effort from ClickBank’s Marketplace, for example) truly adds value to your visitors **and** it won’t hurt your traffic-building potential (i.e., it might keep you out of a directory if its editor objects to your site’s “commercialization”), then you *might* consider monetizing earlier. But...

**Really think it through, though.**

Would you add this offering even if you were not being paid for it?! Does it truly help solve a problem for your visitors?! Does it complement your site?

Make an objective judgment -- don’t rush just to earn a few dollars right now. There is even some evidence to suggest that affiliate links on a “young site” can hurt your site’s reputation at Google.

Be careful. Tread lightly. There is lots of time to blend in the **M**.

Bottom line?

Monetizing too soon will slow down your business-building process. Be patient.

Determine what your most important priority is right now and whether or not Monetization is it.

So... ready to monetize? Great! Go back and review your DAY 4 plans.

You know much more about your Site Concept now. Different monetization models may strike you as being appropriate.

No matter what your monetization strategy is, **diversify** to take full advantage of your PREsold traffic. Introduce at least two or three income streams, improving your chances of making every visitor to your site count.

Diversification also brings stability. Never put all your eggs into one monetization basket. Add each income stream *one at a time*, weeks or months apart. Assess each one. Optimize it. Keep building content while you focus on building more targeted traffic for your primary monetizer.

Once one model is well-established, add another. Take your time. Running too fast and adding a whole bunch of money-making schemes will get you nowhere fast. Follow your plan, steadily and surely.

Monetization, if done properly, is not about adding a pile of affiliate links and a ton of Google ads all over the place. Think it through. Remember your visitor's experience. Although you are building your business to generate revenue, **monetization is a careful, deliberate, and delicate process.**

Keep two prime considerations in mind while monetizing...

- 1) Get into the mindset of your visitor. Match the unique needs of your audience to the most ideal products and solutions.
- 2) Avoid jeopardizing the goodwill (i.e., the PREselling) that your customer-focused content is building.

You want to please most of your visitors, not **all** of them. You will receive a few complaints about ads or other monetization options that you offer.

As long as they are few and far between, ignore them. They are signs that your balance is right. The complainers will never be customers, merely greedy, cynical freebie-hunters. Don't take them seriously or personally.

Effective monetizing is a constantly evolving process. And that brings us to your Ongoing Goal...

Periodically evaluate your monetization strategies to ensure that you are still in sync with the needs of your target audience.

Monetization is mostly about **inclination** (how much are you willing to find and build new models?), **motivation** (even if you're willing, it can take some courage) and **circumstances** (some folks need the income desperately, others are happy with lesser amounts of passive income).

Folks who figure out monetizing (i.e., who graduate beyond AdSense and affiliate programs) are the ones who start thinking about **active ways** of making money, rather than just the more passive, infopreneurial ones. (Of course, there is nothing wrong with the passive ones. Depending on your niche and your inclination, they can do very well for you.)

On the next DAY...

Wait! There is no next DAY! You are at the end of your masters course. Bring on the wrap-up!...

## 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)
- establish credible long-term relationships with your visitors (DAY 8)
- use statistics to know your visitors (DAY 9)
- implement your monetization models (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.

Instead, leapfrog the SEO game players by “**keeping it real.**”

By following the **CONTENT** ➡ **TRAFFIC** ➡ **PRESELL** ➡ **MONETIZE** process, your site will simply do better and better. And your online business will grow bigger and more profitable!

The process works...

<http://order.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.

**Affiliate Masters Course**

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