The Affiliate Masters Course

Become a high-earning affiliate champion

by Ken Evoy

1. Introduction

The Affiliate Masters Course, written by **Ken Evoy,** President of SiteSell.com, is an intensive **10-DAY** course on becoming a high-earning affiliate champion.

How?

By building income through content.

I guarantee that you'll refer to this course over and over again as you **build (or rebuild)** your affiliate business. Please feel free to promote it to family, friends or colleagues – anyone you know who wants to develop an online business or a secondary stream of income on the Net. **The Affiliate Masters Course** is for **EVERYONE.** Whether you have **minimal or extensive online experience,** you will **profit** from the information provided.

There are a couple of small housekeeping details to highlight before you **scroll** to the next chapter. **First** on the list…

Print out the course, pour yourself a beverage of choice, bring along a pen to jot down some ideas, and take it all to your favorite sofa. Learning a serious subject is so much more **successful** when you're comfortable.

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/

Second and final item… take advantage of these two neat **navigational** features to enhance your online reading experience…

• **Back Buttons** -- The entire left and right margins of every page are giant, invisible Back buttons. Click in either margin to trace back to the previous page you were on, even if you were in a different file. Click again to trace another page back.

When you click in a margin, it turns black, and when you release the click, off you go! Here's what it looks like...

This feature is especially useful after linking to another part of the book. Once you read that material, you'll likely want to return to your point of origin. Clicking in either margin sends you straight back, so you can pick up where you left off.

• **Bookmarks** -- This is useful for those with larger monitors. If you have a smaller monitor, you will likely find that it chews up too much "monitor real estate."

If you are using...

• Acrobat Reader v.4... Under the Window menu, choose **Show Bookmarks.**

• Acrobat Reader v.3... Under the View menu, select **Bookmarks and Page.**

Or... click here to show bookmarks.

Once bookmarks are showing, **click here to hide them.**

When you show bookmarks, they appear in the left margin. Here's an example of what the bookmarks look like from what has become widely accepted as "the Bible of Net selling," **Make Your Site SELL! (MYSS!)** -- exact appearance varies depending on the operating system and version...
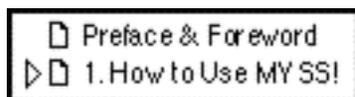
The triangle (or "+" sign in some versions) to the left of "1. How to Use MYSS!" means that there are "sub-bookmarks." Move your cursor over the triangle, like this...

```
☐ Preface & Foreword
☐ 1. How to Use MYSS!
```
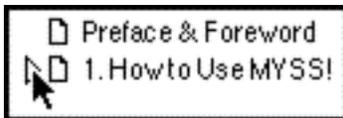
Then click on the triangle to expand the bookmarks under that chapter. Click again to shrink them all back down, then again to expand them...

```
☐ Preface & Foreword
▽☐ 1. How to Use MYSS!
    ☐ Links to Spots within MYSS!
    ☐ Navigation Features
    ☐ Viewing Features
    ☐ Search Features
    ☐ Print Features
    ☐ Links to the Web
    ☐ Sidebars
```

Now... here's the whole point of bookmarks. Move your cursor over one of the actual bookmarks until it turns into a "hand with pointing finger," then click...

```
☐ Preface & Foreword
▽☐ 1. How to Use MYSS!
    ☐ Links to Spots within MYSS!
    ☐ Navigation Features
    ☐ Viewing Features
    ☐ Search Features
    ☐ Print Features
    ☐ Links to the Web
    ☐ Sidebars
```

You'll immediately leap to the beginning of that section.

OK. The path ahead is clean and clear. With these tips in mind, it's time to begin…

Welcome to **The Affiliate Masters Course,** a comprehensive, **do**-able **10-DAY** program of building **income through content.**

You will emerge from this **10-DAY** program with a radically stronger information base and skill set -- well on your way towards building a substantial affiliate business.

Each of the **10 DAYS** has a specific **"Goal-of-the-DAY,"** a clear, **do**-able, target. Complete this goal before moving ahead to the next **DAY**. By the time you finish **DAY 10's Goal-of-the-DAY,** you will have a **Theme-Based Content Site** up and running and generating traffic and income.

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

Bottom line?...

Upon completion of the course, an income-generating process will be clearly established. **Call it your 10-DAY program to building income through content!**

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The Affiliate Masters Course is a **"work-at-your-own-pace"** course. Some of you will be able to devote **large blocks of time** to it. So you'll complete a **"DAY"** in one (or even less) of **your** days.

Others may only have 15-30 minutes per day to spend on it. So it could take you a week or more to complete a **"DAY"** of the course.

Either way, it does **not** matter how **long** it takes you to complete the course. Set aside a certain amount of time per day to attend this course and to do your homework. You'll find it was time well, no **best,** spent.

The Affiliate Masters Course is designed and written for all affiliates. Just beginning to develop a second income stream? Or are you an established affiliate of several programs? Doesn't matter...

Everyone shares the same goal... **to maximize profits.** Be forewarned about the **Affiliate Masters,** though...

The material that we will be covering 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.

Don't let me scare you, though...

All of it is manageable. Take your time to digest the information properly before you start to work on the prescribed action steps towards your goals. Use the **Goals-of-the-DAY** and **Ongoing Goals** -- make them your **guide-posts,** 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. You are following a **step-by-step process.**

As I said, though, please don't feel that you have to rush -- **work at your own pace,** as time allows. Set your own work schedule... and stick to it. Take as much time as you need to complete the **10-DAY** program. Set a **realistic** schedule that will allow you to do your best.

Do you only have 30 minutes daily to work on the course? No problem. Your **Affiliate Master's "DAY"** is done when it's done, even if it takes you a week! **This is not a race.**

Final piece of advice... Use your printer to make a **hard copy** (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... you'll get lots and lots of great inspiration as you go along.

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, **please start right... print it.**

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And now, just as for any college course you might take, here's your **syllabus/outline** for your **Affiliate Masters Course.** As you can see, it's the **total package** for building income through content...

Affiliate Masters Section One
- Business Basics
  - Income and Expenses
  - Traffic, Click Throughs, and **Conversion Rates**
- **PREselling...** Why
- **PREselling** and Your Visitor's **Mindset**
- **PREselling...** How

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Affiliate Masters Section Two
- Brainstorming **Concepts** for Your Site
- Picking the Concept With the Most **Profit Potential**
- Developing **HIGH-PROFITABILITY** Topics for Your Site
  - **DEMAND, SUPPLY** and **BREAKOUT** tools, and the **MASTER KEYWORD LIST**
  - The **CUSTOMER END** vs. the **KEYWORD END**
  - How to pick the **HIGHEST-PROFITABILITY** topics
  - Analyzing (and using!) the competition

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Affiliate Masters Section Three
- Finding **Affiliate Programs** for Your Concept
- How to Reduce Risk by Diversifying
- Picking the Best, Safest Programs
- Refining Your Concept to Just the Right Scope...
- The **"Valuable PREselling Proposition"**
- Creating and Protecting the **Perfect Domain Name**
- Preparing for Your Own **Mini-Vertical-Portal**

Affiliate Masters Section Four
- Building Your Site... **Two** Kinds of Visitors
- OVERdelivering **High-value Content** to Readers
  Who Deliver **HIGH-PROFITABILITY** to You
- How to **Please** the Search Engines
- The WIN-WIN-WIN-WIN
- "FIND-CLICK-CLICK-CLICK-kaCHING"
- The **Structure** of Your Site
- The **Content** of Your Site

Affiliate Masters Section Five
- Traffic-building for Content sites
  - The **Free** Major Search Engines
  - **Pay-Per-Click** Search Engines
  - The Major **Directories**
  - Word of Mouth
  - E-zines -- Market via your own **opt-in newsletters**
  - Other traffic-building techniques
- Traffic Analysis... What's Important
- **Click IN** Analysis
- **Click Through** Analysis
- Your Road to Success... **Action Steps**

Ready to begin?

Sound the bell. Class is in session...

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2. DAY 1 -- Intro to Affiliate Business Basics

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

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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.** It's the foundation of **building income through content.**

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.**

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With these goals in mind...

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2.1   PART ONE… Maximize Profits

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 referred to your merchant who deliver the response **for which the merchant pays,** whether that's a sale, or a lead, etc.).

Simple, 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.

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

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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 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 which rank well with the Search Engines and get the click throughs to your merchants' sites.

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

1) Rank well at the Search Engines, so that it pulls in lots of 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.)

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

We cover them all in the **5 Pillar Manual.** (SiteSell's affiliate program is called the **5 Pillar Program**.) **Allan Gardyne of AssociatePrograms.com** has said this of the **5P Manual...**

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The BEST manual for affiliates is FREE. Ken Evoy
must be bonkers - or the smartest marketer around.
He's just spent three months writing a comprehensive
manual for affiliates, telling you, step-by-step,
how to succeed with revenue sharing programs…
And now he's giving it away. All you have to do
to get the FREE manual for affiliates is join
the 5 Pillar Program, which just happens to be
the BEST revenue sharing program out there.  Yes,
although it's the best Manual on the market, you
can have this one totally FREE.

You should do it now. It will be the wisest
thing you've done this year.
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Yes, the **5P Manual** is free to all 5 Pillar Affiliates. And we also offer the get-off-to-a-solid-beginning **"Getting Started Action Guide"** (it's free, too!) which provides **all** the information affiliates need to know in order to get their business up and running easily and quickly.   Download a free copy of the Guide to see how the **5 Pillar Program** can help you...

http://freetrial.sitesell.com/

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

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

Good news!...

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

—————[SIDEBAR]—————

Remember… when this course talks about **Conversion Rates,** we are talking about the **Conversion Rate** at the **sites of the merchants that you represent** as an affiliate. So we are talking about **you** maximizing the percent of visitors (whoyou refer) 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.

So... your goals, and your **only** goals, are...

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

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

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

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

THE #1 REASON FOR LOW TRAFFIC AND TERRIBLE CONVERSION RATES?

Banner ads!

The futility of banners was **first** revealed by our **5 Pillar Program,** both in our award-winning **5 Pillar Manual** and in the **Five Pillar Affiliate Reports.**

Retinal studies have shown that Web surfers actually **avoid** banners. Yes, their eyes look away! Click throughs have plummeted to under half-of-a-percent. And, for the few who **do** click...

We went on to prove that banners are **worse** than futile, they are **counter**-productive. The **5 Pillar Affiliates** who rely on banners have an average **Conversion Rate** of 0.5%. But those who use **"in-context" text links** (i.e., text links that are part of the content of the Web page) average over 3.5%!

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

Why does this happen?

Banners are cheesy and hurt your credibility. Because visitors simply arrive feeling "pitched" rather than informed. So they arrive at SiteSell.com in 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** buys!

————————[SIDEBAR]————————

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

Conclusion?...

Don't use banners.

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

I must repeat… **Don't use banners.**

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

Extremely important. 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. I mean, if you're going to fail, the best thing would be not to spend much time at it, right?

Here it is... **selling instead of PREselling.**

Some **5 Pillar Affiliates** have really made **great efforts** in creating sites to promote our SiteSell.com products....

... and **are** building some sales and traffic. But when I see a low **Conversion Rate** (i.e., **CR** under 2%), I know that something is amiss. Great efforts deserve greater results than 1%.

Yes, I agree, that's better than banners. But remember -- these folks put in 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." It seems easier that way. But it 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, everyone basically ends 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**."

So...

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 by simply channeling their motivation in a better direction.

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

As I reviewed many of these affiliate sites (those that are getting sales but have **CRs** under 2%), I realized that almost half were basically **one big sales letter** for SiteSell.com, 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 is for. Picture this...

A visitor arrives at an affiliate's site that is really just one, big sales site. Yes, I know that their 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 they do click, what do they see when they arrive at SiteSell.com? More sales effort. And, in some cases, many of the words on the sitesell.com site are similar to the

words that they've 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 feels double-pitched **if** 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.

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

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OK, let's see... Referred traffic down. And **Conversion Rate** down. But these are the two ways to increase your **income** (that's we talked about right at the top today's lesson). We're going in the **wrong direction!**

Conclusion?

Don't SELL! Instead, warm your visitor up for your merchants by **PREselling** them with great content that they value and respect. They'll click-through with pleasure, arriving at your merchants' sites in an **open-to-buy mindset.**

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

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This brings us to our second philosophical premise and the end of **Part One...**

"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…**

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 "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."
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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.com.

A **positive mindset** turns into a **purchase** with amazing regularity. A **negative** one is near-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."
****

So... 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."

———————[SIDEBAR]———————

Some people e-mail us after reading this course, refusing to believe that we have affiliates who can generate a **Conversion Rate (CR)** of over 20%. Actually, the monthly record is 26%.

Do they do that **every** month? No.

But we know it's not a fluke. Why? Because, 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.

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

Back already? Let's go...

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2.2   PART TWO… 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...

1) How to Reach Your Visitor...

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

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** (and it's not likely) she clicks to your merchant, she gets **another** sales pitch on the SiteSell.com site ==> **Negative x 2!**

In other words...

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 they don'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 are the best example of how not to refer your visitor to your merchant (unless it's for products that you are **not** so proud to recommend -- a banner is an ad, so you're not putting your personal endorsement upon it). In plain and simple language... people feel "pitched" when they click on a banner. And people who feel "pitched" are difficult to convert into a sale.
Now for a critical ACTION STEP...

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

If you're doing everything perfectly, congratulations! You must have a high **CR.** If you don't have a high **CR,** or if you see some big **mindset** mistakes....

Consider how much higher your **CR** would be if a visitor found you in a **bona fide manner** (ex., as a result of doing a search on a Search Engine), then became **"your friend"** (or your "trusting admirer" if you do a truly awesome job!) because you provided **excellent content,** and finally was led to a context-appropriate **recommendation.** (There will be more on **RECOMMENDATION vs. SALES PITCH** shortly).

The bottom line?

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** to your customer, every step of the way. You reach the right folks in a proper fashion, you deliver valuable, appropriate, editorial content, and you **recommend** visitors to your merchant **after they have come to respect and like you.**

Your **CR** will soar.

———

Why does **PREselling** work so well?

Because 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.

———————{ SIDEBAR }———————

The **"Most Wanted Response" ("MWR")** is probably the most important lesson in all of **Make Your Site SELL! 2002 (MYSS! 2002).** The **MWR** is what you **most** want your visitor to do after reviewing your content.

Make Your Site SELL! 2002 has been proclaimed by most Web marketing experts as the "single best resource" about selling on the Net. From product development, to site-selling, to traffic-building, to store-selling, **MYSS! 2002** covers it all. At well under US$30 (no typo!), it's a **must-buy** that belongs in every e-commerce library...

http://myss.sitesell.com/

———

As an affiliate, what is your **MWR?** No, it's **not** to get the sale. That's the second **step** – it's your merchant's **MWR.** Your **MWR** is to...

Get the click (the click-through to your merchant) with the visitor in an **open-to-buy mindset.**

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."
```

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.com) 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!

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 using **Make Your Site SELL! 2002 (MYSS! 2002)** as an example...

Let's say that you have a large, high-traffic site that is all about Web marketing, and that has lots of high-value content about marketing and selling on the Net. If you write a terrific review about "the BIBLE of selling on the Net," **Make Your Site SELL! 2002...**

You are **not** selling, you're **PREselling.** After all, your high quality, content-filled site, has already done a great deal of **PREselling** your visitor. And your review itself should be a fair reflection of your feelings about **MYSS! 2002,** written in such a way that you address the **major benefits** for those readers who are assessing if they need it.

Do this right, 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 and a widely read e-zine of an Allan Gardyne or Ralph Wilson stature. But you **do** really love SiteSell products -- that's why you're so proud to represent them. After all, you'd

never just want to "push stuff" on people, products that you do **not** believe represent true value-for-dollar.

Bottom line?...

Do **not** represent merchants who simply bribe you with a high commission to recommend overpriced products. Short-term gain like this results in long-term pain. Your **reputation** is your foundation. Build it on rock rather than sand. Want a first-hand look at the **quality** of SiteSell products? Download our free e-books at…

http://freetrial.sitesell.com/

Back to our example, where you simply love SiteSell.com products and want to tell everyone about them...

You create a site that really raves about **MYSS! 2002** and all the other products. Actually, it uses a lot of the principles of **MYSS! 2002** to sell your visitors. **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 **MYSS! 2002** with your visitor. But your **visito**r does not know you or your motivations. She might very well see 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 that leads 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!

"But can you give me a **concrete** example of using content to PREsell?"

You want "concrete"? OK, **concrete** you get...

Let's go back to the example just above. You love **MYSS! 2002** and want to create a Net marketing site.

Whoa! My first recommendation...

Do not create another Web marketing site. There are zillions of them. If I was to get the idea for **MYSS! 2002** today, I would not do it. Too, too crowded. It would be almost impossible to become so well established today.

However...

If you can develop a **unique twist** to presenting **high-value** Web marketing, something that no one else is doing and that you think offers **high-original-value,** then go for it. Even then, as I just implied above, that site should **not** be dedicated to selling SiteSell.com products.

Rather, diversify. If you create content about how to write truly persuasive sales copy on the Net, finish the article with **text links** to your Top 3 books about copywriting.

According to the feedback we receive daily, **Make Your Words Sell!** is far ahead in the **#1 position** -- much the same as Tiger Woods is for golf...

http://myws.sitesell.com/

But still include a #2 and a #3 recommendation. First, that gives **extra content value.** Second, it adds **extra credibility** to the #1 choice (ahem!). And third, it gives you **three possible links** for your visitor to click upon.

And, on top of that, include your favorite book about writing "offline" copy, too. Naturally, it's an affiliate link to one of the online book stores!.

It's a **WIN-WIN-WIN** situation where you, your visitors, and your merchants all **win.**

Now, please think about the following for a moment...

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

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

Proof? Our most successful affiliates **all** give SiteSell.com only a piece of their attention. For example, take a look at the site of affiliate guru **Allan Gardyne...**

http://www.associateprograms.com/

You'll see that, although Allan makes thousands of dollars from us every month, he only devotes a small part of his site to SiteSell.com products.

And, by the way, Allan started his site about affiliate programs very early in the game. His was one of the very first sites out there to focus on affiliate programs. He'd be the **first** to tell you that he would never start a site **now** with the same focus.

But he **has** started a second one...

http://www.PayPerClickSearchEngines.com/

Allan has spotted Pay-Per-Click Search Engines as a trend that will grow. He's the first to build a site focused upon this concept. Watch this site grow as the trend does!

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** to one to do it. Do **not** be a "me too."

Where do you find a great concept for your site?...

Inside you!

Because 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, everyone **is** an expert about something.

———————

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

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

You love concrete. Yes, **cement!** It's been your hobby, your passion, for years...

Concrete statues. Concrete painting. Decorative concrete. Concrete in the garden. Repairing concrete. The various types of concrete. Hand trowels. Things to do with cement blocks. Concrete trade shows. Concrete and swimming pools. Concrete molds. Cleaning concrete. Ready mixed concrete. Concrete countertops.

———————[SIDEBAR]———————

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

———————

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

You also, of course, 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 delivers what your reader sought at the engines.

And you also weave **relevant, "in-context" text links** right in the content, as appropriate. Links to...

• Books about the topic (ex. concrete statues if that's what the page was about)

• A garden supplier for concrete molds, trowels, etc.

• Naturally, a concrete supplier!

See what's happening? By writing about a niche that you know and love, the content is easy. I'll show you how to **also** write it to score well for the engines later in the course.

By providing great content, you **PREsell** your reader, increasing your **click-through** (traffic to your merchants) and your **Conversion Rate** (sales). And by diversifying your affiliate programs among several **related and excellent** merchants, you develop **multiple streams of income** from one site.

This is the way to go.

Please note…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 about "How You Built This Page." If you can figure out 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 10-DAY** 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 traffic to your merchants' sites.**

———

And I guess that brings us to the bottom line of this **DAY...**

If you're building **terrific traffic** to your site... **and** if your site is getting a great **click-through rate (CTR)** to the merchants that you represent... **and** if you are **converting** a high percentage of them into **sales...**

Isn't that 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...**

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.** It's the foundation of **building income through content.**

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….**

Is it better to **PRE**pare... or **RE**pair?

Easy... prepare to win!

3. PREpare not REpair

"By failing to prepare,
you are preparing to fail."
-Benjamin Franklin (1706-1790)

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...

Your start **will** be delayed if you prepare everything **before** you begin. But once you have completed preparations, you'll roar ahead. There'll be **nothing to repair or repeat** once you launch.

****
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.**

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.

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You have already started your journey in the right direction by completing the first preparatory step...

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

This step is the **foundation** for all future actions.

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There are two more prep steps...

• Brainstorm Your Site Concept (DAY 2)

Brainstorm a **high-potential** idea. Discover the best "site concepts" **for you.** Then narrow it 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.

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

• Grow, Prune and Group Best Affiliate Programs (DAY 4)

Here's where it starts to get fun. Based on the concept and topics that you developed, pick the affiliate programs that **excite** you and that **fit** your concept.

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...

It's a process.

Take as much time as necessary to do each **DAY** properly. There is no stop-
watch ticking.

Some careful planning and fine-tuning will pay you **big dividends** down the
road...

... down **your** road.

_____

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

4. 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.

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

With these goals in mind…

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? A 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 book store 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, 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 step-parent, or as a gardener (etc., 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	Consulting	Home/garden/flowers/plants
Aerospace	Conventions/Trade Shows	Hospitality
Agriculture/farming	Design	Information
Antiques and collectibles	Disabilities	Jewelry
Apparel/clothing/fashion	Education	Law
Architecture/buildings	Electronics	Manufacturing
Arts & Crafts	Employment	Minerals
Auctions	Energy	Music
Automotive	Engineering	New age
Aviation	Entertainment	Office supplies
Beverages	Environment	Publishing
Books	Ergonomics	Real Estate
Chemicals	Financial services	Religion/Spirituality
Children/parenting	Food	Research and Development
Cleaning	Gambling	Retail management
Communications	Games	Science
Computers	Government	Security
Construction	Health	Sex
	Hobbies	

Software	Toys	Travel
Sports	Trade	Video
Telecommunications	Transportation	Weather

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

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

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

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

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

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

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

At first glance, the focus is rather **narrow.** It might be difficult to develop enough **HIGH-PROFITABILITY** topics to attract sufficient traffic **(DAY 3)**. And there may not be many affiliate programs to develop a good income stream **(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 Boticelli. 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 who gets zero Net traffic

• a stock photo service that features a comprehensive selection of Boticelli 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 Boticelli, there is not enough income potential for this narrow niche. So you expand it. How far?

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

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

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

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

Of course, you don't have to go "the whole hog" all at once. You can start with Boticelli 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 -- Grow, Prune and Group Best Affiliate Programs

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

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

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

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

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

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

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

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

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

───

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

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5. DAY 3 -- Develop HIGH-PROFITABILITY Topics

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

"I go where the money is."

———

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

Ongoing Goal... Use the **SUPPLY, DEMAND** and especially the **BREAKOUT** window, to grow your **MASTER KEYWORD LIST** ever bigger, ever more **PROFITABLE.** This yields the raw material for new **Keyword-Focused Content Pages.**

———

With these goals 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 your very own **keyword tool center.** There are three "Windows" of information here...

1) Demand

2) Supply

3) Breakout

———

Open your browser and start with...

Window #1   THE DEMAND WINDOW

Time to **brainstorm** some Keyword-Focused topics. Use...

Overture's Suggestion Tool (formerly known as GoTo.com)...
http://inventory.overture.com/d/searchinventory/suggestion/

... and/or

7Search "Related Keywords" Tool
http://www.7search.com/scripts/advertiser/sample_get.asp

Overture announced that they may make their Suggestion Tool available **only** to those who have opened accounts to bid on Overture keywords. But at the present time, there has been no further action.

To open an account with Overture...
http://www.overture.com/d/about/advertisers/

Or you can use the 7Search "Related Keywords" Tool, which does the same thing, even **better** in some ways...
http://www.7search.com/scripts/advertiser/sample_get.asp

Best Idea = Use both as a cross-check.

Got your DEMAND WINDOW ready? Overture's Suggestion Tool loaded? Great!...

Enter "fashion" and hit "Find It!" -- here are the most common keywords that Web surfers search upon that contain the word "fashion" at Overture...

―――――――[SIDEBAR]―――――――

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

13389 fashion	1429 fashion magazine
1701 fashion model	1356 fashion design
1676 fashion designer	821 fashion show

755 fashion institute of technology	269 1920's fashion
711 teen fashion	264 fashion job
669 fashion history	257 men's fashion
563 fashion bug	252 celebrity fashion
462 fashion photography	252 fashion design school
409 teen fashion model	244 indian fashion
363 men fashion	236 1920s fashion
310 history of fashion	217 fashion illustration
309 fashion trend	207 fashion school
278 fashion modeling	205 japanese fashion
273 fashion	<snipped at 200>

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

———————[SIDEBAR]———————

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

1701 fashion model

That "1701" is a combination of all the searches that were done for "fashion models" and "fashion model" at Overture during the previous month.

Only one problem... what if 1700 of those 1701 searches were for "fashion models"? There would NOT be much point in making a wonderful Web page about "fashion model" (singular), would there? After all, no one would be searching for "fashion model," if that were the case.

Usually, your instincts will tell you which version is the most popular. In other words, you should be able to see that FAR more people will search for "fashion models" than for "fashion model." Not sure?...

Check it by using the 7Search "Related Keywords" Tool...
http://www.7search.com/scripts/advertiser/sample_get.asp

fashion models 78 vs. fashion model 18

Bingo! Confirmation of your hunch! Why is this important? Because, as you'll see later on, you'll create Web pages with topics that focus upon your HIGHEST PROFITABILITY keywords. And PROFITABILITY is partly determined by the

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)?

In your SUPPLY WINDOW, load up AltaVista or Google...

http://www.altavista.com/

http://www.google.com/

(Keep in mind that AltaVista has been a bit slow indexing lately.)

————————[SIDEBAR]————————

1) comprehensive -- contain a large chunk of the Web

2) fresh -- spider sites at **least** once per month

and…

3) a pretty quick indexer of sites submitted to them.

So your research will yield comprehensive and fresh data.

And, of course, they will tell you how many sites matched your search query. That's essential for determining competitive SUPPLY.

At the time of this writing, AltaVista reports like this... "14,997 pages found."

And Google reports like this... "Google results 1-10 of about 4,940,000 for fashion."

This may change, of course. So, if you don't see the above, look closely to see if they are reporting this data in another way. If one of the above two no longer seems to report this statistic, use the other.

NOTE: Once you start researching with one Search Engine, stick with it all the way through. This keeps the data consistent. There is no need to use BOTH engines, nor should you.

NOTE: This research has nothing to do with which engines you'll submit your site to. It does not mean that you'll submit your new site to **only** AV and Google. You'll submit to all major engines, and you'll track how you're doing at them all. But when you're researching competitors, you only need to use one engine... either AltaVista or Google.

OK, let's continue the "fashion" SUPPLY research example. Once we do this, we'll be ready to start PRUNING...

Use AltaVista or Google in your SUPPLY WINDOW (Window #2) to search for each of the "fashion"-containing keywords that you found in your DEMAND WINDOW. Yes, do a search for each keyword. It **is** a bit tedious, but the research will pay off in spades.

First, though, let's create a MASTER KEYWORD LIST. Do this either in a simple text file, or via a database or spreadsheet program.

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

http://www.filemaker.com/

Next best choice is a spreadsheet. Both a database and spreadsheet will speed things up and provide you with extra functionality.

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

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

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

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

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

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

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

3) Enter how many sites Google or AV finds (in your SUPPLY WINDOW) in your column labeled SUPPLY.

4) Read the listings for the Top 20 sites that Google or AltaVista returns for each

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

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

KEYWORD	DEMAND	SUPPLY	SUPPLY SITE INFO
fashion	13,389	1,951,256	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.

KEYWORD	DEMAND	SUPPLY	SUPPLY SITE INFO
fashion model	1,701	13,231	information about models, agencies, sites about a specific model or nationality
fashion designer	1,676	21,307	Barbie designers (!), various "name" designers
fashion magazine	1,428	8,813	online and offline fashion mags, eye-ware magazine
fashion design	1,356	27,105	Schools, colleges, and internships; designers selling fashion designs

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

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

One way to review the results that AltaVista returns is through its "editorial"

section. To find **editor-reviewed** sites (as opposed to **spider-generated** results), you can either do a direct search by typing in a keyword or you can go through a particular category to find directory listings.

Google, too, sends you to their version of a directory. On the home page, click on the link "Google Web Directory".

You could also use Yahoo! if you like directories. Google uses Open Directory and AltaVista uses LookSmart to power their directory results. Yahoo! rounds out the "Big 3 Directories"...

http://www.yahoo.com/

Below the directory results, you get the top search results from the Search Engine itself, ranked in order of relevance to the search term (these are the results that you skimmed for SUPPLY SITE INFO). The rankings here are determined purely by **computer algorithms** that analyze gigantic spider-generated databases of Web pages.

Review as many of these sites 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 "POSSIBLE PARTNERS." Even better, you're automatically organizing the POSSIBLE PARTNERS according to each keyword -- so you are already pre-planning each Keyword-Focused Content Page's **"in-context" text links!**

• **content** -- these sites are your direct COMPETITORS. They make money through banner ads and 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 that 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.

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 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 their search tool or online support chat (if they have one) or 1-800 line, or send them an e-mail. If they don't have an affiliate program, ask if they are 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 it after that, forget it. They probably don't have an affiliate program.

ANOTHER QUICK TIP: You will tend to find MERCHANT sites via the engine's "directory listings" and CONTENT sites by reviewing the top 20+ search results.

Continue on for the remaining keywords, 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 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 motherlode for affiliate programs will come in **DAY 4!**).

IMPORTANT...

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

If you find creating your own list (with a database or spreadsheet program) to be too daunting, and if a text list is too awkward, consider **"Site Build It! Manager"** software, which is included in **Site Build It!...**

A powerful **automator, work-organizer and time-saver,** it makes the entire MASTER KEYWORD LIST child's play.

How?

It does the DEMAND, SUPPLY and BREAKOUT windows (we talk about BREAKOUT below) for you automatically, turning hours of work into **minutes,** as it **builds and researches** an entire MASTER KEYWORD LIST for you. It even calculates the PROFITABILITY of every keyword automatically. Its **Find** and **Sort** functions turn it into a powerful, high-yield tool.

For more information about **Site Build It!,** and to see screenshots of the awesome **Manager** in action, download the free **SBI! Action Guide** at...

http://freetrial.sitesell.com/

━━━━━━━[SIDEBAR]━━━━━━━
Want to accumulate more information about the intensity of the competition (i.e., the SUPPLY of keywords) for top rankings for your keywords? Use Overture...

http://www.overture.com/

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

There are a lot of other Pay-Per-Clicks, of course. But since Overture has been around the longest, bid prices have had more time to rise closer to "true market value."

Try this now...

Search for "fashion model" at Overture.   At the time of this writing, the winning bid to have the top spot on this search results page is $0.15 (where it says "Cost to advertiser" at the end of the description for each site -- if you don't see a price, then the "regular" Search Engine algorithms have simply returned that site for free -- you can have that spot by bidding a penny!).

On the other hand, "fashion designer" costs $0.25 to be #1 in the search results. This makes sense, since our AltaVista research above showed that there were many moresites about "fashion designer" than "fashion model" (i.e., greater competition).

Want another sign of competitive SUPPLY? Note how many sites bid for each keyword. For example, 15 sites bid at least one penny for "fashion model." And 16 sites bid for "fashion designer." Pretty close, in this case. Expect some big price gaps in the bidding for "fashion designer," which has a much higher #1 bid.

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

If it's a "**Merchant** site," it's more likely to have an affiliate program than usual, since it's already savvy enough to "pay per click." If it **does** have an affiliate program that fits your Site Concept, enter what kind of merchandise they sell and enter the URL of the "join page" into POSSIBLE PARTNERS for that keyword (as explained above).

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

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

OPTIONAL: While you're doing Overture research, create a second list. Let's call it your Overture BID-FOR-KEYWORD LIST.

Let's label the first column "KEYWORD" again. Now add 23 more columns to the right of KEYWORD (yes 23, but don't worry -- as a **SBI!** subscriber, the **Manager** has already done all this for you). Here's what to do for each of your HIGH-PROFITABILITY keywords...

Label the first two columns to the right of the KEYWORD column "Price I Should Bid" and "Buys #" -- leave them empty for now...

In the next column, enter the number of sites that have bid AT LEAST A NICKEL (minimum bid at Overture) for each keyword (ex., let's say that you do a search for "fashion model" and you find that 15 sites bid at least one nickel for "fashion model" -- enter "15").

Now, in the next 20 columns, enter the price for the "Top 20" search results spots (searchers are unlikely to scan any result past #20 -- so bidding for a spot beyond #20 is a waste of time). In our example, since only 15 sites have bid for "fashion model," you enter these bid prices in the first 15 columns -- leave the last 5 blank.

Now, back to those first two columns to the right of your KEYWORD. Enter the best price you should bid in "Price I Should Bid". And in the next column ("Buys #"), enter what spot in the search results that bid will yield (**Site Build It! Manager** calculates this spot automatically).

If this seems like a lot of work, it's really not. And with **Site Build It! Manager,** it's quick and easy! Here's why...

Site Build It! Manager features powerful pay-per-click functionality. The Manager contains a BID-FOR-KEYWORD LIST for every significant Pay-Per-Click engine to make your job as fast and profitable as possible.

It automatically researches all the bids at all the engines, showing you where your best bid should be. And it automates mass-submissions to the major Pay-Per-Clicks, too. Now it only takes minutes to do what previously took days. (We'll cover more info on bidding for keywords at the Pay-Per-Click Search Engines on **DAY 9** of the course.)

For more information about **Site Build It!,** including the **Site Build It! Manager** tool...

http://buildit.sitesell.com/

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

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

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

Do a search with the Overture Suggestion Tool for the word **price**. The results are interesting...

Seems like a lot of people search for car prices and airline ticket prices on the Net. Remember, though, **your** target market is **not** looking for a great car deal or a cut-rate price on trip to Europe... they are trying to figure out how to **set a price** on their products.

Double-check this hunch by doing a search for "price" right on the Overture engine...

http://www.overture.com/

At the time of this writing, it costs 62 cents for the number one position. And note that the top listings are all aimed at helping consumers find the lowest prices for commodity-type products. In other words... people searching for the keyword **price** are not business folks looking for **"pricing"** info. They are consumers looking for **deals.**

Save yourself time and money... "price" is not a good word to focus on. Nor is any word that turns up **irrelevant results** on the Overture Suggestion Tool and Search Engine.

Now repeat this procedure for the keyword **"pricing"...**

OK, where were we? Oh yes...

Overture's Suggestion Tool and/or 7Search's "Related Keywords" tools in your DEMAND WINDOW generated many "fashion-containing" keywords, along with the DEMAND for each keyword.

And your SUPPLY WINDOW's AltaVista-or-Google-and/or-Overture 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 according to the Overture Suggestion Tool) and low SUPPLY (not too many sites found at AltaVista or Google)...

Eliminate any words that appear **too competitive** (i.e., SUPPLY is too high in Window #2 or bidding competition at Overture is too intense), especially if they are not searched upon very often (i.e., DEMAND is low in Window #1). And **especially** if there does **not** seem to be many POSSIBLE PARTNERS for it!

For example, notice that "fashion school" was only searched for 207 times in the previous month at Overture. Let's say that your AltaVista search returned 10,000 sites. Not a good combination. In fact, though, it returns only 996 matches -- so even though it's not requested so often, you should consider including it in your site since the competition is so **light** (i.e., DEMAND:SUPPLY ratio is pretty good).

Your **best** words would have HIGH DEMAND (i.e., high Overture numbers) and LOW SUPPLY (i.e., LOW SUPPLY of competing sites turn up in your AltaVista or Google search, or the bidding competition at Overture is low).

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

1) Only eliminate 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.

3) 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.

━━━━━━━[SIDEBAR]━━━━━━━

Site Build It! Manager automatically runs a complicated mathematical formula that calculates the PROFITABILITY of each keyword. It also enables you to sort your KEYWORDS according to PROFITABILITY, quickly allowing you to focus on the most **profitable** words immediately.

Actually, it does much, much more than that. It uses all the techniques outlined in this **DAY 3** to **build and research** your entire MASTER KEYWORD LIST. **Days become minutes.**

For a "big picture view" of how **SB!** (which includes the **Manager** tool) and the **10-DAY** process work together, download the free **SBI! Action Guide...**

http://freetrial.sitesell.com/

Window #3   BREAKOUT WINDOW

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

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

―――

It's easy to get "concept-keyword-bound," i.e., tied to your basic **Concept Keyword...** "fashion" in our ongoing example.

But the money (i.e., **your** income) is in diversity... in developing a wide variety of different keywords, and then building Keyword-Focused Content Pages (KFCPs) that deliver **high-value** information. Those pages attract **targeted** customers, who then **click through** to your merchants.

In other words, we started with a basic **"Concept Keyword"** like "fashion." All the BRAINSTORMING and PRUNING revolved around that word.

Let's BREAKOUT a bit. What we need is a good sharp knock on the sides of our heads, so that we can come up with keywords that are related to "fashion" but don't contain the word "fashion."

To develop related keywords for **your** special **Concept Keyword** ("fashion" in this case), use the JimTools' Keyword Research Tools at...

http://www.jimtools.com/keywords.html

See where it says "Research Keywords"? I recommend that you select Google (a Search Engine) and/or LookSmart (a directory) for your keyword research...

http://www.jimtools.com/keywords/indexgoo.html

http://www.jimtools.com/keywords/indexlooksmart.html

This Research Tool is great for finding words related to your **Concept Keyword.**

While the Overture Suggestion Tool gives you all the search terms with "fashion" in it when you enter "fashion," the JimTool "BREAKOUT" brainstorms related words that do not necessarily have "fashion" in them.

You can then use those new keywords to BRAINSTORM and PRUNE some more keywords in your DEMAND and SUPPLY WINDOWS. So this tool is a good source for more HIGH-PROFITABILITY topics for pages on your fashion-oriented site.

———

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

Ready? Let's twirl the knobs and give Jim's tool a whirl (hmmm, that didn't sound quite right!)...

Enter "fashion" into one or more of the JimTools' Keyword Research Tools. When I did it, it returned the following words related to fashion (I've deleted the irrelevant ones)...

discount fashions	runway models
fashion outlets	show producer
fashion show coordinator	skate
fashion show producer	fashion
fashion show production	skate wear
hair and make-up artists	skating fashions
ice skate fashion	velvet elegance
international model scout	winter styles
model bookings	women's 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 "winter styles" or "women's clothing"). 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 "discount" and "outlets" and "clothing" and "styles". Feed these fashion-related "concept-level" words back into your DEMAND (#1) and SUPPLY (#2) 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, "outlet" generates...

3851	factory outlet stores
972	outlet mall
708	outlet stores
640	factory outlet

So "factory outlet stores" would be an **excellent topic** to include (especially since it includes "outlet stores" and "factory outlet" **within** it for a total of 5,199 requests!).

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

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

——————[SIDEBAR]——————
Here's another way to BREAKOUT. Use this really interesting Search Engine...

http://www.ixquick.com/

On Ixquick, a site gets one star for every major Search Engine (ex., AltaVista, HotBot, etc.) that scores it in their 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 Ixquick search results, with three stars or more, is doing great. These sites know what they're doing and are **not** there by accident. Two stars is good. One star could just be a fluke.

Ready? Search for "fashion" at Ixquick.

At the time of this writing, Fashion.net scored tops with five stars. Click to their site. Then 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="Fashion, fashion, models, chat, news, shopping, haute couture, ready to wear, pret a porter, style, runway, catwalk, shows, beauty, RTW, PAP, fashion designers, designers, fashion design, clothing, Paris, Milan, New York,London, Tokyo, supermodels, super model, modeling, designers, Claudia Schiffer, Helena Christensen, Cindy Crawford, Alexander McQueen, John Galliano, Givenchy, Dior, Karl Lagerfeld, DKNY, Martine Sitbon, Gucci, Chanel, Chloe, Christian Dior, Yohji Yamamoto, Helmut Lang, Jean Paul Gaultier, Paul Smith, Diesel, Gap, Guess, Levi's, Calvin Klein, CK one, Donna Karan, Giorgio Armani, Gianni Versace, Yves Saint Laurent, Dolce & Gabbana, Prada, Missoni, Jil Sander, Martin Margiela, Thierry Mugler, Montana, Versus, MAC, cosmetics, advice, fragrances, makeup, make up, sexy, luxury, design, look, casual, accessories, street style, health, photography, magazines, photographers, trend, trendy, chic, textiles, fabric, threads, industry, mode, mote, moda, sportswear, jeans, body">

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

Then **repeat** the process for the next site on the first page of Ixquick search results. Add the next set of META keywords to your existing list. Repeat until you're getting mostly duplicate words – that's the sign that you've **exhausted** this BREAKOUT technique.

Once you're done, you can use these words in the same two ways as outlined above for JimTools...

1) Use them "as is" to create more Keyword-Focused Content Pages. Add these words to your MASTER KEYWORD LIST.

2) Extract "General Keywords" and feed them back into your DEMAND and SUPPLY WINDOWS to BRAINSTORM and PRUNE a whole new series of HIGH-PROFITABILITY keywords. Add these words to your MASTER KEYWORD LIST, too.

Another great use for Ixquick...

As I said, sites with two stars or more know what they are doing (the more stars, the better they are). They are either merchants or content sites determined to build traffic. Visit the Top 10 sites that **also** have **at least** two stars.

If it's a "merchant site," and if it has an affiliate program that fits **your Site Concept,** enter what kind of merchandise they sell and enter the URL of the "join Page" into POSSIBLE PARTNERS for that keyword (as explained above). If it's a "content site," review its content and follow the "links out" in the same way as outlined above -- add to your POSSIBLE PARTNERS and IDEAS FOR CONTENT columns.

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

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 are they?

Q -- What are they trying to do?

Q -- What other stuff do they look for?

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

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

So I'm using an example that I know.

In this example, my concept is to create a site that is all about **pricing.** It's

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

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

And that's where the money is.

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

Q -- Who are they?

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

Q -- What are they trying to do?

A -- They are looking to sell their products or information and have no idea of what they should charge for their product. As an affiliate of SiteSell.com, I know that **MYPS!** can help them... **they** just don't know it yet.

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

But now for the million dollar question (just call me Regis!)...

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Q -- What other stuff, besides pricing, do they look for?

A -- They'll look for anything that is related to their business. Figure out what

problem your target market is trying to **solve** when they do a search.

Just trace their steps as they develop their product, write their sites, build traffic, take orders and ship product. **Intercept them with your message.** What words would they look for? Your 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. Anyone looking up terms like the ones above will also have a need to price products more effectively. They qualify themselves as serious business people with serious needs. Exactly the right kind of people for **MYPS!.**

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

To show you how this can grow quickly, let's continue my "new direction for pricing" example. I click to JimTools' Google keyword tool and enter "fulfillment"...

http://www.jimtools.com/keywords/indexgoo.html

Here's what I get (unedited)...

american fulfillment	catalog fulfillment operations
call center	catalog management systems
call center management	catalog operations
call center operations	catalog order
call monitoring	catalog warehouse
cash back programs	consumer promotion
catalog fulfillment	consumer services
catalog	contract packaging
call center catalog	coupon processing
customer service	coupon redemption
catalog fulfillment	credit card processing

credit cards
customer service
data entry
database management
database marketing
delivery services
direct mail
direct marketing
direct response
ecommerce fulfillment
electronic marketing
electronics data interchange
fulfillment foundation
fulfillment operations
global fulfillment services
incentive programs
information systems
interactive voice response
international shipping
Internet business
internet fulfillment
Internet marketing
internet promotions
internet sweepstakes
inventory management
lead management
mail order
mail order shipping
mail order fulfillment
marketing services
material handling
merchandise fulfillment
merchandise shipping
merchant accounts

online retail
online retailing
online shopping
operations management
order entry
order fulfillment order management
order processing
pack & ship payment
processing
pick and pack
point of sale
premium fulfillment
product fulfillment
promotion fulfillment
rebate fulfillment
rebate processing
redemption programs
refund promotions
sales incentive sales incentive
programs
sales promotion
sampling programs
shipping equipment
small business
spiff programs
tear pads
telemarketing 800#
venture capital
warehouse management
warehouse operations
web fulfillment operations
web retailing
web sales
wholesale fulfillment

From here, I'll extract **"General Keywords,"** like "catalog" and "fulfillment" and "sales" and "customer service" (just to pick a few). Then I'll feed these "concept-level" words back into Windows #1 (DEMAND) and #2 (SUPPLY) to BRAINSTORM and PRUNE a whole new series of **high-profit-potential** keywords. Add these words to your MASTER KEYWORD LIST, too.

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

4609   customer service

```
1025   customer service training
195    aol customer service
192    customer service week
180    live customer service
171    web customer service
160    customer service survey
157    customer service skill
151    ford customer service
135    customer service software
108    online customer service
104    at&t customer service
```

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

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Are you thinking...

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

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

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

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

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

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

Remember...**PREselling is really about selling YOURSELF to your customer through great content.** So, once I have PRE-sold 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 fulfill orders, you have to
sell, of course. The generally recognized
BIBLE of Net-selling is called "Make Your
Site SELL! 2002."  Highly recommended...
```

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

CLICK!

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

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

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

CLICK!

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

Bottom line? If your keyword attracts your **target** market, there is always a way, with just a **touch of creativity,** to stretch her to other products that are likely also to fall within her "list of needs."

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,** 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...**

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

Ongoing Goal... Use the **SUPPLY, DEMAND** and especially the **BREAKOUT** window, 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! Manager** to do it all **for** you. It can build and research and even **analyze** an endless stream of HIGH-PROFITABILITY keywords for you. It's all part of the **Site Build It!** package...

http://buildit.sitesell.com/

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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.

This works... if **you** work it.

If you want to see how uncomplicated **SBI!** can make traffic-building, follow along in the **SBI! Action Guide.** It shows you exactly how the **SBI!** system simplifies the process…

http://freetrial.sitesell.com/

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

6. DAY 4 -- **Grow, Prune and Group Best Affiliate Programs**

What do you ask from prospective merchant partners?...

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

——————

So far we have completed the first two sections of our syllabus. Check off each of these topics, or if you can't recall what they mean, review them before proceeding to **DAY 3.** Remember, each **DAY** builds upon the next. So the previous material must be **firmly** planted in your mind, and **each Goal-of-the-DAY** must be completed, if you are to succeed.

Now, check off each of the following...

Affiliate Masters Section One
- Business Basics
  - Income and Expenses
  - Traffic, Click Throughs, and **Conversion Rates**
- **PREselling...** Why
- **PREselling** and Your Visitor's **Mindset**
- **PREselling...** How

——————

Affiliate Masters Section Two
- Brainstorming **Concepts** for Your Site
- Picking the Concept With the Most **Profit Potential**
- Developing **HIGH-PROFITABILITY** Topics for Your Site
  - **DEMAND, SUPPLY** and **BREAKOUT** tools, and the **MASTER KEYWORD LIST**
  - The **CUSTOMER END** vs. the **KEYWORD END**
  - How to pick the **HIGHEST-PROFITABILITY** topics
  - Analyzing (and using!) the competition

——————

OK? No omissions? Good news!

Let's keep going and finish the last of the prep **DAYS... DAY 4.**

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Goal-of-the-DAY... 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. Remember, your recommendations **reflect** upon who you are.

Ongoing Goal... Find, research, and select more POSSIBLE PARTNERS. Rotate the technique used (ie., Search Engines, Affiliate Directories, etc.). Continue to choose on the basis of fit and excellence.

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With these goals in mind...

Only one thing to do before you finalize on the **Site Concept/Concept Keyword** of your **Theme-Based Content Site...**

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

Yes, you have **already** started this process on **DAY 3** by using AltaVista, Google, Overture, and/or Ixquick to build groups of POSSIBLE PARTNERS for each keyword in your MASTER KEYWORD LIST, right?

However, **DAY 3** was more focused upon getting good ideas for content and a feel for your market space (DEMAND, SUPPLY, SUPPLY SITE INFO).

It's time to **grow** your list further...

 **#1 -- GROW POSSIBLE PARTNERS
THROUGH SEARCH ENGINES**

Do a search for one of your keywords, plus the word "affiliate."   Like this...

+fashion +affiliate

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

Or if that turns up a blank, like this...

affiliate fashion

Do this at AltaVista, Google, Overture, and/or Ixquick. This will yield either fashion merchants **with** affiliate programs or content sites that **are** affiliates. Visit the Top 10 sites (do 20 if you're feeling ambitious!).

If it's a "merchant site," and if it has an affiliate program that fits your concept, first enter what kind of merchandise they sell and then enter the URL of the "join page" into POSSIBLE PARTNERS for that keyword (as explained above). If it's a "content site," review its content and follow the "links out" in the same way as outlined above -- add to your columns of POSSIBLE PARTNERS and IDEAS FOR CONTENT.

Repeat the process for each keyword in your MASTER KEYWORD LIST (i.e., replace "fashion" above with another keyword like "fashion models" so that you search for this...

+"fashion models" +affiliate

#2 -- GROW POSSIBLE PARTNERS
THROUGH ALTAVISTA LINK TOOL

Let's backtrack for a second... While searching for a keyword at one of the above engines earlier today, let's say that you discovered a CONTENT site, Fashionbrokers.com. By following links out of Fashionbrokers.com (as outlined earlier), you found a shoe shop with an affiliate program, called Shoebuy.com.

Shoebuy.com fits with an idea that you had added to the IDEAS FOR CONTENT column. So you entered Shoebuy.com into your list of POSSIBLE PARTNERS for the keyword "high heel shoes." (See how you can use the MASTER KEYWORD LIST to group programs according to keywords?)

We'll use Shoebuy.com as our example of how to grow your list of POSSIBLE PARTNERS for "high heel shoes"....

Start by checking what OTHER affiliates link to Shoebuy.com! How? Simple. Go to...

http://www.altavista.com/

... and enter "link:shoebuy.com"

At the time of this writing, 134 pages linked to good old Shoebuy.com. Many of these sites will be CONTENT sites that **also** link to **other** fashion-related merchants as affiliates (you can often tell by the linking URLs). So most 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 ones that fit to your list of POSSIBLE PARTNERS for each keyword.

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

**#3 -- GROW AND PRUNE POSSIBLE PARTNERS
THROUGH SPECIALIZED AFFILIATE DIRECTORIES**

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

There are some terrific folks out there who have already compiled exhaustive lists of merchants with affiliate programs. They've even organized them all for you into categories...

I have listed the ten most important directories in approximate order of popularity on the Net.

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To determine popularity, I use traffic stats, as reported by Alexa.com. If you run an affiliate directory and if I've missed you, please e-mail me at this address...

directories@sitesell.com

If your directory belongs in the Top 10, please let me know -- please note that the **focus** of your site must be on affiliate programs. Include your traffic as reported by Alexa.com.

And now, without further delay...

The Top 10 Most Popular Affiliate Directories on the Net ("visit count" appears in brackets after directory name)

AssociatePrograms.com (10,802) -- Allan Gardyne has one of the best directories going -- it screens out the riff-raff. Active forum, too.
Not to be missed.
http://www.associateprograms.com/

Refer-It (10,010) -- one of the grand-daddies, has a comprehensive directory and an excellent "Webmasters Lounge."
http://www.refer-it.com/

CashPile.com (9,131) -- extensive directory, good tools.
http://www.cashpile.com/

Associate-It.com (7,267) -- excellent overall resource.
http://www.associate-it.com/

ClickQuick (4,885) -- useful, in-depth program reviews.
http://www.clickquick.com/

Revenews (3,542) -- useful forum, top-notch articles.
http://www.revenews.com/

AffiliateWorld.com (2,106)
http://www.affiliateworld.com/

AffiliateMatch.com (1,986)
http://www.AffiliateMatch.com/

2-Tier Affiliate Program Directory (1,558)
http://www.2-tier.com/

AffiliatesDirectory.com (1,543)
http://www.affiliatesdirectory.com/

Here's how to use the directories...

1) Drill-down through the relevant major categories of the directory until you find "good fit" sub-categories. You'll find one or more merchants in each sub-category that should fit into your **Site Concept** well. Enter what kind of merchandise they sell. Also enter the URL of the "join page" to the POSSIBLE PARTNERS column in your MASTER KEYWORD LIST, for each keyword that is relevant.

2) Use their search tool. Do keyword searches at three levels of specificity. Let's start with the most specific and then get progressively more general.

a) Find matches for **Specific HIGH-PROFITABILITY Keywords** from your MASTER KEYWORD LIST. Enter the keywords, one by one, into the directory's search tool. (Put each keyword that is a phrase inside quotes.)

b) Find matches for your **General Concept Keywords** (ex., "pricing" and other "concept-level" keywords that you develop, such as "fulfillment," etc.).

c) Find matches for "cross-concept companies." These are companies selling products that fit with most or all concepts. For example, whether your concept is about Renaissance art or pricing or fashion, you'll find **books** about it. So always include a book store in your group of affiliate programs.

You can either drill-down to these categories or use the appropriate word to search for them (ex., "book"). Look for the following cross-concept categories (not all of them will fit your bill)...

Art-photo
Auction
Books
Catalogs Clip art
Coupons
Courses/education
Games
Gifts
Magazines
Malls/storebuilders
News
Search Software
Video/DVD When you find programs that fit, read the reviews and look at the ratings.

3) Also use their search tool to find the POSSIBLE PARTNERS that you have already identified as candidates (just enter the domain name into the search tool). Does the report seem positive?

Other things to do at the directories...

1) Use the forums. Review them for comments about programs that interest you. And ask questions if you don't find the answers you seek.

Most of the above directories have a forum where you can ask questions. So don't be shy -- ask whether Company ABC really is about to close its program!

I don't recommend that you e-mail the owners of the above directories. They are swamped with work. However, if you post to the forums of some of the smaller ones, there's a good chance that the owner himself will answer you.

2) Check out their Top 10 reports. A directory may have different kinds of Top 10 lists...

• Most profitable

• Most popular

• Personal opinion

Give special weighting to the **most profitable** -- the most popular ones often just reflect the results of major promotional pushes, and not necessarily profits. These are the ones that are "getting the job done" and making money for affiliates. Read the "personal opinion" Top 10, too.

One drawback of any of the Top 10's. They likely will not cover programs that fit your concept. Don't pick a Top 10 unless you can figure out how it fits into your concept.

3) Subscribe to their e-zines to stay up-to-date. There's some excellent material in them.

4) Read the articles. But don't get sidetracked -- you can get that famous golfing disease... "paralysis by analysis." Keep moving forward.

**#4 -- GROW POSSIBLE PARTNERS
THROUGH AFFILIATE BACKEND
PROVIDERS/AFFILIATE NETWORKS**

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, the merchant's program gets instant exposure to potentially interested affiliates.

And affiliates get exposure to a wide variety of merchants. So...

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 you....

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

BeFree
http://www.befree.com/

LinkShare
http://www.linkshare.com/

ClickTrade
http://www.clicktrade.com/

If you don't 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.

#5 -- GROW POSSIBLE PARTNERS THROUGH MISCELLANEOUS AFFILIATE INTERMEDIARIES

If you can figure out how to make **Vstore** fit into your site, make notes in the POSSIBLE PARTNERS column in your MASTER KEYWORD LIST, for each keyword that is relevant...

Vstore
http://www.Vstore.com/

Create your own online storefront to sell products that you love... sports, music, whatever. It truly i**s** easy to set up. Only one problem... you have to drive traffic to your store if you want to make any sales -- unlike the "Field of Dreams" movie, "they will **not** come" just because you have built it. Most Vstore-owners simply can't overcome this challenge. (Perhaps this explains why Nexchange and ePod did not flourish.)

Why include Vstore in this course? Because you don't actually make a sale or ship a product. You make a commission. But you only make a commission if you drive traffic to your store and if those visitors buy. So the difference between this model and the "pure affiliate" concept is moot.

And one more important reason to include it...

When you complete this course, you'll have a **Theme-Based Content Site** that builds targeted traffic and that **PREsells** its visitors. Why not build a store that "fits" your theme and refer visitors (at your **Theme-Based** site) to your own store (which literally takes less than 30 minutes to build)?

Consider Vstore as an **interface** between you (i.e., the affiliates) and the merchants. One way or the other, it collects a small piece of each pie that is sold, not from you but from the merchant. Kind of like a **super**-affiliate.

Nothing wrong with that, of course. Vstore provides true value for that fee. But be careful... a high-profile company called Affinia.com had a similar model. They had an excellent product that empowered you to turn your site into a store.

In September, 2000, Affinia went bankrupt. Those affiliates who had spent a lot of time developing business and income through Affinia lost out. Can the other affiliate intermediaries make enough money to thrive?

For that matter, what about the affiliate **backend providers?**
Actually**… what about any individual merchant?**

That brings us to the topic of **reducing your risk...**

#6 -- REDUCE RISK BY DIVERSIFYING

One of the major attractions of becoming an affiliate is the **small amount of risk** involved. Affiliates 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, backend provider, or affiliate intermediary go out of business, they take you with it. Let's talk briefly about how to minimize this risk...

After you review the affiliate directories, backend providers, and affiliate intermediaries, 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 diversify among as many programs as possible **that fit with your Site Concept.** But there are the some important **qualifiers** to this policy...

1) If you represent 15 programs, don't put them all on the same Keyword-Focused Content Page. Only work in 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.com 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. Not more, though...

3) Don't **over-**diversify. Tracking each program takes time, so 10-15 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 your longer list). 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.

Also, don't pick merchants that "belong" **only** to BeFree or **only** to CJ or Linkshare. What happens to your business if one of these backend providers folds? Same policy goes, too, for the affiliate intermediaries.

━━━━━

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 **diversifying.**

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

**#7 -- PRUNE POSSIBLE PARTNERS BY
ELIMINATING HIGH-RISK PROGRAMS**

Find the good programs and eliminate the dogs by considering the following **plus signs, minus signs, and red flags.** Let's start with the plus signs, signified by +, which means "good things to look for." Here they are, in the approximate order of importance...

+ High quality product or service -- remember, it's your reputation that is on the line (and online!). Don't recommend products that UNDERdeliver.

+ Merchant has a good site that sells effectively.

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

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

+ Affiliate Support...

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

- Detailed traffic and linking stats

- Notification by e-mail when a sale is made

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

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

- Professional marketing materials available

- Affiliates receive discount on products

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 good) or 20% (digital good) 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, grab it.

+ Monthly payment, with reasonable minimum.

Do all those **pluses** 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.

— Allow spam, or seem to spam themselves.

— Defective affiliate-joining process. Hey, if they can't get this right...

— Clauses in the agreement that you find unacceptable

• Example... If lifetime customers are important to you, then a clause that allows unilateral termination or modification of the agreement at any time by the company, without just cause, effectively makes the lifetime commitment of no value.

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

And perhaps the most worrisome factor of all…

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

————[SIDEBAR]————

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

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

If you find products that fit your theme but that don't deliver quality, sell them advertising. This way, you don't compromise your ethics... your reputation. Because the customer recognizes advertising for what it is... a promotion. Nothing wrong with that at all, because their "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, their increasing like and respect of your judgment will keep them 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. It's virtually unstoppable. And merchants end up paying for nothing.

So merchants cancel or change the program. Microsoft's **Clicktrade** (see above) used to offer pay-per-click backend programming for merchants. They dropped it due to the level of fraudulent activity that hurt merchants.

Multi-tier commission -- this is **online 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 most likely are 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 out 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.

Or... investigate all others extremely carefully before you decide to invest a lot of time in these.

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

http://affiliate.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 were banking on lifetime customer/2-tier promises.

"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 lessabout the products being promoted. It's virtually unstoppable. And merchants end up paying for nothing. So merchants cancel or change the program. Microsoft's **Clicktrade** (see above) used to offer pay-per-click backend programming for merchants. They dropped it due to the level of fraudulent activity that hurt merchants.

───────────┤ SIDEBAR ├───────────

I'm a fan of Pay-Per-Click Search Engines and pay-per-click advertising. And, in theory, pay-per-click affiliate programs are a good idea, too. Unfortunately, they attract "scam artist affiliates." Sooner or later, merchants seem to throw in the towel against the onslaught. So be wary -- these tend to dissolve or mutate into a different model.

Now for one final pruning action...

#8 -- ADD "CATEGORY CHOICES" AND PRUNE POSSIBLE PARTNERS THROUGH ALEXA.COM

Alexa serves as a wonderful final check in two ways...

1) it gives some indication of the success of the program

2) it yields good competitors in the same category as the program you are considering.

Using Alexa, we see that...

• Shoebuy.com only has 155 links coming in (confirming the AltaVista stat of 134 earlier). So its affiliate program is certainly not a mind-boggling success. But here's the question... does that mean danger or does that mean opportunity?

• It gets decent traffic (9344 visits). Good.

• The site only seems to have 47 pages, although this stat is sometimes wrong. And it ranks the site as "fast" and "fresh" -- both good signs.

Now let's use Alexa again to visit Shoebuy.com's "Related sites" -- you just might find a better shoe merchant! Doing this, you find...

• Shoes.com only gets 1700 visits, and does not seem to have an affiliate program.

• Zappos.com has an affiliate program. It also has a bright, fun site with over 1,000 pages, and has about the same traffic (9158). It has 136 links in, and Alexa ranks the site as "fast" and "fresh." A better choice?

• Shoesonthenet.com is a cleverly structured **content site.** It looks, at first glance, like a huge shoe store. But it's a content site. Sometimes, content sites hide the relationship by using frames. To detect this, right-click on a frame to pop-up a new window that contains only that frame -- it will show the URL of the company that the content site represents. These kinds of sites can, of course, lead you to even more merchants!

Bottom line? Alexa is a great starting point for finding even more merchants in any given category, and giving you some additional basis for choosing those with **least risk.**

Tricky Alexa Tip: Many sites use ad networks to run their banners. In this case, Alexa shows you the **traffic stats for the network**, instead of the site. You'll know because you'll see the name of the network (ex., DoubleClick or 24/7) rather than the name of the site.

To get around this enter a totally weird URL, like...
http://www.THECOMPANY.COM/abdefeddee.html (where THECOMPANY.com is the site you are investigating)

You'll get a 404 error. Since most companies don't put a banner on their 404 page, wait for a few seconds until Alexa updates with the **real** stats for that site!

To LOOP, or Not To LOOP?
That is the Question...

Almost done! You've checked the programs out at the directories. You've eliminated the **high-risk** dogs who don't deserve your time by considering the **plus signs, the minus signs, and the red flags.** And you've run Alexa on each POSSIBLE PARTNER for each of your keywords.

Finalize your selection of affiliate programs. If you don't find enough good programs, you may have to broaden your concept, or even replace it...

Remember when we talked about the "critical LOOP POINT" at the end of **DAY 2?** Be sure that you've got a **Site Concept** that can make some money. If not, return to **DAY 3** and keep BREAKING OUT and adding more HIGH PROFITABILITY keywords. Then continue to **DAY 4** to find more good programs that fit.

If your concept is just too narrow and esoteric that **DAY 3** and **4** don't work, return to **DAY 2** and investigate the next concept on your "short list" of **Site Concepts.**

Do not, I repeat **do not,** 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, and selected excellent merchant-partners who you are proud to represent, then you are ready to **roar** ahead.

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

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

Goal-of-the-DAY... 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. Remember, your recommendations **reflect** upon who you are.

Ongoing Goal... Find, research, and select more POSSIBLE PARTNERS. Rotate the technique used (ie., Search Engines, Affiliate Directories, etc.). Continue to choose on the basis of fit and excellence.

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Let's keep going! Are you ready?

Geez, what a question!

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

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7. DAY 5 -- Refine Final Concept and Register Domain Name

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

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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 turns this course into child's play…

http://buildit.sitesell.com/

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?

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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) Broad or narrow-niche? Perhaps "fashion" is just too broad, too open-ended. After all, can a single person ever fill a site about "fashion"?

2) If you choose to go narrow, which niche do you select? Don't paint yourself into a corner -- choose a niche that you can broaden. Remember the future -- you can always broaden your concept if you fill your niche.

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

4) The amount of time you are prepared to spend -- If time is a limiting factor, stay narrow.

5) Profitability -- Review your SUPPLY and DEMAND data. Choose a niche **Site Concept** that would appear to have the greatest profit potential (i.e., that has loads of HIGH-PROFITABILITY keywords associated with it).

6) SUPPLY SITE INFO and IDEAS FOR CONTENT -- Read what others are writing about, and 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?

7) POSSIBLE PARTNERS -- How many solid affiliate programs are a good fit?

8) Search Engine **"Winnability."** Two points here...

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

like "fashion".

• 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 like fashion, with several major sub-themes (models, literature, design, etc.), 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.

9) The amount of content and 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").

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

The single best recommendation...

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

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

Seriously, every success story starts small, 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.

Better to start narrow, but with enough profit potential (as determined by considering the above 10 factors) and **then** grow the concept.

Let's use our earlier examples to illustrate how to finalize a narrow **Site Concept**. We'll also develop your domain name at the same time, since the two go hand-in-hand.

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EXAMPLE 1 -- Pricing

"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.

The more you keep your theme **"pure,"** the better you will do. **And...** a site dedicated to pricing is also much **more credible** to your readers, too!

We saw before that 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 **Concept Keyword** for your new **Theme-Based Content Site.**

Now let's develop your **Concept Keyword** into a **"Valuable PREselling Proposition" (VPP).** What's a **VPP?** It's the affiliate equivalent of a merchant's **"Unique Selling Proposition."** A merchant sells goods or services. An affiliate **PREsells** by offering **high-value** information.

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. Why does this need to be stated in "very few words"? One **big** reason...

K-I-S-S -- When a reader hits your site, she must be easily/immediately able to understand what your site is all about. And the single best way to do that?...

Include your **VPP** in your domain name! Yes, your **VPP** should **be** 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).

Now let's look at a few possibilities for our first **Concept Keyword** example, "pricing"...

i) pricingadvisor.com, or THEpricingadvisor.com

VPP = pricing advisor. It 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."

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When do you use dashes in your domain name? If both versions of a 3-or-more-word domain are available, I like using the dashes because they make the word breaks more **obvious** to the eye. Also, the engines usually treat dashes as a space. So it may be more likely to "see" the entire string as separate words.

Others feel, however, that the engines don't seem to care one way or the other. So 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 only has two words) if the non-dash version is **already** being used by someone else. But be sure that you are not violating anyone's trademark (details re: trademark searching are coming).

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. You can always make one domain point to the main one.

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iii) perfectpricing.com

VPP = perfect pricing. Again, it's clear that you are delivering pricing info. This time, though, the **VPP** implies that you show people how to price optimally -- also something that people would definitely want!

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

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

Before we go through the next two examples, here's how to brainstorm and register your domain.

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, try these sites...
http://www.NameBoy.com/
http://creator.homepagenames.com/
http://www.domainsurfer.com/
http://www.bestnames.net/cgi-bin/search.cgi
https://secure.kudosnet.com/domain/k2/r.dmc/
http://www.networksolutions.com/purchasing/nameGen.jhtml
http://www.e-gineer.com/domainator/
http://www.startstorm.com/

NOTE: Don't register your domain at any of these services until you've seen your **"very best"** below.

And here's a site that searches domains that have recently **expired...**

http://www.whois.net/searchD.cgi2

If you already have an idea for a **great name** and just want to check to see if it's been taken...

http://www.betterwhois.com/

Got a great, and available, name? Super! Now use one of these sites to check **trademarks...**
http://www.marksonline.com/
http://www.nameprotect.com/cgi-bin/FREESearch/search.cgi
http://wsj.nameprotect.com/
http://trademarks.uspto.gov/access/search-mark.html

Other countries...

UK
http://www.patent.gov.uk/dbservices/tm.html

Canada
http://strategis.ic.gc.ca/cgi-bin/sc_consu/trade-marks/search_e.pl

Australia
http://www.ipaustralia.gov.au/trademarks/T_srch.htm

NOTE: It's **not** necessary to trademark your domain. But **do** make sure that you don't violate someone else's mark before you register your domain. It would be a shame to build up a great business, and then have someone who owned a trademark (before you registered your domain) force you to take it down.

Just before you register, think about **expandability and brand.** Generally, you should start narrow-niche and then expand when all goes well. And, as 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.

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Soon you will be able to register multiple domains with **Site Build It!** without purchasing full site-building capabilities. Just park them with SiteSell until you're ready to use them…

http://buildit.sitesell.com/

Next**... registration.**

To register your domain name, you need the services of a registrar. There are zillions of them. If you are using one that makes you happy, stick with it. Otherwise, check out...

A low cost/high quality domain registrar...
http://www.OOOdomains.com/

A site that evaluates registrars...

http://www.domainnamebuyersguide.com/

A comprehensive list of registrars...
http://www.icann.org/registrars/accredited-list.html

By the way...

Site Build It! automatically takes care of registration for you. The cost is included in the annual fee. So your **very best bet** is simply to let us take care of it at the time you start "building income through content" with **Site Build It!.**

http:/buildit.sitesell.com/

Now let's look at a few possibilities for our second **Concept Keyword** example, "Botticelli". Remember, you were a huge Botticelli fan. Only one problem...

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

What to do? 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 **DAY 2** "short list" of **Site Concepts.**

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

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OPTIONS 2 and 3 are pretty clear. Let's examine **OPTION 1** a bit...

Use the BREAKOUT window to **expand** your **Site Concept,** or even to find a new, better direction. Or the "expansion route" may seem perfectly obvious to you, even without doing the BREAKOUT brainstorming.

For example, remember this **progressively wider concept?...**

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

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

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

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

Which level should be your starting **Site Concept?**

Keep doing **DAYS 2** and **3** on progressively **broader** concepts until you find enough profit potential to proceed. 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.

Nowadays, I would not start artchive.com as a global art mini-portal. First of all, I'd go nuts trying to fill this wonderful site with so much info. And it would look rather amateurish with just a little content.

More importantly, though, is that each section would dilute the other. For example, since Search Engines will increasingly evaluate the **overall theme** of an entire site, my renaissance art section will dilute my ancient art section (etc., etc.). And anyone who puts up a site which focuses purely on the theme of ancient art will have an edge over that section of my "mega-site."

So here's what I would do. As I broaden the concept, I find that I have solid profit potential for the **Site Concep**t of "Renaissance Art" and other **Concept Keywords** at this level (ex., ancient art, cubism, impressionism, etc.).

So I register renaissance-artchive, ancient-artchive.com, cubism-artchive.com, impressionism-artchive.com, etc., etc. And I also register artchive.com and artchives.com. (I add the dash in the longer names for easy reading, and I take artchives.com to protect myself from low-lifes who want to take advantage of my success -- yes, I will succeed!).

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

One more domain -- I'll register store-artchive.com. Once I establish artchive.com the way that Mark Harden (the **real** owner of artchive.com) has done, I'd be nuts not to think about adding an entire "museum store". This could either be an affiliate-based store where I'd **PREsell** the products of my merchant-partners (including a bust of Boticelli!). Or it could be a true online store. Or both.

e-book about your area of expertise establishes you as **the** expert **and** adds **another** income stream. For more information about creating and selling infoproducts, please see...

http://myks.sitesell.com/

Speaking of **additional** income streams...

Once your **Theme-Based Content Site** has built enough traffic, add even more income through banner advertising. While I'm not a great believer in the value of banners **for the advertiser,** there are certainly thousands of companies willing and able to pay for banner advertising. So don't be shy about taking their money.

It's really only appropriate, though, **after** you start to build substantial income. So continue to keep notes about potential advertisers in the POSSIBLE PARTNERS section of your MASTER KEYWORD LIST -- store this income-generating stream for later.

For excellent info about ad selling strategies, read this article...
http://www.wilsonweb.com/wmta/adrev-8steps.htm

You can either "sell and serve" ads yourself, or you can do it through a network (less hassle but share the income)...

Serving your own ads...
http://www.wilsonweb.com/wmta/adrev-serving.htm

Serving through networks...
http://www.wilsonweb.com/wmta/adrev-networks.htm

List of ad networks...
http://www.adbility.com/show.asp?cat_id=168

As you do **DAYS 3 and 4,** you'll find many merchants who do **not** have affiliate programs. They are potential buyers of your advertising!

It **all** starts, first, by establishing yourself through your **Theme-Based Content Site.**

SPECIAL NOTE: Use **Site Build It!** to build your site. It will be a snap to set up your own pay-per-click advertising business. Pay-per-click will be easier for you to sell, and in my opinion is a much fairer model for advertising.

Site Build It! gives you full click-through data on all links. So you'll be able to bill your clients appropriately -- professional-level tools at no extra cost!

No html knowledge is necessary, nor are ftp, META tags, or any other tech knowledge. **Site Build It!** lets you focus on what's important... building income through content.

The **SBI! Action Guide** will give you a neat "behind the curtain" view...

http://freetrial.sitesell.com/

OK, back to artchive.com....

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

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

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

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

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

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 did need 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 **"Valuable PREselling Proposition" ("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.

———

So...

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 **Window 3.**

(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...

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

But more importantly...

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

Add a byline like...

“The Fashion Design Magazine
By, About, and For Fashion Designers”

Include this on every page, under your logo.

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

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

Let's say that fashion-designers-magazine.com **succeeds** really well... Hey, it should! You're doing everything right. But...

It will be too late to register related domains later. Do it **now,** with an eye to expanding your concept in a few months or so (as discussed above for artchive.com)...

• fashion-models-magazine.com

• fashion-products-magazine.com (your future store?)

• factory-outlet-stores-magazine.com (see below)

• And, of course, tie it up all together with a **Master Domain,** fashion-magazine.com or THEfashion-magazine.com. This **Master Site** will be launched once your other sites are all up and running, much the same way that you did for artchive.com above.

Let's discuss your second option when dealing with a wide-**open General Keyword** like "fashion"...

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OPTION 2) Change course -- earlier, we used the JimTools' Keyword Research Tool to find other "fashion-related" words like "factory outlet stores," which was searched for 3,851 times. Well, check it out at AltaVista – you'll find that it has only 1,820 competitors! Hey, that's a **far better** DEMAND-SUPPLY ratio (searches compared to competitors) than "fashion design."

The **Site Build It! Manager** tool uses a complex calculation that is beyond simple SUPPLY-DEMAND ratios and which does a much better job of showing each word's exact **profitability.** It shows "factory outlet stores" to have far greater **profitability** than any other keyword that we have looked at!

The **Site Build It! Manager** is free with your purchase of **Site Build It!.**

For more information about **SBI!...**

http://buildit.sitesell.com/

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 the Overture Suggestion Tool, and then see how many competitors those words have. Your best **Concept Keyword** may actually be, surprise!...

discount outlets

or…

factory outlet stores (that's where we got that domain, "factory-outlet-stores-magazine.com," above).

Of course, you also have to consider...

a) whether this different direction **excites** you as much

and…

b) 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 by 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 a motherlode.

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."

Pick something you **know and love...**

... AND that has excellent **PROFITABILITY!**

If I had to summarize the **entire Affiliate Masters Course** into just two lines, it would be the two you just read...

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 "to hang with what people will pay for," I want to do what turns me... 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.

[SIDEBAR]

One of the most clear-headed thinkers, and biggest winners, and one of my favorite writers on the Net, is **John Audette.** John calls this... "Niche with Passion." It's one of his "Sweet 16 Principles for Building a Successful Internet Business". For more great information, subscribe to **Adventive Lists...**

http://www.adventive.com/index.html

When in doubt... err on the side of passion.

It takes a cold-hearted business person to make money at something that she 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!

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...**

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 turns this course into child's play…

http://buildit.sitesell.com/

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.

On **DAY 6,** we build on it….

8. DAY 6 -- Build a Site that Gets the CLICK!

Rome.com was
NOT built in a day!

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Yes, finally! We're ready to start building!

Just to be sure, though, get out your syllabus again and double-check our progress.   We want to do this right... **the first time…**

Affiliate Masters Section One
- Business Basics
  - Income and Expenses
  - Traffic, Click Throughs, and **Conversion Rates**
- **PREselling...** Why
- **PREselling** and Your Visitor's **Mindset**
- **PREselling...** How

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Affiliate Masters Section Two
- Brainstorming **Concepts** for Your Site
- Picking the Concept With the Most **Profit Potential**
- Developing **HIGH-PROFITABILITY** Topics for Your Site
  - **DEMAND, SUPPLY** and **BREAKOUT** tools, and the **MASTER KEYWORD LIST**
  - The **CUSTOMER END** vs. the **KEYWORD END**
  - How to pick the **HIGHEST-PROFITABILITY** topics
  - Analyzing (and using!) the competition

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Affiliate Masters Section Three
- Finding **Affiliate Programs** for Your Concept
- How to Reduce Risk by Diversifying
- Picking the Best, Safest Programs
- Refining Your Concept to Just the Right Scope...
- The **"Valuable PREselling Proposition"**
- Creating and Protecting the **Perfect Domain Name**
- Preparing for Your Own **Mini-Vertical-Portal**

Impressive work! You truly do have a rock-solid foundation to build upon. So let the construction begin!

———

Goal-of-the-DAY... Build a home page, and one TIER 2 Keyword-Focused Content Page.

Ongoing Goal... Create **one Keyword-Focused Content Page** per day. Start with the TIER 2 pages. Then keep adding TIER 3 pages, 1 per day. **Create 50-70 maximum.** Then start a **new Theme-Based Content Site.**

(If your time is limited, reduce the goal to a page every **2 or 3 days.** Even then, you'll have a traffic-building, income-earning site in three months. **Consistency and discipline** are the keys, not speed. It's OK to be the tortoise, as long as you stay the course... THIS course, that is.)

———

Whether you know HTML or **not,** it's just not necessary to fiddle around with coding, FTP'ing, etc. Focus on **creating content** that OVERdelivers to both your readers and the spiders by using **Site Build It!'s** through-the-browser site-building tools...

http://buildit.sitesell.com/

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Showtime!

Like any great show, whether it's baseball, or the theatre, or the Olympics... success 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 l**ove** 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.

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...

1) 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!"

2) 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. How?

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, say, "factory outlet stores," another program decides whether your site, or another, is more relevant.

You must **honestly** convince each Search Engine that you are the most relevant (at least in the Top 20, preferably in the Top 10) for the **keywords** that you target. If you **trick** the engine, your success won't last long, and when it discovers the trick, it will ban you. Why? Because tricks hurt the Search Engine's product rather than help.

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. If you do this, you **add value** to the Search Engine's product.

───────────── **[SIDEBAR]** ─────────────

If you do this properly, you never have to worry about the Search Engines, because they and you become partners in an effort to deliver **quality** content to searchers...

• No tricks in comment tags or invisible links or anything else that is not natural for a true content site.

• No hoping that the SEs don't change their attitude towards your "tactics."

• No worrying about just the right number of times to repeat a keyword in the META Keyword tag.

• No time-wasting, constantly "staying on the cutting edge" ahead of the engines

• No 8 versions of the same site, one for each major engine. Focus on creating one "best fit" site that scores well with most of the engines for most of your words most of the time. Then spend your time creating another site. No games.

• No off-target keywords to suck in untargeted customers. ("Hey, this site's not about Monica Lewinsky! What gives?")

• No fretting about whether competitors will complain about your tricky methods.

• No multiple domains, hidden inter-linking, etc. -- since every page is for the customer, first and foremost, and since you are simply writing to **also** satisfy the **Search Engine, none of this is necessary.**

There's simply nothing to worry about. Sleep well and enjoy solid, stable results by doing it **all** right the first time.

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OK, on to the third win of WIN-WIN-WIN-WIN...

3) Your merchants want sales. As we have seen, the best way to deliver that is through outstanding content that gains your visitor's confidence, then using **"in-context" text links** to refer/recommend/direct those visitors to places that you believe will deliver great value.

4) 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...

"FIND-CLICK-CLICK-CLICK-kaCHING"

Why? Because here's what has to happen for you to WIN...

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** must read the **Title and Description** that the engine uses in the search results, **and** must find it 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 Baclk Button to the Search Engine's results page. "Who's next?"

Game over.

4) CLICK-kaCHING -- Finally, your **visitor** arrives at your merchant in a "feeling **smart** about myself" and **open-to-buy mood,** ready to CLICK that **buy button!**

Did I just hear a cash register?... kaCHING!

Ahhh... if you get the FIND-CLICK-CLICK right, that last CLICK-kaCHING is almost in the bag!

FIND-CLICK-CLICK-CLICK-kaCHING...

To accomplish that, all you have to do is...

Get the first three WINS right. The fourth WIN, your WIN, must follow **automatically.** And all you have to do to nail down those first three WINS is...

──────────[SIDEBAR]──────────

We're about to discuss building your site. I'll try to keep it as non-technical as possible. And I'll refer you to some outstanding techie sites below, for those of you who are so inclined.

Whether you are a tech-expert or a newbie, however, **Site Build It!** is a product that makes all the technical issues invisible to you. This lets you focus upon what's **really** important -- getting your knowledge out of your brain and into your site. All you need to know is... what you **know!**

Here is what you do **not** need to know...

• no html required

• no ftp or any knowledge of how Web hosting works -- this works purely through the browser!

• no Search Engine skills -- **Site Build It!** will take you by the hand as you create SE-effective pages. You don't even need to know what a META tag is -- **Site Build It!** creates all these for you.

• No techie stuff at all.

Site Build It! is all about building SE-attractive sites that simultaneously **PREsell** through great content.   Use it to create a **Theme-Focused Content Site** that ranks highly with Search Engines (SEs), and that gets your visitors to click through to your affiliate programs. Its invisible- to-you technology delivers...

• a powerful PRE-selling, "get the click" **Themes-Based Content Site**

• an ethical, effective way to attract targeted customers to your site

• satisfied visitors who find what they seek and who click to your merchants' sites

• happy SEs who deliver what they promise... accurate searches. They score your site highly, and love doing so.

Since the site is all yours, you can build pages around a central theme (say factory outlet stores, or pricing, or fashion models, or Leprechauns, or whatever you know and love). So you'll rank highly at the engines.

Since it's a full site in every respect and not a free site (engines score freebies **negatively** for many reasons, even if you have your own domain), you will score much higher at the engines than with any free site.

Everything you read in all 10 DAYS of this **Affiliate Masters Course** is included in **Site Build It!.** All you'll have to do is...

Build your site, following the online help if you ever need it. The online help takes you through every step of building a **Theme-Based Content Site** that will score well at the major Search Engines. And it goes well beyond that... helping you build traffic in other ways, too.

Use the free **SBI! Action Guide** download to help you decide...

http://freetrial.sitesell.com/

Still ready to build? Let's start with the physical layout of your new site...

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8.1   The Structure of 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,** with the home page **crowning** the pinnacle. Your home page should link to **seven** other pages. These seven **Keyword-Focused Content Pages** will contain content that is about your most profitable keywords AND that fit with the whole **Site Concept** and **VPP.**

————

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).

Your home page should **not** link to any of your merchant partners – it's too early. Its job instead is to link to your HIGHEST-PROFITABILITY pages. It must **get the click** to at least one of these seven pages. This is important for two reasons...

1) Your visitor hits a "money page" -- your HIGHEST-PROFITABILITY Keyword-Focused Content Pages weave **"in-context" text links** to your merchant-partners while OVERdelivering great content. This is how you make your income, so we want to lead your visitors to your **highest potential pages** ASP.

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 our site so that the HIGHEST PROFITABILITY pages have the best chance of being dragged back to all those spiders' homes.

We'll call your SEVEN HIGHEST-PROFITABILITY pages **"TIER 2" pages,** since they are on a second TIER below the home page. Each of these pages can themselves link to **5-10** pages **("TIER" pages).**

TIER 3 pages 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

• also to the best fur discount malls, clothing outlets, Nike outlets, etc.

Here's a key point about TIER 3**... your main keyword TIER 3 might be not so profitable.** There is not much DEMAND for "fur discount malls." But that does not mean that your "best fur discount mall" page has to suffer. Find a stronger, more in DEMAND, related keyword. For example, I would focus on "fur coat" (use your DEMAND window to verify, of course). Offer great content about fur coats, and then lead into the best places to get great bargains on these expensive items.

The formula is the same... **OVERdeliver great content.** Then get the click to your merchant partners.

FIND-CLICK-CLICK-CLICK-kaCHING!

So, your **TIER 1 home page** links to **7 TIER 2 pages** (not more, because your navbar starts looking pretty congested). And your **TIER 2 pages** each link to **5-10 TIER 3 pages.** Something like this...
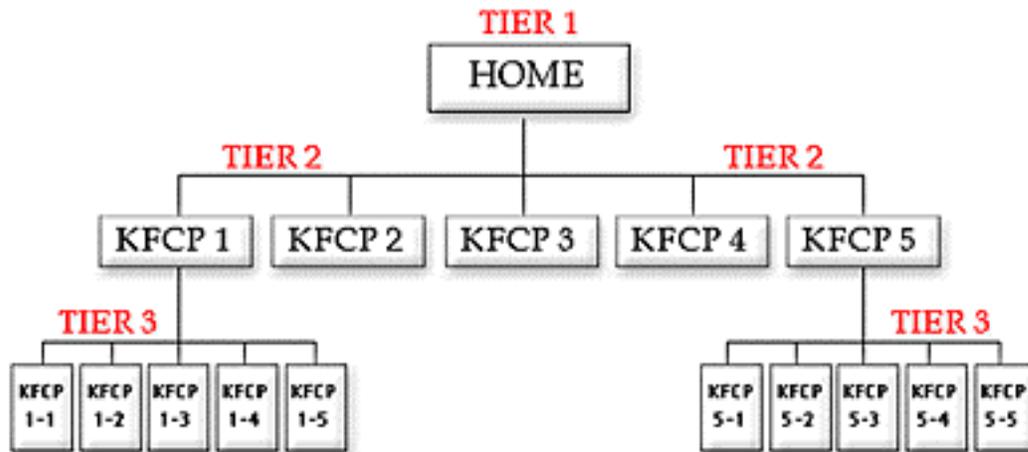
This clean, 3-TIER approach yields an **easy, navigable site...** for both your visitor and your spiders. Spiders always come in through the front door (as long as you submit the home page to them... more on this later). From there, you've left a nice trail to follow. So they can easily index the rest of your pages. Humans, however...

Humans 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. And the same for TIER 2 to TIER 1. 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!

After **3 TIERS and 50-70 pages,** it gets tougher to get pages indexed.   By this time, however, you should pretty much **own this little niche.**   And your time will yield greater returns if you set up your **next** niche site. For example...

WORLDSBEST-ElectronicFactory-outlet-stores.com

[SIDEBAR]
Remember, each niche stands on its own...

WORLDSBEST-SportsFactory-outlet-stores.com

- WORLDSBEST-ElectronicFactory-outlet-stores.com

- WORLDSBEST-FurnitureFactory-outlet-stores.com

- WORLDSBEST-MusicFactory-outlet-stores.com

- WORLDSBEST-WhateverElseExistsFactory-outlet-stores.com

But once you have three niches established, there's one more TIER, above all the other ones. Let's call it TIER ZERO...

- WORLDSBEST-Factory-outlet-stores.com

This **"SUPER HOME PAGE"** links to all the other home pages and again, delivers the **VPP** and major benefits of your mini-portal.

By now, too, you are likely offering pay-per-click banner advertising and even linking to your own store. Yup, you've got a thriving business!

But that's a bit down the road...

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 it. 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? These "almost identical" gateways were successful through 1998 and 1999. But they are losing effectiveness rapidly and will soon be compressed **out of existence** by these smart programs that look across all the pages in your site... even across **different** sites! Time to make a change.

So much for the **structure** of your site. Now let's fill that structure with **content** that accomplishes our critical two goals…

****

Deliver **valuable content** to your readers...

... AND **tasty content** to your spiders.
****

———

8.2   The Content of Your Site

Let's start this section the same way as we did for "The Structure of Your Site"... with the home page...

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)** by expanding upon...

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)?

It accomplishes this while focusing on your **Concept Keyword.** What do I mean?   Well, like I said above, you have **two** audiences... your visitor and your spider.

Your home page delivers the above content to your visitor. The other pages of your site, your **Keyword-Focused Content Pages,** deliver content about HIGH-PROFITABILITY topics.

As you write each Web page, you focus upon using a single keyword slightly more than your high school English teacher taught you was "good English." This is the keyword that you want the Search Engines to rank highly. We'll call this word the "Specific Keyword" from now on.

————[SIDEBAR]————

Choose your **Specific Keywords** from the MASTER KEYWORD LIST of HIGH-PROFITABILITY keywords that you developed during **DAY 3** (and continue to develop). Each of your Web pages will focus upon a Specific Keyword to do double-duty...

- as the **PREselling** topic for the page and…

- to rank highly with the engines.

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 one. 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 ones. You only need to include them once or twice -- you're not trying to win the war for General Keywords, just for the WORD COMBOS. So 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.

Just before the sidebar, I mentioned that your home page establishes your **Valuable PREselling Proposition.** In other words, it answers what **specific** and **high-value** information you deliver, and it develops your unique positioning, your unique angle of approach. That does **not** mean that you should start like this...

```
"Welcome to WORLDSBEST-FashionFactory-outlet-stores.com,
your home for news and information about fashion outlets.
I have spent a lot of time searching for information and
will be giving all the best of it 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 visitor.

The few intro paragraphs above establish your **VPP** while quickening the pulse of your reader. From here on in, you'll deliver the **benefits** of your site... you'll answer the "what's in it for me" question that every visitor asks when arriving at a site.

As you do this, you continue to work your **Specific Keywords** (and, to a lesser degree, your **General Keywords**) in everywhere and often... but not **too** often. 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 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.

• 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've still fired 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.

2) META keyword tag = <META name= "KEYWORDS" content="factory outlet stores">

• Simple. The page is about "factory outlet stores." 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").

• And consider adding a common **synonym** that has the a near-exact same meaning (ex.,"outlet malls").

• 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">

─────

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-offramp to "Outlet Heaven.">

• The META description is the other half of what searchers see in the Search Engine's listings. So, like the Title tag, make sure it's **attractive**, without being misleading. A gentle, good-natured tease, like the above, will do well.

• **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 once 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.

And remember this... 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, which are...

• Your H1 tag (first headline), and…

• The first words in the body copy after that.

Here are the key musts for your HI 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).

• No longer than 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.

A good strategy… Take your META description tag and chop it into **two** pieces... part for the headline **and** part for the opening paragraph of your body copy.

5) Body copy

We started the body copy at the beginning of this day **(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... 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!

Yup, 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... you'll answer 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 not only work "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 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 only important 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. As I said before, do use your **Specific Keyword** more than your high school teacher would have liked -- this **keyword density** is of some importance.

And so is **keyword prominence** -- 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 **scatter pattern** should look like an **hourglass...** bigger (i.e., more frequent) on the top and bottom, and less (but still present) in the middle of the page.

Change your approach somewhat from page to page...

Experiment with different numbers, frequencies and patterns of keywords until you find what works best. Use common sense, and avoid abuse. Keep your content focused to a **single** theme per page.

Do not, ever, get off-target. Keep each page focused on material related to your keyword. Never, never, **never** introduce a second theme to a page -- **no** mixed messages. Each page focuses purely on its keyword topic.

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.

Now here's the hard part... the body copy has to do **double duty as a Search-Engine-optimizer and click-through- generator.** While emphasizing your keywords, you must build **original, valuable information.** Meet the needs of a visitor who was searching for that keyword. This will convince the reader to click-through on your links. Don't make the page read badly, or all your efforts to get yourpotential visitor this far will have been...

... for nothing.

---

6) Link tags

We discussed the structure of your site above. Links create the TIER 1-2-3 structure. And they belong in the flow of the copy. Text links must flow naturally, and beautifully, with the content.

Think of your links as providing a **service** to your readers. You offer your links as **recommendations or tips or Top 3** as a service for your readers to see and use. So don't just save them for the end, where you impassively list them.

And it's not just your readers who see the links.

Yup, 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.

What about your links to the next tier down?...

Don't just say… `"Click here."` Say… `"Click here for the best outlet malls, region by region."` The word "outlet malls" in the link to your "outlet-malls.html" page (see next section) reinforces "outlet-malls.html" for **its Specific Keyword.**

For that matter, even try to get your **Specific Keywords** included in the text of **INcoming links.** For example, if you are **link-exchanging** (more on this is coming), specify that you would like "factory outlet stores" (or whatever the keyword of your "receiving page" is) to be contained in the text of the link.

Every little bit helps you get the edge on your competition.

---

7) File name/domain name

Include your **Specific Keyword** in the filename of your html page. It just might 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

This is probably the least important, but what the heck. Name one or two of the graphics on each page after that page's keyword focus. For example... outlet-malls.gif. And make its ALT tag "outlet malls," too.

Ask a techie, if this is a bit complicated.

⎯⎯⎯⎯

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.
****

We concentrated on the home page, but the approach is the **same** for the TIER 2 and TIER 3 Keyword-Focused Content Pages. While the home page, of course, 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.

───────

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

QUESTION: "How is this different from gateways or doorway pages?"

ANSWER: Tons of people use "trick sites" called gateways or doorways. In general, these are low-value pages that score well with the engines but fail to deliver good content. They may get the visitors, but they don't get the **click through,** the purchase, or the repeat visit... or much money.

Some use better content, so do better. Still, they use tricks like "invisible links" to lead the spiders through a site. I know. I used to do it quite successfully. Tricks, though, die a painful death. And they usually have **poor side effects** (like visitor disdain and engine bans). And then you have to start all over.

Your site, on the other hand, will both OVERdeliver great content **and** play fair with the engines. It will lead the spider just as reliably through your site. By **planning your site out in advance,** visible links do just as good a job, and will never fade in effectiveness.

Actually, there's no way that I would call your fashion site a "gateway" site. You're building a true **content-driven site.** And you're simply writing it to maximize your chances of being ranked highly by Search Engines. You're selecting content on the basis of its **profitability.**

This goes far beyond the use of even PHASE III sites that I discussed in the original **Make Your Site SELL!** and in the **5 Pillar Affiliate Manual.** There's a **fundamental attitude shift...**

—————

Important notice… Gateways simply try to pull the engines. Put a page in front of the visitor. Most have little or no value content. Even if they have content, they don't tie all together into a theme. They are built backwards, basically, thinking about how to fool the engines.

The **Site Build It!** approach is 100% different. Your first goal is to find a theme that you know and love **and** that will be **profitable.** From there, you create a site with great content, and along the way...

... you simply make sure that you conduct your writing in such a way that you'll rank highly at the engines.

You are creating **real content, not spider bait!**

That's a big difference. It yields a **huge, long-term advantage** over doorways.

—————

Another question?...

QUESTION: "What is the future for Search Engines?"

ANSWER: In **Make Your Site Sell!** (first edition), I "slammed" my own Phase II Gateway Sites since their pages were really nothing more than billboards.

Yes, they provided a bit of content. And no, they did not fool anyone. So they were ethically OK. But still, the content was low "copy-and-paste" quality for many of the pages. And the SEs were bound to object to "being stuffed."

And, in fact, these kinds of gateways are losing their **effectiveness.**

I also talked about how Phase III Keyword-Focused Content Pages were the way to go. Each page was individually written for a certain keyword, much like above. But the pages did not necessarily all tie together into a **theme.** As we'll see in a moment, this is a powerful step forward.

Meanwhile, though, while Phase III gateways are effective, it is not so easy to...

- create the site and write the pages optimally

- submit the site to the right Search Engines and according to their policies

- track the rankings at the Search Engines

- make changes as necessary

- follow traffic and click through rates

And that's where the idea for **Site Build It!** was born. To create a technology that makes all techie stuff disappear and that allows people to focus purely on content. And to tie all that content into the wave of the future... **themes.**

How do I know themes are the wave of the future?

Instinctively, deep in my gut, it makes sense. If you work **with** the engines, and construct your site and pages in such a way that they score you well, how could it **not** do well?

But don't believe my gut! In the last few days, some serious SE guys have weighed in. These guys are on the cutting edge of Search Engine analysis. Let's take a look...

Ralph Tegtmeier, from fantomaster.com, puts out a newsletter, **FantomNews,** that is as brilliant as it is long. I mean, it's chock-full of challenging, cutting edge info about SEs, spiders, etc., etc.

Here's what he says in the current issue...

```
However, this basically linear approach is gradually changing
now: as mathematical linguistics and automatic content recognition
technology progresses, the major search engines are shifting their
focus towards "theme" biased algorithms that do not rely on analysis
of individual web pages anymore but, rather, will evaluate whole
web sites to determine their topical focus or "theme" and its relevance
in relation to users' search requests.
```

Ralph Tegtmeier
http://www.fantomaster.com/

OK, OK, so he's not the most "accessible" read. But it all boils down to... **theme-based sites.**

Ammon Johns, "The Dark Knight"" wrote a flat-out brilliant article on theming. Don't miss this...

http://www.aim-pro.com/helpfiles/dynamic_frame.html?themes.html

Note this paragraph...

```
What themes should do is make sites with more content about
a subject rank higher than any single page site can do, no matter
how well optimized.  Vertical Theme analysis should  greatly
reduce irrelevant results,  and will virtually eliminate those
doorways  where a few irrelevant keywords are thrown into the mix
just because they are popular words.  For those of us who want to
attract qualified leads for sales, themes are generally a good thing.
```

Ammon Johns
http://www.aim-pro.com/

Bingo!...

Theme-based sites will be the **perfect affiliate tool.**

And finally, **Michael Campbell** is less academic than the other two guys -- he concentrates on practical applications of the theory to build sites that pull traffic. Yes, I can actually understand what the heck he says at times!

Even then, though, in a recent issue of his "Vault Update," he took me as far down the "theory road" as I would care to go. Like the other experts, he talks about how the SEs will become very theme-focused.

He goes on to discuss concepts like "term vector databases" and "page vectors" until my head hurt. Major technological changes are coming over the next 3-6 months. Those with old-fashioned gateways will be swept aside as the irrelevant billboards that they are.

But those with theme-focused content sites will be singing.

I'll skip the tech stuff, because all this is built into "layman-understandable" online help in **Site Build It!.** But here are some of Michael's important ideas and conclusions...

```
i) Name your web site purpose in two words. Can you do it?
What is your web site theme? Two words, three max. Themes
```

are the new big winner in long-term search engine
positioning.

ii) What's a theme? It's all about narrowing the focus of
your site, and the links to, and from your site, down to
one keyword phrase, and alterations of that one phrase.
You want to leave NO DOUBT, to the search engine, what your
web site is about, in two or at the most, three or four key
words.

iii) ... if you have and entertainment section on your web
site and a business section on your web site, you should in
theory, split the topics into separate web sites. Otherwise
your site may not to get listed at all if you are not closer
to any one category than another.

iv) What's really scary is the next wave of compression.
It will be set up to eliminate redundancy "across" vectors.
Translated this means, the removal of nearly identical
pages for slightly different keyword phrases. The days of
copying and pasting keywords in and out of an html template,
for similar keyword phrases, may soon be over.

v) Terms (keywords) are collected and weighted within the
document and corpus (collection) of documents. This means
that keyword density will continue to be important not
only on each page, but across your entire site.

vi) Bottom line... Pick one topic and stick with it. If you
need to focus on another topic, put it on another web site.

vii) How much time do we have? Well, based on the history of
things like link popularity, click counting and PageRank,
new stuff gets implemented fairly quickly. Usually within 3
to 6 months. And some these new technologies are already in
place on a couple of search engines.

Michael Campbell
http://www.1-internet-marketing.com/

The experts have spoken. And I'm delighted on two points...

1) Site Build It! is perfectly timed. Don't worry if all the above seems very
complex. Part of **Site Build It!'s** job is to make all that invisible to you. The **big
point** is... **theme-based sites** will be **the** way for affiliates to succeed over the
next 3 years, starting right now!

2) All those spammy, self-replicating, duplicated gateways will be "compressed"
into nothingness. In a preview of things to come, a couple of major companies
have seen their sites dropped from AltaVista for this very reason.

I've always had a deep philosophical objection to this approach...

Ultimately, people with **passion who produce themed sites with their own, original content,** produced from their own brains, will win. And **that's** the way it **should** be/

For more information about **Site Build It!** and what it does...

http://buildit.sitesell.com/

What's that, you have a question about what Michael wrote above? Sure...

QUESTION: "What does Michael mean when he says...

'iii) ... if you have and entertainment section on your web site and a business section on your web site, you should in theory, split the topics into separate web sites. Otherwise your site may not to get listed at all if you are not closer to any one category than another.'?

ANSWER: Good pick-up! That's a critical paragraph. Engines will focus on themes more and more. If your site is about "factory outlet stores," it's fine to use

all the variations and synonyms that we discuss above. It all reinforces the main theme. But...

If you add a section that starts talking about Saks Fifth Avenue and other high-end retailers, you start to water down your site. The more **off-theme** your content, the greater the **risk.**

Focus on your theme and stick to it. That's why an idea site is **50-70 pages,** no more. That should just about cover any niche. After that, your time will be more **profitably** spent by building the next content site on your "mini-portal list."

I was just about to call it a day, but...

ONE MORE QUESTION: "What about design? How important is it?"

ANSWER: Not as important as most folks think. Sure it's important not to use 18 garish colors and whirling kabobbies. But take a look at these highly successful content sites...

http://www.associateprograms.com/

http://www.useit.com/

A clean and welcoming look and feel is a good start. A half-decent logo is a nice plus. Make it fast and easy to navigate. Then get out of your own way and let **your words do the talking.**

Geez, I've really got to leave. My wife is conceiving a baby tonight, and I wanted to be there. (Actually I stole that from a guy who got off a speeding ticket with that line!).

QUESTION: "Can I follow this approach on a free Web hosting service?"

ANSWER: Absolutely. But remember that success is much more than just putting up a site. Free sites have two huge strikes against them... they're treated with disdain by **both** the visitor and the engines.

Let's talk about humans first...

When I notice that a site's URL is at a free hosting service, I don't bother clicking to visit. If I have a special reason, I might go -- but I arrive at a free site with **doubts.** Most folks harbor the same kind of bias.

And what about the engines?...

Free sites don't get treated with much respect by the Search Engine spiders, and **Below zero** respect by the directories like Yahoo!.

Here's what **Danny Sullivan,** the most well-known Search Engine guru on the Net, had to say about free hosts, in a past issue of the **"Search Engine Update"**...

```
... get your own site, under your own domain, rather
than doing it within Tripod.com or any place offering
"free" home pages. Sites offering free home pages are
often looked upon with suspicion by search engines,
because search engine spammers also make use of them.
It's like sharing a house with bad roommates. Move out,
get your own house, and you'll probably do better
with search engines.
```

Even on the Net, there's no such thing as truly free. Think about it... a company has to make money to survive. One way or another, hidden or not, it 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 it, 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 $20 per month to host your own site. You **must, 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.

So...

A **non**-free site with your own domain is a prerequisite to build credibility with your readers **and** with the Search Engines. So find a good Web hosting service and put up a real site. For the $20 or so per month, it's worth it.

Even better, I feel, is **Site Build It!** Why? Because it delivers a solid, simple approach.... one that removes all the complexity and technology away from view.

Site Build It!'s through-the-browser **SiteBuilder** makes it so easy to build a site. It removes all the technical difficulties. You end up with a site that is a powerful **traffic-builder and customer-converter.**

Low cost, but since it's a totally normal site, it has all the credibility of an expensive, ISP-based site. Create as many pages as you like, no HTML or FTP knowledge is necessary!

The **SiteBuilder** includes...

• Page Creation and Editing -- flexible, yet easy to use

• Analyze-It! – takes the guesswork out of tweaking or improving a page in order to rank higher with Search Engine

• Look and Feel Selector (including logo creator) -- choose from a wide variety of styles, then create your logo **or… create your own custom look!**

• Link Library -- store any link to any affiliate program, and use it at "the drop of a pull-down"

• Graphic Library -- upload your own images for use on your Web pages

• Tracker Library -- create and store special tracking links for your **off-site promotions** (more on this in **DAY 10**)

• Site Navigation Options -- modifiable per your desire

• Online help -- shows you exactly, step by step, **how** to build a site that delivers great content **and** that ranks high with the Search Engines!

But **Site Build It!** goes way beyond the call of duty. Its **InfoCente**r provides...

• Traffic Stats -- automated and easy-to-interpret "need to know" data about your visitors

• Click IN Tracker -- with breakdown stats that allow you to track the effectiveness of **special promotions**

• Click Through Tracker -- with breakdown stats that allow you to track all your

outgoing links (Click analysis service alone costs over $19 per month elsewhere.)

• Automatic Search Engine Submission -- happens whenever you build or edit a page, or if the Search Engines have not visited within a reasonable time. Submissions are done exactly as if they were done **by your own hand.** They are performed exactly the way each engine **likes** to receive them... not too often, not too many, etc. (Some submission services cost $10 per month.)

• Search Engine & Keyword Reports -- when your pages were last submitted, spidered, and listed – including how well they rank. (Reports like this can cost you $20 per month elsewhere.)

• Directory HQ -- all you need for getting listed in the major directories.

• Pay-per-click HQ -- all you need for winning the pay-per-click wars.

And of course, the **Site Build It! Manager** tool makes the MASTER KEYWORD LIST child's play. It even does the DEMAND, SUPPLY and BREAKOUT windows for you automatically, turning hours of work into **minutes,** as it builds and researches your MASTER KEYWORD LIST. (This service would cost you $18 per month, significantly more for extra domains, elsewhere, for less functionality.)

And there's more and more ways to build traffic -- **e-commerce capability, affiliate program-builder, ability to do mailouts** – all are coming in the very near future! For more information about **Site Build It!...**

http://buildit.sitesell.com/

———

Arrrgh! 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.com out in the dark?"

ANSWER: Hmmmmmm... I should have cut the question period.

No, not really. I've tried to convince **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!

No more than investors are the only ones who would search for "penny stocks."

When I was marketing my first product, **PennyGold** (penny stock investing software -- now sold out in order not to weaken the strategy -- lucky owners have done incredibly well with it!), I must have done **thousands** and **thousands** of searches on "penny stocks"... **all** on the major engines.

Why did I do that? Because I wanted to see how PennyGold was doing on these engines, and I wanted to see who was beating me! And in fact, that's exactly how I found lots of competitors! So...

Come back in time with me, to when I was just starting out with my penny stock software. (Please, don't ask me about whether you can get a copy of PennyGold. We no longer market this -- we stopped at 1,000 copies, as originally advertised. Those people who were lucky enough to have stumbled upon a good thing have had great returns.)

Let's say that, when I was doing my searches for "penny stocks," you had **already** created a **Theme-Based Content Site** that was all about aggressive forms of investing... "theaggressiveinvestor.com."

After doing your DEMAND and SUPPLY research, let's say, too, that you had dedicated one of your site's pages to "penny stocks." You wrote it to provide **high-value** content **and** to also appeal to the Search Engines (more on this tomorrow).

What would have happened?...

I'd still be golfing today! Here's why...

I surely would have found your page sooner or later, likely several times, on one or more of the engines. Really, there's no magic involved. After all, you simply followed the basic principles of how to please the Search Engines.

This is not rocket science. Nor is it spam -- you have simply created good content that is of **high-value** to me, your **potential** visitor who was searching for

your info, **and** that the engines have ranked highly. So I would have found you listed in the engines' search results pages, no doubt about it. And...

If you had written a **compelling title and description** (as outlined above), I would have certainly **clicked** to your page. If your content about aggressive forms of investing was **high-value**, and if you recommended **Make Your Site SELL!** (original) as a wonderful book that would help me succeed in **my** PennyGold business venture on the Net, guess what?...

Sure! I would have bought **Make Your Site SELL!.** And that way, I wouldn''t have had to write it... or the newly expanded second edition, **Make Your Site Sell! 2002.** And I'd still be golfing!

—————

You **can** do **exactly** the same thing. Except do it for a topic that **you** know and love... like "fashion."

If you write a wonderful page about "fashion design," lots of **merchants** will find your page. After reading your excellent content about fashion design, you lead into a **recommendation** about SiteSell.com products, especially **Site Build It!, Make Your Site SELL! 2002,** and **Make Your Price Sell!.**

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.com, 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 **merchants and consumers...**

For fashion merchants...

"Do you teach fashion design? Or are you a designer looking to sell your fashion designs on the Web? I'm pleased to tell you about the very best resource of its kind, at any price, about how to sell on the Web. It's a book called **Make Your Site SELL! 2002** -- at under USD$30, it's far better than products costing 10 times as much. Click here for more information...
http://myss.sitesell.com/

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For fashion consumers...

"Are you looking for a top-notch school of fashion design? Click here for the best school in the US Northeast. Click here for the best one in the US Southeast. Click here for the top institute in the US Southwest. Click here for excellence in the US Northwest. Click here for the Fashion School Directory. (Please e-mail us if you feel that your fashion school or college belongs in the directory.)"

NOTE: 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 merchants **and** consumers... in an area that you love and know about... and in an area that is not nearly as competitive as Web marketing (where so many people seem to congregate).

Uh-oh. Still not convinced?

You **still** think that you can build a bigger business by targeting Web masters and others who are specifically interested in Web marketing? No, really – you'll do far better by working your **"niche of passion."** Here's why...

So many people get sucked into the web marketing game. They get interested. They read a lot. Pretty soon they figure that they're experts and that they can sell what they know. Well, they are good, but...

Web marketing info is a jam-packed **highly competitive** arena. And you're competing against pros, many of whom are **extremely** good at writing to please Search Engines.

Here's just one simple indicator of the ultra-high level of competition...

If you look up "e-commerce" in AltaVista, you'll find 983,905 possible competitors (probably many more by the time you read this!) -- there were only 167,192 for the word "fashion." Not only is there much more competition, believe me... the competition is tougher.

Still doubt me? OK, go to...

http://www.overture.com/

Yup, look up both "e-commerce" and "fashion." See where it says "Cost to advertise" at the end of each listing? See how much the **#1 spot** costs...

$5.29 for "e-commerce"
$0.78 for "fashion" (amounts will be higher by the time you read this).

Since these amounts are bid by the companies, it's another indication of how hot an area is. Finally, look at the kinds of companies on the first page for each of these terms. Seriously, you'll do far better competing against "fashion" merchants than e-commerce pros.

——————[SIDEBAR]——————
That's why you should not be intimidated when you see that you have 21,307 competitors for the word "fashion designer." Most of them very likely don't know very much about ranking high at the Search Engines.

A second reason why you're better off when you **focus on a special "concept niche"...**

There are tons of fashion-related merchants who'd love **MYSS! 2002.** And you'd have them all to yourself! What do I mean? Well, people looking for Web-selling information have quite likely already heard about us, as well as our competitors. But only fashion-related industries market to these people – they're all dying for a great source of Net-selling information... **you** can provide that.

The "niche concept site" is a **flexible strategy** that **anyone** can do. Bend it and twist it -- add your own ideas. You really **will** do a great job with this.

Every now and then, **Allan Gardyne** focuses on successful affiliates. You can review his back issues for the success stories at…

http://www.associateprograms.com/search/newsletter.html

He gives several examples of high-earning affiliates. One way or another, they **all** follow the "fashion" strategy outlined in this installment. However, each has their own little twist and "add-on" strategies.

Here's the bottom line. **Every single success story has focused on a niche that the affiliate knows and loves…** finance, insurance, children, etc. That's the fastest road for you, too.

And while you are on this road... if I can have just a **small piece of your attention,** I'd be most delighted. Our WIN-WIN **5 Pillar Affiliate Program** treats affiliates well financially, and provides them with outstanding tools, support, and education.

I'd love to have you as a partner-in-sales. To register, 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...**

Goal-of-the-DAY... Build a home page, and one TIER 2 Keyword-Focused Content Page.

Ongoing Goal... Create **one Keyword-Focused Content Page** per day. Start with the TIER 2 pages. Then keep adding TIER 3 pages, 1 per day. **Create 50-70 maximum.** Then start a **new Theme-Based Content Site.**

(If your time is limited, reduce the goal to a page every **2 or 3 days.** Even then, you'll have a traffic-building, income-earning site in three months. **Consistency and discipline** are the keys, not speed. It's OK to be the tortoise, as long as you stay the course... THIS course, that is.)

Whether you know HTML or **not,** it's just not necessary to fiddle around with coding, FTP'ing, etc. Focus on **creating content** that OVERdelivers to both your readers and the spiders by using **Site Build It!'s** through-the-browser site-building tools...

http://buildit.sitesell.com/

What's next?

Traffic and visitors.

Visitors and traffic -- the lifeblood of your business…

9. Building and Tracking Traffic Made Easy!

"Build it and they will come."
-Field of Dreams (1989)

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Talk about a "field of dreams!" If you just simply build it, your site might as well be a corn field 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 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 corn field... that field of dreams.

What's missing in your quest to build income through content... to turn that field of dreams into reality?

Traffic. Visitors who read your content, click on your links, and then do something (buy, complete a form, etc.).

Read on.

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In the last chapter, we focused more on content. Now we begin to focus on building traffic to your content.

Here's the secret to building traffic. It's really the secret of traffic-building experts...

Do something. See how it works.

Do something else. See how that works. And then...

Yup... **try something else again.** And see how that works.

That means you need traffic-**building** tools to keep "doing things" to build traffic. And then you need the traffic-**tracking** tools to tell you what's working.

A feedback loop from **building to tracking** is critical. One of the keys to success, any kind of success, is **feedback.** Good results tell you what's going right and give you something to build upon. Poor outcomes show you what needs to be fixed.

Without tracking (i.e., feedback), you're shooting in the dark. Without the ability to take traffic-building action and **increase or change** what you're doing (depending on the traffic-tracking feedback), you're not even shooting!

Two more important principles to add... the best traffic-building techniques are **high-yielding and sustained.** In other words, you must get a big traffic-return for your time-and/or-money, and it must deliver traffic in an ongoing fashion, not just be a one-shot deal.

Let's give you an example. When you "get it right" at the Search Engines, they'll deliver you traffic for months, even years, without you ever having to tweak your pages again... **if** you've done **everything** correctly.

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Don't worry – that's not such a big **if.** After all -- if you have followed this course properly, you **have** indeed done everything right.

Compare that with making a post in an e-mail mailing list, even a high-profile one. It takes some time to prepare a good post, with great content... great enough to **wow** people into visiting your site. Consider what happens within two days of that post -- your traffic falls back to where it was.

So... what are the **best "sustained-high-yielding" traffic- building opportunities** on the Net?...

#1) The Free Major Search Engines

#2) Pay-Per-Click Search Engines

#3) The Major Directories

#4) Word of Mouth

#5) Your Own Opt-in E-zine

Yes, of course, there are other ways to build traffic...

• buying ads in, and writing articles for, e-zines

• making posts in forums, discussion groups, mailing lists, newsgroups (depending on your niche and other circumstances, these can be fairly effective... or totally useless)

• link exchanging

• and, not to be missed, your sig file!

These lesser techniques, however, don't deliver **both** big and sustained results. Sure, using a sig file is something you should do. And it's sustained. At best, though, you send 40 or so e-mails per day, mostly to people who know you. Not much super traffic-building potential there.

Buying ads or writing articles in e-zines will bring you a 1-2 day pulse of traffic (that is, if you choose well and write an effective ad or article). But then traffic falls right back down.

Same reality goes with posts in forums, etc. Some Web-based forums remain on the Net and could be spidered, thereby counting that page as a link to your site. But we're talking "thin" here. So...

Your best "large and sustained" traffic returns will come from the **BIG 5** above. Since your time is limited, don't try to "do it all." Begin directly with the **BIG 5.**

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I am not saying that you should not use the lesser traffic-building techniques. Depending on your situation, some will work very well for you. But...

Start **first** with the **BIG 5.** As you do, three things will happen...

• you'll establish a strong, sustained traffic base

• you'll start to feel comfortable with what you're doing, and will view the whole concept of building traffic as a very **do-able** project

• you'll come across "perfect fits" for the above, lesser traffic-building techniques (ex., a perfect vehicle for a link exchange, or an excellent e-zine that reaches your target market, etc.)

It is at this point that you can then start using the **secondary** techniques effectively.

OK. Back to the **BIG 5.** Let's open the discussion with a look at **BIG TECHNIQUES #4 and #5...**

BIG TECHNIQUE #4   Word of Mouth

How do you get word-of-mouth? 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.

That's it.

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 won't tell friends, or forums, or cactus associations, about this terrific info?

Sure they will.

Just one more **huge** benefit of OVERdelivering!

BIG TECHNIQUE #5   Your Own Opt-in E-zine

Publish your own e-zine... yes, it's extremely important. But not right now. There's only so much that you can do in a day, so you have to do things in their proper order.

Remember, at this stage, your site is up, but there's no traffic yet. So no one is there to sign up for your e-zine. Here's the correct **"To Do"** order after you build

your site.

First, get your site up and running. Then work on the first three of the **BIG 5** traffic-building techniques. It will take a while for traffic to start building. But once you have some decent numbers, it only takes a day to get an e-zine up and running.

Not surprisingly, you can go the **free** route, or you can pay for list hosting (services that take care of all the technology of e-zine publishing).

As usual, I recommend that you pay for it. Because **nothing's really free.** Yahoo!Groups does a great, and free, job...

http://www.groups.yahoo.com/

But they only insert a little ad for you in every mailing. Do you know what people think when they see that?

Small fry.

Your image is worth more than the few dollars per month that a quality list host will you. You'll never see e-zine publishers like Ralph Wilson using anything but a top-notch service like SparkList...

http://www.sparklist.com/

Or consider Topica…

http://www.topica.com/

Either way, paid or free... From the time you decide to do an e-zine, you can be taking subscriptions in less than a day. So there's no rush to publish your e-zine. Put up your subscription form during the lag period, when you see the first fruit of your traffic-building efforts.

Which brings us back to the first 3 of the **BIG 5** TRAFFIC-BUILDING TECHNIQUES. We'll cover these all-important strategies during **DAYS 8** and **9...**

#1) The Free Major Search Engines

#2) Pay-Per-Click Search Engines

#3) The Major Directories

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But first, there is **DAY 7** to complete. Do a quick recall of the first six **DAYS** of the course...

DAY 1 -- Intro to Affiliate Business Basics (**PREselling** and **Conversion Rates**)

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

DAY 3 -- Develop HIGH-PROFITABILITY Topics

DAY 4 -- Grow, Prune and Group Best Affiliate Programs

DAY 5 -- Refine Final Concept and Register Domain Name

DAY 6 -- Build a Site that Gets the CLICK!

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Got your bearings? Perfect! Now it's time to build traffic to that site…

DAY 7 -- Submit, Spider-Watch, List & Rank

DAY 8 -- Build Free Search Engine Traffic

DAY 9 -- Build Other Traffic

DAY 10 -- Know Your Visitors

Let's get to it...

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10.   DAY 7 -- Submit, Spider-Watch, List & Rank

Waiting and watching...
....

Yawn!

Goal-of-the-DAY... Submit your site to the major (free) Search Engines (listed below). Get familiar with tracking... **1)** spiders, **2)** listing, and **3)** ranking.

Ongoing Goal... Track the spiders and re-submit as necessary. Track to see when you get listed, and then track how your pages rank. Do this on a **weekly** basis.

With these goals in mind...

**Submit, Spider-Watch,
List & Rank...**

Geez, sounds like a recipe of some kind, doesn't it? Actually, it is...

First, submit your site to the engines. Then wait.

Second, keep an eye on the spiders. Wait some more.

Third, you get "indexed" (listed). Yup, a bit more thumb twiddling...

Fourth, you get ranked. Yay! People can find you. Now it's time to improve your rankings (in **DAY 8**).

Let's start at the beginning...

STEP 1) Submit Your URLs...

Submitting your site to the engines is a tedious affair, because each engine likes to receive submissions in different ways...

• they each have their own submission pages.

• some only want to receive your home page. Some let you submit every page of your site.

• some allow you to submit many pages in a day... others only one.

And, to make it all nastier... they change policies from time to time!

Still, it's a necessary task. Yes, there **are** submission services and software. But, unless I **really** know someone, I trust important stuff like this only to myself. I'd suggest the same for you.

Luckily, a mere seven major free Search Engines account, either directly (through their own search services) or indirectly (through partner sites), for about 95% of your traffic. Let's stay on the right side of the 80-20 Rule (actually 95-5 here!) and only submit to them.

Go to the submit URLs of the following engines and research their current submission policies. Then start submitting...

AltaVista
http://addurl.altavista.com/sites/addurl/newurl

Google
http://www.google.com/addurl.html

HotBot
http://www.hotbot.com/addurl.asp

Lycos
http://www.lycos.com/addasite.html

Fast
http://www.alltheweb.com/add_url.php

There is no need to submit to any other engines, not even...

AOL Search -- your listings are displayed automatically in AOL's Search Engine when you bid on keywords at Overture (which uses Inktomi for its "backup" search results, so you're covered when you submit to Inktomi via HotBot).

MSN Search -- you are listed automatically in MSN's Search Engine when you submit to Inktomi. (You submit to the Inktomi index through HotBot or through the paid inclusion program available at PositionTech.com or NetworkSolutions.com.)

Netscape Search -- you are listed automatically in Netscape's Search Engine when you bid on keywords at Overture (which uses Inktomi for its "backup" search results, so you're covered when you submit to Inktomi via HotBot). Also, Netscape use Google as a secondary Search Engine. So you're covered there, too. (Overture's network partners often only display between the first and third place listings.)

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You can no longer batch submit URLS to AltaVista. It has come up with a creative way to force a human to actually go the submission page in order to submit... you have to enter the 8 characters from a displayed graphic into a Submission Code box, then enter your URL and then press the Submit button.

Check it out yourself...
http://add-url.altavista.com/cgi-bin/newurl?

The big problem with all submission software? They don't tell you the policies of each engine (i.e., how many pages are OK to submit, how often, etc.). And, of course, they don't tell you whether you've been spidered, etc. So it's easy to happily batch submit your URLs until you run afoul of the engines by violating their policies.

Is that a hand up over there?

`"What would happen if I didn't submit?"`

Good question!...

Well, the engines' spiders would get around to visiting your site sooner or... well, after you-know-what freezes over!

STEP 2) Track 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."

So the pros don't wait around. They submit. Then they check their site's log files, looking to see which of the major engine's spiders have visited, and which pages they "took back to their mother ships."

If they don't see an engine's spider within a certain amount of time after submitting (varies for each engine), they'll resubmit, according to each engine's acceptable limits.

Yes, tracking spiders is rather complicated, and far more tedious than submitting. Here are several resources to get you started...

http://searchenginewatch.com/webmasters/spiderchart.html
http://fantomaster.com/fasvsspy01.html
http://www.spiderhunter.com/
http://www.searchengineworld.com/spiders/spider_ips.htm

STEP 3) Track Your Listings...

OK, you've been spidered! That means you're in, right?

Uhhhh... no. Not really. It just means that **that** engine knows about you.

Now you have to watch for when each engine lists each of your pages (that have been spidered). The pros call this "being indexed." They track each engine to see when their pages get indexed (i.e., the pages are officially in the database, but not yet ranked).

For example, at AltaVista, enter your URL (host:yourdomain.com) into the search box. It will show you every page from that domain that it has indexed. Yes, there is a way to check this at each engine. Unfortunately...

Every engine has a different protocol. For more info on how to track which pages have been indexed at each engine...

http://searchenginewatch.com/webmasters/checkurl.html

Site Build It!'s WorldSubmitter will resubmit automatically if any Search Engine doesn't index within a reasonable amount of time after a spider visit... or if an engine ever drops you from the index.

SBI!'s ListChecker watches for when each engine lists each of your pages (that have been spidered or indexed). When it finds your URL in the index of an engine, it reports this date in the **Submit-Spider-List Report.**

http://buildit.sitesell.com/

STEP 4) Track Your Rankings...

Great! You're indexed. That means people are finding you, right? Geez, I hate to be a party-pooper, but... no.

Once you're indexed, there's a lag before your pages actually show up in search results. And even then, some of your pages will score better than others.

So **now** what do the professionals do? They track their ranking for all their keywords, at each engine.

There are several ways to track how your pages rank. Here's a nice resource, organized to help you do it manually...

http://www.mike-levin.com/

Even so, tracking your rankings manually takes time... too much time. To make things worse, as you'll see in **DAY 8**, you have to do it over and over again (each time you make a change to a Web page --> re-submit, spider, index, rank, for each page, for each engine).

Luckily there are services or software that will do it for you. Here's the best of a not-quite-perfect bunch (I've left out several abysmal services)...

1) Position Agent (part of Submit It!) -- At $49 per month, it's pricey...

http://www.positionagent.com/
Take the free trial at the bottom of the page. You'll see that not all the engines

are covered. And, if you check, the results are not correct for all the engines (at least not at the time I tested it).

2) Top-10 – don't be put off by the long form that you must fill out to get the free report. It's a good report, mostly accurate (only missed one engine by a few spots), and is almost complete (only missing Google)...

http://www.top-10.com/

3) AgentWebRanking Suite -- as opposed to the above two, this is client-side software (i.e., it runs on **your** computer instead of on the Internet). It's free. And many people speak well of it. Download and try it for yourself...

http://www.aadsoft.com/agentwebranking/ranks.htm

4) WebPositionGold -- probably the Cadillac for ranking. Also client-side software. But it's expensive, and very complicated to use. This kind of tool is best in the hands of consultants who want to build traffic for businesses.

http://www.webpositiongold.com/

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Site Build It! has some awesome reporting tools. After a page has been submitted, spidered and indexed, **SBI!** will start to report on how that page ranks for its keyword.

The Keyword Ranking Report will tell you how each page ranks during a search for its **Specific Keyword.** If the ranking is beyond the top 30 for many of the engines, you can click on the "Analyze It!" button. This function will give you suggestions on how to optimize your page.

The **Keyword Searches Report** will tell you which keywords people are using to find you, will show you how many times you were found with each of these keywords, and will provide a direct search-link so that you can see how you rank at a particular engine for a particular keyword.

http://buildit.sitesell.com/

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Yes, it's a quagmire. Tracking how all your pages rank is definitely tedious stuff.

So **why** do all the pros do it? Because it's so important to know where you stand. Every situation is different. You have to get the lay of the land (**your** land) and see where you stand in it. For example...

You might be writing about succulent plants -- there is an entire world of related Web sites, directory listings, links flying around all over the place... and this set of circumstances is different than the one for "fashion."

Suppose you wrote two near-identical pages. The only difference is that you replaced the word "fashion" with "cactus" (you should **never** create such "search-and-replace" pages, of course -- this is an example to make a point). Your fashion page ranks Page 1, #1 for every Search Engine. Does that mean that your cactus page will also be Page 1, #1?

Nope. Because the "Web world" for fashion is totally different from that of the cactus. The point of tracking how you rank is to get the **lay of your land.**

Once you see how your pages fit in your particular "Web world" (and it likely won't be great at first), you start tweaking. We're getting a bit ahead of ourselves, but...

As we'll see in the next **DAY** of this course, the key to building traffic through the free, major Search Engines, is to try different things until you "get the feel" for what ranks highly for your particular theme.

That's why I recommended in **DAY 6** to experiment with different lengths of text, different numbers of **Specific Keywords**, as well as **General Keywords** and common synonyms in titles, headlines, etc., etc. If you have many differently constructed pages, you'll notice which pages rank high and which don't. And that gives you the basis to improve the ones that don't.

Yes, it takes some time and effort. That's why the major Search Engines are not really "free." They do cost you something... **time**, after all, **is** money.

The payoff, however, is terrific... substantial, nearly free (once you work out what succeeds for you), sustained, and targeted traffic.

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When you're dealing with 50 or 100 pages, tracking all this really takes time. And imagine when you have four sites up and running! **Site Build It!,** however, does all of this automatically. Yes... submitting, spider-spotting, index-checking, **and** rank-tracking. All of it.

Whenever you build or modify a page, **Site Build It!'s World Submitter** automatically submits it to all the major engines, according to the way, and the frequency, that they want it, and exactly the way a human would submit it by hand.

The **Submit-Spider-List Report** tells you when each page was submitted, spidered (i.e., when each engines "scooping robot" came to your site and brought each page "back to its database home), indexed (officially available in each engine's database), and where your page ranks, at each major engine, for the **Specific Keyword** that the page focuses upon!

What does this mean for you?...

• You don't lose sleep about submitting, or whether you should re-submit. **Site Build It!** submits by "e-hand" for you.

• You don't have to worry about whether the Search Engines "got the message." **Site Build It!** can tell when the engines send their little "robots" to spider through your newly built pages, and will soon report to you on this. (**NOTE:** If the spider does not come, **Site Build It!** re-submits until those lazy little critters do come... all according to each engine's acceptable limits.)

• You don't have to check constantly at the engines to see when your pages become available in their listings. **Site Build It!** does that for you... and will tell you in this report.

• You don't have to **manually** track how your page ranks for your keywords. **Site Build It!** reports on this, too.

If time is money, **Site Build It!** is time... **time saved!**

http://buildit.sitesell.com/

So here's what you've done so far. In **DAY 6,** you built a **Theme-Based Content Site,** full of Keyword-Focused Content Pages. As we've discussed, you've OVERdelivered on content for your **human** visitors. And, for the engines, you have also varied your "formulas" to see what works.

Now, before you proceed to **DAY 8,** please complete your **DAY 7 Goal-of-the-DAY,** and take note of your **Ongoing Goal...**

Goal-of-the-DAY... Submit your site to the major (free) Search Engines (listed above). Get familiar with tracking... **1)** spiders, **2)** listing, and **3)** ranking.

Ongoing Goal... Track the spiders and re-submit as necessary. Track to see when you get listed, and then track how your pages rank. Do this on a **weekly** basis.

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Earlier today, we talked about how important it is to have a feedback loop from **building** to **tracking.** Now that you have feedback from tracking, it's time to take **traffic-building action,** which brings us to...

BIG TECHNIQUE #1   The Free Major Search Engines

This is still the best way to build traffic on the Net... if you know what you're doing.

And you soon **will!...**

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11. DAY 8 -- Build Free Search Engine Traffic

It's the **tweaky** wheel…
that gets the traffic!

Goal-of-the-DAY... No tweaking to do, since your pages aren't ranking yet. So start working on link popularity. When your site has reached 10 pages, link with Open Directory (only free directory of the majors) and with **one** minor directory that is a "theme hub" related to your **Site Concept.** Remember that links go **both** ways (IN and OUT).

Ongoing Goal... Add other links (both ways) with major directories and theme-related ones. Trade links with other sites as you discover them.

As your pages start to rank at the engines...

Tweak, Link, Re-submit, Track. Then do it again. When a page hits the Top 10, **STOP.** Return to **DAY 6,** create more **high-value** content and then...

Yup... Tweak, Link, Re-submit, Track.

With these goals in mind...

Web site traffic is **not** like the weather! You can do much more than just watch and talk about it.

Now that you know how your pages rank for your keywords, and since you've experimented (in **DAY 6**) with a variety of "formulas" while sticking to basic "Search-Engine-sexy" principles, you can start to tweak your pages.

Add an extra keyword to the title. Or increase the amount of content. Or decrease it. The key is to note which pages are doing well and start to reproduce those successes.

So tweak, re-submit, and track. Then repeat. Sooner or later, you'll start to rank well for more and more pages. Soon after that, you'll start ranking well for **many** of your pages at **many** of the engines.

Bottom line... Try to get **half** of your pages in the Top 10 in at least **half** of the

engines. At that point... **stop tweaking!** Don't try to get into the Top 10 for **all** pages in **all** engines. You'll only drive yourself crazy, wasting time. And if you have a spot in the Top 10 for **any** page, **never** try to make that page better... you'll go backwards more often than not.

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Hey, who asked that? Great question!

I don't mean to imply that you should be **delighted.** If some pages are simply off the ranking radar (especially if they don't score well in any engines at all!), review them to make sure that you are not making any gross errors (see **DAY 6's** information about how to write a high-ranking page). If you've done a good job, and if you've tried a couple of times to improve it without results, you're better off creating more **new** content.

———

"Why?"

Another super question!...

Here's what happens when you write 100 good, solid "one-size-fits-all-engines" pages. The engines shuffle their ranking formulas every now and then. So 20 pages may drop down in Excite, for example. But 15 others move up! And two weeks later, pages that were #100 in AltaVista suddenly start scoring on Page 1!

"Why does this happen?"

Whoever is asking these questions, move to the front!

When engines tweak their ranking algorithms, they can't just suddenly say, "OK, the Title does not matter any more." The big picture has to remain the same. It's the details that they change. So...

Don't sweat it -- it all evens out. From here on in, your time is best spent creating new pages, rather than tweaking. You can write a good new page far faster than the repeated tweaking cycles each page requires.

"Why one-size-fits-all? Why not create a different version of the same page for each engine?"

OK, now I know we have a "ringer" in the audience.

Yes, some people **do** go so far as to create a different version page for every engine. Don't bother. First, it's not a productive way to spend your time -- much better to write brand new pages. And second, if you do this, you are no longer writing for **both** humans **and** engines. You are just playing a game. And these kinds of tricks simply do not last for long. This can actually backfire, big-time.

You've heard of K-I-S-S, right? (Keep It Simple, Stupid)

Well.... K-I-S-SE! (Keep It Simple, Search Engines).

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One **traffic-building action** you should consider at this stage is building your popularity. No, not **you!** Your site!

Let's get back to thinking like an engine. Pretend you're a Search Engine... what's another way for you to tell whether a site is relevant for a concept?

Let's say that you have a site that is all about porcupines. And further, that you have an excellent page in that site about the mating habits of porcupines (a prickly issue, I agree! Sorry, I couldn't resist.)

Let's use that site to see how link popularity works...

How about if you, the engine, could see that lots of sites, all kinds of sites, link to you? Yes, that's a plus.

What about if many of those sites were from zoos? Better.

What if those sites were about porcupines? Even better!

What if the single most important site in the whole world about porcupines linked to that site? Wow, that's the **best.**

What if 100 of the best porcupine sites **all** linked to it? Whoops! No dispute -- **that's** the best.

And your page about porcupine sex would **score** (geez, sorry about that!) especially well if many of those links came **INto** this page from other pages about the, uh… reproductive habits of porcupines, and had "porcupine mating habits" in the incoming links!

Bottom line? The more sites that link to a site, and the more important they are, and the closer they are to the theme of that site, even to the topic of individual pages, the more **"popularity points"** for that site (and page).

Popularity, an "off-page" criterion the engines are using more and more, is still not a dominant weighting factor presently.

Why? Because most sites don't have many links to them at all. If all sites had hundreds of incoming links, link popularity would be a far stronger tool.

Scoring high for link popularity is relatively more useful if you are trying to win for tough words like "e-commerce."

Why?...

Well, it's kind of like the golf pros on the PGA Tour. They are all so good, that the difference is razor-blade thin. Zillions of sites are trying to rank #1 for e-commerce (a mistake, by the way... the concept is too untargeted -- luckily **you** know to work the niches, right?).

All those experts are working so hard for a #1 ranking. And even for such an in-demand keyword, link popularity is not the "be all and end all." Try this...

Go to AltaVista and do a search for "e-commerce." As I do this now, I see that "internet.com" is at #1. Now...

Type this into AltaVista's search box, **exactly** like this...

link:internet.com - host:internet.com

What does that mean? The search request is asking AltaVista for all the links that point to internet.com ("link:internet.com") minus those that link to itself ("-host:internet.com"). You can also try it with just...

link:internet.com

Either way, check the link popularity for each of the Top 10 for "e-commerce."

You'll find that most of them have thousands of incoming links (internet.com had over 200,000!). But when I did this little experiment, there was one site in the Top 10 that only had a **single** link in... yes, just one! So clearly link popularity is **not** heavily weighted or it would have driven that site out of the Top 10.

Now repeat the linking research, but this time search for something much less in-demand. Check out the Top 10 for this search result. You'll see that the number of links to each of these sites is far less.

Also, if you check out, say, the 100th site in the search results, these deeper sites tend to have fewer links to them. But not by a heck of a lot.

Overall conclusion? Yes, link popularity is a factor. And it is worth building some into your site. But it's not the be-all-and-end-all, especially not for niche sites, which is what you are creating.

However, link popularity is expected to **grow in importance.** So it **is** worth adding a little popularity to your site. Here's what to do, and what **not** to do, to get more popular...

1) List with major directories like Yahoo!, Open Directory, LookSmart -- Since their standards are high, the engines "figure" that your site must contain valuable content.

2) List with directories that are specific to your area of interest. These are niche "hub" sites that offer links for little or no money. For example, take a look at this wonderful directory for all things related to mining...

http://goldsheet.simplenet.com/

If you had a site about investing in mining stocks, wouldn't this make a nice listing for you?   Text links are free and a small logo is only $50 per year.

Another question? Fire away...

"How do I find directories like this?"

Answer...

Go to AltaVista. Enter this into the search box...

"+mining +directory" (without the quotes)

Then do it for your own **Concept Keyword** and **Specific Keywords.**

OK? Continue on with the third method...

3) One-at-a-time, site-by-site, link exchanging or you can automate your link exchange program. Check out...

http://willmaster.com/master/rlinks/index.shtml
http://www.linksmanager.com/

Don't waste time surfing endlessly for nice sites with good traffic (you can check at Alexa) and a similar theme. In my experience, the response rates to friendly, individualized e-mails requesting a link exchange is almost zero. On the other hand, maybe you schmooze better than I do.

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This last point is just personal experience. Maybe if you show them how it could be mutually beneficial with the engines, and if and if and if... who knows? But somehow, I think your time is better spent elsewhere.

However... while I would not specifically set aside time to look for such sites, I **would** e-mail them as I discovered them in the course of doing other, more productive work. Not much to lose that way.

4) If you have several domains on related topics, don't forget to **interlink** them all!

5) What's a definite **not** to do? Do **not** do the FFAs. If you don't know that FFA stands for Free-For-All linking sites, then you're better off!

One more thing... remember that links go both ways. Create a links page that sends links **out** to terrific, non-competing, high-traffic (verify with Alexa) Web sites. The best way is to reciprocate on your incoming links (above)...

1) theme-specific sections of the major directories,

2) theme-specific minor directories ("theme hubs")

3) theme-related, non-competing, sites (as you happen to discover them – don't spend time searching just for this).

4) links to your other domains on related topics.

Why do this?

Linkage counts both ways with the engines, **INcoming** and **OUTgoing.**
Remember to code your HTML so that you open a new window with these links,
so you don't lose anyone who links out (your page will be there, underneath,
when the other window is closed). If your outgoing "linkees" have affiliate
programs, even better!

So... both linking **in** and **out** counts. And, to strengthen the impact of those links
on your ranking results, include your **Specific Keywords** both in the links out,
and in the links that come **INto** you.

Time to **summarize the process** for building traffic through the Search
Engines...

Tweak, Link, Re-submit, Track. Then do it again. When you've got it right…
Create more **high-value** content and then...

Tweak, Link, Resubmit, Track. Then do it again. When you've got it right...
STOP TWEAKING. Instead...

Yup... back to **DAY 6.** Create new content!

That wraps up building traffic through Search Engines. I sincerely hope that you
believe that you can do this. Because you **can.**

It takes **really smart** people to **trick** the engines.

But if you follow this honest, high-value, **WIN-WIN-WIN-WIN** approach, if you
OVERdeliver to your readers, if you simply write and tweak your **high-value**
content pages fairly, and if you experiment until you get it right...

You'll do as well as the pros... with far less aggravation.

Before proceeding to **DAY 9,** please complete your **DAY 8 Goal-of-the-DAY**, and take note of your **Ongoing Goal...**

Goal-of-the-DAY... No tweaking to do, since your pages aren't ranking yet. So start working on link popularity. When your site has reached 10 pages, link with Open Directory (only free directory of the majors) and with **one** minor directory that is a "theme hub" related to your **Site Concept.** Remember, links go **both** ways (IN and OUT).

Ongoing Goal... Add other links (both ways) with major directories and theme-related ones. Trade links with other sites as you discover them.

As your pages start to rank at the engines...

Tweak, Link, Re-submit, Track. Then do it again. When a page hits the Top 10, **STOP.** Return to **DAY 6,** create more **high-value** content and then...

Yup... Tweak, Link, Re-submit, Track.

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Consider doing this with **Site Build It!** It makes the whole process so simple...

http://buildit.sitesell.com/

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Geez... only two **DAYS** left to go. I'll miss your smiling face and great questions.

Let's cover the final two BIG TRAFFIC-BUILDING TECHNIQUES, Pay-Per-Click Search Engines and the major directories...

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12.   DAY 9 -- Build Other Traffic

There's more than one way
to skin that traffic cat!

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Goal-of-the-DAY... Open an account at each of the 8 pay-per-click engines. Bid on **3** keywords at Overture.

Ongoing Goal... Broaden your bidding until you have placed bids for **100 keywords** at the 8 biggest Pay-Per-Clicks.

When your site reaches 10-20 pages, submit to directories and consider Pay For Listing/Placement programs.

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With these goals in mind...

At this point, we'll cover the final two of the **BIG 5 TECHNIQUES** for building traffic, Pay-Per-Click Search Engines and the major directories. Let's start with #2 of the **BIG 5,** Pay-Per-Click Search Engines...

Pay-Per-Clicks allow you to bid for keyword placement. For example, if one of your pages focuses on the topic of "fashion models," you can bid for the #1 placement (or any other #) on the first page (or lower, but what's the point of being on page two?) of search results.

Boy, does that save time! No tweaking, submitting, etc.

But there's a catch, of course. The **most popular** keywords have become quite expensive at Overture (the first and biggest engine) and are rising at the others.

So your best strategy is to work the niches. Bid on hundreds of less popular keywords related to your **Theme-Based Content Site.** This can be an extremely cost-effective way to build a big list of lifetime customers in a hurry.

There's a drawback to bidding on hundreds of words... the time involved to research and actually bid upon them all. Luckily, **Site Build It! Manager** takes care of all that (more on **SBI! Manager** below).

Let's quickly review the top 8 Pay-Per-Clicks. The grand-daddy of all the Pay-Per-Clicks is...

Overture
http://www.overture.com/
http://www.overture.com/d/about/advertisers/

See this comprehensive article about Overture in Sales from the EDGE (an e-zine that only SiteSell product owners receive). Its principles and strategies apply to all the Pay-Per-Clicks...

http://www.sitesell.com/edge/backissues-005.html

Register for a bidding account with Overture at...
https://secure.overture.com/s/dtc/center/

While you're there, download their mass-submission Excel template (Basic or Power form, either one is OK -- they prefer if you use the Power form). **Site Build It! Manager** speeds this whole process up and makes it easier, too. The Manager works with all of the Pay-Per-Click engines' mass-submission spreadsheet templates.

Some tips from Overture...

http://www.overture.com/d/about/advertisers/tips/index.jhtml

And their relevancy policy...

http://www.overture.com/d/about/advertisers/relevancy.jhtml
Bottom Line on Overture.com...

Overture will generate more traffic for you than all other Pay-Per-Clicks, combined – at this time. Overture is now "**must** marketing."   (However, it is important to note that the other Pay-Per-Clicks are starting to "come into their own.") Of course, due to its great popularity, each click from Overture will cost you more than from the other Pay-Per-Clicks.

Even though the other engines are cheaper, it normally might **not** be worth your time to prepare bids for them. Why? Because, even though they deliver cheap traffic, they don't deliver a lot of it! Factor in the cost of your time and it might not be worthwhile.

Now, though, thanks to **Site Build It! Manager,** submitting bids on the other seven Pay-Per-Clicks only amounts to a few minutes work per engine! Good, cheap, targeted traffic!

So let's take a quick look at the next tier...

In order of approximate importance, here are the next 7 Pay-Per-Clicks. There are **many** others beyond these, but they do not generate enough traffic to be worth your time...

Bay9.com
http://www.bay9.com/

Register for an account with them at...
http://www.bay9.com/cgi-local/login.cgi
While you're there, download their mass-submission Excel template.

Bay 9, formerly named RocketLinks, delivers substantially more traffic than the remaining six. If you only have time for **two** engines, make it Overture and Bay9.

Naturally, with the **Manager,** you'll have time for **all** of them. So here are the remaining 6 "worthwhiles"...

FindWhat
http://www.findwhat.com/

Register for an account with them at...
https://secure.findwhat.com/accountmanagement/
They do not have a mass-submission template. Recommendation: E-mail an Overture spreadsheet (as an attachment), per the information in **Site Build It! Manager.**

7Search.com
http://www.7Search.com/

Register for an account with them at...
http://7search.com/scripts/advertiser/v2/advertiserdologin.asp
While you're there, download their mass-submission Excel template.

Kanoodle
http://www.kanoodle.com/

Register for an account with them at...
https://safe.kanoodle.com/login.cool?return=/client_services/manage.cool
While you're there, download their mass-submission Excel template.

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Ah-ha.com
http://www.ah-ha.com/

Register for an account with them at...
https://secure1.ah-ha.com/bid/
No template, but you can submit a spreadsheet that lists your keywords and their URLs, titles, descriptions, and bid amounts. Yes, the **Site Build It! Manager** will do this, too.

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ePilot
http://www.epilot.com/

Register for an account with them at...
http://www.epilot.com/backoffice/members/default.asp?cn=pa
While you're there, download their mass-submission Excel template.

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Sprinks
http://www.sprinks.com/

Register for an account with them at...
https://sprinks.about.com/userforms/login_user.htm

While you're there, download their mass-submission Excel template. It's a major pain to work with, though. Recommendation: simply submit the template that **Site Build It! Manager** prepares for you for Sprinks.

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For more info on Pay-Per-Click engines, see...

Before you bid on **anything,** it's wise to research. And keywords are no exception. During **DAY 2** of the course, you had an **optional** exercise. If you haven't had time to do this yet, here it is...

Let's create an Overture BID-FOR-KEYWORD LIST. (Do it for each engine. But since Overture will drive 80% of your traffic, we'll start here.)

Label the first column "KEYWORD" (yes, the same KEYWORD as in your MASTER KEYWORD LIST. Now add 23 more columns to the right of KEYWORD (yes 23, or better still -- **Site Build It! Manager** has already done all this for you). Here's what to do for each of your HIGH-PROFITABILITY keywords...

Label the first two columns to the right of the KEYWORD column "Price I Should Bid" and "Buys #" -- leave these two columns empty for now.

In the next column, enter the number of sites that have bid AT LEAST A NICKEL for each keyword (ex., let's say that you do a search for "fashion model" and you find that 15 sites bid at least one nickel for "fashion model" -- enter "15").

Now, in the next 20 columns, enter the price for the "Top 20" search results spots (searchers are unlikely to scan any result past **#20** -- so bidding for a spot beyond #20 is a waste of time). In our example, since only 15 sites have bid for "fashion model," you enter these bid prices in the first 15 columns -- leave the last 5 blank or enter 0.00.

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Some Pay-Per-Click engines only show you 10 sites on the first page of search results. In that case, only enter the bids for these. Enter "0.00" for **#11-20,** because there's really no point in bidding for a spot on Page 2.

Now, back to those first two columns to the right of your KEYWORD. Enter the best price you should bid in "Price I Should Bid." And in the next column ("Buys #"), enter what spot in the search results that bid will yield (**Site Build It! Manager** calculates this spot automatically).

If this seems like a lot of work, it's really not. And with **Site Build It! Manager,** it's quick and easy!   Here's why...

Site Build It! Manager features powerful pay-per-click functionality. The **Manager** contains a BID-FOR-KEYWORD LIST for every significant Pay-Per-Click engine to make your job as fast and profitable as possible.

It automatically researches all the bids at all the engines, showing you where your best bid should be. And it automates mass-submissions to the major Pay-Per-Clicks, too. (All excel templates are available at **SBI!'s Site Central**.) Now it only takes minutes to do what previously took days.

For more information about **Site Build It!,** including the **Site Build It! Manager** tool...

http://buildit.sitesell.com/

If you have not yet done so, please read this solid primer on Overture. Its principles apply to all Pay-Per-Clicks...

http://www.sitesell.com/edge/backissues-005.html

In general, bid a penny higher than the highest site that seems to **reach your target visitor.** If the descriptions for the first three sites are clearly aimed at someone who is **not** your target, why outbid them?

Stay a penny higher than your **competitors,** as long as that bid makes **financial sense.** You do not want to be below your competition... the click through drops off quickly as you go down the page.

What makes **financial sense**? Whatever makes a profit...

The Sales from the EDGE article (above) discusses how to figure out what your highest bid should be. Work through the same process, from a **profit-making viewpoint...**

Suppose you are paying 5 cents per click for a keyword (minimum bid at Overture). That means 1,000 clicks costs you $50. Suppose you do a decent **PREselling** job and a total of 20% of your visitors click on at least one of the five **in-context text links** on your Keyword-Focused Content Page. That's 200 people visiting your merchants. If your merchants average a 1.5% **Conversion Rate,** that's 3 sales. So, if the average commission is $20, your $50 has returned $60. And if you've chosen good affiliate programs, ones that offer **lifetime customer commissions,** you've gained 3 lifetime customers...

... which means **ongoing income** with no further expense!

If you are referring visitors to your own online store or sales site, do similar profitability calculations.

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One special bidding strategy for Overture...

Overture does more than just provide its own search results at its highly popular engine. It supplies listings for many major search portals (such as AOL Search, Netscape Search, Lycos, AltaVista, etc.) and large meta Search Engines.

These search services tend to "cherry-pick" the **top** search results. So... your very best strategy for **maximal distribution** across all of the Overture search partners would be to make a bid that puts you in the Top 2. Next best is in the Top 3. And then in the Top 10. Of course, anywhere in the Top 40 puts you on Overture's first page of results. But you'll get far less traffic if you appear further down.

You'll have to **balance the per-click cost** of being in the Top 2-to-10 against the **financial benefit of the extra clicks.** You may even be willing to lose some money, on a per-**first**-sale basis, to gain precious **lifetime customers.**

As always, your bids must make **financial sense.**

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I can't OVERemphasize that the key to success is to bid upon hundreds of keywords related to your site. Yes, hundreds. So the mass-submission templates are absolutely essential. Don't let them scare you... except for one engine, they're easy to work with when you use the **Site Build It! Manager.**

Let me tell you a bit more about **SBI! Manager,** a productive piece of software that comes with **Site Build It!.** The **Manager** runs off **your computer.** The rest of **Site Build It!** (i.e., the no-HTML **SiteBuilder, World-Submitter,** the link tracker, the reporting functions, etc.) runs off of ours. Together, it's a terrific marriage.

Basically, **SBI! Manager** is a marketing tool for developing highly profitable keywords related to a theme that is in turn related to products of affiliate programs that you represent. It automates much of what you have studied so far in this course.

Use **SBI! Manager** as follows...

1) MASTER KEYWORD LIST... build a list of KEYWORDS, including PROFITABILTY (i.e., DEMAND and SUPPLY) data about each, with SUPPLY SITE INFO research for each. Use the "PROFITABILITY" info for each KEYWORD to help you pick the best topics for your site.

Yes, **Site Build It! Manager** does all this for you... and it only takes a few minutes. For example, if you enter "fashion," and then click on the **"Brainstorm and Research" button,** it does all the DEMAND and SUPPLY and even BREAKOUT window-functions (as covered in **DAY 3**) for you, creating a comprehensive list of KEYWORDS related to fashion!

Then use the **Site Build It! server**-side site-building tool to develop your **Theme-Based Content Site,** full of Keyword-Focused Content Pages. Attract traffic to these pages and then refer visitors to affiliate-merchant sites (or to your own sales sites that sell products or services).

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2) PAGE SUBMISSION INFO Form... prepare for submitting bids to the Pay-Per-Click engines by entering the info that they require into the **Manager's** PAGE SUBMISSION INFO Form...

a) Title -- Same idea as when you made the Title for your Web page **(DAY 6),** except your title does not have to be the actual page title. It should contain the keyword that you bid for, since the click through will be higher. Overture cuts the title off after 40 characters... so keep it short.

b) Description -- Get your most important, biggest point up front. Copy-and-paste your META description that you prepared in **DAY 6.** Same basic rules and principles apply.

(Yes, the **Manager** even reminds you if you forget to include the KEYWORD in the Title or Description.)

c) URL -- Direct searchers (i.e., your potential visitors) to the specific page on your site that has the information they request, not just to your home page.

One important rule of every Pay-Per-Click...

Each KEYWORD that you bid upon must **clearly relate** to its Title and Description, and to the contents of your site. For you, that's natural... already done!

With Overture, you basically want as **few** clicks as possible. Actually, let me rephrase that... you basically want only **targeted** clicks... people who **understand** exactly what your page is about and who click for that reason.

Why? Because you **pay** for each click!

So, you don't really want as **few** clicks as possible... you want as **few off-target** visitors as possible. Gear everything you do to **maximizing** ON-target visitors for the **least** amount of money.

Bottom line strategies?...

1) Bid for hundreds of ON-target keywords, especially the less-obvious ones which will be quite cheap to buy. Obvious, and popular keywords have become too expensive. I'll tell you this -- there's no way I'm paying $5.00 for popular keywords – not unless I'm selling a product that has a profit of $500 and I have a 10% **Conversion Rate!**

2) Write your **Title and Description** so that **only** your target market clicks (since each click costs you). An Overture searcher who reads your Title and Description should clearly understand what she'll get if she clicks. If it does not interest her, she'll give you a pass. Which is **exactly** what you want when it comes to Overture. Why pay for a click by someone who hits the **back** button as soon as she arrives?

Write your title and description so that they...

• really **relate** to the keywords that you are bidding

• really are **relevant** to your site -- you definitely do not want to trick anyone to your site.

• compete effectively against other listings with similar subject matter

• shout "Click Me! Click Me!" But only the right customers hear the shout!

Now, where was I? Oh yes... I was explaining that the **Site Build It! Manager...**

1) brainstorms & researches your MASTER KEYWORD LIST for you

2) makes it easy for you to prepare your bids through its PAGE SUBMISSION INFO Form... and now for my favorite part...

3) BID-FOR-KEYWORD LIST -- The **Site Build It! Manager** contains a BID-FOR-KEYWORD LIST for every significant Pay-Per-Click engine. It researches the "# of bids" and the Top 20 bids for all of your KEYWORDS (as described above), at the simple click of a button! Only one difference...

It researches the "# of bids" and the Top 20 bids at **all** of the significant Pay-Per-Clicks, not just Overture's!

Use the **Manager's** pay-per-click automated research functionality to quickly get all the info at each engine about all of your KEYWORDS, showing you where the bid should be for each KEYWORD. All you have to do is the **fun part...** enter your bids!

When that's all done? Just one more click...

Click upon the **"Create File" button** to create a file for Overture's mass-submission template. The **Manager** automates mass-submissions to **all** the major Pay-Per-Clicks. Now it only takes minutes to do what previously took days. E-mail these files to the Pay-Per-Clicks and...

Presto! Instant, cheap traffic! With no hassle.

To summarize **Site Build It! Manager...**

Site Build It! Manager is software that you run on your computer.   The **Site Build It! Manager** automates and greatly accelerates...

• building your LIST of HIGH-PROFITABILITY keywords

• researching those keywords

• preparing content for your **Theme-Based Content Site**

• researching affiliate programs that fit with your **Site Concept**

• preparing Pay-Per-Click Search Engine bids

- researching and bidding optimally at the Pay-Per-Clicks

- making mass-bidding-submissions

Pay-Per-Clicks are outstanding, **cost-effective** ways to build traffic to your site. **Site Build It! Manager** is currently compatible with the eight major Pay-Per-Clicks.

For more information about **Site Build It!,** including the **Site Build It! Manager** tool...

http://buildit.sitesell.com/

The Wrapup on Pay-Per-Clicks...

As you'll see in **DAY 10** of this course, you'll be able to use **Site Build It!'s** special server-side tools to create tracking links. These links enable you to track the effectiveness of each of your pay-per-click programs.

Site Build It! is the ultimate way to build pay-per-click traffic. Use the client-side **Manager** and the **server-side Tracker** to create and monitor a powerful, cost-effective, pay-per-click traffic-building program.

It's totally do-able. Unlike the free Search Engines, all you have to do is **bid.**

12.1   The Major Directories

Let's review the **BIG 5** TRAFFIC-BUILDING TECHNIQUES again...

#1) The Free Major Search Engines

#2) Pay-Per-Click Search Engines

#3) The Major Directories

#4) Word of Mouth

#5) E-zines -- market via your own opt-in newsletters

Wow! We've done them all, except for the directories. Let's complete the list now...

Directories are a different beast from Search Engines. They do not spider pages. **Humans review** and decide what gets in -- think of them as gigantic bookmark lists, organized into categories and sub-categories, and sub-sub-categories, etc.

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Here are the **directories,** in order of importance...

Yahoo!
http://docs.yahoo.com/info/suggest/

Still the grand-daddy of directories. Want to list in the "Shopping and Services" or "Business to Business" areas of Yahoo!? You must use Yahoo!'s USD$299 "Business Express" service ($600 for adult sites).

However, if your site "fits" in other areas of the Yahoo.com site (ex., non-commercial hobby or educational content) or in regional commercial areas at Yahoo!'s non-US English-language editions, you can still submit for free.

At $299, you'll have to decide whether it's worth it. More info on the paid service...

http://docs.yahoo.com/info/suggest/faq.html

For instructions on how to submit...

http://docs.yahoo.com/info/suggest/suggest.html

RECOMMENDATION: Unless you have a really good reason to be listed in Yahoo!, opt for the lower cost LookSmart option ($149 -- 8 week review) and the free Open Directory.

And for a low-cost alternative for entry into Yahoo!... Yahoo! has **partnered** with **Overture** and now displays up to 5 listings from this engine on its results pages. If Yahoo!'s annual recurring $299 listing fee is a little much for you, simply bid on a top 5 position for your most important keywords at Overture.

While you'll build far more traffic through the free and Pay-Per-Click Search Engines, a Yahoo! listing will bring you some traffic. And it will help in your link

popularity score. Just make sure your site's in top shape, with at least 20 good pages, before you submit.

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Open Directory
http://www.dmoz.org/add.html
http://dmoz.org/guidelines.html

For Open Directory, specifically, see this article in Sales from the EDGE, Issue #003...

http://www.sitesell.com/edge/backissues-003.html

RECOMMENDATION: Definitely worth it -- hey, it's free! Again, the traffic will be decent, but less than what you drive through the free and paid engines. And the link does help with a link popularity score. Since it's free, and it delivers, it's the no-brainer of the three largest (Yahoo!, Open Directory, and LookSmart). Again, a site must be in good shape. Since it's free, your risk is lower -- so consider submitting once you have 10 good pages up.

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LookSmart
http://express.looksmart.com/

You must pay to be evaluated, $299 if you want your site to be reviewed (not necessarily included, though) within 48 hours... $149 to be evaluated within 8 weeks. For the Express package, you can submit 5 URLs. LookSmart is gaining in popularity, powering more and more portals.

RECOMMENDATION: Probably worth it, for the same reasons as for Yahoo!. Same recommendation as for Yahoo!.

PAY FOR PERFORMANCE: LookListings targets medium to large businesses.. Subscribers select and purchase certain keywords and LookSmart displays these search results first in response to specific search queries (under the moniker "Featured Listings"). It's expensive and not really an option for the small-business netrepreneur. For more info…

http://submit.looksmart.com/list.jhtml

Its more affordable option is known as "Site Promote". For more details…

http://listings.looksmart.com/promote/

Ask Jeeves
http://www.askjeeves.com/

Good old Jeeves is a bit harder to categorize. But, after you strip away the "question-asking" interface, it's closest to being a directory. **Ask Jeeves** answers questions. Send an e-mail to url@ask.com, telling them which question that your Web page answers. (For example, your Web page explains how to price a product, then tell the "Ask Jeeves" editor that your page answers "How do I price a product?" -- include the URL.)

RECOMMENDATION: Won't bring much traffic. But do it to increase your link popularity.

Automatic Directories

You are automatically listed in the following directories when you submit to another one, as shown here...

• **AOL Search** -- you are listed automatically in AOL's directory when you submit to Open Directory.

• **MSN Search** -- you are listed automatically in MSN's directory when you submit to LookSmart.

• **Netscape Search** -- you are listed automatically in Netscape's directory when you submit to Open Directory.

PAY FOR LISTING/PLACEMENT At the "Free" Search Engines

Since Overture established paid listings as a successful business model for engines, others have sought ways to generate income from their search services.

As we've just seen, you must now pay to be **evaluated** by some directories. And some offer "PAY FOR LISTING/PLACEMENT."

Paying to have your site included in a SE's index is **not** the same as paying for your list ranking as you would with a Pay-Per-Click engine. **Pay-per-inclusion does not guarantee ranking...** it only guarantees you'll be included in the index – that's it, that's all!

Which means **properly-optimized** Keyword Focused Content Pages (KFCPs) continue to be vitally important in order to attain high rankings.

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Most services still maintain a "free-submit" service, but there are benefits to forking out a few dollars...

1) Fast inclusion into the SE's index. Often you'll find yourself waiting up to 2 months after your site has been crawled before it makes it into the index. Paying for inclusion means you should see your site included within a couple of days.

2) Repeated, regular spiderings. Page-tweaking efforts are noticeable in a matter of a couple of days -- no waiting around for weeks for a spider to re-index your page, and display those changes in the SE's listing results.

3) Guaranteed continuous inclusion. Search Engines are pretty mysterious creatures. One day, your site will be sitting pretty with a top 20 ranking, and the next day it's gone -- disappeared without a trace. Yup, sometimes the SEs cull pages from their respective indices -- for no discernible reason. Paying for your listing means it will never be dropped from the index.

Submitting to a service that guarantees regular 48hr spiderings? How do really you know they're keeping their word?

Easy!

Site Build It! will tell you. We'll track their spiders and make sure they're crawling as promised.

http://buildit.sitesell.com

Inktomi has implemented a pay-per-inclusion model (called "Search Submit") that you may wish to consider. Payment guarantees 12 month inclusion in the index, as well as regular re-spiderings every 48 hours.

Inktomi is now in the process of implementing click-through reporting on all its search partners' sites. This allows subscribers to track the performance of each page within the program. As well, subscribers will be able to swap URLs slotted for inclusion into the program at any time (previously, not all of Inktomi's partners offered this option).

A powerful feature, this allows you to isolate and pay only to have your highest-performing pages listed in the index.

Pricing details vary depending on which partner you decide to subscribe to...

Position Technologies
www.positiontech.com

VeriSign/Network Solutions
https://www.netsol.com/en_US/enhance-it/inktomi.jhtml

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AltaVista's paid inclusion service is very similar to the one offered by Inktomi. Unfortunately, AltaVista's service is substantially more expensive than Inktomi's and its prices are good for a 6-month subscription period.

AltaVista has partnered with InfoSpider to provide this service. You may subscribe at... **www.infospider.com/av/app/**

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Google offers an advertising option... the Google AdWords program. To see the program in action, visit

http://www.google.com/ads/

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Fast, with its crawler-based paid inclusion program called "Fast PartnerSite," allows subscribers to track and measure their results…

http://www.fastsearch.com/products/internet/partnersite.asp

Lycos also has a paid inclusion program.   Lycos is really only a re-seller for Fast (Fast's engine powers Lycos). For more details…

http://searchservices.lycos.com/searchservices/

Want a summary of the PAY FOR LISTING/PLACEMENT programs that are available? Danny Sullivan maintains a great page of all "PAID" services offered by engines and directories. See the following URL...

http://searchenginewatch.com/resources/paid-listings.html

Bottom line for all PAY FOR LISTING/PLACEMENT services...

Stick to Pay-Per-Click offerings that bring you **targeted** customers. This yields **measurable** results. Kill programs with poor results (in the same way as outlined above in the discussions about what makes **financial sense** at Overture).

Time to wrap up **DAY 9...**

The best thing about the Pay-Per-Clicks is that they are guaranteed, targeted and cheap traffic. The free bargain **if** you can figure them out -- some people will do better at it than others.

But the Pay-Per-Clicks are **guaranteed** traffic. **Site Build It! Manager** makes the research and mass-submissions a snap.

And the directories are the same. If you build a good site that delivers **high-value** content, you'll get into the directories. After all, that's exactly what they're looking for... good sites that offer excellent content.

Guaranteed, cheap traffic... The goal of every marketer.

Before proceeding to **DAY 10,** please complete your **DAY 9 Goal-of-the-DAY,** and take note of your **Ongoing Goal...**

Goal-of-the-DAY... Open an account at each of the 8 pay-per-click engines. Bid on **3** keywords at Overture.

Ongoing Goal... Broaden your bidding until you have placed bids for **100** keywords at the 8 biggest pay-per-clicks.

When your site reaches **10-20** pages, submit to directories and consider PAY FOR LISTING/PLACEMENT programs.

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Yippee! We're into the home stretch, **the tenth and final DAY**.

As always, continue when **you** are ready...

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13. DAY 10 -- Know Your Visitors

Knowledge is power...
Power to boost income.

Goal-of-the-DAY... Familiarize yourself with a good traffic-reporting package. Convert your **Theme-Based Content Site's OUTgoing links** into special tracking links (no need to do this with **Site Build It!** -- all links OUT are automatically created as tracking links)...

http://buildit.sitesell.com/

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.

With these goals in mind...

Let's see where you're at as we approach the end of the **Affiliate Masters Course...**

You have a wonderful **Theme-Based Content Site,** full of high-value content that OVERdelivers to your **human** readers and that ranks highly and fairly with your Search Engine friends. And that means...

You have traffic coming **into** your site (from **all** your traffic-building efforts) and traffic going **out** of your site (links to your income-generating sites -- merchant-partners, your own store, or your own sales site).

It has cost you time and money to generate your INCOMING traffic. Your OUTGOING traffic generates **income** for you. You can measure both **expenses** and **income.** And, as explained way back in **Affiliate Masters Section One,** 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?...**

A) Traffic

B) Links in

C) 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 just keep the "need to know" information...

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.

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You have a question?

"What about hits? Everyone talks about hits!"

Great question! Short answer**... forget hits.** A hit is simply a line in your site's log file. If a page has 3 graphics on it, that's 4 hits (1 for the html page itself, plus 3 for the graphics). But if that same page has 100 graphics on it, that's 101 hits!

See why the number of hits is a useless stat?

"Yes, but why does everyone quote hits, then?"

Two reasons... either they don't understand the term, or they understand it and use hits because **it sounds bigger!** In any event, "hits" is a useless thing to measure.

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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 information...

• **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), this 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 from link exchanges, etc., etc. Extremely useful info!

• **Keyword search** -- which keywords are people entering into engines to find you? That's what this super-valuable data tells you!

Taken together, referrer page and keyword search data tell you **where and how** your visitors find you, which gives you a base to build even more traffic-building ideas!

As you can see, traffic analysis is actually a pretty simple task... when you know what you're looking for, and how to turn **data into information.**

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...

a) **OFF-SITE links** that bring traffic **IN** to you

b) **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** of 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 what 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.**

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 it's easy to track.

When the user clicks on that 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 yo''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 came from through regular traffic analysis. But geez, we need to know this data. For example...

i) links from a free e-book that you are using as a promotional tool.

ii) links from e-mail of any kind... sig files, links in mailing lists, autoresponder campaigns, links in the e-zine that you publish, ads that you buy in e-zines.

iii) links from non-Web based newsgroups (ex., anything you read with your newsreader -- but if you read newsgroups via deja.com and your browser, this does not apply since the Traffic Stats section will report on any visitor that arrives via a Web site -- you could, of course, still use a tracking link for this if you want to).

iv) links that are simply typed in, often due to offline exposure (especially targeted print media). Tracking links are great for any kind of offline promotion.

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, ClubMom, etc, etc. You take an e-zine ad. Where should the ultimate **destination** be?

Easy... to your Keyword-Focused Content Page! Since you have worked so many in-context text links into your OVERdelivering copy, you have a whole bunch of chances that a sale occurs on at least one of your merchant-partners' sites.

2) Straight to a merchant-partner -- On the other hand, suppose you write a wonderful article about this special flower as content for a prominent e-zine published by a third party. Your "payment" is that you can include your URLs. Where should these links point?

Easy... work those special tracker links into the content of the article, and point

them straight to your merchant partners. One link for each merchant. Since anyone who clicks passes through the tracking script first, you'll see **exactly how many** people clicked on each link! No point in directing them to the same info on your site, right?

3) A free trial download -- Even a download URL can be the **destination**. Offering a free e-book on that special kind of flower? Take an ad in an e-zine, offering the link straight to the download. Naturally, the e-book will have links to your various merchant-partners, and to your **Theme-Based Content Site.** Every one of those in-book links should be special tracking links, too!

4) Your online store -- same idea. If you have an online store that needs traffic, and if the situation dictates that you're better off by sending visitors **"directly" to your store** (after passing through the tracking script, of course), then do that. Same goes if you have a site that sells single products or your services. If an ad costs you $100, but you see that it generated 500 visitors, and if you know that 2% of your visitors buy... it's easy to figure out whether your ad is profitable!

No matter where these visitors originate from, and no matter where you send them to, Click IN Analysis reports how well each promotional effort is working.

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 Click IN Analysis is vital for anyone building income through content. Unfortunately, existing services are very expensive. Here are your **best two options...**

1) If you have some tech skills or if you employ someone who does, use our Ultimate Link Tracker. It's free when you join our **5 Pillar Program...**

http://affiliates.sitesell.com/

Don't worry. There's no obligation to work the **5P Program** unless you want to. Consider the Ultimate Link Tracker as my graduation gift to you!

-OR-

2) Site Build It! provides all this... the Tracker Library makes it a snap to set up your special tracking links. And you get complete Click IN Analysis reports at the click of your mouse!

Cost? Included in **Site Build It!,** which itself costs less than services that offer

only this feature!

http://buildit.sitesell.com/

Now let's cover **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 "sales site" that sells an e-book or software that you developed, or even your services.

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/or your sales site) into special tracking links. When your visitor clicks on such a link, she first goes to a computer program that records the click, and where it came from. Then the program sends the visitor to the income-building site that you had specified.

Click Through Analysis yields the following...

• total click throughs for **all** your ON-SITE links, as well as for **each** ON-SITE link (i.e., on a link-by-link basis)

• "first-time vs. repeat" click throughs, for the total of all click throughs on **all** your ON-SITE links, and also on a link-by-link basis. In other words, has the person who is clicking on a link clicked on it before?

• and, of course, the clicks divided by the page views, which gives you your "Click Through Rate" for all your links as a group, and also on a link-by-link basis.

Excellent Click Through Analysis would even **slice and dice** your click through analysis like this...

1) It would present you with link-by-link data, broken down for every page that each link appears upon (in other words, if LINK A appears on Pages 1, 2, and 3, it shows you how LINK A performed on each of those pages)

2) And it would present you page-by-page data, broken down with the performance of every link on each page (in other words, if Page 1 contains LINKS A, B, and C, it shows you how each of those links performed on that page).

And **perfect** Click Through Analysis would give you **all** this data for any time span that you request!

Bottom Line?

With Click Through Analysis, you have an exact success rate of every single ON-SITE link. And **that,** dear reader, measures **income... your** money.

You'll know exactly what people are clicking upon... and what they are not. From there... it's just a question of building upon your successes and fixing your weaknesses which maximizes your **income.**

Click Through Analysis is as critical for your **Theme-Based Content Site** as Click IN Analysis. Again, existing services are very expensive. And none give the degree of information that I have outlined for the **perfect** Click Through Analysis.

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Here are your best two options. They may sound familiar...

1) If you have some tech skills or if you employ someone who does, use our Ultimate Link Tracker. It's free when you join our **5 Pillar Program...**

http://affiliate.sitesell.com/

(Once again, consider it a complimentary graduation gift.)

-OR-

2) Wait! Did I say that there was no **perfect** Click Through Tracking Analysis available? I was wrong...

Site Build It! provides **all** of it.

Cost? Included in **Site Build It!,** which itself costs less than services that offer just the click analysis! And, best of all, it all happens automatically, behind the scenes, as you build your site!

The analysis is totally integrated with **Site Build It!'s** site-building tools. All **you** have to do is click your mouse to get the reports.

http://buildit.sitesell.com/

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 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 only receives clicks 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 both 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.)

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You'll know exactly and you will be able to say...

`"This ezine 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, 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 savviness 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 stop would not be a good idea.

Still, something to keep in mind.

Bottom line for **DAY 10?...**

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

Please complete your **DAY 10 Goal-of-the-DAY,** and take note of your **Ongoing Goal...**

Goal-of-the-DAY... Familiarize yourself with a good traffic-reporting package. Convert your **Theme-Based Content Site's** OUTgoing links into special tracking links (no need to do this with **Site Build It!** -- all links **out** are automatically created as tracking links)...

http://buildit.sitesell.com/

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.

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On the next **DAY**...

Wait! There is no next one! You are done! And what a long way you've come. Take a look...

Affiliate Masters Section One
- Business Basics
  - Income and Expenses
  - Traffic, Click Throughs, and **Conversion Rates**
- **PREselling...** Why
- **PREselling** and Your Visitor's **Mindset**
- **PREselling...** How

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Affiliate Masters Section Two
- Brainstorming **Concepts** for Your Site
- Picking the Concept With the Most **Profit Potential**
- Developing **HIGH-PROFITABILITY** Topics for Your Site
  - **DEMAND, SUPPLY** and **BREAKOUT** tools, and the **MASTER KEYWORD LIST**
  - The **CUSTOMER END** vs. the **KEYWORD END**
  - How to pick the **HIGHEST-PROFITABILITY** topics
  - **Analyzing (and using!) the competition**

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Affiliate Masters Section Three
- Finding **Affiliate Programs** for Your Concept
- How to Reduce Risk by Diversifying
- Picking the Best, Safest Programs
- Refining Your Concept to Just the Right Scope...
- The **"Valuable PREselling Proposition"**
- Creating and Protecting the **Perfect Domain Name**
- Preparing for Your Own **Mini-Vertical-Portal**

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Affiliate Masters Section Four
- Building Your Site... **Two** Kinds of Visitors
- OVERdelivering **High-value Content** to Readers
  Who Deliver **HIGH-PROFITABILITY** to You
- How to **Please** the Search Engines
- The WIN-WIN-WIN-WIN
- "FIND-CLICK-CLICK-CLICK-kaCHING"
- The **Structure** of Your Site
- The **Content** of Your Site

Affiliate Masters Section Five
- Traffic-building for Content sites
  - The **Free** Major Search Engines
  - **Pay-Per-Click** Search Engines
  - The Major **Directories**
  - Word of Mouth
  - E-zines -- Market via your own **opt-in newsletters**
  - Other traffic-building techniques
- Traffic Analysis... What's Important
- **Click IN** Analysis
- **Click Through** Analysis
- Your Road to Success... **Action Steps**

See that last item above? Action Steps? Yes, it's time to boil the course syllabus down into **Action Steps.**

Do them...

You'll succeed.

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14. The Road to Success is Accomplished Through ACTION STEPS

You are already on the road to becoming a high-earning affiliate champion by learning and **doing** this course. Use these **Action Steps** to guide your journey each time you create a **Theme-Based Content Site.**

As I said before, personalize your work schedule. Some steps will take more time to complete than others. If a certain **Action Step** doesn't "ring a bell", go back and review that particular part of the course. Work at a pace that is comfortable for you. (**Site Build It!** and the **SBI! Manager Tool** can make it "extra" comfortable.)

The key to success is to build your affiliate business the right way... the first time.

STEP 1 -- Understand PREselling and its Effect on Conversion Rates

• Know the difference between selling and PREselling.

STEP 2 -- Brainstorm Your Site Concept

• Develop a list of all the subjects that you know and like.

• "Short list" three concepts. Choose a tentative **Site Concept.** You'll finalize it shortly.

STEP 3 -- Develop HIGH-PROFITABILITY Topics

• Develop a MASTER KEYWORD LIST.

• Identify DEMAND (how often a keyword is searched for) by using Overture's Suggestion Tool.

• Determine SUPPLY (how many sites already provide that content) by using AltaVista or Google.

• Keep research notes (for each keyword) on SUPPLY SITE INFO, POSSIBLE PARTNERS and IDEAS FOR CONTENT. Gather this info from the top 20 SE-ranking sites for your KEYWORDS.

• Choose the highest **profitable** keywords. They have high DEMAND and low SUPPLY and offer a good number of POSSIBLE PARTNERS.

• Diversify your MASTER KEYWORD LIST by BREAKING OUT (increase the number of related keywords). Use JimTools or Ixquick or LookSmart.

• Add keywords that reflect your customers' needs and wants (how, what, when and where they search.)

STEP 4 -- Grow, Prune and Group Best Affiliate Programs

• Grow your POSSIBLE PARTNERS research results by...

• doing a search for each keyword on your MASTER KEYWORD LIST ("+keyword+affiliate") to find merchants with affiliate programs or content sites that are affiliates. Use AltaVista, Overture, Google and/or Ixquick.

• using AltaVista Link Tool (enter link:domain of content site).

• checking out specialized Affiliate Directories like AssociatePrograms.com and Refer-It.

• joining Affiliate Backend Providers such as Commission Junction and BeFree or Affiliate Intermediaries such as Vstore or Nexchange.

• Diversify and reduce risk. Don't give too much emphasis to any single program.

• Eliminate high-risk programs by identifying negative features.

• Select and categorize excellent merchant-partners (that you are proud to represent). Use Alexa.com to help.

• Finalize your selection of good affiliate programs that fit with your proposed Site Concept.

STEP 5 -- Refine Final Concept and Register Domain Name

• Use information in your MASTER KEYWORD LIST to refine your SITE CONCEPT. The key parameter is ... "As narrow as possible, yet... still with lots of profit potential." (See ten factors outlined in **DAY 5**).

• Begin work on Domain Name. Identify a **"Valuable PREselling Proposition."** Answer in a very few words what specific and high-value information your site delivers and what your unique positioning is for this delivery.

• Include your **VPP** in your domain name. Get further ideas from sites such as NameBoy.

Confirm availability with...
http://betterwhois.com/ and trademarks with…
http://www.marksonline.com/

• Use the service of a registrar to register your domain name. A comprehensive list is found at... **http://www.icann.org/registrars/accredited-list.html**

—————————[SIDEBAR]—————————

This action is not necessary if you own **Site Build It!** The cost
of a domain name is included (as is everything else outlined in this course)...

http://buildit.sitesell.com/

————————

• Register several domain names to keep future expansion avenues open.

• Choose a **Site Concept** that is something you know and love and that has excellent PROFITABILITY. Take your time to identify the best concept and domain name.

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STEP 6 -- Build a Site that Gets the CLICK!

• Start with the physical layout. Design it like a pyramid with three Tiers.

The home page (Tier 1) focuses upon the fundamental **Concept Keyword.** It links with Tier 2 pages (7 HIGH-PROFITABILITY PAGES). Each of these pages links with five to ten related Keyword-Focused Content Pages (Tier 3).

• Deliver **valuable** content to your readers and **tasty** content to the Search Engine Spiders.

• Establish your **VPP.** Excite your reader. Describe the benefits. Write content copy that answers the reader's question, "What's in it for me?"

• Use your keywords frequently so that the SEs will rank you highly -- your Title tag, META keyword and description tags, H1 and other header tags, Body copy, Link tags, file name/domain name, Image ALT tag and name of image. Experiment with differently constructed pages to find the most successful "formulas" for your theme.

• Create Keyword-Focused Content Pages that fit with your **Site Concept** and **VPP,** have a good SUPPLY/DEMAND ratio and suit your interest/passion. Continue building until you have 50-70 content pages.

(Don't try to do them all in one week. Even if you only do one per day, you will accomplish your goal in two months. Just think -- in one year from now, you could have **6 Theme-Based Content Sites,** each a source of income!)

STEP 7 -- Build Traffic to Your Content

This step covers **DAYS 7, 8 and 9** of the course. It demonstrates that building traffic is an **ongoing process.**

• Submit your concept site to the major free Search Engines (AltaVista, Google, HotBot, and Lycos). Follow their submission policies.

• Watch the spider activity in your log files to see if and when they visit.

• Track each engine to see when your pages are indexed.

• Track the Search Engines' rankings of your **Specific Keywords.**

• Tweak until at least **half** of your pages rank in the Top 10 on at least **half** of the Search Engines.

• Build popularity points with the SEs by increasing the number of important and related links to your site. List with major directories and with directories that are specific to your area of interest. Try exchanging links with other non-competing sites. Interlink your domains that have related topics.

• Build popularity points with the SEs by increasing the number of important and related links to your site. List with major directories and with directories that are specific to your area of interest. Try exchanging links with other non-competing sites. Interlink your domains that have related topics.

• Research and submit bids for keyword placement at the Pay-per-Click Search Engines (Overture, Bay9.com, FindWhat, etc.) Bid a penny higher than the highest site that seems to reach your **target visitor,** as long as it makes financial sense. Work the niches -- bid on hundreds of keywords related to your site.

• Get listed in the Major Directories (Yahoo!, Open Directory, LookSmart, and the others).

• Use techniques like word-of-mouth (deliver **high-value** content), e-zine publication, ads, link exchanges, sig file, etc. to build even more traffic.

STEP 8 -- Know Your Visitors

• Analyse your traffic. Know where your visitors come from and what words they use to find you at the Search Engines. Find out, and follow on an ongoing basis, the number of visits and visitors that your site receives on a daily basis and which pages are most popular.

• Do a Click In Analysis -- create special tracking links to measure the success of OFF-SITE promotions.

• Do a Click Through Analysis -- convert your OUTGOING links to special tracking links to measure the success of ON-SITE links to know what exactly people are clicking on and what they are not.

• Build upon what works. Improve or eliminate failures.

Then... repeat the process for every new **Theme-Based Content Site** that you develop. Build your affiliate business as big as you want. After all, it's **your** road to success!

Well, that's it. You now know enough to...

- look deep within yourself and find your passion/knowledge

- create a site based upon that knowledge, full of HIGH-PROFITABILITY topics

- find affiliate programs that fit with what **you** know and love

- write content that **PREsells** and gets excellent **CRs**

- write content that **also** acts like honey to the "Search Engine Bears."

- build traffic through a variety of strong techniques.

You stand at the start of a trend that will grow geometrically over the next three years... **"building income through content."** The affiliate model of product distribution is set to explode.

Now it's in your hands. 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. I wish you only great success in all of your Web ventures.

But I really **would** rather see you again...

To stay on the cutting edge of affiliate success, join the **5 Pillar Affiliate Program** -- the weekly **Five Pillar Affiliate Report** will send you original, ground-breaking information that you can **use** to continue to build your affiliate business.

In addition to the award-winning **5P Reports,** you also receive the **Getting Started Action Guide, 5 Pillar Manual** and the **Ultimate Ad Tracker.** Yes, we could sell both of these -- Allan Gardyne (yes, the guru from associateprograms.com) called the Manual "the best Manual about succeeding as an affiliate on the Net"), better even than manuals costing over $60. And the

Ultimate Ad Tracker is much better than similar programs that sell on the Net for $50 and more – it's ideal for setting the special tracking links discussed during **DAY 10.**

But I want you to have them, with my compliments, because they're so important for your success. And no matter what your passion or expertise is, our expanding line of products will be of interest to **merchants** who visit your champion site. **So together, we'd make a great team.** I'd love to be a small part of your success.

For details on how to register as a **5 Pillar Program** affiliate, please visit…

http://affiliates.sitesell.com/

If you would like to see what type of excellent resources, support and tools SiteSell offers, please download the easy-to-read **Getting Started Action Guide.** It offers "cream-of-the-crop" strategies to ensure the success of your online affiliate business.

http://freetrial.sitesell.com/

If you would like more information or if you have any questions, please e-mail us at **support@sitesell.com**

All the best,
Ken

Written by Ken Evoy, M.D.
President, SiteSell.com
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