



# **Affiliate Compass**

## **Finding Your Way to Online Success**

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**IMPORTANT:** This guide is written for those that already have the basics skills of setting up a simple website. It is written for those that have the basic knowledge to register a domain name and upload a website to the internet.

However, if you do not know anything about setting up your own website or even registering a domain name don't worry! This guide will still help you a great deal, and teach you the basics of setting up you very own highly profitable affiliate business.

So let's get started!

## **Finding An “Ideal Plan” For Affiliate Success**

Truthfully, there is no “Ideal Plan” for affiliate success because everyone is different and have varied thoughts and perceptions about what success means to them...

Your individual, skills, interests, and overall goals will affect how you decide to organize your network of affiliate sites. The important lessons to take away from this course will be how to produce and grow a network of websites, how to make them viral, and how to promote them for search engine rankings and traffic.

What this guide is not, is telling you how to use your time, efforts and money. This guide allows you to work at your own pace, and take it one step at a time.

Only when you actually start the process, and continue to work your own personalized plan, will be able to see results!

Determining a personal plan of action is the first step you should take. Eventually, results will come that will allow you to stop working for someone else and continue to grow your own business.

The “IDEAL PLAN” so to speak, should be to FOCUS every action you take to making your Internet presence more productive and therefore more valuable to YOU – not someone else.

The “Affiliate Compass” is not intended to provide you a way for you to cheat or use “black hat” methods on your visitors or the search engines. At all times you should handle your business in an ethical manner.

A long-term business plan is the simple and straight solution to starting a viral explosion of long term Internet profits.

Plan your work and work your plan.

This is not a get rich quick scheme. The ultimate goal here is to show you how you can have your own network of sites growing for you each and every month. Every time you take action, your network will grow.

If you’re wondering why this information isn’t readily available in all the other “info-products”, it’s because many of the so-called “gurus” or “experts” don’t think people will actually put forth the effort. It takes action to fulfill the goal of having a successful affiliate or online business. Many will talk the talk, but few will put forth the real effort to grow something for themselves.

Yet, that is not the whole story. Many “gurus” feel if you are willing to spend your dollars on a digital download, why should they help or tell you what it really takes to start your own network. Your success means you will also be their competition. Very few successful marketers want to reveal everything for fear you will become their competition.

How hard are you willing to work for your family and your future success?

Growing a network of sites, again, takes determined effort and work. It doesn't take as much as you think, and you really can work at your own pace, but you have to take action.

Did you know that most "affiliate marketers" almost never make more than one or two sales? That's crazy, isn't it?

There is no doubt that if you put real effort into building your own business network of websites, that in time your income WILL grow. Even if you only put in an hour a week, you will be so much better off than you are right now, and one step closer to your goal of financial independence.

## **Affiliate Compass**

“To succeed at internet marketing you need a growing network of websites. These sites will feed each other traffic, pre-sell affiliate programs, generate pay-per-click (adsense) revenue, and grow your opt-in e-mail lists.”

There are several ways for you to do this, but they all require a basic skill set. We will assume you know the basics of purchasing domain names, hosting, and creating a website. If you have no idea how to do any of this, it really isn't that hard and there are numerous avenues where you can learn the basics in a short while. Our site is devoted to helping people like you to find the correct tools and develop the mindset for continued success.

Visit <http://www.dotcomsuccess.com> to learn more.

We'll be showing you some tools later on that let you create websites and actually “SEE” what you are doing as you do it. So don't worry, IF you are not quite sure how to put up your own website, get a hosting account and all that other “scary stuff”, we'll be there to help. It is really quite easy, and you will learn about much of it further in this guide...

## **Here are the basic steps to getting started:**

1. Get a good domain name
2. Get a hosting or reseller account
3. Make your first website
4. Make your second website
5. Develop a linking strategy
6. Promote your websites
7. Make another website
8. Link them all together
9. Promote, Promote, Promote
10. **REPEAT Steps 1 - 9**



## **The Road Map – First Steps**

### **Getting a Reseller or Bulk Hosting Account**

The first step on your journey should be getting your first website online. Although your first site will be a learning experience for you, you should also begin to set things up NOW so you have room to grow.

The benefit of a Reseller or Bulk Hosting account is the cost. Why would you pay \$20 to host a website when you can host 50 websites for just a few dollars more?

There are many hosting companies that offer Bulk hosting or Reseller accounts. HostGator, TowerHost, DreamHost, and many, many others. Many of them even have training videos to help you get started.

[http://www.towerhost.com/support/video\\_tutorials.php](http://www.towerhost.com/support/video_tutorials.php)

You will need to register a domain name prior to ordering your reseller account. Again if this is new to you, don't worry. Simply visit <http://www.leepco.com/> and you will be walked through the few easy steps of getting your very own domain name. They offer hosting services there as well.

Once you have your first website hosted, you will want to start laying out the visual "look" of your site.

## **Website Layout**

Once you have your hosting and domain name situated, it's time to start thinking about how your first site is going to look. There are quite a number of options in regards to how to find your own "look".

- Join a template membership site - This is not a good idea unless you are comfortable editing PHOTOSHOP files or HTML. Many template sites are affordable and they do have a nice selection. Unfortunately, the membership is almost worthless if you can't edit the templates or pay someone to do it for you.
- Get Xarawebstyle4 – Awesome idea with a low learning curve. I sometimes still use this on a regular basis. I also suggest getting Xarax when you buy webstyle4. XaraX is about the easiest to use vector based graphic system out there -
- Get Dreamweaver or Frontpage – Frontpage has a low learning curve, but Dreamweaver gives you a lot more room to grow. If you have any students in the household you can get the full Dreamweaver MX suite for about \$199 by purchasing the educational version. Usually this version is no different than the full retail version costing much more.

There are dozens of books and on-line tutorials to help you learn it as well. Michael Worthington creates great videos on Dreamweaver.

- Don't want to spend the cash? Try NVU:  
<http://www.nvu.com/> it's free!
- Get [XsitePro](#) – this is a great “beginner” or “affiliate” site builder that has built-in templates and an editor. This product is moderately priced and can churn out so many OPTIMIZED pages that it's worth the investment.
- If you just don't have the time, energy, or skills to learn all that right now and want to get started, you might want to consider joining a program that sells Niche websites. Most Niche website memberships give you completed products and ENTIRE websites every single month. If you have an interest in purchasing ready made websites, you can visit [www.dotcomsuccess.com](http://www.dotcomsuccess.com) to learn more about where to find these (or they come included in your membership).
- You can also hire someone to make your website – although this will get VERY expensive as you add more and more sites. A ten page targeted keyword niche site is about 300 to 1000 dollars. Services like [www.graphics.kellyifrah.com](http://www.graphics.kellyifrah.com) offer affordable services, but can't always meet demand – so you should probably have a back up such as [www.dotcomsuccess.com](http://www.dotcomsuccess.com) .
- If you make sure your host has “FANTASTICO” (and many cpanel hosts do), you can install with one click several content management scripts, blogs, and other scripts to help with making a

website. One of the extra benefits of Fantastico is that you can keep your forums, blog scripts, and contact forms updated to the latest version and you do NOT have to use a programmer.

- Last and not least you can code the sites yourself. It's not that hard to learn HTML. There are literally thousands of on-line tutorials. Using a wysiwyg editor may be the easiest option for new learners. If you are willing to get started, but don't want to put the funds out for expensive software, tools, or editors – go back up to the link to NVU and download it. You will need to learn a little, but NVU is a great alternative to hand coding a website.

## **The Simple and Easy Way To Get Started!**

There are many ways you can get started, you can set up your own website, create a viral e-book...and those are all pretty easy, but still not the absolute easiest as they do take time to research! These days, Private Label Resell products are popular and give you a basis for your own e-book.

Probably the easiest and most popular way to get started these days is to begin your own Blog. Running a Blog that you can install via Fantastico is a new webmasters dream. One click installation, and then all you have to do is add content. Wordpress is a great choice for a new blogger, but even if you can't afford to get hosting or domain names yet, you can still get started blogging and Wordpress is free.

While you can do a search for free Blogs, chances are you will end up wanting to use Blogger.com from Google – they are free and the Blogs are quite nice and easy to set up with full instructions on the site.

The best part about using most Blogs is that they actually “ping” services to tell them that you have added new content. Many of those places then syndicate your content and that brings you back links and plenty of public awareness. This can result in additional traffic as well.

Blogging isn't for everyone. I know I struggle with it, because I don't always like talking about what I am doing – I would just rather DO IT. But a Blog is a great

way to both accomplish something and DO something all at once. Give it a shot – remember you can start an experimental Blog for free and advance as you see it necessary.

You will also want to add revenue streams into your Blog by customizing and adding links to affiliate products. Additionally, with [blogger.com](https://blogger.com), you can apply to Google for an adsense account and add that to your Blog as well.

## **Website Themes**

Many experts on the subject of Niche Sites will tell you that you have to pick high paying keywords and should only base your website on those words. There are so many searches on so many topics these days that you really can get traffic and interest in just about ANY category or “sub” category you want.

What I am saying is - don't make your sites about fishing – make them about “Walleye Fishing” instead. A great free and easy way to find topics is Nichebot: <http://www.nichebot.com/> Just enter in a major keyword and it will spit out some other suggestions that will give you additional ideas, as well as help you find your competition.

Your first website should be about something you enjoy if possible. Writing just for the best Keywords isn't much fun, so pick a topic you know something about and then JUST DO IT.

## **Picking A Topic**

There are many places to look for a good topic for your site. My favorite, and the one I've subscribed to is the Lycos Top 50.

It's not the most popular search engine, but the Top 50 list is a great way to find out what people are searching for. They also keep archives. Here is the URL:

<http://50.lycos.com/>

If you're just starting out, you will not going to be able to compete with the top 50 that are listed, but with a little imagination, you can come up with sub topics based on what Lycos tells you. If you keep looking long enough, you might even find some patterns and be able to figure out some of the future top searches and plan ahead for future site ideas.

Use a keyword service. There are literally hundreds of software programs that help you pick keywords. I like [KeywordElite](#) and [SeoElite](#) both by Brad Callen. These are proven products and very popular with Affiliates and Marketers alike. Both are a bit pricey but will server you well for the long term and are updated regularly. The support is also exceptional.

There are other services offering keywords on particular niches for as low as \$15 per month. I suggest shopping around until you find one you are happy with and you can visit us at [www.dotcomsuccess.com](http://www.dotcomsuccess.com) to learn about other good services.



If you really want to find out what is popular – go find some of the high traffic Blogs on the Internet. What are they writing about? What do people comment about? If people are taking the time to comment on someone else's Blog – that's a good Blog and you can learn a lot on an active Blog.

Another means is to just write about what you are interested in. Passion will win out over substance every day of the week. If you turn out 'real' content that serves a purpose the search engines will eat you up and other sites will want to link to you. You may have to leave the "internet marketing" field, to venture into other areas, but the rewards are tremendous.

Go to Amazon.com and "browse top sellers". This is a great way to find out what everyone is buying. In case you haven't figured it out yet – go to where the public interest is, and you will find out what people want to learn more about.

Use "nichebot" - <http://www.nichebot.com/>. It lets you enter in keywords and it will return the top results. Use it to find niches that have less competition.

## Finding Good Content

Public Forums are filled with people who know more about any given topic than you do. While you can't plagiarize what they are saying, you sure can learn a lot from them. If you don't understand something there will be people there to help you and you can learn a lot in various forums on a subject you are interested in.

When I come up with a new niche idea, or concept for a content site, one of the first things I do is go to Sitepoint.com. A few hours reading through Sitepoint can be worth several thousand dollars in ideas.

There are also other great forums, but when it comes to internet marketing there is none better than the "Warrior Forum"

<http://www.warriorforum.com/forum>

There are many places like [Nichetastic](#) that sell entire website packs, or that sell the "guts" of an idea, or other freelancers who have article packs.

Also, if you are looking to get a whole lot of content all at once or find resell rights items to sell with ready made websites and articles, go to <http://www.dotcomsuccess.com>.

Check out the full packages, as there is a lot of great content and it is well worth every penny of the price of

the membership charge. The cost of membership will be much less than spending on items separately.

Another place to get exactly what you want written is in forums. Just ask for writers to give you bids on content about “so and so”. You can also go to places like [www.Elance.com](http://www.Elance.com) or [www.Scriptlance.com](http://www.Scriptlance.com) and get 100’s of writers, programmers, and editors bidding on your project.

Just BEWARE – you get what you pay for. Many “low” bids will just be stolen work and could be considered ‘duplicate content’ by the search engines. Make sure you use Copyscape ([www.copyscape.com](http://www.copyscape.com)) on anything you buy to see if the work is stolen or is already online, BEFORE you pay.

Realize that no one is an expert on everything. There are thousands of people that know more than I would about a million things. When it’s time to write some new content on something I’m not very familiar with, I start reading blogs, forums, and articles on the topic.

I take notes so I can refresh myself on the topics. When I am done learning about the topic I sit down with my notes and start writing. I end up with an original piece of work, and my notes let me reference any sources or links that I should.

Private Label Resell products are another great source of content and can be easily customized with additional research. This gives you your own product as well.

## **Search Engine Optimization – A Must**

As you create your websites you need to keep several things in mind. One of the most important parts of your site is in the area of Search Engine Optimization. Making your sites “search engine friendly” right off the bat will serve you well as you go forward.

Here are some tips and resources to help you accomplish that properly.

- 1) Pick keywords using a free service or a paid service like [keywordelite](#), [seoelite](#), [wordtracker](#), or others. I can usually get by using Nichebot.
- 2) Make sure your pages all have meta-tags and a title. Learn a little about meta-tags. There are also numerous free resources for meta-tag makers out there.
- 3) Make sure you link to your other sites using anchor text. Anchor text is the hyperlinked words on a web page - the words you click on when you click a link.
- 4) Learn to read your web stats and use something to track your traffic. <http://www.statcounter.com> is a good free service to use. Chances are your site already has awstats in the control panel (c-panel) and that will be all you need to really see how many visitors you have as well as who is visiting your site and what keywords are bringing them there.

5) Link all your pages back to your home page using Anchor Text Links. This way, if someone wants to refer back to your homepage, they have an easy way to get back without using the back button.

6) Learn and understand the basic principles of Search Engine Optimization (SEO). One of the best SEO books on the market can be found [here](#). One of the benefits of the [SEOBook](#) is that it is continually updated to keep up with constant changes. Sites like [www.sitepoint.com](http://www.sitepoint.com) and others can help also.

7) BUILD LINKS using anchor text terms. You can also join and participate in sites such with the popular “word clouds” ([www.500niches.com](http://www.500niches.com)) or member sites such as [www.dotcomsuccess.com](http://www.dotcomsuccess.com) that offer their members back links to their sites as part of the membership.

## **Make Your Sites Easy To Edit**

**NOTE:** Some of the parts in this section of the guide are a little technical, but once again don't worry if you don't understand. This guide is more about all the fundamentals than tech stuff anyways.

For advanced users on a Linux/Unix server you should be using "includes" wherever you can. When you have 50 websites and you want to make changes it's a nightmare to edit a few thousand pages by hand. Includes allow you to edit all of your sites with one change.

There are several ways to do includes – both with PHP and with Server Side Includes (SSI) – do a search to find the one that is right for you and learn more about how to use them.

## **Link To Other Sites You Own**

You should be linking your sites together on a regular basis. This will make your sites viral – people will click from site to site so they don't have to go back and search from scratch.

You will want to be careful in doing this as it is more favorable to the search engines if you link "like" sites together. In other words, the sites have a similar central theme to them.

Massive inter-linking to unrelated sites could be considered SPAM by the search engines and could actually hurt your site ranking.

## **Build More Sites With Little Additional Cost**

Once you have your first site complete you are actually already 80 percent completed on your next site. Did you realize that you now **own the rights to the words you have written?** You can now copyright your site and lay claim to the original content you have included in your website.

You don't want to use duplicate content if you can avoid it – so rewrite what you have written for the first site. For just about 20 percent more work you have two completed sites. This can not only save you money, but most importantly, can save you valuable time.

You should link all these sites together for maximum effect. (see above)

Again, write in “themes” more than going just for popular keywords. What you are trying to build is an avalanche of traffic and repeat visitors – NOT just a quick click on adsense. If you provide some valuable information on your websites you will find that the Bookmark ratio is greater and you'll get repeat visitors and more “free” links back to all your sites.

Speaking of adsense, Google is now penalizing sites that contain duplicate content, or are “generated” with some of the site generators on the market. There is a pattern or “footprint” made with most generators and that “footprint” left on your site will hurt your ranking or worse, get your site banned by the search engines.



The most important thing all search engines are seeking these days is content – good content. If you build your sites with good content, they will serve you well for years to come.

## **Prime Your Websites For Traffic**

As may have already known, there are more ways than one to get people to visit your websites. Here are the easiest and most basic ways of accomplishing this task...

### **On-line Classifieds:**

It's been widely reported and many believe that On-line Classified Ads are a complete waste of time. This is true if you are trying to use them simply to promote a website. However, using them for "free" links back to your websites isn't a bad idea.

This isn't worth a whole lot of your time – so don't concentrate on it. A few links in classifieds are a good idea to serve as links back to your sites. Some paid services like [USFreeAds](#) allow you to make whole pages to promote your site/ad.

This is a great way to get a back link with some highly targeted surrounding text. The total benefit will be up to you though as there are other places to do the same thing for free.

### **Smart e-Zine Advertising**

If you place an e-zine ad and NEVER get a sale did you waste all your money? Not if the e-zine you published your ad with actually has an on-line archive. If archives exist, your link stays useful for as long as those archives remain online.

Anytime your URL is active somewhere it is usually a good thing. Search for e-zines with affordable rates and advertise in them with your “anchor text” terms.

If you’re still not sure what anchor text is...you can learn more here: <http://seo-branding.info/anchor.htm>

If you have never advertised in an E-zine before and are a little hesitant you may want to check out ...

<http://ezines.nettop20.com>

There are also other sites that will lead you to numerous e-zines or niche specific e-zines. There are also a few sites where you can actually BID on advertising space.

### **Directory Listings**

Directory Listings are a very important part of the Search Engine Optimization (SEO) game – and if you do it right you can even generate extra traffic this way as well as be found by other larger search engines.

There are now tons of free directories –

[www.dotcomsuccess.com](http://www.dotcomsuccess.com) also allows its members to list their sites in their directory.

Likewise, there are loads of paid inclusion directories, such as [www.yahoo.com](http://www.yahoo.com). Many people think of Yahoo as a Search Engine, yet, they are actually considered a directory.

Paid directory inclusions may be a good idea if you can find a “niche” directory that is getting targeted traffic to

a topic related to your site. Paid inclusion will be the only way you can count on getting some traffic in return for the directory listings. If you are able to obtain any traffic from the “free” listings it will be just through sheer luck for the most part.

The main reason you are submitting to the directories is for a nice high PR back link. Most directories carry a high PR (position ranking) and to obtain links to your sites from high PR sites is a boost to your site and can increase traffic as well.

## **Link Exchanges**

It's important to know how to do link exchanges right – to make sure you aren't being ripped off.

Link exchanges are a fast way to brand your website. Usually you can't do it through automation, you would need to write to other webmasters and ask them to exchange links with you.

It will take time and I think it's almost a waste of time unless you can automate the process. Sure some people will argue that this is an easy task, but I know how hard it really is. [SEOElite](#) is again an excellent tool to assist you in automating that task. Additionally, it can confirm whether or not reciprocal links are still in effect.

You can also go where other webmasters are already searching for link exchanges. One such site is [www.linkmetro.com](http://www.linkmetro.com) as an example.

There are 100's of webmaster forums, marketing forums and more where other webmasters are working on their branding...they will want to exchange links with you because it also benefits them!

Right now I have posts on various forums looking for link partners. I can put them up in the morning and tonight I could have link exchanges completed. You will be able to also see the increase in traffic and the search engines will be better able to "find" one of your websites that it possibly hadn't crawled yet.

By this time tomorrow you could have new websites on their way to a profitable future and a higher search engine ranking. It didn't take much time, and the results are phenomenal.

I disagree with trading links just for a Page Rank boost – if I am taking space up on my website I expect some traffic in return. So make sure you ask your linking partners if they are getting any traffic before you commit to exchanging links with them.

Of course, if you are not getting much traffic yet, it's hard to be pushy on this topic. You are just going to have to gamble on their site growing as yours does. For the cost, [SEOElite](#) will pay for itself over and over in time saved and the speed in updating your linking partners. This is a heavy duty multi-use product, so if your budget will allow, you will want to check into the program further.

[SEOElite](#) and [KeywordElite's](#) Brad Callen, is also the founder of the free [www.linkmetro.com](http://www.linkmetro.com) mentioned

earlier. If the Callens know anything – they know linking and SEO site ranking.

Believe it or not exchanging links can also be risky business and there are many ways for you to get cheated out of your traffic and ranking EVEN WHEN YOU SEE YOUR LINK ON THEIR SITE!

## **Things To Be Aware Of In Linking**

### **1) Robots.txt file**

Did you know that in the root directory of every website there is a robot.txt file that tells the search engine spiders where to go or not go? This file can tell search engine robots to not follow your link. After a new link exchange wait a few days (and on a regular basis if your suspicious), to check it out. Most of the time you can view it by going to <http://www.theirdomain.com/robots.txt> and substituting "theirdomain.com" for the actual domain name of their site.

You can also change your user agent for your browser to be "Googlebot", and if you don't see your link on their site, neither do the search engines. This is a little complicated to do – so you should really do a search and get some expert advice before you try it.

### **2) Hyperlinks**

Your hyperlink was prevented from being followed by the search engines. This is pretty easy to check. All you have to do is view the page source. Look for this type of code: `<a href="http://www.yoursite.com" rel=nofollow">Your site name</a>`

Of course, "yoursite.com" and your site name would be the link to your site. The "nofollow" part tells the search engines NOT to follow your link to your site. If this is included in the source code, you won't be able to get a PR credit for that link.

### **3) Javascript**

Usually javascript is not spidered by Google (at the time of this writing). If your link is inside java code you are probably wasting your time as your site will not be "seen" by the search engine spiders.

### **4) Inline Frames**

Inline frames are other websites "nested" inside a website. You can usually tell they are there because they have a scroll bar, although they don't always. View the page source and look for tell tale signs of an inline frame.

### **5) Link Removal**

The most common way of cheating, of course, is to simply remove YOUR link off their page(s) a few weeks later. An organized plan of keeping track of who is linking to you is in order before you even start. Once again, [SEOElite](#) is an excellent tool to automate that process. You can also collect the person you are exchanging links with, their name, email, hyperlink url, and text. Also collect the exact page they say they are listing your site on.

## **Doing Press Releases**

A well written press release is a great way to both boost page rank and get some immediate traffic – don't expect a flood though. I'm not going to teach you to be a writer here, but every good press release has the basic laws of Journalism...who, what, when, where, why and how.

A press release is NOT an ad and shouldn't be written as such. Your press release should be announcing an event or delivering information. Read a newspaper article and your press release should be the same or similar format.

You need to have ALL the bugs are worked out of your website before releasing your press release.

Prematurely using a press release before you site is operable will not only be wasted time, but also hurt the reputation of the site. You only have one chance to impress someone or entice them to return to your site.

## **Using Forums To Attract Traffic**

Spending 30 minutes a day in forums can be time well spent. Why? Because it can make you money and if you enjoy helping people, this is an excellent place to share your knowledge.

Most forums allow you to post your "signature" below your name (look for the place where you edit your profile in the menu). This is not literally your name signature, but should be active anchor text links to your site(s) in order to obtain the maximum benefit.



Almost every single “helpful” post you do could get you at least 3 or 4 click throughs to your sites – When you do it! Over the “life” of the post you can usually get hit (spidered) by the search engines if the forum is SEO friendly, and then get several more clicks.

We did a test with one of our sites a few months ago. We ONLY linked to the site in forums and had it set up so the Search Engines would NOT index it (via the robots.txt file).

After 30 days we had over 1700 unique visitors. Remember, this was only spending about 30 minutes in forums a day. It’s important that you spend that time participating instead of just promoting though. Many forum owners, while allowing your signature to be placed in your posts, frown upon direct promotions unless they have a particular area set up specifically for advertising.

One of the major benefits of the traffic you receive from Forums is that actually helped someone and have therefore already built a relationship with them, and they you. Please don’t be one of those confrontational jerks. If you’re genuinely helpful and do forum posting on a regular basis, it really can be your main method of promotion and traffic generation.

If you’re not experienced in forum posting, you might not be aware of some of the more popular forums or forums that are search engine friendly. Here is a short list to get you started and expose you to the different forum formats used:

<http://www.affprogram.info/forum>

<http://www.sitepoint.com/forum>

<http://www.warriorforum.com/forum/> 😊

<http://www.namepros.com>

<http://ablake.net/forum>

## **Blogs**

Should you be a “Blogger”? In one word – YES!

Blogs are a great way to really drive the Search Engines where you want them to go, plus they generate a ton of traffic if you write well and update consistently.

If you can’t write well, well that is what Private Label articles are for. New PLR articles and additional content is available monthly at <http://www.dotcomsuccess.com>

If you have Fantastico in your webhosting control panel you can set up Wordpress in about 15 seconds.

Did you know that if you have a Blog, other sites want to know (and link back to you) the moment you make a new post? It’s called pinging and while I could fill another 30 pages on this, there’s no need. Just do this:

- 1) Install Wordpress.
- 2) Set it up the way you like it via the admin panel.
- 3) Under "options" click the "writing" link.
- 4) Scroll down until you see "Update Services". There is probably a single link in a box below then just add all of these to that box:

<http://rpc.pingomatic.com>  
<http://api.moreover.com/RPC2>  
<http://www.bitacoles.net/ping.php>  
<http://www.blogdigger.com/RPC2>  
<http://www.blogpeople.net/servlet/weblogUpdtes>  
[http://www.blogroots.com/tb\\_populi.blog?id=1](http://www.blogroots.com/tb_populi.blog?id=1)  
<http://www.blogshares.com/rpc.php>  
<http://www.blogsnow.com/ping>  
<http://www.blogstreet.com/xrbin/xmlrpc.cgi>  
<http://topicexchange.com/RPC2>  
<http://ping.weblogalot.com/rpc.php>  
<http://www.weblogues.com/RPC>  
<http://bulkfeeds.net/rpc>  
<http://ping.cocolog-nifty.com/xmlrpc>  
<http://ping.bloggers.jp/rpc/>  
<http://ping.weblogs.se/>  
<http://rcs.datashed.net/RPC2>  
<http://ping.blo.gs/>  
<http://thingamablog.sourceforge.net/ping.php>  
<http://rpc.blogrolling.com/pinger/>  
<http://blogmatcher.com/u.php>  
<http://ping.feedburner.com>  
<http://www.snipsnap.org/RPC2>  
<http://rpc.technorati.com/rpc/ping>

<http://api.feedster.com/ping>  
[http://www.mod-pubsub.org/kn\\_apps/blogchatter/ping.php](http://www.mod-pubsub.org/kn_apps/blogchatter/ping.php)  
[http://mod-pubsub.org/kn\\_apps/blogchatt](http://mod-pubsub.org/kn_apps/blogchatt)  
<http://rpc.weblogs.com/RPC2>  
<http://www.weblogues.com/RPC/>  
<http://www.popdex.com/addsite.php>  
<http://api.my.yahoo.com/RPC2>  
<http://www.newsisfree.com/xmlrpc/test.php>  
<http://xping.pubsub.com/ping/>  
<http://xmlrpc.blogg.de/>  
<http://ping.rootblog.com/rpc.php>  
<http://ping.syndic8.com/xmlrpc.php>  
<http://www.a2b.cc/setloc/bp.a2b>  
<http://api.my.yahoo.com/rss/ping>  
<http://bblog.com/ping.php>  
<http://blogbot.dk/io/xml-rpc.php>  
<http://blogdb.jp/xmlrpc>  
<http://blog.goo.ne.jp/XMLRPC>  
<http://coreblog.org/ping/>  
<http://www.lasermemory.com/lsrc/>

Every single URL there will be 'notified' (pinged) after you make a post on your Blog. I use my Blogs (yes, I have more than one), to promote our products, tell others what I am doing, goof off, generate passive adsense income, and of course, obviously for the Search Engine benefits.

## **Google Site Map**

Google has released the ability for everyday webmasters like us to actually TELL them about our sites. All you have to do is upload your sitemap to Google in an "XML COMPLIANT" sitemap. They have a certain format they want it in, and you can learn about it on their site.

If you're feeling adventurous, go do a search for Google sitemap generator. You can have a heck of a time trying to use many of the different ones you find out there...

There are also sitemap generators that you can purchase. You'll want to be sure you have some sort of support in case you run into problems or feel the software isn't working properly.

Testing shows that Google sitemaps should be an integral part of your promotions. Just one of our sites we have used the sitemap generator on now has over 750 pages listed in Google, all in less than a month.

## **Using Articles To Generate Traffic**

If you can't write an article you should have a couple written for you by a decent writer. These articles are a gold mine of traffic, Page Rank, and of course, establishing yourself as an expert in your field. We have written hundreds of articles under various pen names to point to a multitude of our sites, and our client's sites.

It's getting harder to use the article directories to generate traffic though, because unlike a few months ago – all these directories are getting stripped by bots and scrapers for their content use. This can create an atmosphere of duplicate content, and can work against you in some cases.

You also have the right to have your resource box intact whenever and wherever your article is published. Do searches for your article titles and if you find they aren't linking back to you correctly contact them and ask them politely to add your resource box correctly.

If they don't fix their obvious "oversight", you do have the right to contact their host, and inform them that they are publishing your work (which contains your copyright) without your permission. The host can be held liable if they don't force the site to comply. I'm not a lawyer, but you can also send a "cease and desist" order, and several other things to force them to comply or remove your work.

A couple of favorite places to submit articles are:

<http://www.Ezinearticles.com>

<http://www.Goarticles.com>

<http://www.Articlecity.com>

There are literally hundreds of places to submit your articles. Make sure you post in as many places as you have time for, or purchase one of the "submitters" to do it automatically for you. I recommend doing your

homework on these though as many out there are outdated.

The fact is you don't need to spend thousands getting secret software to get indexed. You just need to write great articles.

### **Article Inclusions**

- A great title – this is no different than using something catchy in an advertising you would do.
- A Great TOPIC – if no one is interested in what you are writing about, why should you expect anyone to publish it?
- A resource box to “close” the sale. This contains a link back to your site or sites as well as a brief bio of you as the author.
- Promote it! Submit your articles to several directories. Link to it in your forum signatures, link to it from your websites. If you do this – it WILL get published. Then it begins working for you in many different ways.

Don't forget to proofread your article – bad grammar and spelling can kill its effectiveness. If English is not your first language, you should have someone go over your articles to correct them where necessary. Proof readers are plentiful on the internet or you can contact [www.infopublishers.com](http://www.infopublishers.com) for additional resources

## **Purchasing Links**

There is nothing wrong with buying links. If you were to purchase Search Engine Optimization from a company this is what they would do – why would you going to pay someone else to do it for you. Do a search for sites for paid links <http://text-link-ads.com/> and other similar sites to purchase links.

The good news about purchased links is you are not only buying Search Engine rankings, but in many cases you are also buying immediate traffic. If you have set your network of sites up to send traffic to itself, that's even better.

Be careful to choose links from sites that relate to yours in some way, or else this could possibly backfire on you. Some search engines frown upon “link farms”, whether paid or free.

## **FREE Keyword Rich Links**

While directories, classifieds, e-zine ads and other places all give you a way to get links back to your site – how many places let you fill in the content and keywords for the pages your links appear on?

Not many.

Several sites made by Stmadeveloper allow free ads. One is <http://www.stmadvertising.com>. It's ad free and you can make your own keyword rich page that includes keywords, page title, and more.



Another is <http://www.groupmarketingsolutions.com> they have a link in the members area to create a "product review". It is acceptable to make another search engine friendly page for your website there.

Imagine if you did this for every affiliate program you were involved in? The potential is tremendous.

We're telling you about many "secret" places we've found for ourselves to get Search Engine Traffic from. Hopefully, you will take advantage of these resources and use them for your benefit.

## **Putting It All Together To Work**

We do these things ourselves to earn income EVERY DAY from Affiliate Programs as well as pay-per-click programs such as Adsense or Yahoo. We're holding very little, if anything, back.

The only thing you really need to learn to begin is how to [register a domain name](#). You can also get hosting there as well as great instructions to learn to build a simple site. You may also want to invest in [XSitePro](#) if you do Affiliate Marketing, as this software was built specifically with the affiliate marketer in mind.

If you already have many of these skills you can put this plan into action today. The first thing you will need to do is pick a topic.

We've highlighted many parts of the plan above and basically given you an outline of all the things you can use to set this plan into action.

There are affiliate programs almost everywhere you look these days, so finding a program in your area of interest should not be that hard. You can also create your own products and sell them on your site as an additional income. [www.DotComSuccess.com](http://www.DotComSuccess.com) is specifically set up to assist affiliate marketers and publishers in getting their businesses online and exhibiting success.

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Here are some tasks we use with every site we make. Once you decide to TAKE ACTION, you will get into the swing things, and these steps will become second nature to you in no time. You will even want to add your own touches to personalize your plan of action.

Let's say, for example, your topic is Search Engine Optimization (SEO). Frankly, I know I could never rank well for Search Engine Optimization. The competition is just too fierce.

instead of trying to rank well for SEO, we will go for "SEO branding" which still gets many searches, yet there's a lot less competition.

We would narrow down the terms needed to rank well – but more importantly, would cross promote several other sites. This would build up page rank and pass through traffic as we go.

When traffic comes to the site, they would either close the window and leave, sign up for our newsletter, click an adsense ad, or follow through to one of our other sites.

We could have gone further and added a newsletter, or other promotional materials. It's really best to keep your sites light so they are fast loading.

Once a site is up, it's time to start building links – go through and do everything listed above for each site as you make it. It only takes a couple hours and the return over the next couple of months is worth it. The

way you build your sites in the beginning will serve you well into the future if you take the time to “do it right”.

The you can start another site – either on a similar topic or totally off the wall...and keep going. Work at this for about an hour a day, 5 days a week and before you know it, you’ll have over 100 websites out there.

There is absolutely no reason you couldn’t do this. Just take action now.

## **Saving Time – And Money**

If you're crunched for time – and who isn't, right? Here are some great ways to both reduce the amount of time needed to get your network of websites off the ground AND save you money.

- **Buy content outright.** You can find writers to outsource work to in almost any forum or at sites such as [www.elance.com](http://www.elance.com).
- **Buy completed websites.** Check out places like Sitepoint, Namepros, or NameWinner for websites for sale.
- **Have someone make your website.** I suggest going with a reputable company for this OR make sure you use Copyscape on whatever you purchase. I've redone many content sites that my clients paid someone else to make and they later found themselves having stolen content.
- **Join a service or membership site** like [DotComSuccess](http://DotComSuccess) that provides you the websites, articles, products, and additional tools, materials and software needed to start your own website network.
- **Join a membership site** like [Nichetastic](http://Nichetastic) that just gives you the framework of a product or website. Or, buy the package from sites such as [InfoPublishers](http://InfoPublishers) or [DotComSuccess](http://DotComSuccess).

- **Join other sites** that give content or articles as part of their membership site.
- **Buy content packs** from the Warrior Forum Special Offers section.
- **Rewrite your own** previous content to cut down on time or use Private Label content as a basis for your own writing.
- **Or** if you're just looking for speed and saving money – just republish others articles and include the resource box.

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That should be enough to get you started down the road to becoming your own webmaster of a powerful affiliate network or advertising/product network.

Getting started is the hardest, but MOST IMPORTANT part – get started now!

If you feel overwhelmed and know you need help, I really suggest you join our membership site at [www.dotcomsuccess.com](http://www.dotcomsuccess.com). We can give video tutorials, articles, products, materials, tools and software to help you automate and build full website content sites to get you started.

## **In Summary**

What we've given you a compass, a basic plan, and a road map to affiliate success. These steps can be duplicated over and over again until you have dozens of websites all linked with one another providing you with a nice monthly income...all from the comfort of your own home 😊

Remember the formula: One hour a day, Five days a week...

Now, I'm sure you can set aside a few hours a day or week to follow this road map to your own affiliate success. Get started on your very first website in the very near future, and before you know it, you too will have checks coming in that will continue to grow as your business grows.

Before you do anything, let me say this:

While the information given here you can easily be used to make dozens of websites that generate thousands of dollars a month of income...your first website will be the hardest one to make simply because you may have very little experience. It doesn't have to be perfect. Remember, you are just needing to get started.

Once you make your first website, your next one will be MUCH easier and before you know it you'll be pumping them out as if you were some sort of website factory!

Don't get discouraged! Just because making your first website may not be the easiest thing in the world to do...it DOES get much easier as you go along!

Good Luck! We hope you've found these tips helpful and motivating. We would look forward to hearing about your success in the near future. Contact us anytime via our Success building membership, [DotComSuccess](#).