TRAFFIC $100K BLUEPRINT
Version 1.0

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St Here – Overview

PLEASE READ THIS!

"**Traffic $100k Blueprint" is the most comprehensive traffic and Internet marketing course available.**

Before diving in to the course, please take a few minutes to look over the separate "Quick Start Guide" which will help you understand how everything is laid out, what's included, and how to best take advantage of it. Once you've read the "Quick Start Guide", please return here and read this "Overview".

This is a course about traffic, of course, specifically free traffic; where to find it, and how to funnel it to where you want.

But it's a lot more than that.

The section after this one will go into more detail about the course, how it's layed out, and give you a summary of each part. Here's what you can expect:

With this course you will learn not only the fundamentals of finding and driving traffic, but how to do it in the context of making money: the entire process of considering your end goal (making money) by thinking through the best platforms (where to send the traffic), how to leverage each, and generating revenue (conversions).

We will go over the various sources for traffic, while you learn the strengths and relative benefits of each.

You also get various "Blueprints" - step-by-step guides that lay out clearly & specifically how to implement the strategies and take advantage of the various traffic sources. We have implemented and tested every one of these 'internal' Blueprints; absolutely nothing is based on 'theory'.

In addition to these 'internal' Blueprints, we are including the first of our ground-breaking 'external' Blueprints. Each 'external' Blueprint is based on a current, popular internet marketing product. We buy the product, go through it thoroughly, and actually implement what it teaches. Then we distill it into it's own Blueprint, creating our own step-by-step guide so that you can implement their respective strategies, methods, and tactics. We will give you all the crucial information, as well as our own review of it's strengths & weaknesses, and how effective it actually is.

And because so much of internet marketing and traffic revolves around content, there is an entire 'crash course' on "Content & Copywriting" – how to do it yourself, where to outsource, optimizing for specific goals, etc.

Yet all is for naught if we don't get those all-important conversions, whether that's an ad click, product purchase, or opt-in, so we've included a section specifically on "Conversions" which will teach you everything you need to know in order to be an 'expert' on converting your traffic.

And it doesn't end here. The Internet is changing and evolving. ***Each month you will get new 'external' Blueprints:*** we will dissect new Internet marketing products and provide you with step-by-step blueprints for each – it's like getting top new internet marketing products each month, without having to spend another dime, or waste your time & effort with products that don't work!

All this, plus ongoing regular updates to the traffic course itself so that you're always in front of search engine changes, new and more effective strategies, new resources, etc.

There is a LOT of information here. Some of you may want to 'skip to the juicy parts' – I know I do when I purchase a course. If you want to get the most out of it, however, you should go through it from the beginning, and in order.

Now let's get started!

Traffic $100k Blueprint

Part 1 - Intrction

You bought this course because you want to succeed, or improve your success, in internet marketing. So let's begin with a very bold statement: Used properly, this course will give you the keys to unlimited income, forever.

Let me say that again: ***Unlimited income. Forever.***

Internet marketing success is all about making money online. How we choose to make money online is our 'business model', which might be affiliate marketing, AdSense, direct sales, etc. Many of us pursue multiple business models.

There is one thing that every business model must have in order to succeed – Internet marketing or otherwise - and that determines how successful that business is: customers. And customers come from traffic. More traffic = more customers = more money. And little or no traffic equals little or no money.

"T100k" will show you how to tap into all of the various free traffic sources, and how to direct this endless stream of prospective customers to your 'front door'.

We will show you how search engine rankings ***REALLY*** work, and the key to getting getting all that free search engine traffic - how to rank, and stay, on Page 1.

We will also show you the other free traffic sources, such as Youtube, Facebook, article marketing, etc., and how to take advantage of them.

And we will show you *precisely* the methods behind many of the hottest IM products on the market and how to use them, including how to tap into the "offline gold" phenomena.

T100k is not a 'get rich quick' scheme. In fact, it's not a scheme at all; it's a course that will teach you everything there is to know about getting unlimited free traffic to your websites or offers, with step-by-step Blueprints for putting that knowledge into action.

Everything inside T100k is based on actual experience and testing. Nothing here is "theory", stuff that 'sounds' like it should work, or other people's 'recommendations'. Based on years of actually doing – testing, tweaking, and testing some more – and hundreds of thousands of dollars generated annually, this is our full-time business, what we do day-in and day-out, and how we earn our living. With over 100 active revenue-generating domains, 20+ test sites, hundreds of articles, videos, and Web 2.0 sites, and a strong 'offline' business, we've learned precisely what works and why, and will show you exactly how to duplicate our success.

Purchasing this course isn't the end of your pursuit; it's the beginning. Succeeding with T100K will take work. It will take time and commitment. We can teach you how to get traffic, even how to convert it, but you will have to take the steps to put it into action.

In return, you get the keys to unlimited income forever; for once you know how to get traffic reliably and repeatedly, you will always be able to make money online. How much is entirely up to you.

How T Book Is Orgaed

This book is divided into 7 main parts; some sections and chapters reference what was written earlier.

Part 1 Introduction

Includes the section that you're reading now, followed by a brief 'Introduction' to go over how & why this course was created, and to set expectations.

There is also a brief introduction to some Internet marketing basics, and we'll go over a formula that will help to organize and focus your efforts: "E-I-A-C" - Evaluate, Identify, Acquire, and Convert.

Part 2 Search Engines

All about rankings and search engine traffic. We'll go over how search engines and rankings REALLY work, keywords & competition, and search engine traffic in great detail; how it all works, and how to make it work for you.

Part 3 Other Traffic Sources

Goes over the other free traffic sources with sections on Youtube & video, article marketing, Social Media sites like Facebook and Twitter, Web 2.0 platforms like Squidoo and Hubpages, etc. In addition to information covering the 'big' free traffic sources, there is a detailed listing of 'other' sources and ways you can generate traffic.

Part 4 Content & Copy Writing

Since content is such an integral part of most any internet marketing business, we'll go over how to create effective content, maximize it through spinning, where to outsource, and how to optimize your content to benefit from the new Google changes, and maximize your end-goal conversions.

Part 5 Conversions

Delves into conversions: tactics, strategies, and 'best practices' so that you can take best advantage of your traffic.

Part 6 Blueprints

This section contains the 'Blueprints' – the step-by-step guides for putting the information into action. In addition to Blueprints for the information presented above, there are "New Product Blueprints" where we'll 'uncover' the methods of some of the more popular IM products, and distill them into step-by-step guides which will show you exactly how to implement those strategies. ***NOTE: T100k will be creating new Blueprints monthly, based on the best new Internet Marketing launches; as a customer, you will automatically receive these new Blueprints, free of any additional charge, for life!***

The 6 Blueprints included in Part 4 are:

"Search Engine Rankings Blueprint"
"Article Marketing Blueprint"
"Video Profits Monarch Blueprint"
"Offline Gold Blueprint"
"Amazon Affiliate Blueprint"
"Google Site Sniper Blueprint"

Part 7 Resources

Here you'll find all the extended listings and additional explanations of various resources that can help you with your Internet marketing business. And because the only sure thing in this business is change, we have "de-coupled" some of the listings from the PDF in order to keep them current. Where the listings are for online assets such as Web 2.0 sites, article directories, press release sites, etc., we pages set up on our servers that we regularly update, so that you will always have the best and most up-to-date listings.

You'll also find the expanded "Backlinking" section in this part.

The Formula: E-I-A-C

The basis of internet marketing is identifying a particular niche, product, area of interest, or need that you want to pursue, having a way to monetize it, getting traffic there, and then converting that traffic.

How much traffic we get, how well we convert that traffic, and how much each 'conversion' generates will dictate how much revenue and profits we make.

Over the past few years of building my business, I've distilled this 'flow' into a simple formula or exercise that I go through for any project I'm considering:

$$E – I – A – C$$

E – Evaluate my end goal. Am I trying to sell a product or promote an affiliate offer? Am I trying to attract visitors to click on an ad? Is there a viable market with enough traffic potential? Is it too competitive to pursue? What is the end result I'm after? From here I can now...

I – Identify what the best platform is: a website or blog, a video, an article, Web 2.0 sites like Squidoo or Hubpages, etc. This is where I'm going to send traffic to. It will also dictate what kind of content I need. Once I've decided what I'm trying to accomplish and where I'm going to send traffic to, the next step is to...

A – Acquire the traffic, funnel it to our my target. In most cases, this translates simply into getting good rankings for our target site & keywords. In other cases, it might mean targeting video sites like Youtube, Social Media sites like Facebook, etc. Once we've acquired the traffic, then we have to...
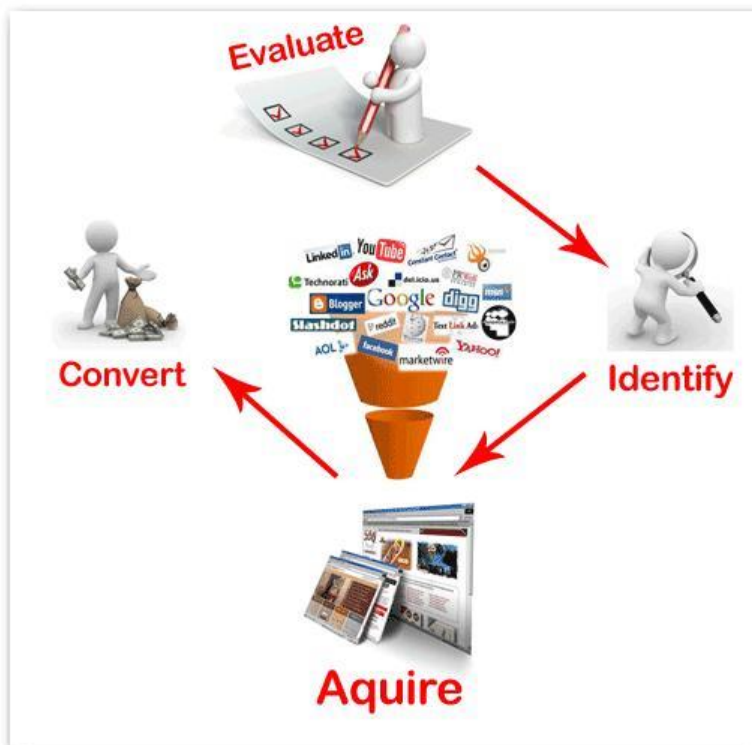
C – Convert it. This will be our 'business model', how we make money: Adsense, affiliate offers, CPA, opt-ins, etc.

By taking the time to go through and answer these questions, you'll have a much clearer idea of how to proceed.

I can't stress this strongly enough. One of the biggest 'causes' for failure in this business comes down to a lack of clear direction – understanding what you're trying to accomplish, and then figuring out the steps needed to get there.

The E-I-A-C "framework" will also help you avoid another of the most common pitfalls: distraction. By this I mean trying one product, method, or tactic, not seeing huge success right away, then being 'distracted' by the next 'big thing'. While there are plenty of bad products, courses, and tactics out there, the reality is that even the 'good' ones require some structure and discipline.

You can apply this formula to any IM effort. Some have found it helpful to actually sketch it out on paper as a question/answer exercise. If you try it, you may find you have a much clearer sense of what you're trying to do, what it will take, and how to go about it.

Internet Marketing aTraffic

The phrase "internet marketing" has become a catch-all term that usually means "making money online" (although it now includes the realm of "offline marketing" as well, for which we have also created a Blueprint in Part 5). There are many different ways to make money online, but for the most part they tend to fall into just a few 'business models', each of which might have many variations.

Some of the more common business models are affiliate marketing, Adsense and other contextual advertising programs, eCommerce or direct sales, and offline marketing. How we go about it will depend both on the business model, and our particular focus, or strategy.

Affiliate marketing might be our business model, while creating 'review sites' would be out strategy. Similarly, Adsense might be our business model, and creating informational niche sites our strategy. Whatever we choose, we're going to need traffic, and we're going to need to convert that traffic into revenue. Different approaches might work better or worse with different traffic sources and tactics.

Traffic Terms

Before we launch into the 'meat' of the course, I want to clarify some terms and ideas, so that we're on the same page.

When we talk about traffic of course we're talking about visitors. How we get these visitors, or more accurately how they get to us, divides them into three basic types: search, referral, and direct.

Search refers to search engine listings, visitors who do a search, and click on our URL in the search results. Search accounts for the biggest "pool" of available traffic. It is also sometimes referred to as 'organic' or 'natural' traffic;

Referral traffic means anyone who clicks on our link somewhere other than search results. This can be from a blog comment, an article we publish, the link in our Youtube video description, etc. Although no single referral traffic source equals the volume of search traffic, the combined potential of referral traffic is actually considerably larger; in other words, if you count the total number of clicks on search results versus the total number of clicks everywhere else, there are far more clicks 'everywhere else'.

Direct traffic refers to those visitors who typed in our website address directly.

For the most part, this course concerns itself with search and referral traffic.

"Targeted" or "Qualified" vs. "Untargeted" or "Unqualified" Traffic: While this may be obvious, I want to touch on the whole 'targeted' vs 'untargeted' idea. "Targeted" or "Qualified" traffic refers to visitors who have an interest in what our site or page is about. It does NOT mean they will necessarily buy or 'convert' on our site. While 'qualified' visitors are generally what we're targeting, there are times where that isn't always the case, and sometimes it is intentional.

There are a number of traffic sources that can send 'unqualified' traffic to us, and in some cases that works – if our 'offer' or other conversion means is extremely compelling, and/or widely applicable.

Specifically, "traffic exchanges" of various types operate under the idea that virtually any traffic is worth getting if our offer or conversion is attractive enough. While this course talks mainly about getting 'qualified' traffic, we will touch on some of these other 'unqualified' traffic sources further on. After all, if we can get enough 'unqualified' visitors easily and 'cheaply' enough, it can be worth doing.

"Targets": During this course, we will often use the term "target" or "target site", not to be confused with "targeted traffic". What we are referring to is the "target" that we ultimately want to send our traffic to. In many cases, this will be our own website, but not always. For instance, we may want to use some of the tactics presented here for 'direct linking', or sending traffic directly to an offer. In other cases, our "target" might be a Web 2.0 platform such as a free Blogger blog or Squidoo lens.

Bounce Rate: The time a visitor spends on each page of your site. This is often stated as thresholds, such as 'under 30 seconds', 'over 1 minute', etc. Knowing your Bounce Rate can help determine what and where you might need to make changes. In some business models, a high bounce rate may be preferable – for instance, if we are using Adsense, we don't necessarily want visitors to get so caught up in our site that they don't click on an ad. In other cases, a high Bounce Rate might indicate insufficient or inadequate content that isn't holding a visitors attention long enough for you to promote your product or affiliate offer.
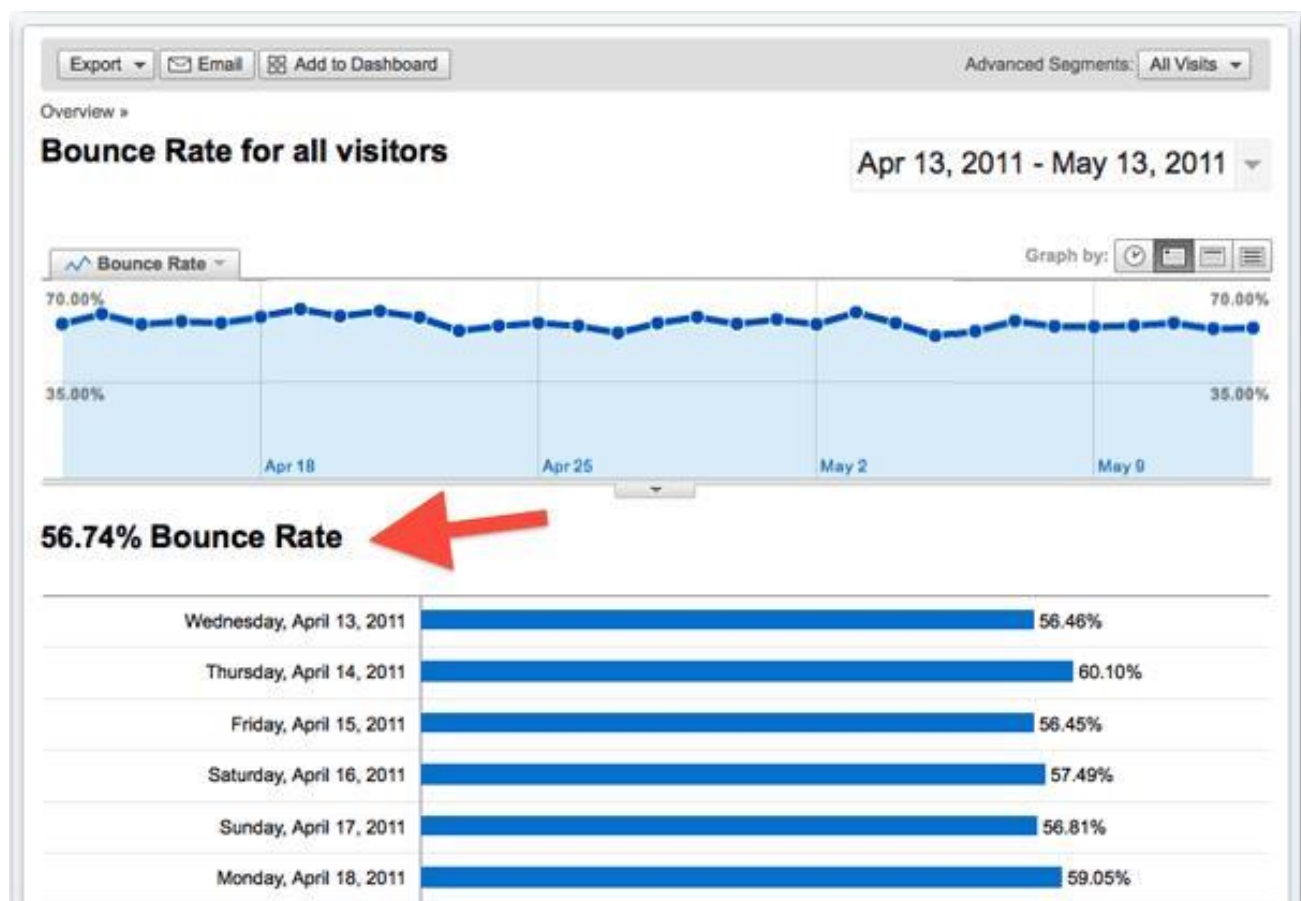
The easiest way to track Bounce Rate is through Google Analytics; if you aren't using it, you should be, period.

Google Analytics: This is Google's free website traffic analysis application. There are other analytics applications out there, but GA has become the de-facto standard. As mentioned above, if you aren't

using it, start.
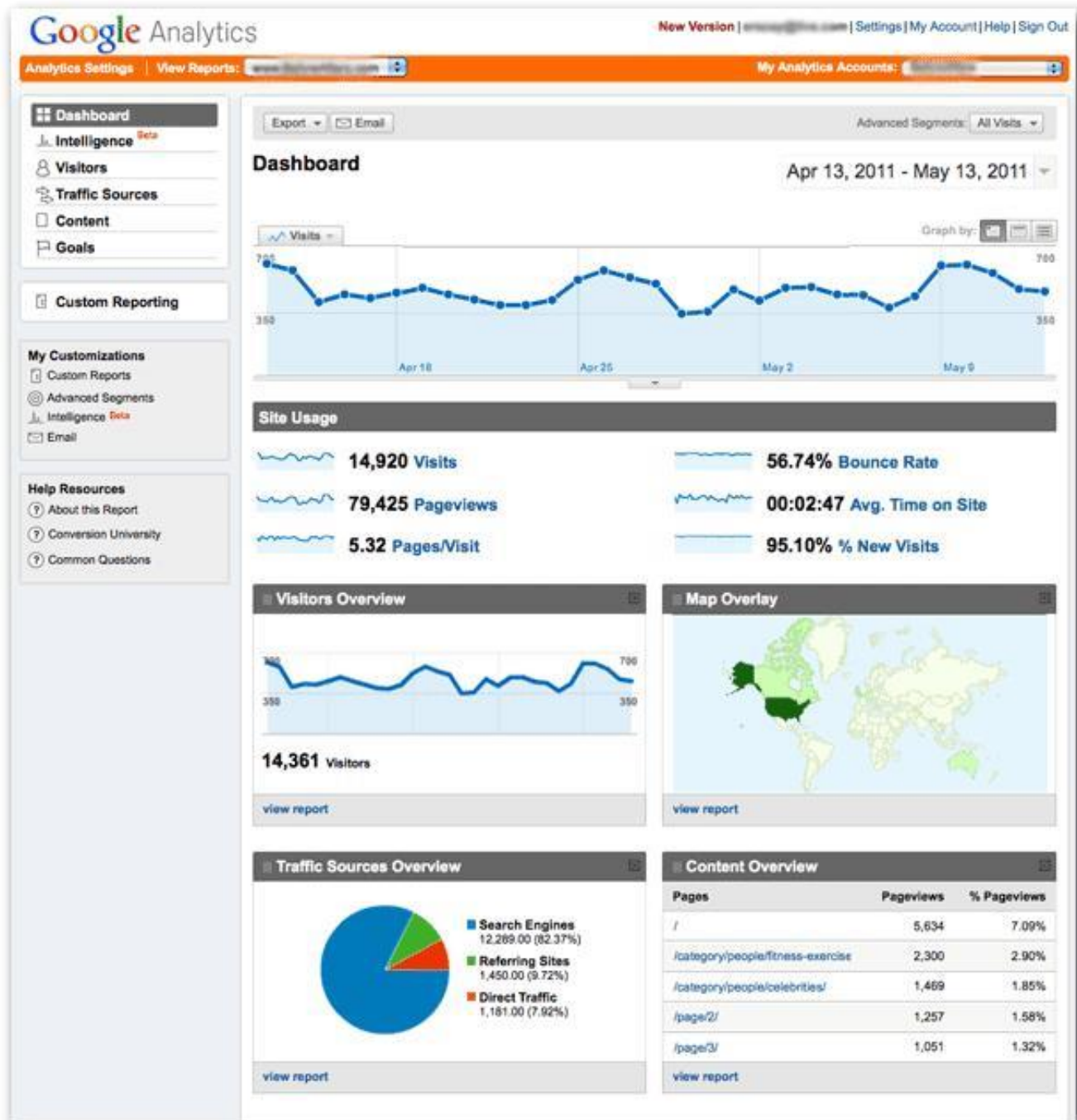
Google Webmaster Tools: Another of Google's free applications, though less widely used. WMT lets you see various metrics of your site; one of the most important are search terms that Google is showing your site for. This can be a goldmine of keywords that you hadn't considered targeting. Once again, if you aren't using WMT, start.

Google webmaster tools

Dashboard

- Messages
- ⊞ Site configuration
- ⊞ Your site on the web
- ⊞ Diagnostics
- ⊞ Labs

Help with:
Top search queries
Crawl errors
Site reconsideration
Sitemaps
Links to your site

Dashboard

Search queries

Query	Impressions	Clicks
gas mileage comparisons	1,000	22
gas mileage comparison	390	<10
truck gas mileage	320	46
mileage comparison	210	<10
gas truck	210	<10
gas mileage by truck	170	36
truck mileage	140	<10
fuel mileage comparison	110	<10
gas mileage calculator	91	<10
truck bed covers	58	<10

Sep 11, 2010 to
Oct 11, 2010

More »

Links to your site

Domains	Total links
autogrilles.com	1,095
miwuk.net	6
quickbroadband.co.uk	6
mysearch.com.au	4
newwaygeneration.com	4

More »

Crawl errors

No data available. (Why not?)

More »

Keywords

Keyword	Significance
truck (2 variants)	
mileage	
gas	
pickup	
covers (2 variants)	

More »

Sitemaps

Submit a Sitemap

⊞ Google   Add these gadgets and more to your iGoogle homepage.

Part 2 – Search Engine Traffic

Note: in late February 2011, Google rolled out a sweeping change to their search engine ranking algorithm. This change, commonly referred to as the "Farmer Update" (the actual name is "Panda", which is how we'll refer to it going forward), created quite a stir. More significantly, the changes have had a profound impact on ranking. This course is fully "Panda-aware", and will help insure that your efforts are "Panda-compliant". Throughout the text, you'll see "Google Update Note:" to call attention to something new to the update. At the end of this section, we will look specifically at what the update changes are.

Sury

What: Search engine traffic comes from having your pages, articles, etc., showing up when someone does a search.

Why: It's the 'mother-lode' of free traffic; search engines – in particular Google – can deliver huge numbers of qualified visitors.

How: Getting your pages, articles, etc., ranked on Page 1 for various search terms by having strong content, and enough "Total Backlink Value" - backlinks – to outrank other pages for your targeted search terms / keywords.

Pro's: Very targeted, potential for huge volume.

Con's: Can take a long time, requires considerable upfront and ongoing effort.

Search engines provide the 'mother lode' of free traffic. And while we don't want to discount Yahoo and Bing, the overwhelming volume of search engine traffic comes from Google, so that is where we are going to focus.

We get search engine traffic by ranking, or being listed, for various searches. Someone types in a search, and clicks on one of the results. Our job is to show up as close to the top of Page 1 as we can, for the searches that are relevant to us.

The first Blueprint in Section 6, "*SEO Ranking Blueprint*", is the step-by-step guide for search engine traffic.

Ranking Position aTraffic Volume

In nearly all searches – though there are some exceptions – the #1 top listing gets the greatest percentage of clicks. How much? As much as half, or 50% - sometimes more. Positions #2 and #3 generally split the next 25%. In other words, the Top 3 listings will get 75% of the traffic! The remaining 7 listings will get most of the rest, in decreasing percentages.

In other words, the majority of people will click on one of the first search results listed. Further, depending on screen resolution, all 10 of those Page 1 results may not be visible without scrolling, further lessening the chances for those lower listings.

This means that if we aren't able to reach say the Top 5, we don't even have a shot at most of the traffic.

Getting top search engine listings is both an 'art' and a 'science', however it is far more 'science' than 'art' – which is a good thing, if you understand the 'science'!

So, just how do rankings work?

How Search Engs Work

Perhaps the most valuable thing you can get out of this course is a strong and accurate understanding of how search engines and rankings actually work. When you have that foundation, it becomes simply a matter of 'going through the motions' to get your pages ranked well, funneling qualified traffic to your targets.

We will begin our discussion of search engine traffic by going over some critical ideas and concepts. For some of you, this may mean "un-learning" some bad information, and correcting a lot of mis-information.

I'm going to touch on four 'Key Concepts' we need to understand; a little later on we'll go into more detail about them.

Key Concept #1: Pages

"Websites don't rank, only pages - URL's - do.

When we talk about terms like "ranking", "Page 1", "SERPs" (Search Engine Results page), we have to understand a very important concept. Websites – as an entity - don't rank, only pages, or individual URL's do.

Search engines are huge databases containing billions of 'records'. Each 'record' is a web page. A search is a 'query' of the database that returns the 'records' or pages that qualify as an answer to that query.

In many cases, it is the homepage that shows up as the 'answer' for a search, but that is simply the home page itself that is ranking, not the overall site.

This does not mean that pages are evaluated independently of the whole site, but that what ends up being ranked is the page, not the site.

Google Update Note: it is becoming clear that "domain authority" is now playing a significant role in rankings. This simply means that the overall 'strength' of your site – amount of content, structure, age, domain name, etc. - will play a bigger role in how well each page ranks for a given search term.

Key Concept #2: *Ranking*

"Ranking is ONLY in relation to the search being done."

First, realize that a given page will rank in different positions for different searches. If I have a site with a page about "bee sting cures", I may have achieved a good Page 1 rank for a search on "bee sting cures", while that same page may not even be in the top 100 for a search on "bumble bees". *Same page, different ranking. Where I rank depends on the search being done.*

Second, understand that there are no set rankings. When you do a search, Google takes all the pages it deems appropriate for that search, orders them by relevance and 'strength', then presents the results *at that time* . That same search may yield different results the next day. Ranking is determined when a search is done.

In other words, *THERE IS NO 'RANKING ORDER' UNTIL A SEARCH IS BEING DONE.* This is why rankings change. New pages are constantly being added ('indexed')– and deleted ('de-indexed') - and their values are constantly being updated. A particular search on one day might have certain pages ranking higher than others, while the same search a few days later may have different pages, or the same pages but with different 'values' and therefore in a different order.

It is a mis- statement to say, "My site finally reached the first page in Google." First, it must be in relation to a search, so "My site finally reached the first page in Google for the phrase "Paralegal Training" would be more accurate.

Again, it isn't the site that has a ranking position, but a specific page. And so, my site on Paralegal Certification might have a page devoted to "Paralegal Training", and that page might rank on Page 1 for that phrase, but it is that specific page, not the site itself.

All of this means that if we are trying to rank for a particular keyword or phrase, we have to be 'relevant' and 'strong' for that phrase. We do this by optimizing our page for the keywords we want to rank for (on-page factors), and boost our 'strength' by increasing our "Total Backlink Value" for those keywords (when we rank for keywords without specifically targeting them, it's through a combination of 'brute force' and weak/low competition, meaning the overall 'strength' of our page happens to be high enough to outrank other pages).

Key Concept #3: *PageRank*

(If you're new to Internet marketing, "PageRank" or "PR" is something you'll hear a lot about. While the literal meaning is the original patented web-page-ranking algorithm that was the basis for Google, in IM and webmaster circles, it usually refers to the "toolbar export" number that Google assigns to

every page it indexes. The range is 0-10, going from 'weakest' to 'strongest'. There are a lot of mis-conceptions and mis-understanding surrounding PageRank)

First, though we often hear the term used to qualify a site, it is misleading to think of "a PageRank 5 website". Websites don't have PageRank, only individual pages/URL's do. While it is usually the homepage that has the highest PR, it isn't always the case. When you hear "a PageRank 5 website" this usually means a website with a PR5 homepage. The 'inner' pages of that site will almost always have lower, and even no PageRank.

Second, "PageRank" is an indicator, it doesn't "do" anything. Based mostly on IBL's (In-Bound Links), it's a relative measure of the overall 'strength' of that page. Unfortunately, for our purposes - the purpose of ranking - it is a poor measure. The main reason is that it is a 'cumulative' measure, and as such, doesn't tell us much a page's strength in relation to individual keywords or phrases. In some ways, it's like a 'rating' - we get our 'rating' by virtue of our IBL's, the 'rating' itself doesn't give us anything.

This is why we sometimes see pages with lower PR ranking above pages with higher PR - the higher-ranking page is stronger for that particular search. This is also why it's important to think of 'competition' as only those pages on Page 1 where we're trying to get.

When I look at who is occupying Page 1 for a keyword I'm trying to rank for, their PR is only a small factor in determining how hard it will be. This is because a page may have an overall high PR, but not be either well-optimized, or 'strong' for the keyword I'm targeting.

Key Concept #4: *"Total Backlink Value"*

There are two things that determine our ranking: the site or pages themselves (our content, how well it's optimized, the age of the site, etc.), and our "Total Backlink Value". This is my own term for the number of backlinks, times the strength of each backlink.

Search engine ranking is largely about backlinks. A backlink is simply a link somewhere else, pointing to our site.

All backlinks are not equal. The 'value' of a backlink is determined by where it is (the 'strength' of the page it appears on, the position it appears i.e. in website content vs. elsewhere such as a blogroll, etc.), age or 'freshness' of the links, the rate at which they are created ("link velocity"), and other factors. One very strong backlink can be worth more than dozens, even hundreds of 'weak' backlinks.

Anchor text - the 'clickable' text of a link - serves to 'focus' it's value. It doesn't necessarily increase the value of the backlink, but serves to focus it's strength to that specific keyword, rather than dilute it's

value across the page it points to (we'll talk more about keywords shortly). As such, we still get value from 'bare' backlinks, but if we're trying to rank for a particular keyword, using that keyword as our anchor text boosts our 'strength' for those particular keywords. It also says to Google, "this is what that page is about".

Google Update Note: Google seems to be giving "partial phrase anchor text" more weight. "Partial phrase" essentially means anchor text that includes only part of, or variations of, the targeted keyword as the clickable text. As a result, we would want to mix in a higher percentage of links using anchor text such as "dog training" and "best training".

If we were able to total up the value of all our IBL's ("In-Bound Links"), and all other things were equal - two identical sites - the one with the highest "Total Backlink Value" will rank first, second highest will rank second, etc. Similarly, for a particular search, the one with more relevant anchor text links will rank first since it's overall strength is 'tipped' in favor of that search term.

Keywords, Competiti aSearch Volume

Ok, *so how do we get onto Page 1?*

Since we now know that ranking is only in relation to a search, we must first decide what searches we want to rank for – in other words, what keywords or keyword phrases. The 'narrower' our target, the more straightforward our strategy can be. If we're trying to rank for a lot of keywords, we're going to have to focus more effort overall, although as we'll learn, we can 'leverage' thematically or semantically related keywords – meaning the efforts we make to rank for specific keywords & phrases, will boost our rankings for related words & phrases.

How do we decide what keywords to target?

If we already have our website(s), or know what niches/products/topics we intend to target, then we have some 'range' of relevant keywords & phrases that we want to rank for.

Which of these we want to rank for will determine where we apply our efforts. Obviously, those with higher search volume would be more desirable, however with higher search volume often comes stiffer competition.

A Word At Search Volume Nurs

Any given keyword or phrase has it's "search volume", the number of times people use that keyword or phrase to search. The combined search volume of all the keywords we're relevant for – the keywords we'll actually rank for - is essentially the 'upper limit' of traffic we can expect.

But where do those numbers come from? For the most part, they come from Google. Obviously, Google knows exactly how many times a particular search is done, through Google anyway. In fact, they're the only one's who know. And therein lies a problem – they don't like to give too specific information about things.

Various keyword tools provide 'search volume' numbers, including Google's own keyword tool. Most get their data from Google, which means that all of those tools are using the same information, and therefor report the same results. There are differences where one tool might report a monthly total, while another divides that number by 30 to report daily volumes.
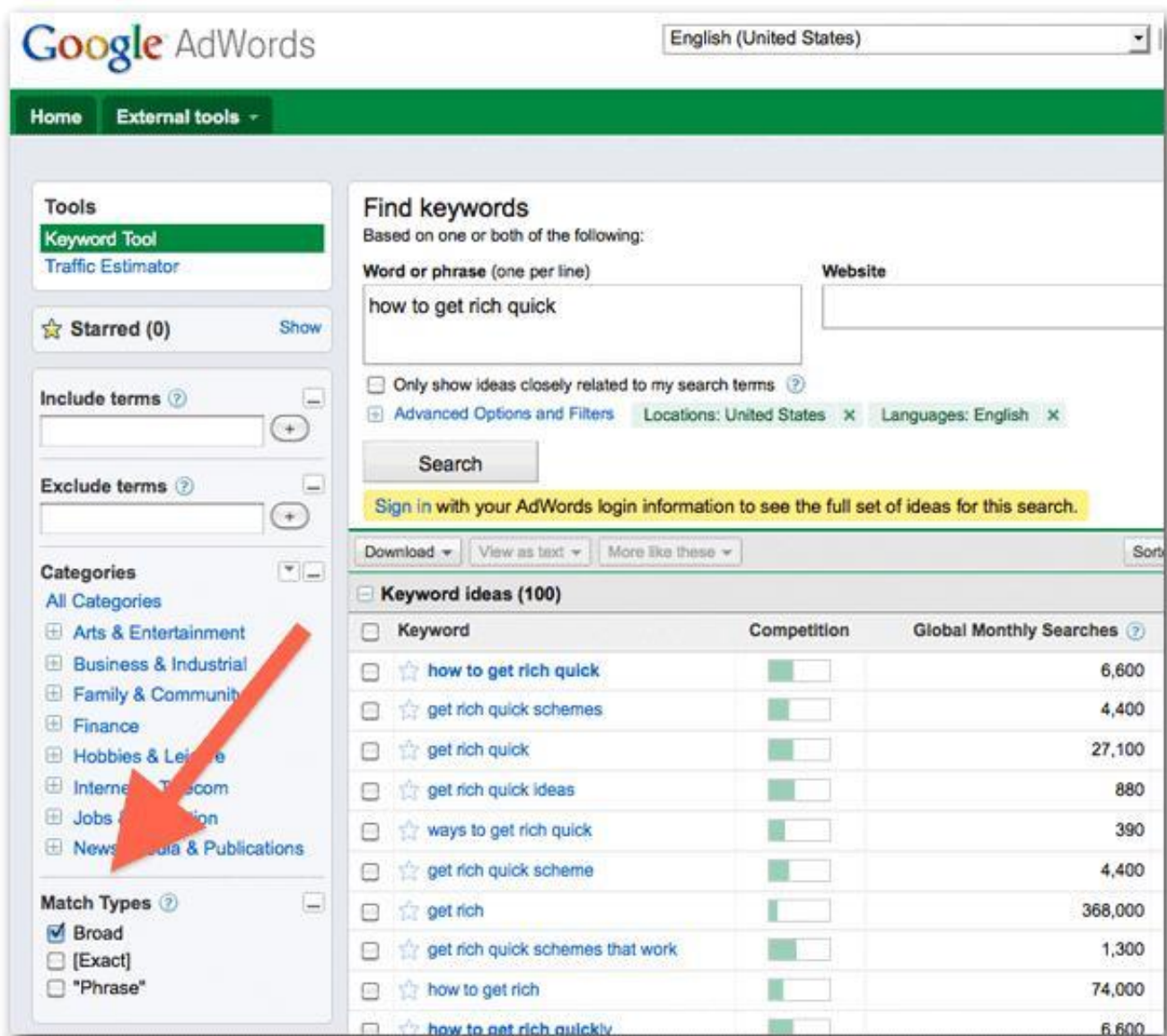
Then there is the 'match type'. There are 3 'match types' when we talk about keywords & search: "exact match", "phrase match", and "broad match". "Exact match" is just what it sounds like: the exact phrase in question, no more, no less. "Phrase match" means the phrase in question, not just as it is, but as part of a bigger search as well: any search that includes the exact phrase within it. "Broad match" means any search that includes the words of the phrase in question, in any order.

Examples for the phrase "dog training":

Exact match = "dog training"
Phrase match = "best dog training", "dog training books", etc.
Broad match - "training my dog", "dog and cat training", etc.

The 'wider' the search (exact to phrase to broad), the bigger the search volume number is going to be.

Google provides 2 numbers for each match type: "global" and "local". The "local" number is a monthly total for the country that you're using Google in (usually the country you are in, but you can also query Google's datacenters in other countries); "global" is a total for all countries combined. Generally speaking, you want to use the "local" numbers of the country for which you expect most of your traffic, unless you can legitimately expect global interest.

Other Sources

Besides Google, Wordtracker is used as a source for search volume numbers. Wordtracker counts the searches done at a number of 'secondary' search engines, then tries to extrapolate what the overall search volumes are. Unfortunately, they aren't terribly accurate. However, in many cases they do manage to reach the same 'ballpark' in their estimates.

Often I'll use Wordtracker in order to 'cross-check' when I see numbers that feel way off. If Google and Wordtracker are close, it can be a good indication that the numbers are reasonably realistic.

SEOBook provides a side-by-side listing of search volume numbers that can be very useful for 'cross-checking: http://www.seobook.com

Competit

Along with search volume, the other key metric for keywords is the level of competition – meaning how hard (or easy) it will be to get a top listing position. Keywords with a large search volume may not be worth talking about if the competition for top listings is such that we aren't likely to get there.

Conversely, 'easy' keywords are worthless if no one is searching on them.

Clearly, being able to accurately assess competition is crucial. Unfortunately, there is a lot of bad and mis-information about this. Fortunately, the 'right' answer is simple.

First, forget everything you may have heard about determining competition. "Number of results" or "number of competing pages" doesn't matter at all. Searching with "quotes" is irrelevant. Search operators such as "allinanchor", "allintitle", etc., by themselves are meaningless.

THE ONLY THING THAT MATTERS IS WHO SHOWS UP ON PAGE 1 WHEN YOU DO A BROAD-MATCH SEARCH (meaning a plain, ordinary search).

That is who you're competing with. This is what real people do when they're searching, and what they see. The type in their search – no quotes, no brackets. And that first page that comes up is all that matters. You have to "beat" some of them in order to make it to Page 1.

Said another way, in order to get a Page 1 ranking, you have to displace or beat someone who is already there. This is why it's so important to think of competition simply as whoever shows up on Page 1.

Page 1 is my competition; to get there, I have to outrank one or more of those listings for that keyword or search. Period. How long it takes me to reach a Page 1 position depends on the strength of the 'competition' for that keyword.

The actual 'strength' of each listing will be how 'strong' their listed page is (content, age, etc.) plus their "Total Backlink Value".

A 'stronger' page might need a lower "Total Backlink Value". Conversely, a very high "Total Backlink Value" may outrank an otherwise very 'strong' page.

When we're competing, we want to try and maximize both our 'on-page strength' and out "Total Backlink Value".

Google Update Note: Understanding The Update

At the end of February 2011, Google rolled out one of their most significant and far-reaching updates, affecting the rankings of millions of websites. You can read Google's official announcement here: http://googleblog.blogspot.com/2011/02/finding-more-high-quality-sites-in.html.

According to the announcement, the update "is designed to reduce rankings for low-quality sites". They define these as "sites which are low-value add for users, copy content from other websites or sites that are just not very useful."

That's a pretty broad definition. By Google's own account, it impacts nearly 12% of all search queries. However if we realize that the majority of searches are for things that wouldn't be impacted, it follows that the number of sites that do fall within those search queries and are impacted is quite large.

We know that one of the main factors driving this update has been the proliferation of low value sites and pages. These include the single-keyword-targeted sites that have been so popular among Internet marketers – the "X-factor" micro niche sites, the "Google Sniper" sites, etc. – as well as the fake or contrived review sites and 'flogs', or "fake blogs". Then there are all those short, low-quality, keyword stuffed posts, web pages, article directory submissions, and Web 2.O articles that frequently out-rank higher quality, legitimate entries.

What we can discern from the update announcement, as well as additional comments that Matt Cutts, Google's head of web spam, and Amit Singhal, the main algo guy, have made recently, is that it's all about quality of content. And in Google's definition, this means originality, relevance, and length, or 'depth & breadth'.

Without going into too much unnecessary detail, there is some general concensus within the industry about the effects it has had, and will continue to have. Fortunately, we can use it to our benefit.

Very generally speaking, it boils down to using original, quality content, including both diverse and relevant back linking, steering away from single keyword focused websites and any sort of scraped or auto generated content, and of course avoiding any "black hat" tactics.

With the exception of the "external" blueprints in section 4, which are based on third-party products, everything within this course has been created and updated to come fly with, and take advantage of the "Panda" update. This means that the strategies and tactics you find here will work, and remain effective for the long term.

Now you have an understanding of search engines and rankings. If you plan on focusing on search engine traffic, you can skip to the "Ranking Blueprint", or continue on as we touch on some of the other sources of free traffic.

Part 3 – Or Traffic Sources

While search engine traffic is one of the main sources for free traffic, it is by no means the only one. And while search engines provide the single biggest source of traffic, the combined volume of all the other available sources far exceeds that of just the search engines.

Each traffic source listing below is essentially a "crash course" in understanding of how to best take advantage of them.

These 'other' traffic sources can be used as an adjunct to search engine traffic, or they can be our primary – even only – source of traffic. Much will depend on what our objectives are, what we're trying to accomplish.

If we recall the E-I-A-C formula from Part 1, this can help you choose which, and to what extent, you want to pursue these sources:

"E"valuate what your end goals are – gathering names for a list, promoting an affiliate product, getting ad clicks, etc.

"I"dentify what the best target platform is, where is it I'm going to send this traffic to;

"A"quire the traffic – tap into these sources;

"C"onvert the traffic – depending on our objectives, this can mean a sale, an opt-in, etc.

Targeted vs. Untargeted Traffic

Article Market

Summary

What: Traffic from individual articles, comes from article directories, syndicated (other) publishers, and search engine ranking of your articles.

Why: Relatively quick & easy.

How: Writing or outsourcing articles that are submitted to article directories, syndication and distribution services.

Pro's: Easy traffic method, can be done with little time or cost, fast results, ongoing residual traffic, doesn't require website, can be used for direct monetization.

Con's: Requires 'giving away' content, requires high-quality content, ongoing effort required for long-term benefits.

Article marketing is one of the quickest, easiest, and surest means to generate traffic. While article marketing is used extensively for link building, it is also a tremendous source of very targeted traffic.

With as little as one article, we can begin generating quality, targeted traffic almost immediately.

Taking it a step further however, article marketing can be one of the strongest, long-term traffic strategies there are.

Anyone who has perused the various Internet marketing forums has probably seen numerous threads proclaiming the "death of article marketing". Fortunately this couldn't be further from the truth. What is true however, is that the days of profiting from low-quality, poorly researched articles are long gone.

Google Update Note: if you followed the industry news immediately after the update, you probably would have come across articles mentioning the loss in position and rankings for article directories and "content farms", particularly Ezinearticles.com. In fact this is where the Panda update got its nickname of "Farmer" since it appeared to target "content farms".

While the update did have a significant impact on these sites, it's not because these sites fall into a particular group or category, but because they had become repositories of so many low-quality and low originality articles.

The solution is the same as for any content anywhere now: longer, higher quality, original content.

The objectives for article marketing are three-fold: 1) to have your articles ranked in the search engines, 2) to create content that draws readers in enough to want to click on your links or 'click

through' to your website, and 3) to have your content syndicated, or re-published, in order to widen it's reach.

The key to effective article marketing for traffic is going to be your title. I can't over-state the importance of a strong title. If your title isn't both relevant and interesting, not only won't the article get read, but few worthwhile webmasters will choose to syndicate it.

But beyond just being interesting or eye -catching, it must integrate the keywords or keyword phrases you are targeting. The fact of the matter is only a relatively small percentage of readers will find your article on an article directory site. Most will find it through a general search. (In the case of republished or syndicated articles, while it is the host site that is delivering traffic to your article, the title is what will get it read).

Successful article marketing requires focusing on three different aspects:

1. The article itself – keyword research, title, and content.
2. The links – leveraging those all-important links to our target.
3. Promotion – getting our articles to rank, and getting them syndicated.

Our E-I-A-C formula will help with each of these steps. By "E"valuating our end goal, we can narrow our keyword research and determine what our links will be. Are we trying to promote a product or offer? Are we trying to get traffic to our site? Etc...

"I"dentifying our platform and "A"quiring our traffic are already answered as 'article marketing'.

How we "C"onvert will depend on that initial 'end goal' evaluation – either point our links to an affiliate offer, or to our website. I should mention that in this 'new world' of article marketing, we don't ever want to do "direct linking" - having our links be affiliate links. Instead, if we do want to send traffic directly to an offer, we'll use re-directs, which will be covered more below. We'll also provide a sample you can use in the.

The Article

This is obviously the most important aspect; if the article isn't any good, it won't rank, it won't get syndicated, and if someone does happen to find it, they probably won't read it through, which means they won't get to your link.

Depending on what we are targeting, the first step should be our initial keyword research. We want to find keywords or keyword phrases that are appropriate for the article, have some reasonable level of search volume, and aren't too competitive.

From that keyword research, we want to choose one keyword or keyword phrase for each article. If we intend on doing only one article, then we would want to pick either the highest volume, or easiest to rank keyword. However, successful article marketing should entail campaigns of many articles for each objective.

For each article, we want to work our chosen keywords into the title, while also ensuring it is an effectively catchy title.

For example, if we are in the 'dating' niche with an end goal of sending traffic to a niche dating site, and our keyword choice is "asian women", a title such as:

"What You Must Know If You Ever Want To Get Dates With Asian Women"

will be much more effective than:

"How To Date Asian Women"

Create your title, and have that dictate what the article will be about, NOT the other way around.

Once you have your title and know what the article will be about, you have to get it written. Whether you write them yourself or outsource them (check the 'Resources' section for help with outsourcing), they MUST be of the highest-possible quality, and 100% grammatically correct. It's astonishing how many articles have grammatical and/or typographical errors in them; don't let yours be one of them.

Since our objective is for the reader to want to take that 'next step' after reading our article, we want to structure our articles accordingly. This means not only keeping their interest while they're reading, but giving them reason to 'click' afterwards. The best way to do this is to 'set up' that click or next step, by baiting them – ending the article while they're still 'hungry' for information, and presenting our link as the way to get it.

An easy and successful format to use is:

Title

Introduction – what the 'dilemma' or question is that this article will address. Using our title example above, this might mean something along the lines of, "Dating Asian women isn't easy; if you don't know a few things unique to Asian women, you can expect a lot of rejection. This article will tell you what you need to know..."

Body – this is the 'meat' of the article, where you'll provide the information suggested in the title and introduction.

Close – here you summarize what you've told them, while letting them know why they need to take that next step, something along the lines of "As you can see, dating Asian women is different than dating other women."

Resource Box – this is where you direct them to that next step, clicking your link. Forget about writing anything about you; this is what all your efforts are directed to. You want your resource box to essentially be a continuation of your article, with a strong "call to action". Using the same example, you might write something like "Click here to learn EXACTLY how to put this into action...", or "Click here if you're ready to date Asian women right now...". It's worth noting that both of those examples begin with "Click here". Through my own and others' testing, this has the highest click-through rate.

Article Length – 250-word articles won't do anything for you, and in fact most article directories no longer allow these 'mini-articles'. Consider 400 words as the minimum for articles. While 'conventional wisdom' says that shorter is better so that a reader gets to the resource box links, it's for naught if the article is never found.

Google Update Note: it is clear that article length plays a much more important role now in ranking. Whether it's for article marketing or content on your own site, articles should be a minimum of 400 words; 500+ is better.

Pen Names – pen names are crucial in article marketing as they allow you to 'segment' your articles by niche, and allow you to be an 'authority' in many niches. Use a different pen name for each different niche you market to.

Syndication & Distribution

The more places our article appears, the more traffic it can generate. There are two aspects to syndication: having our articles picked up from article directories, and distributing them to multiple sites.

As far as having them picked up from the article directories, this will depend almost entirely on how well we crafted our title, however we also have to be 'in the running', meaning we have to show up when someone looks there for articles.

In addition to having our keyword(s) in our title, we want to make sure and take advantage of any 'summary' and 'keywords' or 'tags' entries that an article directory has. Our 'summary' should be similar to our 'introduction' – what question or dilemma the article addresses. Keywords and/or tags should obviously include our target keyword, but should also have a 'wider' range of keywords, since the objective is for our article to show up in as many queries as possible. Using our example, a keyword or tag list might include "dating, romance, asian women, single women, online dating, relationships, marriage".

Beyond syndication from the article directory, we can submit to multiple directories and other syndication services.

NOTE: Be careful in your submissions; some article directories, such as Ezinearticles.com and Buzzle.com require exclusive submission.

Spinning

One way to syndicate to multiple sources is to spin your article. With the advent of good spinners such as The Best Spinner (http://traffic100kblueprint.com/tbs/), it is relatively easy and straightforward to spin one article into many. This is one of the best ways to leverage content, however it is CRUCIAL that you make the effort to create 'quality' spins, of AT LEAST 50% 'uniqueness'. This means taking the time to generate very readable and coherent spins.

Spinning also makes it easy to syndicate our content to Social Bookmark sites, Web 2.0 sites such as Hubpages and Squidoo, and to use for our own sites.

Syndication Services

There are a number of 'syndication services', including article distribution services, that will send your articles to other directories, blogs, and webmasters. One of the best and most widely used is Unique

Article Wizard; check the 'Resources' section for more on UAW. Other services include Brad Callen's SEOLinkvine (http://www.seolinkvine.com/) and iSnare (http://www.isnare.com/), as well as blog syndication communities like Blogengage (http://www.blogengage.com/) and Bloggersbase (http://www.blogengage.com/). Check the 'Resources' section for a listing of article directories and syndication services.

When using syndication services, it's imperative to realize that in most cases, articles are 'manually' approved. This means someone has to 'approve' your article before it is published. If you follow the guidelines for title and content, you will have a very high 'approval' or acceptance rate, which translates into many more instances of your article being published.

Guest Blogging & Blog Syndication

Separate from syndication services, there are virtually unlimited opportunities for additional article syndication through "guest blogging" and blog submission/re-publishing.

The idea behind "guest blogging" is to provide articles or blog posts to existing niche or topical blog owners, who then publish them as "guest-written" articles. It provides the blog owner with opportunities to add quality content that they don't have to write themselves, while positioning it as a value-add 'extra' for their readers. This means of course that the articles themselves must be quality, relevant pieces.

Finding "guest blogging" opportunities is as easy as finding relevant blogs and contacting the owner/webmaster. The majority of blog owners will welcome the opportunity to add "guest-written" content so long as it's good, quality, relevant material. Some blogs even solicit "guest bloggers" on their blogs.

Similar to "guest blogging", you can syndicate your content simply by offering it to blogs owners/publishers, contacting them directly and asking if they'd like to have some additional content. Really the only difference with "guest blogging" is that they may not be looking to provide author credit. As long as they're willing to include your link(s) however, you accomplish your goals.

An excellent resource for finding relevant blogs, both for "guest blogging" and simple submission, is Technorati (http://www.technorati.com/). Technorati is a blog search engine, with over 150 million blogs indexed. Technorati uses 'tags' as it's primary means to index blogs.

Getting Ranked

Some article directories, such as Ezinearticles.com, have become 'Authority' sites, meaning their domain has significant 'domain authority' with Google. This of course makes it easier to rank through those directories, and one reason why articles often show up high in the search results.

We can take further advantage of this fact. Most article directories will use the article title as part of the URL for that article. This means we can 'piggy-back' on these 'Authority' domains! This becomes extremely effective when we've done good keyword research, and included it in our title, which results in our article having a strong 'Authority' domain AND our keyword as part of it's URL.

Boosting the ranking for our articles further is simply a matter of doing the same things we would do to rank our own sites: getting backlinks.

In other words, an integral part of article marketing includes building backlinks to our published articles. If you haven't already, I STRONGLY suggest you read the 'Ranking' section of this book.

In the "Article Marketing Blueprint", you will find a basic back-linking campaign. Obviously, the more effort you apply to this, the quicker and better your articles will rank.

Click-Through (Links)

Depending on what our objective is, we will either be linking back to our target site, or to an offer. If we are linking to our target site, then the link will be a straightforward link. However if we are linking to an offer, we ALWAYS want to use a re-direct. Not only do some article directories not allow affiliate links, but we run a risk – a product offer could change, the provider could go under, etc. By using re-directs, we maintain control of the links and can change or update them if necessary.

There are two ways we can do these re-directs. First, we can have the re-direct happen at our site. To do this, we create a text file of a redirect, and upload it to our site, then use that as the link in our articles (you can find a sample file you can use in the 'Resources' section).

Alternately, we can do the re-direct at the ISP or domain registrar. Almost all ISP's and registrars provide an option to have a domain re-directed. While this can be costlier, it gives us the tremendous advantage of having a domain name tailored to our article and offer.

For example, I have a number of articles in the singles/dating niche, and registered the domain match-me.org. That domain re-directs to a dating site using my affiliate link. I can change the link it re-directs to at any time.

Article Marketing Do's, Don'ts, and Guidelines

Done 'right', article marketing is one of the very best traffic and general IM strategies there are. For those who want to really take full advantage and leverage it's power, there is a huge payoff to becoming an 'expert' article marketer.

Below are some general guidelines, taken from my own experience, and from the definitive course on article marketing, Tim Gorman's "Article Marketing Soldiers". It's worth noting that much of my own success with this strategy has come from following Tim's guidance over the years.

I cannot recommend his course strongly enough; it's incredibly comprehensive, regularly undated, and simply the best route to becoming the expert article marketer. You can find it here:

 http://traffic100kblueprint.com/ams/

Copy What Works. On most article directories, you can find the "Most Viewed", "Most Published", and similar listings. By skimming through these, you'll start to see common traits, such as types of titles, similar resource box formats, etc. This is one of the best ways to improve your own success; see what the already-successful articles and marketers have in common, and do like they do.

Quality, Quality, Quality. In his excellent "Bring The Fresh" (http://www.traffic100kblueprint.com/btf/) course, master marketer Mike Long shows how he has been able to completely dominate the search

engines, repeatedly, solely through the use of article marketing. His secret? Extremely high quality articles, and lots of them. Well-written titles and quality content. Say it with me, "well written titles, and quality content; well written titles, and quality content; well written titles, and quality content ..."

Know The Terms Of Service. Make sure you read and understand the individual TOS for the directories you submit to. They aren't identical, nor are they always 'common sense'. There's nothing worse than putting in the time & effort to create your articles and having them rejected, except perhaps having your entire account shut down.

Leverage Your Efforts. If you're going to the trouble to research a topic or subject, take advantage of your new-found expertise; in most cases, it's easier to write multiple articles on similar topics than to switch gears after each and create entirely different articles. Leverage those efforts further through spinning or re-writing so that one article becomes many.

Don't Squander Your Resource Box. The whole point of all of this is to get that 'next step' click on your link. Don't waste your resource box on anything other than getting that click-through. Create a strong 'call to action' and set it up at the end of the article.

Don't Put All Your Eggs In One Basket. Spread the joy, don't limit yourself to just one article directory. Too many people consider 'article marketing' to be 'submitting to Ezinearticles'.

Be Consistent And Persistent. As with most traffic strategies, article marketing is a process, not an action. Don't 'submit an article', create and execute 'article marketing campaigns'.

"Expert Content" Article Marketing

In addition to the "traditional" avenues of article marketing - article directories and syndication - there are a number of sites that accept content and/or writers & experts as 'sources'. Perhaps the most well-known of these is About.com:

 http://beaguide.about.com/gdoverview.htm

Variously called "guides", "contributors", or "experts", they provide content and occasionally moderate queries and comments. The opportunity is to be positioned as an expert, with links either in-content or separately.

Re-Purpose Your Articles

One of the best ways to leverage your article content is to "re-purpose" it in other formats (similarly, you should take your "other" content and re-purpose it by transcribing it into articles).

Most articles can be quickly & easily re-purposed into various formats such as audio podcast, slide presentation, PDF, and video. Odiogo (http://www.odiogo.com/) will automatically turn an article or your entire blog into audio and distribute as a podcast, for free!

Alternately, you can simply record yourself reading your article, save as an audio file, and distribute as a podcast. Similarly, you can summarize your article as bullet points and turn it into a slideshow. You can further narrate over that same slide show and save as a video. Generating a PDF to submit to document sharing sites is as easy as using a PDF converter (Sun's OpenOffice is a free Microsoft Office

compatible suite that includes a PDF converter – http://www.openoffice.org/).

Check the Resources Section, or click here for the listing of Article Directories

Youtube & Video Market

Summary

What: Traffic from individual videos, comes from video sharing sites, syndicated (other) publishers, and search engine ranking of your videos.

Why: A powerful medium that is more engaging than text.

How: Creating or outsourcing videos, submitting to video sharing sites, and video distribution services.

Pro's: Excellent medium for those not inclined to read articles, easy to generate interest, enthusiasm, and Call To Action; plenty of tools available to create videos, and to re-purpose other content into video.

Con's: More involved in terms of production, more cumbersome for longer, in-depth content and messages.

It is said that some 50% of Internet bandwidth is consumed by video, much of that originating with YouTube. While bandwidth is not the same as users or traffic, it does help to put in perspective how widespread and prevalent video has become.

It's hard to imagine that YouTube is only six years old, and it's been only five years since Google acquired them; today there are over 100 million video clips viewed daily, with over 50,000 new videos uploaded each day.

One reason for the rise in popularity of video is, well, it's video. As a culture we have become comfortable with video as the dominant medium for news, information, and entertainment. As broadband or high-speed Internet access becomes more widespread, the expectations and use of video will only rise further.

As with article marketing, driving traffic with video has three components: content, the actual video; syndication or distribution; and click through to our target.

Unlike article marketing, video isn't necessarily all about quality, but rather about getting and holding attention. Depending on what our objective is, an effective video might be informational, or it might be

entertaining, controversial or shocking, etc.

Another point where video differs from article marketing is how people find them. Very few people go to an article directory to find an article; they find them when they show up in a search engine search. Videos are found this way, but in addition there are millions of queries right at the video sharing site.

In fact, we can think of video sharing sites, Youtube in particular, as a 'search engines for video'. As such, we want to treat our videos this way and optimize them for these searches: including the keywords & phrases we're targeting within the video title and description, and making intelligent use of tags.

There are two 'parts' to video marketing: creating the videos, and distributing them.

Once again, using our E-I-A-C formula can help determine the most effective means for implementing video marketing, particularly "E"valuating our end goal (generating interest in gaining more information, announcing the availability or benefits of a product or service, etc.), and "A"quiring that traffic (providing a link an offer, to our website, etc).

The Video

In order to produce 'effective' videos, we want to be clear as to what we want the 'effect' to be. While the end result is always going to be following a link, what we're trying to accomplish will determine what type of video we want to create. For example, an 'informational' video will do better as a bulleted slide show than a fast-paced montage, while if our end-goal is pre-selling or pitching an affiliate product, it might be just the opposite.

There are two easy- to-produce types of videos that should cover most needs: 'article' videos, and 'experience' videos. You can think of 'article' videos just like an article; you want to convey specific information. In fact, you can 're-purpose' your articles this way simply by either summarizing each paragraph or creating a bullet list, importing that into Powerpoint to create a slide-show, and narrating over it by reading the article as you go through the slides.

'Experience' videos can be produced with equal ease using Animoto (http://www.animoto.com). You simply gather some representative images, create some additional images by creating text slides in a program like Paint, putting them in a 'story-line' order in Animoto, selecting one of their music tracks, and voila! - you have a slick, 'experience' video that is fun to watch.

As with article marketing, the more videos you have to distribute and syndicate, the more traffic you can attract. Note that you can "re-purpose" your podcasts as videos by creating a simple slideshow to combine with the audio. (Similarly, you can "re-purpose" your videos as podcasts simply by using just the audio and distributing it as a podcast).

Distribution

There are a number of applications and websites that can help you distribute and syndicate your videos. Tubemogul (http://www.tubemogul.com/) is a free service that not only distributes your videos to multiple video sharing sites, but provides good analytics

information, helping you learn how your videos are performing, which perform best, etc.

As with article marketing, you will benefit by 'spinning' your videos so that they aren't identical. Fortunately, you don't have to 'spin' the entire video. One easy method is to create your videos in two parts, an brief "intro", and a main "body". The "intro" can simply be 5-15 seconds of introduction. This allows you to create multiple "intros" to combine with one main "body", thereby giving you essentially unique videos for each distribution. You'll also want to vary the descriptions.

Having multiple accounts on the various video sharing sites – particularly on Youtube – will further spread your reach, however you may garner more traffic by having one 'main' account or profile, and having an array of videos on that same account. This is where 'Channels' can help boost your traffic.

Since the benefits of video come from people watching it, you want to distribute them not just to syndication, but wherever you can embed them on your own properties. Embed your videos on your own websites, blogs, Facebook pages, Web 2.0 sites, etc. When you embed these videos, you have the additional opportunities to expand their descriptions, keywords, and tags. You can also use applications like LinkedTube (http://www.linkedtube.com/) and Viewbix (http://www.viewbix.com/) to embed links, including affiliate links, right onto these embedded videos.

Channels

Youtube, and many of the other video-sharing sites allow you to create 'Channels'. These are essentially your 'website' on that site, where all your videos reside together. The benefits are that you have all your videos there; someone watching one can see the others you have, plus you can have people subscribe to your channel. This not only lets you communicate with them, but notifies them when you upload a new video.

Tags

As with Web 2.0 sites and blogs, videos use 'tags' rather than 'keywords'. These are simply keyword descriptions to help categorize your videos. You always want to insure you have your main keywords/phrases input as 'tags'.

You should also look up the most popular / most viewed videos in the categories & niches you are targeting, and copy their tags. These essentially tell you what tags to use to get the most visibility, and can help get your videos to show up in the "related videos" list for other videos.

Click here for the listing of video sharing sites, tools, and resources: Video Sharing Sites

Web 2.0

Summary

What: Traffic from Web 2.0 platforms such as Squidoo and Hubpages, and search engine ranking of your Web 2.0 sites.

Why: Quick & easy site 'assembly', benefit and advantages of Authority domains.

How: Assembling sites from pre-fab modules plus original content, linking to similar sites, using tags.

Pro's: Easy to build self-contained, polished sites, benefits of Authority domain for quicker & easier ranking, ability to leverage Authority domain URL for chosen keywords.

Con's: You don't own the platform/site, subject to site and/or account bans, limitations on links, commercial applications, etc.

Though it is used very loosely now, the term "Web 2.0" generally refers to websites and platforms comprised of "user generated content". Examples are social media and social bookmarking sites such as Digg, Reddit, MySpace, Twitter, and Facebook, as well as platforms such as Squidoo and Hubpages.

This section will deal with Web 2.0 platforms; a subsequent section, "Social Media", will go over traffic from social media sites.

You can use Web 2.0 platforms as a traffic generator, a target to send traffic to, or both. As a source of traffic to funnel to a different target site, you can best take advantage of them by making them 'mini-authority' sites: adding quality content and linking them to other related sites on the same platform. For instance, a Web 2.0 site designed around "Better Diets" can garner traffic by becoming an 'authority' in the diet niche, and linking to other diet, health, nutrition, etc. sites within the same domain. In fact, some Web 2.0 platforms allow you to add your site to 'groups', 'linkwheels', or other internal communities of related sites

As an end- goal "C"onversion target, these sites are best leveraged by getting them ranked for keywords relevant to their topic.

Many of these Web 2.0 platforms have strong domain authority; we can take advantage of this by leveraging their domain authority to rank for keywords and phrases more quickly and easily then we can with a brand-new site or domain. This is especially effective for specific keywords, since most of these platforms will append or include our 'title' as part of the URL. This means I can create a site such as:

 http://www.squidoo.com/BetterDiet or
 http://www.hubpages.com/hub/BetterDiet

and receive the domain authority ranking benefits for my chosen keyword, in this case "Better Diet".

As with a 'regular' website, strong Web 2.0 sites require strong content. But in addition to the content, most of these platforms make extensive use of 'tags'. These are essentially related keywords and phrases that help to define what the page is about. One key to effective Web 2.0 sites is to load them up with appropriate tags. We do this with keyword research, finding the highest search volume keywords that are relevant to our site.

Click here for the listing of [Web 2.0 Sites](#)

Social Me Market

Summary

What: Largest, fastest-growing destinations, Social Media sites and applications are becoming the dominant means of communications for certain population segments and purposes.

Why: Essential for connecting to younger generations; often the primary 'place' where many people spend the majority of their time online.

How: Creating Facebook Pages, Linkedin and other profiles, interacting via Twitter.

Pro's: Huge amount of traffic, often the primary and/or only avenue for communications to some segments.

Con's: Less tolerant of 'traditional' marketing, promotion, and commercial purposes; requires learning new apps and platforms.

Facebook, Twitter, Linkedin, and the like have revolutionized how people communicate and interact. With more than 600 million users – nearly 1 out of 10 people on the entire planet, and still growing - more traffic flows through Facebook than any other website. And depending on your generation and location, you may be spending more time communicating through social media than any other means.

One key to social media marketing is to understand that it differs from more traditional communications methods. There is a stronger bias against overt advertising, promotion, and marketing. For example, few people are going keep 'following' you on Twitter if your tweets begin to feel like nothing more than advertisements or come -on's. In that regard, it helps to think of these channels similar to the 'early days' of email and cell phone messaging: you must generate interest or provide something of value, and couch your messages in such a way that it doesn't feel like 'selling'.

Faceb

The main avenue for funneling traffic from Facebook are Facebook Pages ("fan pages"), and Facebook Groups. While there are a number of differences between the two, one significant difference when it come to traffic generation is that Pages are you 'presenting' to users, while Groups allow for interaction between Group members.

The key to creating effective Facebook pages, and to a lesser extent Groups, is to treat them like the professional 'face' to your product, offer, target site, etc. You want to create a professional appearance, define and describe whatever that end-goal "C"onversion target is, and include a strong Call To Action that will promote a click-through.

When you set up a Page, you'll have the option of allowing people to 'write' on your 'wall' – essentially commenting on your Page. This can help create positive social interaction and give your Page a more dynamic feel, but it carries risks. If you open it up to comments, you must actively monitor each Page. Not only might someone post less-than-positive comments, but there are people and apps that may spam your page.

You can enhance your Page by including your videos, your Twitter feed, etc.

Similar to an opt-in or squeeze page, you can significantly boost the effectiveness of your Page with a give-away, however you don't necessarily want to distract from your "C"onversion goal. If your objective is to drive traffic to a site, a give-away is going to lower your conversions.

The popularity of your Page is based on the number of "Likes" you get; as such, you want to encourage readers to click the "Like" button. You can further leverage this by promoting your page and "Likes" elsewhere, such as your Web 2.0 properties.

Twitter

The Twitter microblogging service provides another good Social Media platform for generating traffic. The keys to using Twitter effectively are getting followers in the appropriate topic or niche, sending tweets of value with a Call To Action, and setting up your bio page properly.

There are a number of applications available to automate the process of creating accounts, finding, following, and un-following users, but you can do this manually as well.

You want to create an account for each niche or topic you are targeting. Set up your bio page with pictures, and a brief intro and Call To Action for your target site. Now you can begin to find users and

groups relevant to your niche or topic using Twitters search function. Following people or groups will get you followers in return; every few days, you want to un-follow those who haven't begun following you in order to have more room.

Do not 'over-tweet' – the quickest & easiest way to lose followers is to blast out too many tweets, especially obvious marketing or come-on tweets. Make sure you always have a reason to send a tweet. This might be a re-tweet of something you found interesting, some worthwhile feature or benefit related to your "C"onversion goal, etc. And while you want to avoid most types of automated tweets, there are various worthwhile plugins and apps that will send out tweets when you add new content to a blog, Web 2.0 site, submit a new article, etc.
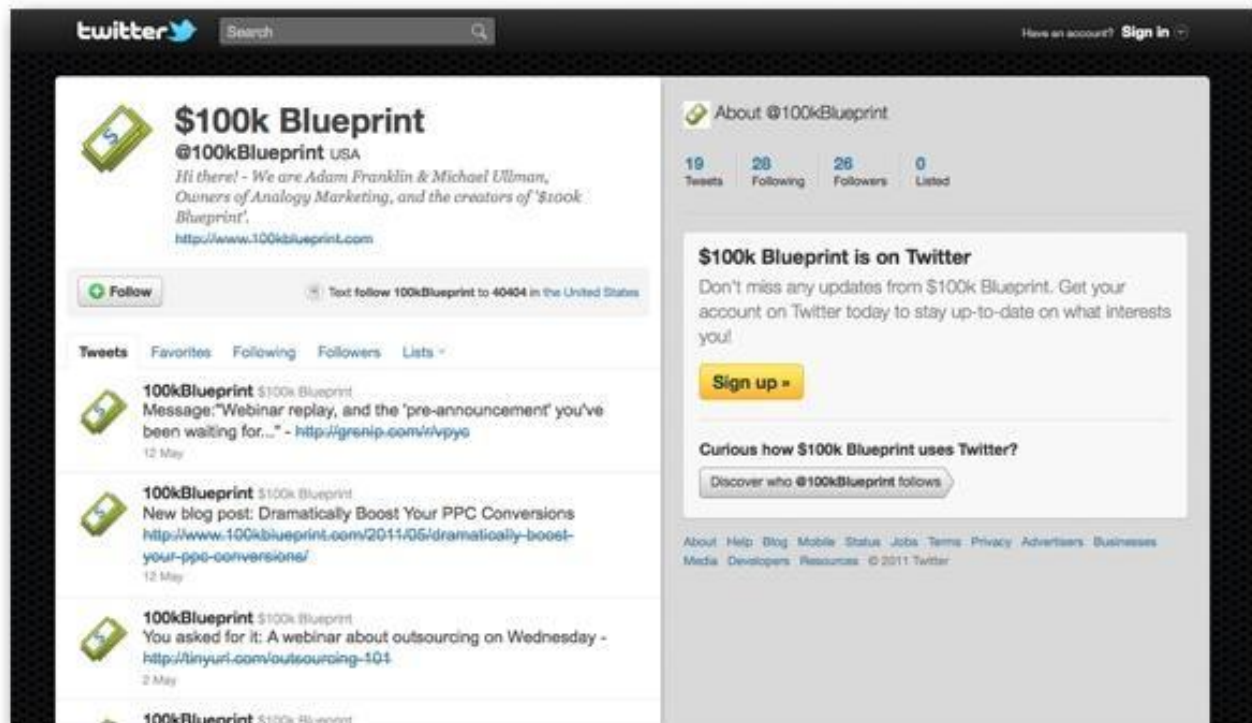
A good way to generate interest is to ask questions. Remember that not only do you want to get click-throughs, but retain enough interest so that your tweets are looked at, and you aren't un-followed.

Twitter is also ideal as a 'feeder' for generating interest in other traffic- generation efforts. For instance, you can call attention and funnel traffic to your blogs, videos, articles, etc. If you do this in a circumspect fashion, it can be extremely effective. For instance, rather than tweet about your new blog promoting a dieting offer with "Want to lose weight fast? Check out my new 'Better Weight Loss Diet blog! http://www.BetterWeightLossDiet.com", you might try something like "Do you know why some diet plans work better for women than they do for men? http://www.BetterWeightLossDiet.com?

In some respects, your tweets should follow the same guidelines as for article marketing: it's all about the 'headline'. You can also re-purpose your content by tweeting the headlines of your articles, posts, etc.

Maintain consistency without over-tweeting. Do not send more than 15-20 tweets per day. The most effective times for your Call To Actions are early morning, and late afternoon.

Myspace / Other User Communities

It can be easy to forget that Facebook was not the first Social Media online communities – far from it. In fact, these communities pre-date the internet, and were one of the driving 'forces' behind online connectivity!

There are many Social Media user communities besides Facebook that have millions of users. One of the biggest is Myspace. Before there was Facebook, there was Myspace. The best way to use Myspace – or any of the other online communities – is to treat it like a Facebook Fan Page. Include quality content, images, etc., along with strong Calls To Action for your links.

Nostalgia Note: Long before there was such thing as the "internet", people were connecting in online communities – via dial-up modem exclusively. Back then there was no such thing as 'broadband', and in the real momentous events occurred when a new, faster modem was devised! Once upon a time, "9600 Baud" - bits per second – was 'fast'. Then along came the new 'high speed' standard: 14,400 Baud. And for those who could afford it (and had landline phone service that could handle it), the online world 'rocketed' forward. And just a few short years later – a blistering pace of innovation at the time – 56k modems became the standard. This was truly 'high speed' – except it couldn't handle video, audio, or almost anything else 'real time'.

Back in the earliest modem days, the main online applications were BBS's, or "Bulletin Board Systems". With these, you could have your modem dial into a common computer running 'BBS' software. Though rarely able to handle more than 4 to16 users simultaneously, you could 'interact' via posts, similar to today's forums. There were even 'big' services, such as Compuserve and The Source that actually could connect thousands of people together – providing you also paid the hourly service fees...

Check the 'Resources' section for a listing of Social Media user communities

StumbleUpon

StumbleUpon is a different sort of Social Media site, more along the lines of "crowd sourcing" than social networking. The basic premise is that sites are submitted to SU by surfers; they also view sites by clicking the SU button, which then send them to a site. The surfer votes the site 'thumbs up' or 'thumbs down', causing two things to happen behind the scenes: the more you vote on sites SU shows you, the more it refines it's 'understanding' of what you like, hence the more 'good' sites it's likely to show you. Secondly, the more a site is voted up by surfers, the 'stronger' it's weighting and more it will be shown to others.

I should mention - "Stumbling" can be thoroughly addictive! There are some amazing sites, pages, etc., on the web. If you take the time to fill out your profile with your interests, and spend some time Stumbling – viewing & voting on what you see – you very quickly start to get sent some truly amazing, outstanding web pages! You can very easily find yourself Stumbling for hours... ok, you've been warned!

As a traffic source, SU works best for sites & pages that have good visual appeal, since a surfer can quickly vote down a site, of simply 're-Stumble'. By adding an SU 'button' to your web pages, you can encourage SU votes. The more votes a page gets, the more SU will present that page to other users. If a page gets enough votes, it will be featured on their "Buzz" page, which can generate an avalanche of traffic.

Make sure to set up a SU "blog" which is really your profile, and include your link. You can also add reviews of other sites, images, etc.

Additional Traffic Sources

Fms

Forums can be an excellent source for very targeted traffic. Not only will the forum itself be a qualifier – people on a particular forum have qualified themselves to whatever the topic of the forum is, but visitors will further qualify themselves by clicking through on your link.

Most forums allow some type of "signature", a one or more line description, saying, phrase, etc. that is automatically appended to all your posts on the forum. Your "E"valuation step will help you decide what to use for your signature. Since you can usually have some description rather than a 'raw' website URL, you can 'design' this to give you either the widest interest, or the most tightly qualified.

As an example, if my "E"valuation end-goal is to promote a particular product, I can create a signature that extolls a specific feature or benefit of that product, such as a signature that says "**Finally ready for a diet that works? Come check out** www.better-diet.com"

The key to attracting forum traffic is two-fold: first, you must be visible. That means getting involved in a lot of conversations or threads. Comment or participate often, and initiate threads. Secondly, you must generate some credibility and standing. Avoid commenting just to have your signature present; if you can't say something intelligent and add value to the conversation, don't do it. Equally importantly, make the effort to be seen as helpful and informed. When you're a frequent, helpful, and positive

contributor, people will click on your link. And in that vain, make sure you read and follow the forum rules. They vary from forum to forum, and there's nothing more undesirably than someone who clearly isn't adhering to the forums etiquette and just spamming posts.

Recognize also that many forums attract people from all over the world, which means different time zones. As such, there may be many forum members who aren't online at the same time you are. If you're able to, poke around at different times of the day.

Forums are like any other community; the more active, courteous, and helpful you are, the more welcome you will be. The more you contribute, the more visibility you'll have, hence more traffic as a result. You can re-use or re- purpose content you are using elsewhere and turn it into forum posts. In particular, if you're creating blog posts, articles, Web 2.0 entries, etc., that are on-topic, especially if you've made the effort to make them stand-outs (lists, controversy, "how-to's", etc.), you can often summarize or distill them down into forum posts.

Keep in mind that while direct- topic forums are obviously ideal venues for very qualified traffic, it can be worthwhile to think 'outside the box' and consider 'secondary' forums – topics that may not be primarily relevant, but will be populated by people who are likely to be interested. Using our www.better-diet.com example, forums on weight-loss are obvious primary targets, while we may also be able to get strong, qualified traffic from forums on topics such as fashion, relationships, weddings, health, exercise, etc.

Check the "Resources" section for the listing of Forums

Free Reports / Giveaways

Think of free reports as combination of article marketing and forum marketing.

Everyone likes to get something for free. By creating a relevant, topical report, and offering it for free on a forum, you take advantage of this while targeting very qualified prospects.

Many forums have areas specifically for this type of offer or give-away, however you can also boost your basic forum marketing via signature link by offering your free report.

A free report or giveaway can be created a number of ways: you can write it, find an existing relevant report with distribution rights (public domain government reports work well here), or you can simply take a number of related article directory articles and combine them into a cohesive report i.e. "Best of...".

Alternately, writing a report can be as simple as doing a list: top 10 tips, top 10 strategies, 10 links to online resources, etc.

Document ring Sites

Document sharing sites are somewhat similar to article directories, but tend to be repositories of bigger documents in general, and include a lot of technical documents, PDF's, slide shows, etc., as well as forms, spreadsheets, and the like. They differ from article directories in that the documents shared aren't necessarily there to be used as content, but rather for their original purpose of directly sharing the documents with those who are interested in them or want to use them directly.

As such, there generally isn't a syndication opportunity, but rather a 'direct traffic' opportunity. What may come as a surprise is just how many people view these documents.

One big benefit to these sites is that as long as you adhere to their terms, most documents are published or made available immediately, and in most cases with whatever links are in the document left intact.

This means that we can route traffic to our website, or direct-link to an offer (remember that we don't ever want to literally 'direct-link', but rather use a re-direct).

Another big advantage is that you can use public domain content, PLR (Private Label Rights), and spun content on these sites. Of course you'll want to make sure the content is something people will want, and provide a reason to click your links. This can easily be accomplished by having additional, similar content on your site, and including a "click here for more..." call to action link. You can also find public domain, PLR, and similar content that is relevant to whatever offer you are promoting, and include that call to action, i.e. "since you're interested in such-and-such, you really owe it to your self to check out so-and-so..."

Note: While the purpose in this section is for generating traffic, many of these sites can also provide strong backlink opportunities.

The key to leveraging document sharing sites, as with article directories, is the title, and content. Interesting, relevant, and/or 'useful' documents see the most traffic.

Click here for a list of document sharing sites in the 'Resources' section:
 http://traffic100kblueprint.com/pdf-resources/

Press Releases

Press releases are essentially advertisements dressed up as news stories, and as such allow you to 'sculpt' your 'pitch' to a great extent.

As with article marketing, the headline is the key to getting them read and syndicated or distributed. And while similar in some respects to article marketing, press releases should be focused on announcements and newsworthiness, rather than the 'informational' focus for article marketing.

The key to using press releases for generating traffic is in understanding what they are used for. A press release is 'picked up' by general news and topical sites. An editor or webmaster looks to press releases

to provide content, and as such will be more likely to do so if it feels interesting, new, and/or relevant.

You don't necessarily have to have a 'new' announcement to send out a press release. You can generate 'news' simply through positioning:

"Acme's Better Diet Addresses Dieting Dilemma"
"Acme's Better Diet Working Where Other Diets Fail"
"Dieters Finding Acme's Better Diet Provides Fast, Safe Results"

None of those headlines are 'news', but all are 'news-worthy' reasons to issue a press release.

Check the 'Resources' section for listings of free press release distribution sites, and press release writing guidelines.

Podcasting

Podcasting is simply syndicating audio recordings. Generally, podcasts are like blog entries done as audio recordings.

The big benefits are that you can re-purpose almost any content as a podcast, giving you a whole new range of syndication possibilities, and that it is a much more 'intimate' experience than reading content online. Many people subscribe to podcasts based on subject interest, or when they come across someone who's podcast they enjoyed, and will sometimes download them for later listening, often offline via their mp3 player.

Browsing through the podcast sites can help you come up with ideas for content, titles, etc. It can be very helpful to note which podcasts are getting the most downloads, are most popular, etc.

Because of the nature of podcasting, you don't always have the opportunity to have a clickable link with which to funnel that traffic, so it is important to clearly state your target URL within the recording, both at the beginning and end. For the most part though, your traffic opportunity will be within the podcast description wherever your podcast is available for listening or downloading.

Note that you can "re-purpose" your videos as podcasts simply by using just the audio and distributing it as a podcast. Similarly, you can "re-purpose" your podcasts as videos by creating a simple slideshow to combine with the audio.

Check the Resources section for a list of Podcasting sites

Classified Ads / Craigslist

Classified ads provide 'under-the-radar' opportunities for generating qualified traffic. Sites such as Craigslist, USFreeads, and Yahoo Classifieds have millions of viewers.

In order to get traffic from classified ads, you generally have to offer something. This can be a free report, coupon or discount, etc. These sites have also become stricter in their policing, which means you generally have to route this traffic to a website or page, rather than directly to an affiliate offer.

For Craigslist, in addition to the basic classifieds, an often overlooked traffic source is their "Discussion Forums". Unlike the classifieds which are segmented by geography, the forums are 'site-wide', meaning for each forum topic, you can opt for a specific area, or all. The key to their forums is creating "Handles" - individual forum user accounts – and waiting the 7 day period, after which you can post live (clickable) URL's.

As with the rest of Craigslist, there is a lot of self-policing in addition to their own monitoring. This means you must be careful not to create posts or ads that are overtly commercial, or they'll be deleted and possibly get your account banned.

Check the 'Resources' section for the list of Classified Ads

RSS Feeds

RSS, or "Really Simple Syndication", is a way to publish 'highlights' of your content, usually a headline, summary or beginning of text, and a link back to the original article. Users can view these RSS 'summaries' and click-through on the items of interest. They can also 'subscribe' to an RSS feed. Once subscribed, their RSS reader will automatically receive new updates as they are published.

Visitors can read or subscribe to an RSS feed at it's source – your website or blog for instance – or they can search via RSS aggregators. These are essentially search engines for RSS feeds.

Traffic from RSS feeds comes largely through syndication. As a handy, easy-to-use content source, there are thousands and thousands of Web 2.0 sites and blogs that 'publish' RSS feeds – essentially 're-publishing' a feed as content for their site or blog.

In order to see this traffic, we have to get our RSS feeds 'picked up'. To do this, we want to get our feeds to appear in as many places as possible. Fortunately, there are a number of apps for automated RSS feed submissions that make the job a lot easier.

We can further expand this syndication by increasing the number of feeds, which we can do by combining individual feeds together into new feeds. As an example, you can take the RSS feeds from your blog, Youtube video, and article directory article, and combine them into a single, new feed, then submit that feed to the RSS aggregators and syndicators.

Yahoo Pipes takes that concept a step further by allowing you to create 'mashups', combining other data, web pages, images, etc., with your RSS feeds: http://pipes.yahoo.com/

Email Marketing

E-mail marketing can be a source of extremely qualified traffic, however it has one big caveat: you have to have already gotten your visitor for them to be at the page where they sign up for e-mails. Most of the methods and strategies in this course are for generating 'fresh' traffic; email marketing is for generating 'repeat' traffic. In other words, unless your "C"onversion goal is to get somebody on to your e-mail list, you already have them when they're on your opt in page.

That said, e-mail provides the opportunity to continue interacting with your visitors, and the avenue to get repeat visitors.

If that "C"onversion goal is an email list, then you want to make sure you have a good 'squeeze page' – the landing page you send traffic to where the visitor signs up for your list – and that you offer a strong incentive for signing up.

While the most common incentive is a free report of some kind, you might find it more valuable to offer something with continuity, that is, spread out over time. Common types of continuity incentives are 'mini-courses', which can be as simple as taking that free report and dividing it up into sections.

Depending on what your niche and end-goal is, you can find or create that opt-in incentive a number of ways. Public domain government reports are often perceived as valuable freebies and are free to use; review reports, tips of any sort, lists of resources, case studies and/or success stories where appropriate, etc. If you're at a complete loss, you can create a report quickly and easily by grabbing a number of relevant articles from article directories, combining them into some coherent order, and packaging that as your freebie.

You can then use an auto-responder to then automatically send out report sections, 'mini-course' segments, etc. By pre-loading an auto-responder series, you automate the process of ongoing communication with that visitor.

Make sure you take advantage of those 'visitor contact' opportunities by including a Call To Action (CTA) in every email. While your end-goal conversion might be a product sale, you don't necessarily want the CTA in every email to be a product pitch, as that will lead to excess un-subscribes. But since studies have shown that on average it takes multiple messages to close that type of sale, you do want to include some "soft" sales pitch. This can be as simple as listing additional features or benefits in each email.

People with a particular interest often know other people with similar interests. You can take advantage

of this and solicit new sign-ups just by asking i.e. "Know anyone who might also be interested in xxxxxxx?" or simply "Please feel free to forward this email if you know someone who might be interested".

The key to success in conversions with email marketing is to insure your emails are opened, and in order to keep them opening your emails, they must find them worthwhile. Avoid any "pitch-only" messages; always include something of value – advice, tips, links to resources, etc., and if appropriate, 'set up' the next open with a positive or anticipatory mention of what's to come.

Remember also that people are bombarded more and more every day with emails, so you need to make sure yours stand out. Experiment with headlines. While it is usually helpful to have some mention of what the email is – after all, you already know their interest is there since they signed up in the first place – you may find that, depending on the niche, 'getting through the clutter' requires louder, more creative subject lines.

In addition to funneling traffic to your opt-in or 'squeeze' page, there are numerous 'traffic exchange' and 'ad swap' groups that can help build your list. Traffic exchanges are essentially cooperative lists where you accumulate 'points' by viewing other peoples stuff, then use your points to have them view your stuff. An obvious 'problem' with this approach is that it incentivizes people to blast through as many views as possible, as quickly as possible, making it very difficult to get any real qualified traffic. However, if you can present something bold enough to stand out, and attach some worthwhile offer, freebie, etc., this can be a good source for list-building.

Ad swaps work in a somewhat similar fashion – you send out an email promotion for someone in return for having them send out yours. In addition swap groups, you can approach anyone with a relevant list and suggest an ad swap or mutual promotion.

Lastly, keep in mind that email marketing is relationship marketing. As opposed to a single-action visit, you have the opportunity to maintain ongoing interaction; in order to do that, you want to build a relationship with the list. You do this by providing useful/worthwhile emails, being respectful, and not overwhelming them with too-frequent emails.

YAnswers / Answer Sites

Yahoo Answers and similar sites like AnswerBag and Amazon's Answerville provide opportunities to answer users questions, and if done properly, include a link or directly suggest a website. These can be powerful opportunities for very qualified traffic, both because each 'Question & Answer' is usually very narrow in scope, and because it provides you with an 'expert authority' positioning.

Unfortunately, there have been numerous internet marketing products based on methods for gaming Yahoo Answers, most frequently automating a process of creating multiple accounts, answering a zillion questions, then manipulating your answer into the 'top answer' position. These strategies are usually unsuccessful, and a good way to get your Yahoo Answers account banned. And as a rule, we don't advocate these sorts of 'Black Hat' methods and tactics.

If you're willing to 'do it right' however, you can build your 'rank' and standing on these sites, achieve legitimate 'authority' status, and drive very high-quality traffic.
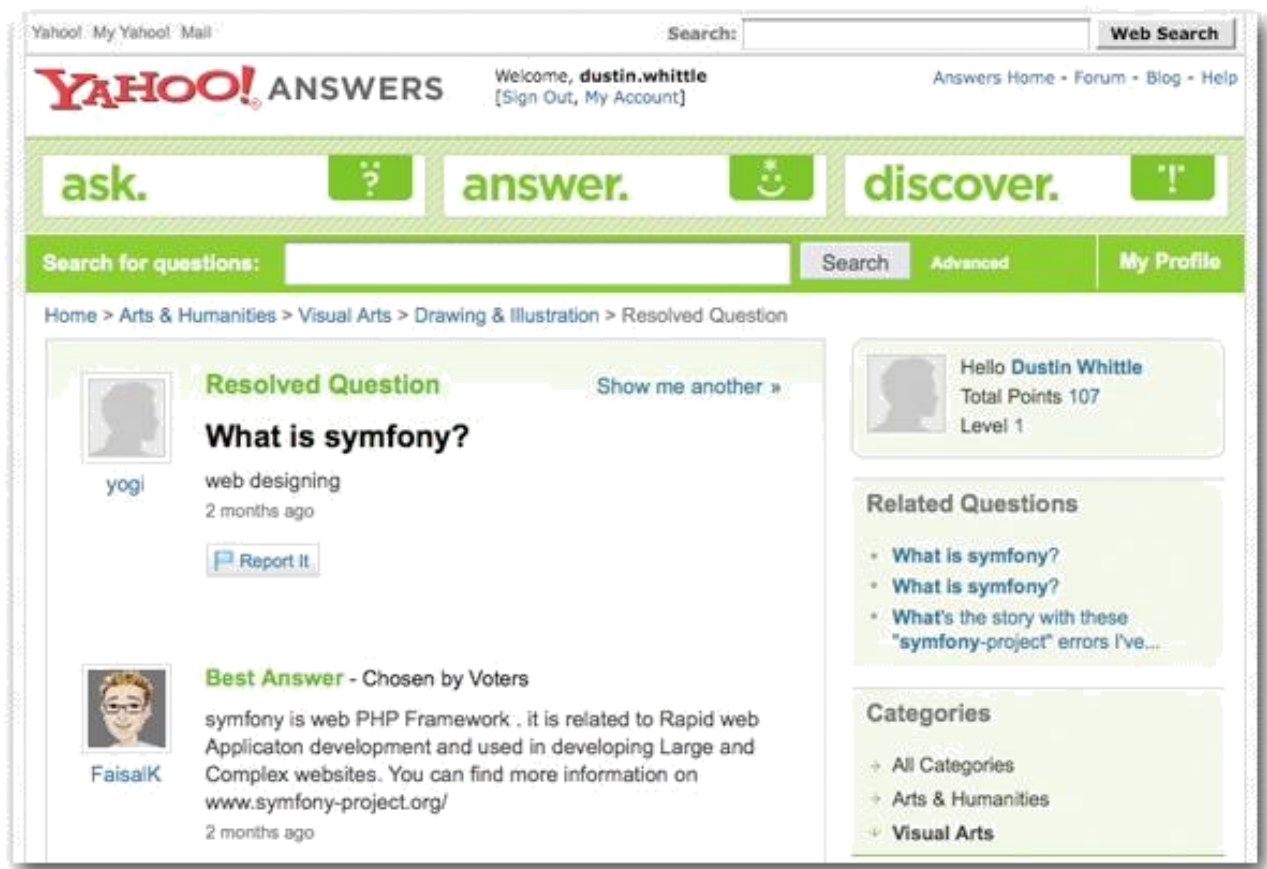
Check the 'Resources' section for a list of 'Answers' sites

Kindle Publishing / Eb publishing

There's no better way to establish yourself as an expert than to be published, and it's always easier to drive traffic when you're an expert. Not only can you take advantage and cite your own published works, but by itself publishing can drive significant amounts of traffic.

Publishing can also attract traffic that you won't get through more 'traditional' traffic generation means.

Fortunately, it's become quite easy to self-publish. Publishing consists of two steps: creating your distributable work, then getting it distributed.

For general ebooks, this means producing a PDF. There are many applications that will generate a PDF from most any document, spreadsheet, slideshow, etc. Sun's OpenOffice is a Microsoft Office-like free application that can open and/or create MS Office documents, and output distributable PDF documents.

A relatively new entry into the self-publishing world, Amazon's CreateSpace will allow you to publish both on-demand hard-copy books, and electronic Kindle versions. With the very-rapidly-growing popularity of the Kindle, CreateSpace acts as both a publishing and distribution platform, and provides easy access to Kindle users and Amazon book buyers: https://www.createspace.com/

You can create books for publication by using public domain material, collating articles from article directories, collating and/or re-writing PLR material, or simply combing your blog posts or web pages into a 'book'.

The key to getting your published books viewed, and hence getting traffic from them, are the title and cover. In both the Amazon marketplace and other ebook distribution platforms, you need to attract attention and 'hook' a surfer very quickly. Use very bold titles – controversial, over-the- top, strange or unusual, etc. It less important to describe what the book is about in the title, than it is to attract attention and get someone to investigate further. Where they are shown – such as the Amazon marketplace – the cover is equally important. Use very bold images – colorful, loud, unusual, etc. Turn images upside-down, paste the title text at a sharp angle, etc., anything that isn't misleading or distasteful to attract attention.

Within the book, you want strong, clear Calls To Action: in the very beginning, even the cover if appropriate, on the first page, at the end, and throughout the book. After all, the whole purpose is to get that reader to follow-through to your target site.

You can further leverage your publishing efforts by "re-purposing" the same content into multiple formats: read aloud and saved as an audio file for distribution as a podcast, distributed to document sharing sites, etc. Similarly, you can take those other files and "re-purpose" them by publishing them in this format.

News / Reporter Lists

A hybrid combination of "crowd sourcing", social media, and networking, these sites and e-mail lists connect reporters and editors with experts, authorities, and anyone else who has a product, perspective, experience, or point of view.

The premise is based on the idea that there is a constant stream of reporters, editors, publishers, etc. looking for people that can help provide information or experience for a particular story or publication.

The largest and most well-known of these is "HARO", which stands for "Help A Reporter". By subscribing to their e-mail list, you get a twice daily e-mail with anywhere from a handful to a few dozen requests. Requests run the gamut from "looking for someone who had experience with such and such while growing up", "looking for business owners with success stories in the import export industry", and about a zillion different things in between.

These are in essence potential opportunities for free press, exposure, etc.

HARO: http://www.helpareporter.com

PitchRate: http://www.pitchrate.com

Reporter Connection: http://www.reporterconnection.com/

Google Places

Google Places is Google's free listing of a business. It appears near the top of the search page along with a map. The listing links to your Google Places page, where you can add additional information, images, videos, etc.

If you don't have an office or storefront, but work from home or you are a mobile business, you can specify a "service area" when you sign up.

You don't have to be a retail or walk-in business to take advantage of Google Places; in fact, "non-walk-in" businesses are ideal as there isn't likely to be a lot of other listings.

Tutorial Sites

Similar to Free Reports / Giveaways, tutorials are simply guides, "how to" articles, and 'explanation' articles. If your end-goal conversion is a product offer, you can write a simple "How to use product xxxx", or "How I use product xxxx". You can also write simple list tutorials or 'tips lists' on the niche or topic of your product, for instance "Tips for buying xxxx" or "10 ways to do xxxxx better", etc.

You can re-purpose those written tutorials and turn them into video tutorials simply by creating bullet slides and narrating over them. This gives you the additional benefit of having videos that you can distribute and syndicate.

Tutorials can be very powerful traffic generators, as anyone searching for and looking at your tutorial is a very targeted prospect, and since they are expecting information rather than a sales pitch, they are much more receptive to your Call to Action link.

Tutorial sites are also an excellent source of backlinks.

Check the 'Resources' section for the list of Tutorial Sites

Software / EXE's

Millions and millions of people download free programs every day. These aren't just software applications.

Articles, audio files, videos, and HTML pages can all be converted into .exe programs. Once converted into the proper format, they can be uploaded to hundreds of file-sharing and software download sites.

PadCreator (http://padcreator.com/) is a free program that will create the necessary PAD file, and has a built-in function that will distribute to hundreds of shareware sites.

Webinars / Presentati

Webinars are an excellent way to get very targeted traffic, while giving you the opportunity get across a lot of information. Depending on what your target "C"onversion goal is, you can do webinars that offer introductions to a subject, information, resources, tips, expertise, case studies, etc.

There are 4 'parts' to doing a webinar: finding an audience, creating the presentation, having the webinar application, and having a "C"onversion target to send attendees to afterwards.

Finding an audience can be as easy as searching for or subscribing to email lists in the appropriate topic or niche. Contact the list owner and offer to do a webinar for their subscribers. Providing you can create a worthwhile presentation, many list owners will welcome the opportunity to do something different and valuable like a webinar.

If the list owner is new to webinars or doesn't already have access to a webinar app, you can get a 30-day free account with Go To Meeting (http://www.gotomeeting.com/fec/). This is a simple-to-use webinar service that makes it very easy to do. In addition to doing all the connectivity, Go To Meeting will let you record the webinar so that it can be offered as a replay for people who couldn't attend, and gives you a valuable recording that you can use elsewhere.

The actual presentation will depend on what you are trying to accomplish, but should shy away from any kind of 'hard sell' or extended sales pitch. An easy way to structure a webinar or presentation is to create an outline:

- Introduction – who you are;
- Background – how you ended up doing or being involved in what you do;
- Information – this could be a description of your product or service, it's features & benefits, what problems it solves, etc., a primer on the topic itself, your experience and expertise, etc.;
- Examples – how this product/service/information is being used, a case study, 'success story', etc.
- Offer & Call To Action – what you have to offer; having an "attendees only" special offer, giveaway or freebie, discount, etc., can be very helpful;
- Wrap-up – summarizing what you went over, and a final Call To Action.

Similar to a webinar, a presentation would be a live or recorded event, but instead of doing it online, you would do it in person. Beyond a 'traditional' presentation, you can extend this idea – many localities offer an extraordinary range of 'adult education' classes, presentations, etc., through the local library, school district, Chamber of Commerce, etc.

Word Of Mouth / Offline rces

NOTE: The "Off-Line Marketing Blueprint" is a separate and specific strategy not directly related to this listing.

Though this is the final traffic source listing in this section, it is by no means the smallest or least

significant. An age old maxim in business says "word-of-mouth is the best advertising"; for our purposes, we can change it up and say "word of mouth is the best converting traffic".

Word-of-mouth is essentially social proof plus personal recommendation. After all, when somebody suggests or recommends a site, it carries more weight than a search result, review, or link at the bottom of an article.

Traffic volume through direct word-of-mouth is obviously going to be a very limited amount, however there are many ways we can scale this up.

Professional organizations and clubs, associations like the Chamber of Commerce, and social networking – the "live" kind lol! - are all ways that we can reach larger numbers of people. There are also plenty of traditional advertising avenues that are free. Local "Pennysaver" publications, community bulletin boards such as libraries, supermarkets, bus and train stations, etc. while these won't carry the weight that being in person does, they can still be significant sources of qualified traffic.

(There is a very lucrative "online/off-line" hybrid business model that revolves around this type of advertising to drive traffic to affiliate and CPA offers. Among its tactics are hiring high school or college kids to distribute printed flyers at malls, on windshields in parking lots, on bulletin boards, etc.)

At the very least, where it is appropriate, include your URL on business cards, invoices and the like, stationary or letterhead, signage, etc.

Part 4 - Content & Copy Writing

Almost everything we do to generate traffic and make money online involves content. This includes content for our target website or platform, possibly content for article marketing, and Web 2.0 posts, Social Bookmarking, etc.

Now more than ever, quality is a huge consideration. In this instance, by quality I mean quality of the content itself, grammatical and typographical correctness, originality or uniqueness, length, and suitability to its purpose.

With the February 2011 "Panda" update, quality concerns have become much more significant. We can no longer get away with poorly written, poorly spun, or scraped content, minimum length posts and articles, etc., and expect to see good results.

Fortunately, we don't need to have a college degree in grammar or English literature to have quality content.

There are a number of ways we can come up with our content: we can write it ourselves, outsource or pay someone else to create it, find existing content, spin our own or pre-existing content, etc. We'll look at each option.

Write It Ourselves

For many of us, this presents both a problem and a solution. Writing our own content can be the quickest and/or most accessible way to go, since we don't have to pay someone, rely on and wait for someone, etc. On the other hand, many of us aren't comfortable writing, or find it to be difficult and very time consuming. There are a number of ways however that we can 'improve' this situation.

Obviously, the content we need is going to vary depending on what we need it for. "Informational" articles are different from "reviews", which may be different from keyword-based Web 2.0 posts, which may be different from product pre-sell content, or an auto-responder series, etc.

The first thing we want to do is get very clear on what exactly we need. In most cases it will be self-evident. If it isn't, or there are many options, it helps to use our "E"valuation step – what is it we want to accomplish with a particular piece? Once we know what we want, we can look for quality examples that we can use as a basis for our own piece.

Note: if you have trouble coming up with ideas, or get "writers block", there is an entire section on 'Ideas & Brainstorming' in "The Ultimate IM Toolchest", which is included in your purchase of this course.

It's "the sincerest form of flattery" - article directories are excellent resources for material. By looking up something similar, we can see what the 'most popular' or 'most viewed' articles are, and use those as a template or outline, since we already know they 'work'.

It isn't necessary to 're-invent the wheel' even when we're writing our content ourselves. Articles from article directories and PLR material can provide the basis for our own content, either by re-writing it, or using it as an outline. An easy way to accomplish this is to summarize each paragraph into one line, list them in order, then go ahead and write a new paragraph based on each one-line summary.

Outsourc

There are essentially two avenues to outsource content: freelance writers, and article writing services. Freelance writers can be found on any of the 'freelance' websites such as Freelancer (http://www.freelancer.com/), Elance (http://www.elance.com/), and Odesk (http://www.odesk.com/), as well as through forums like Warrior Forum (http://www.warriorforum.com/), or classifieds sites such as Craigslist under 'writing gigs' or similar sections.
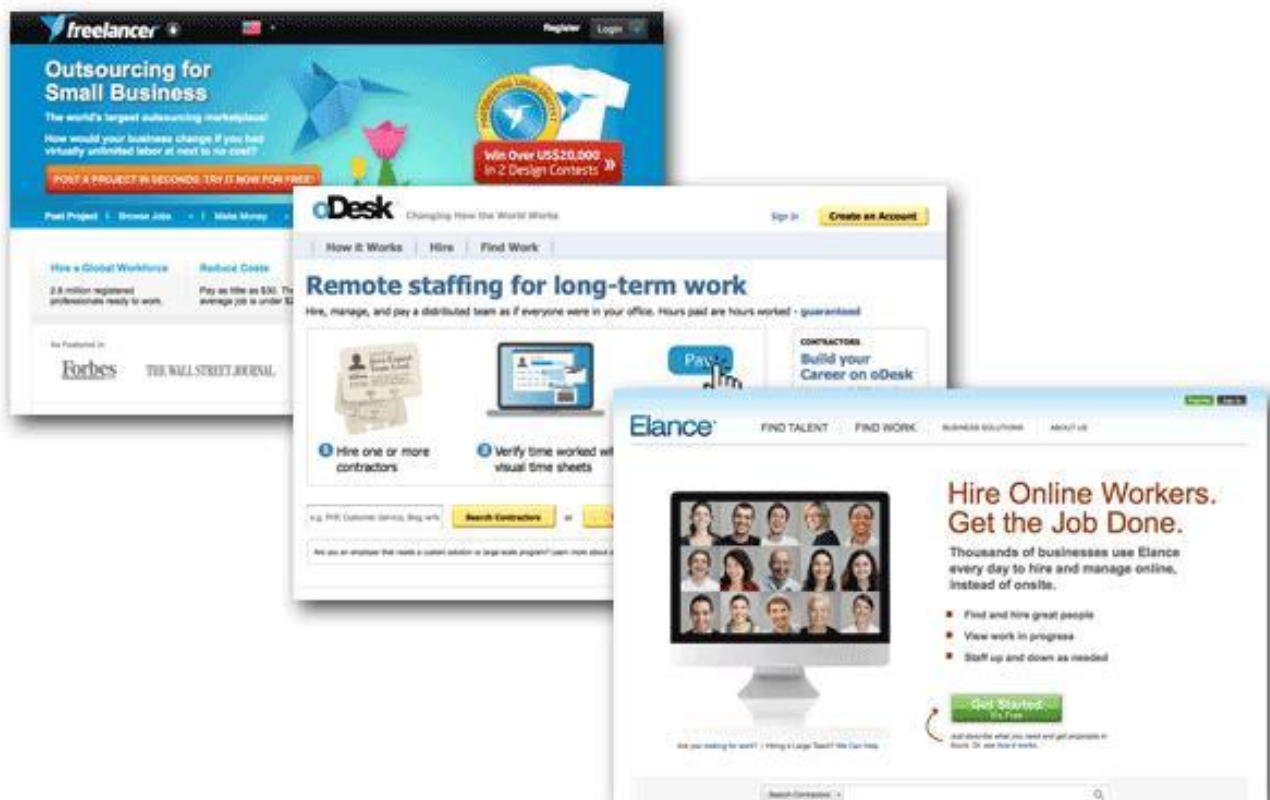
Article writing services such as Textbrokers (http://www.textbrokers.com/) provide more-or-less on-demand writers – you submit a request, and it gets distributed to a writer who then writes the article.

Another alternative is Amazon Mechanical Turk (http://www.mturk.com/) This website lets you specify 'Hits' – jobs – and how much you are willing to pay for them. The 'Hits' are then disseminated to 'Workers' – usually third-world freelancers. You can post article 'Hits' for $1, and you will get plenty of takers. The only caveat though – and it's a big one – is that you will invariably get some of the

'Workers' plagiarizing existing content, or passing off badly-spun garbage. You do get to review and either accept or decline on every 'Hit' so you won't get shafted, as long as you make sure to check each piece.

The quickest, easiest way to check articles for originality is Google. Forget Copyscape. Just copy a couple of sentences, and search Google for them in quotes. You'll instantly see if it is original or not.

Note: Amazon Mechanical Turk can also be a good source for article spinning and linkbuilding.

Public Domain

Public Domain refers to material in the 'public domain', which means it can be used by anybody, in any way, for anything. Unlike "Private Label Rights" ("PLR"), there are no restrictions on PD material.

Without going into a whole lecture on public domain, it essentially comes through two avenues: material for which copyrights have expired, or material which is 'born' into the public domain. While most of us think of PD as 'old' stuff, there is plenty of not-so-old, and brand-new material. Generally, anything created prior to 1923 is automatically in the public domain, and anything from 1923 to 1978 who's copyrights weren't renewed, is in the public domain.

In addition, all federal government material that isn't either a) classified, or b) produced by non-government contractors, is 'born' into the public domain, as the federal government is prohibited from holding copyrights. This means tons of up-to-the- minute reports, papers, images, etc., from a slew of government agencies such as EPA, NASA, CDC, NIH, various consumer agencies, etc.

Check the "Resources" section for links to public domain material you can use.

PLR

PLR stands for "Private Label Rights", and refers to content that you can use, change, rewrite, etc., and treat as 'your own'. When you buy PLR content, you are essentially buying the rights to do anything you want with it.

The benefits of PLR are that you get professionally written content that you can either use as-is, or as the basis for creating unique content, thereby saving time & effort in writing and researching. One caveat is that in most cases, many people are purchasing the same content. As such, you want to make sure to change, or re-write it substantially, making it unique 'original' content. PLR works terrifically well as "feed" for a tool like The Best Spinner, which will do the work of turning it into unique content for you. In fact, you can get PLR "article packs" on almost any subject imagineable – meaning for the particular topic you are working on – and then use The Best Spinner to output virtually unlimited numbers of new articles to use for your backlinking efforts (Web 2.0 content, article directories, etc.)

Check the "Resources" section for links to PLR sources.

The New Rules Of Content

The purpose for our content may vary – articles for article marketing, website content, Web 2.0 posts as a platform, or for linkbuilding, etc. - but whatever the purpose, we need our content to get indexed in order for it to 'work'. In some cases, we want it not just to get indexed, but to rank well.

Google's Feb. 2011 "Panda" update imposed some sweeping changes on the world of content. "Low quality" content is increasingly disappearing, being de-indexed or not indexed in the first place, and at best, struggling to rank well.

In order to accomplish our objectives, whatever they are, we need to put an emphasis on "quality". But what exactly defines "quality"?

In this case, it's a fairly simple question to answer; follow these guidelines, and you'll be on the 'right' side of "quality":

Length. For content we want to rank – articles for article marketing, Web 2.0 sites that we're using as our target platform, and of course our own websites, we want a minimum of 400 words per article or post. If it is a target article, bump that to 500 words. If it's simply for backlinking i.e. Web 2.0 "feeder site" posts, we can get away with 350 words.

Grammar. No play here – all articles should be 100% grammatically correct, and that mean zero typo's as well.

Originality and "Uniqueness". Don't use scraped or copied content, period. If you're spinning your content, you want an absolute minimum 45% uniqueness, preferably 50% or more. Do not use

unaltered PLR.

Keywords. Avoid "keyword stuffing", meaning filling your content with more than a few instances of any particular keyword, or packing in every possible variation of targeted keywords.

Content Quality. Do not use poorly written filler or fluff articles – you know the kind, generally written by someone with no knowledge of the subject, or with little grasp of the language. All articles, posts, etc., should be at least marginally worth reading: informative or entertaining or thought-provoking or enlightening, etc.

If you follow these basic guidelines, your content will accomplish what you want it to!

Part 5 - Conversions

You can't have conversions without traffic, but just having traffic doesn't guarantee you'll have any conversions. Conversions are the "name of the game"; all is for naught if we can't convert those visitors into revenues.

At the beginning of this book, we went over a formula I use to help me structure and understand my efforts:

E – I – A – C
(Evaluate, Identify, Acquire, Convert)

It is that last step, "C"onversions, that is the reason for everything else, the goal that everything else leads up to.

There are two things we need to consider: what our actual end goal conversion is, and how to make it happen. Within there, we want to focus on optimizing, or improving our conversions, and tracking them so that we can improve them further.

Since our conversion goals, and how we try to accomplish them, will vary depending on our business model, there are no hard and fast rules, but there are some things to keep in mind regardless of what we're doing.

Narrow Focus

We've all seen the websites with every conceivable means of monetization: AdSense and other contextual ads next to affiliate offers next to an e-mail opt in box, with a pop-up window on top of the whole thing, etc.

While this might generate plenty of revenues for websites with an enormous amount of traffic, or very general focus, the reality for most of us is, this approach will diminish our conversions and revenues.

Like a city street overflowing with billboards, signs, and all manner of different storefronts, this "assault on our senses" desensitizes us to what we're seeing; with too many things attracting our attention, our attention bounces around for a while and then nothing stands out.

In addition, this type of approach makes it impossible to tailor our conversion goals to match the type of traffic and "reason for being".

In my "AdSense hundred K blueprint" course, I strongly advocate for having nothing but AdSense on a page other than content. And I recommend that the layout of the content and site itself - titles, typography, header graphic, etc. - be conservative. The reason? So as not to distract from the ads, and allow them to do what they were designed to do: grab a visitors attention, and compel them to click on the head.

This same philosophy should be applied to any business model; what ever the conversion and revenue objectives are, focus all your efforts on achieving them.

Promoting affiliate offers? Don't risk losing a sale by sending someone a way on an ad click. Soliciting e-mail addresses on an opt in form? Don't risk losing the sign-up by having it compete with product offers or sales pitches.

Call to Action

What ever our conversion goal, whether it's a click through from an article or video, an affiliate product purchase, e-mail list sign up etc., it's imperative to have a strong Call to Action- with one exception.

Numerous studies, not just within the Internet marketing industry, plus the overwhelming evidence from our own experience tell us that a strong, clear Call to Action will have a huge impact on conversions.

By way of example, consider these two links:

More information is available at: http://www.oursite.com

Click here to get more information: http://www.oursite.com

The second example will have almost twice the click-through rate. Simply including the directive "Click here" can actually double your traffic!

The point is, always include a clear, direct, affirmative Call to Action.

The one exception? When you have "in content" links, such as hyperlinking a product name within a review. In these situations, you will actually fare better by -not- pushing for a click, as it move the whole 'tone' of the content towards 'sales' – and few people want to feel they are being 'sold to'. However, you most certainly do want to have that strong Call To Action afterwards.

You also want to make sure that there is action "above the fold", meaning visible without having to scroll down. Not only will you otherwise lose some people who may 'move on' to something or somewhere else without scrolling down, but you risk losing some 'impulse' conversions – people who are ready or have already decided to click, buy, opt in, etc., as soon as they arrive.

Split Test

Split-testing, sometimes referred to as "A/B testing", is a means of testing marketing by setting up two nearly- identical pages, emails, offers, etc., with one different element, to see which performs better. Traffic is sent to both, and their performance is tracked. The "winner" is then duplicated again, with perhaps a new element changed, or the changed element changed again, and the process is repeated. This can be done over and over. The idea is to continually improve the target page, email, offer, etc.

In the advertising world, there is a saying "Split-test everything!" There is good reason for this; split-testing can almost always improve conversions, whether they are currently good or not, and even without knowing what can be improved. Simply changing and testing each element, one by one, will almost certainly result in more effective, higher conversions.

Of course you need a good amount of traffic to do this effectively; split-testing with only a handful of people won't provide reliable or meaningful results. However, as soon as you have a good amount of traffic – that can be anything over 25 per day, or over 100 overall – you can begin to split-test.

If your target platform is your own website, you can use Google's free Website Optimizer (http:// www. google.com/websiteoptimizer) to set up and track your testing. If your target is via email, simply create separate "A & B" versions, and track the results from each.

Though less exact and reliable, at the very least you can substitute or rotate ads, ad copy, etc., for periods of time, trying different Calls to Action, graphics, formats, etc.

In other words, you should always be 'competing' with yourself, trying to 'beat' your current conversion rates.

Copy What Works You

See an ad, offer, or email that really catches your attention, compels you to act, etc.? Chances are, other people have had a similar reaction. If it works on you, it may work just as well on others.

Most successful internet marketers keep "swipe files" - files where they save ad copy, headlines, etc., that they come across and recognize as very good or effective. This way you can build up a library of copy, headlines, Calls to Action, etc., for use elsewhere.

Make It Easy

Make it as easy as possible for your traffic to convert. So many websites, offers, etc., make conversions harder than they need to be, resulting of course in lower conversions.

Make sure you conversion goal is easy to accomplish. If it's a product purchase, have clear, unambiguous "buy" buttons or links. Don't force someone to scroll through eight screens to purchase.

Make your Calls to Action clear and unambiguous.

Don't provide so many options that someone has to stop and think just to go forward, or decide on different courses of action; provide a clear and obvious path to your conversion goal.

Avoid clutter; make your websites or pages clear, easy to navigate, and easy on the eyes.

Track Everyt

Unless you are tracking performance and results, you are 'driving blind' to some extent. Do we know what is working, how well it is working, whether what we think is working (or not working) is really the thing responsible?

Without tracking, we are simply making educated guesses.

Use Google Analytics on every site that is in your control.

Use "tracking ID's" (tid) or "subid's (sid) on every affiliate link. Every affiliate network allows for tracking ID's. Use them liberally. Have links for the same offers in multiple places – within the content plus a Call to Action at the end for instance? Use multiple tid's to see which is getting better conversions, and change up to lesser-performing ones to see if you can improve them.

Take advantage of performance and analytics info wherever it's available. Youtube provides extensive viewer date; Ezinearticles and other article directories provides information on views, searches, keywords, etc. See where your traffic is coming from, then concentrate on tailoring to that traffic, while trying to boost the areas you aren't strong in.

Part 6 – The Blueprints

Note: There are 5 Blueprints included here. In addition to these 5, we will be releasing new Blueprints monthly. Each subsequent Blueprint will be based on a newly-released or forthcoming Internet Marketing product, and will give you the strategy, tactics, and methods from each, along with step-by-step plans for implementing them. As a T100k customer, you will receive each new Blueprint as it is released, and at no additional charge.

This section contains the step-by-step blueprints. While you are free to "mix and match" between them, - and in fact we encourage you to take strategies each and apply them elsewhere as appropriate - they are written to be individual, stand alone plans for implementing their respective strategies.

Each blueprint begins with a summary or description of its particular strategy and emphasis, what it is best suited for, then the actual steps for implementing it.

Each Blueprint has been tested and tracked extensively. If you follow the directions, you will get the same results.

Where a Blueprint is based on another product, we will also provide a clear and honest "pro's & con's" review of the product it was based on.

Note: We will be sending out new Blueprints each month, based on the best and newest strategies, and the hottest new internet marketing products being released. Your purchase of this course includes all future Blueprints, at no additional cost!

"SEO Ranking" Blueprint

Summary

Use this Blueprint for your niche sites, blogs, articles, videos, etc., in order to get ranked and funnel search engine traffic to you.

The "SEO Ranking Blueprint" is ideal for new keyword-based sites such as affiliate marketing niche and product sites, informational Adsense sites, review sites, etc. You can also modify the steps and use it for any existing sites that you want to get ranked for particular keywords. If you are applying this Blueprint to an existing site, you might want to go over Step 2 ("Optimization") to insure your content and layout is optimized, then begin at Step 4 ("Backlinking").

Note that the steps are written to accommodate blogs & websites; if you want to use this Blueprint for "single URL" targets such as articles or videos, simply ignore the instructions that reference additional URL's or adding new content.

Step 1 – Preliminary Preparation

Your preparation will depend in part on what it is you are looking to rank i.e. website pages, articles ,etc. Preparation will consist of listing the keywords/phrases you want to rank for, and the URL's you want to rank. Remember, it's individual URL's or pages that rank, not websites. In the case of articles or videos, your 'target' for ranking is obvious. If it is your website, you must decide which pages/URL's you want to rank, and what keyword phrases you want them to rank for.

You can use the included "Tracking Sheet" to list URL's & keywords.

Step 2 – Optimization

Each 'target' must be optimized for the keywords/phrases we want them to rank for. If we are applying this Blueprint to a video, our optimization will be limited to including our target keywords in the video title and description, and including it in any tags that are allowed.

For articles, Web 2.0 sites, and web pages, here is how our optimization should look:

Keyword/phrase in the title. It is preferable to begin the title with our keywords, since search engines 'parse' the same way we read, from left-to-right. This also means the most significance and weight is given to the words that appear 'earlier' than those that appear 'later'.

Keyword/phrase in the first sentence. For web pages and articles, we want the first sentence of our content to have our target keyword, again as close to the beginning of the sentence as practical. In

the case of Web 2.0 sites, the first sentence of each content block or module.

Keyword/phrase in the first sentence of the last paragraph.

Exact keyword phrase 2-4 times throughout the body of the text.

Keyword phrase variations. These would be plurals, alternate tense's, and alternate & expanded wordings, and should appear where the exact keyword would be used, in order to avoid 'over-using' the primary keyword. For example, if our keyword phrase is "dog training collar", our variations might include "dog training collars" and "collar for dog training", as well as "dog collars" and "collars". The purpose is both to limit over-use of the exact phrase, but also to enhance relevance of the text to our

Step 3 – Indexing.

Before we begin our ranking efforts, we must insure our URL/page is indexed in the search engines. This will happen 'naturally' once it is published. We can use Google's "site:" operator to check if it's a webpage: Google "site: www.our-website.com" (without quotes).
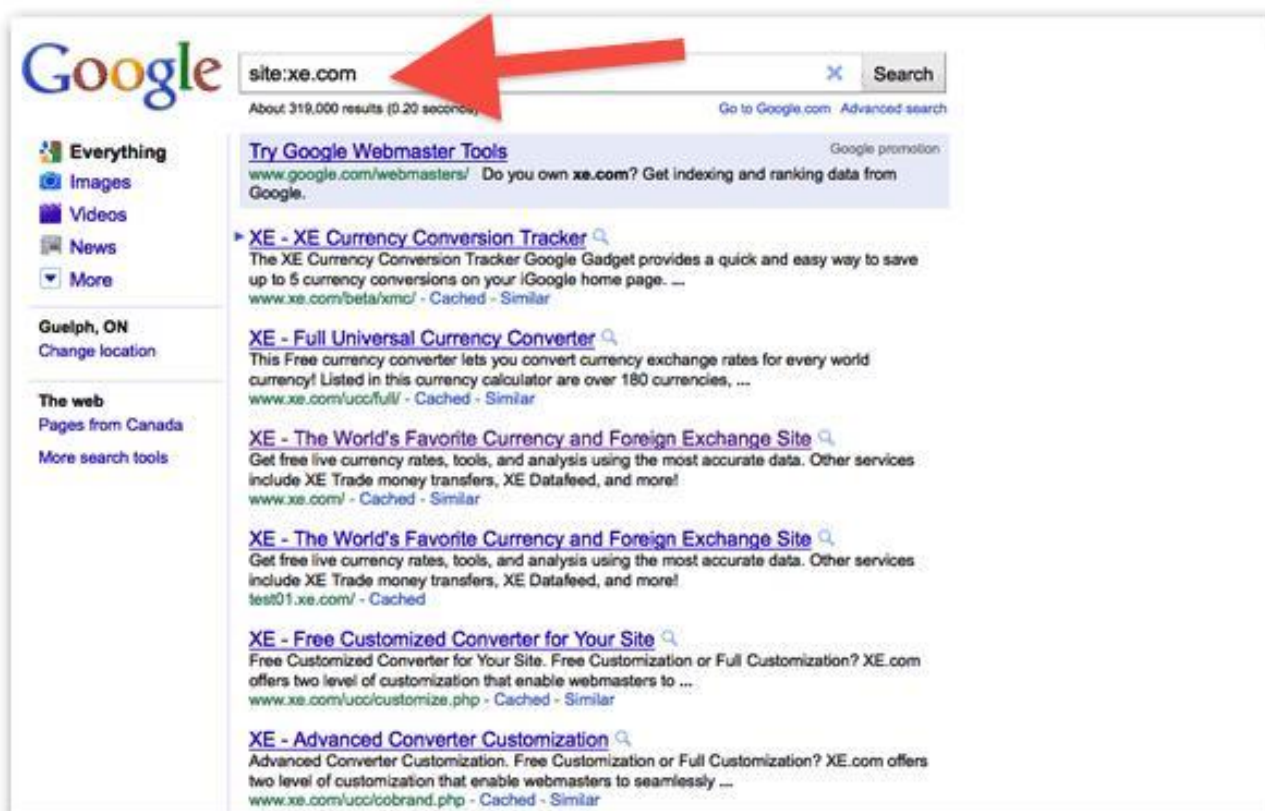
Our URL will show up as soon as it's been indexed. For articles, etc., we can Google the title, or a chunk of text in quotes to see if it shows up.

Step 4 – Backlinking.

This is the 'heart' of our "SEO Ranking Blueprint", and where most of our efforts will go. The key to ranking is the combination of optimized content, and effective backlinking; the key to effective

backlinking is strength, relevance, diversity, and consistency – in other words, we want to generate varied and strong backlinks, consistently over time.

The 'strength' will come from where the backlinks appear (what sites they appear on, and where within those sites), and their anchor text – the clickable text of the link. Relevance will be a combination of appropriate anchor text, and the relevance of the site they appear on. Diversity is accomplished by generating links across a wide range & variety of places. Consistency is accomplished by building links steadily, and over a prolonged period.

Here is a day-by-day and week-by-week backlinking plan for ranking your URL's/pages. Depending on how strong the competition is for the keywords you are targeting – the strength of the other Page 1 listings – and the age & strength of what you are trying to rank, it can take anywhere from a couple of weeks to a few months to achieve Page 1 ranking. You can modify this plan by increasing the numbers of links generated, or adding additional links, however be cautious not to 'over-do' your backlinking by generating too many backlinks too fast.

Notes On Step 5

Step 5 (Tracking & Optimizing) obviously comes after Step 4, however it is actually something you want to do concurrently with Step 4 Backlinking. I suggest you skip ahead and read Step 5 before beginning your Step 4 Backlinking, so that you can integrate it into your backlinking efforts.

NOTE: Check the 'Resources' section for more in-depth listings and information on links: "Building Our Backlinks"

Week 1

The first week is when we want to establish some initial backlinks for each of our target pages, across a range of places.

Either manually or using RSSBot, submit the sites RSS feed (usually http://www.domain.com/feed).

NOTE: If your site or page doesn't have an RSS feed, you can use the free service at Feedity to create one for any URL or webpage: http://feedity.com/

Next, Social Bookmark the entire site, a page or two per day.

Either manually, or using SocialBot, Onlywire, or Social Marker, create a bookmark of the website (the main URL) first. Make sure to use your primary keyword phrase as the "title" or "description" since this is what becomes the anchor text, or clickable text of the link.

You're going to Social Bookmark the homepage along with all other sub-pages. If your target site is a blog, you will Social Bookmark each post & page, as they will each have their own URLs.

Continue Social Bookmarking each URL, using your targeted keyword phrases as anchor text, one or two each day, until you've SB'ed them all.

IMPORTANT: If these are 'new' Social Bookmark accounts, meaning you've created them for your Blueprint sites, add a few 'random' bookmarks in between the 'real' ones. You don't want your page

at any of these sites to be only links to the same domain.

That's it for Week 1! Resist the urge to do too much too quickly.

Week 2

Add a new blog post / article every-other-day, or at least 3 for the week. Each one should be optimized for a different keyword you are targeting, or variations of your keyword if it is just one.

The new content should be a minimum of 400 words per article/post, and should be optimized as per the 'Content' section. Make sure to include the keyword phrase in the first sentence, and hyper-link it to the website home page.

Include a 'byline' with your name – at the end of the article, not the beginning - so that you can also submit it to Ezinearticles.

Either manually, or using Onlywire, SocialMarker, or SocialBot, you will Social Bookmark each new post. For these again, you can click on the post title which will bring you to the page (URL) for just that post. Use that URL, along with whatever it's particular keyword phrase is.

Submit the new posts as articles to the top article directories. Only submit each article to a single article directory.

Create Your "Feeder" or "Support" Sites

You'll be creating a 'mini-network' of Web 2.0 sites by creating new accounts at each, and posting an article to each, with a link in the article pointing back to your site. These are the Blogger / Wordpress.com / Hubpages / Squidoo, etc. sites.

Each week you are going to add 2 new articles to each Web 2.0 site.

TIP: Make sure you include a few links to other sites on your Web 2.0 properties. Again, we don't want any of these sites to have all their links going back to just one site. You can do this safely and easily by simply adding a reference or linking a keyword to other 'general' sites such as Wikipedia, etc. You'll also want to randomly 'skip' some posts, meaning don't link every post to your target site.

"Other" links

Using a mix of 'profile links', blog commenting, forum posts, etc., create 10 new backlinks each day. Make half of them point to your homepage URL, and half pointing to inner or sub-pages.

Click here for the 'Resources' section on backlinking opportunities.

Pinging

"Pinging" is a way of telling the search engines that there is something new they should look at. It's one of the ways we get Google to 'discover' our backlinks. While most will be found eventually anyway, it can take weeks or more for some to be found and counted towards our ranking. Pinging hastens the process.

In particular, you'll want to 'Ping' your profile links, which are often the 'slowest' to be found. The rest will be found reasonably fast.

There are a number of sites that will do the 'pinging' for you; you simply enter the URL of the page you want pinged. In these cases, you'll copy the URL of the page that each of your profile links sits on, and ping them.

Some good 'Ping' sites are:

http://www.pingoat.com/
http://pingomatic.com/
http://pingler.com/
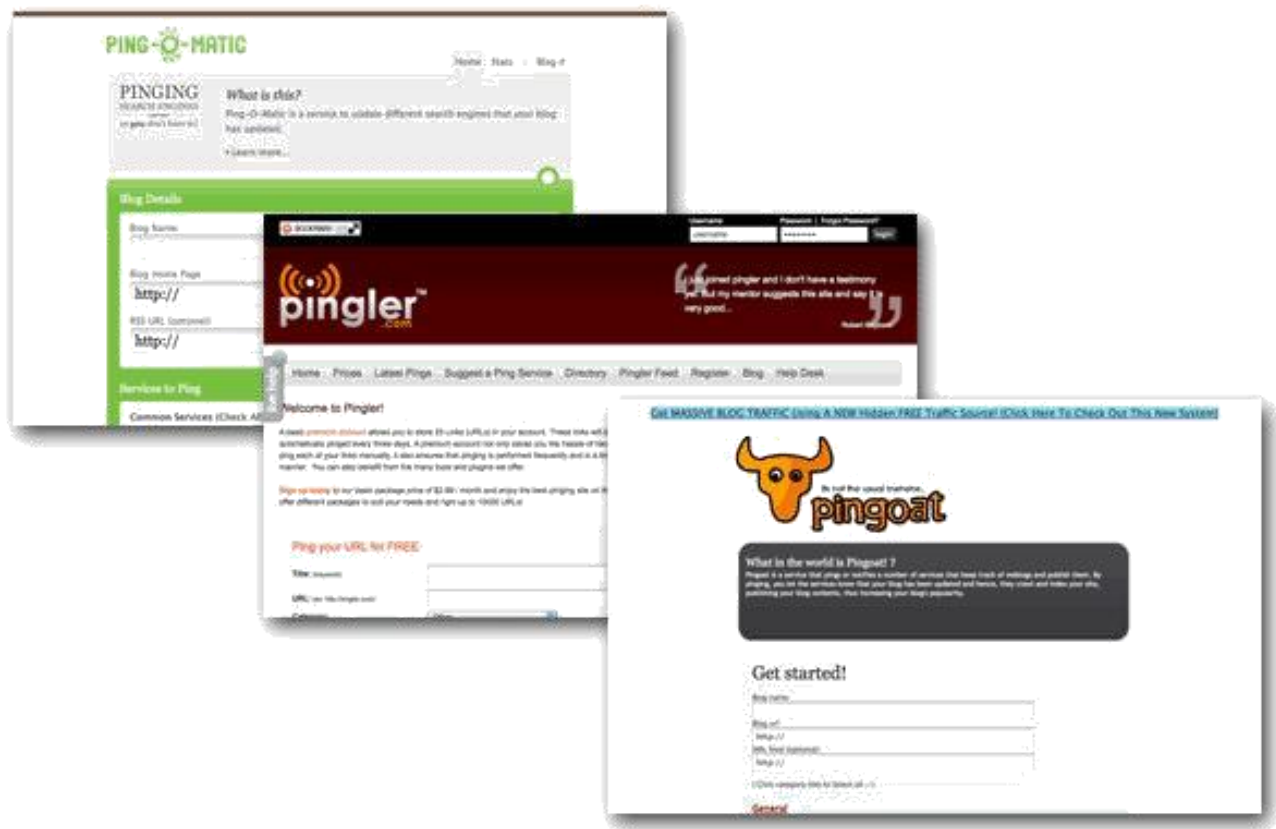
Note: you only have to 'ping' a page once, and only need to ping it from one ping site.

Week 3

At Week 3, you want to repeat these steps:

- Add a new post every-other-day

- Submit posts to article directories

- Add 2 articles to each Web 2.0 site

- Create 10 'other' backlinks and Ping them as appropriate.

TIP: You can 'boost' the backlink value of many of your backlinks by creating additional 'links to your links'. For example, you can create additional 'other' links that point to your Web 2.0 sites rather than your main site. You can do this for your article submissions as well. In essence, you are increasing the value of your initial link by creating additional backlinks to it, thereby boosting it's 'backlink value'.

10 'other' links each day combined with the article submissions, Social Bookmark links, and Web 2.0 sites, will give you a few hundred links in just a few weeks. Depending on how strong the competition for your targeted keywords is, you should start to see some positive ranking movement soon.

Weeks 4 through ….

At this point, you simply want to continue the pattern of new posts and new backlinks that you have been doing during the previous weeks.

By now, you should be seeing some traffic to your target site, and start to achieve good SERPs positions. Keep in mind that during those first few weeks, it's entirely possible to see your site 'bouncing around' a bit, going from good positions, to nowhere, back to good positions, etc. This is not at all unusual, and was discussed somewhat in the Traffic section under 'Why Rankings Change'. As long as you maintain consistency in your efforts, you needn't worry about it.

As you find some of your target keyword phrases achieving good Page 1 positions, you can shift some of your backlinking efforts to focus more on those target pages and keywords that are lower down.

When you have good Page 1 positions for all your target pages, you will enter 'maintainence mode'. You don't want to cease all your efforts, but can scale back to some degree. It's imperative that you continue to get some new backlinks to each of your target pages regularly, on an ongoing basis. This insures that you hold those postions. If you do nothing, you will see your positions eventually begin to slip.

Step 5 – Tracking & Optimizing

By paying attention to how our target site or page is performing, we can further optimize and focus our efforts better. Google provides a treasure-trove of data that we can take advantage of for this purpose.

Both Google Analytics and Google Webmaster Tools provides invaluable insight that we can use as actionable information.

Note: Google Analytics & Webmaster Tools can only be used on sites we control, since they require code to be placed (GA) or verification of ownership (WMT). For ranking 'other' pages, there may be some similar data provided that you can take advantage of. For instance, Youtube, many Web 2.0 platforms, and many article directories will provide various levels of analytics information such as views and/or viewer data, click data, etc.

Use one of the available free tools to track your progress in the SERPs. Though you won't see too much the first few weeks, onc you do start to get decent positions, it's imperative that you keep your eyes on it. If you see your positions slip, you'll need to boost your content & backlinking efforts until you are back in good position.
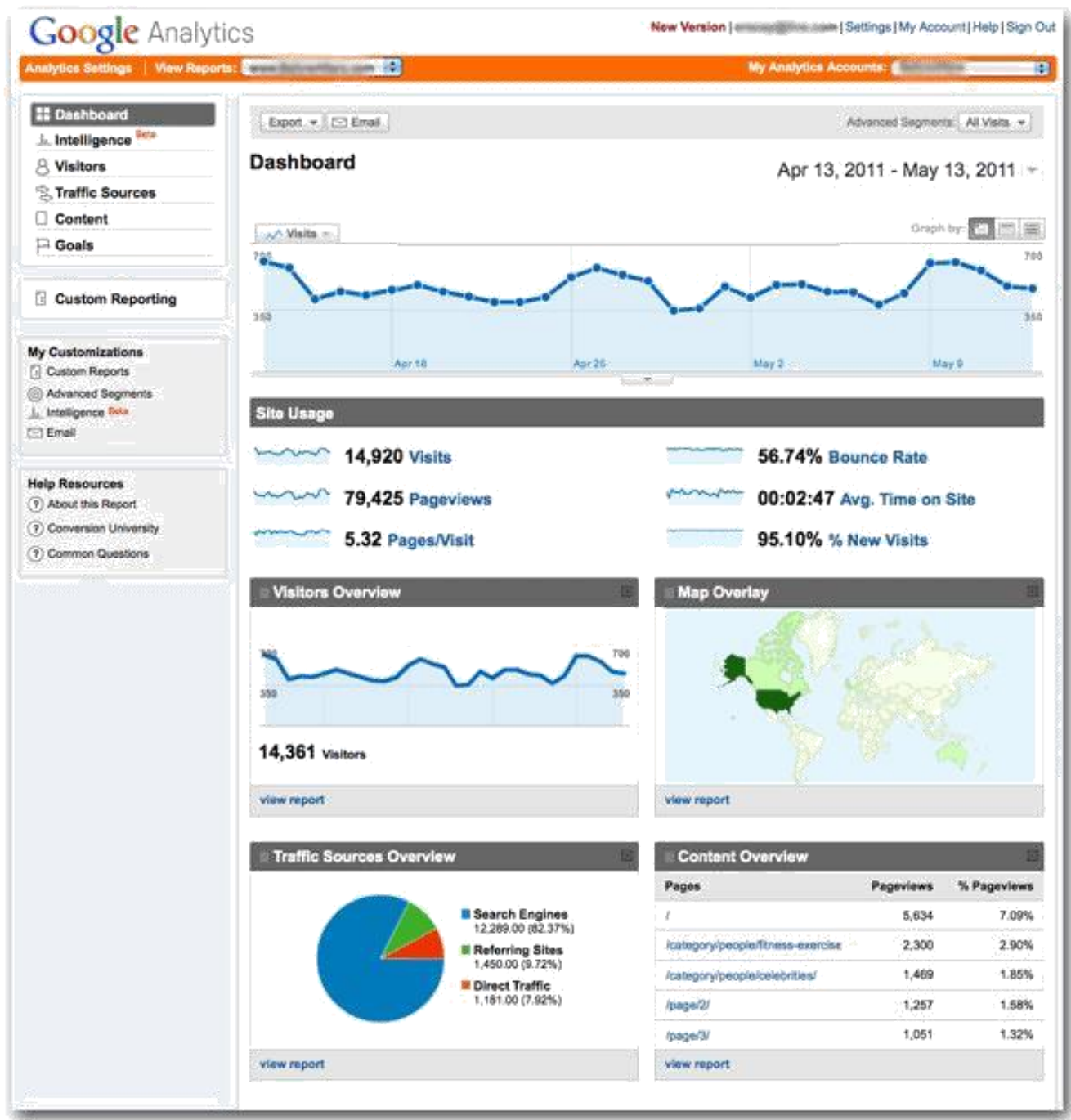
Use Google Analytics to see where your traffic is coming from, specifically the sources, and the pages they are landing on. You also want to keep an eye on your "Bounce Rate" If it is too high, it is a good indication that visitors don't feel like the page they landed on was a good 'match' for their search. On the other hand, if it is too low, it can mean that visitors are so involved in your content that you are losing conversions.
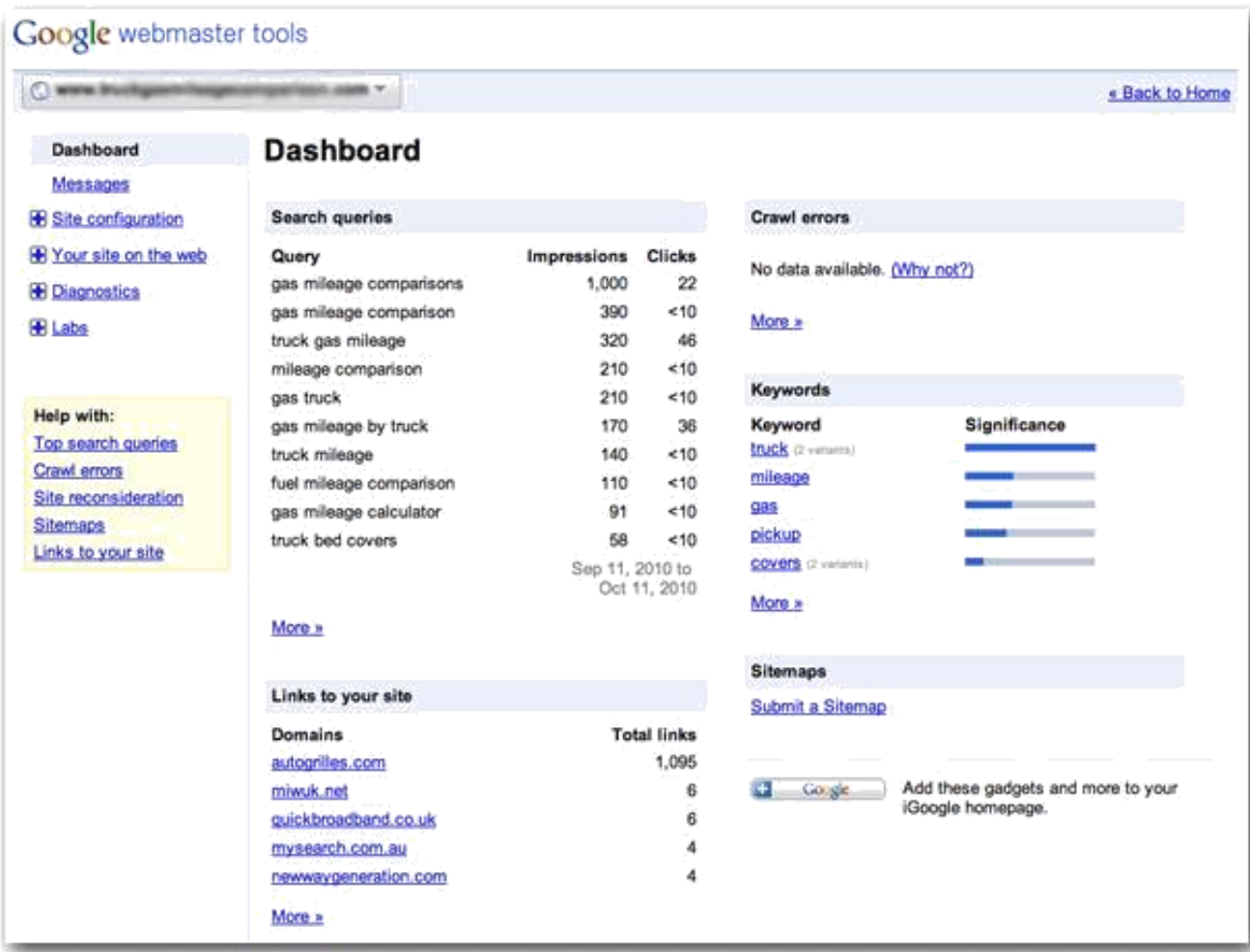
Use Google Webmaster Tools to see what keywords you are showing up in search for. Very often, you will see keywords that are driving traffic but that you aren't directly targeting. This can provide an opportunity to boost that traffic by specifically adding content to target those keywords.

"Supercharging" Your Sites

While not absolutely required, there are a number of things you can do to 'supercharge' your efforts.

Of course, one thing you can do is simply increase the numbers and rate of links you are creating. By the 3rd or 4th week, your site is 'aged' enough that you can safely increase the number of backlinks you are creating each day.

Again, Google Webmaster Tools can help you here by showing you related searches that your site is already starting to rank for. Go to "Your site on the web" / "Search Queries" and you'll see possibly dozens or more potentially lucrative keyword phrases that you are already ranking for. Create new target 'Pages' optimized for those keywords, and create new backlinks pointing to them. They will climb quickly in the SERPs.

If you've been building a few sites, you can use those Web 2.0 "feeder" sites that you've already built to 'cross-link' to your other sites. The more time that goes by and the more you add to them, the stronger

they become, giving you increasing backlink value.

Better, Stronger Backlinks

If you read the 'How Search Engines Work' section, you'll recall that "all backlinks aren't equal". There are low value backlinks, high-value backlinks, and plenty in between. So what makes for a 'strong' backlink, and how do we get them?

The strength of a backlink is based on the strength of the page it's on, and where on the page it appears. All other things being equal, a link on a PR5 page will be stronger than a link on a PR2 page. I should point out that Pagerank doesn't determine the strength of the page, but rather the other way around: the strength of a page plays a part in it's Pagerank.

The factors that DO determine the strength of a page is it's own "Total Backlink Value" (the combined strength of the backlinks pointing to it), it's age, it's domain authority among other factors.

In addition, -where- our link appears plays a big part in how 'strong' a backlink it is. Links that are "in-content" or "editorial", meaning they appear within the content of the page, are the most desireable, and stronger than links that appear in a link list or blogroll, the footer, or other areas.

How do we get 'stronger' backlinks? There are two avenues to strong backlinks. One is to actually get them, the other is to 'boost' them.

Getting them means getting our link on a strong page, in a good position. Some ways to do this include finding strong, relevant sites, and asking for a 'link exchange' with the webmaster. Another, often easier and more successful method is to find strong sites and offer content to them, such as an article. "Guest blogging" is an example of this. The idea is that you provide something of value – good content – in return for having your link included. It is the basis behind article directories and article marketing, applied to 'other' sites.

Another strategy is to 'strengthen' the links we have, by 'building links to our links'. In other words, we can strengthen our links by strengthening the pages where our links appear. We do this the same way we build our own rankings – creating links that point to the pages where we already have our primary backlinks.

This method of 'super-charging' our backlinks is a very solid, important strategy, and will help any ranking efforts.

Extend This Blueprint

You can outsource your backlinking and/or your content efforts and begin work on your next site.

Another avenue is to expand your site. Back when you were doing your initial keyword research, you probably discarded many good keyword phrases once you settled on your core group. With a successful site that is already ranking, there is no reason you can't simply add additional target keyword phrases / pages. You will have the added benefit of having a relevant site with rankings already; as such, you will often find you can achieve good rankings on new pages rather quickly. In particular, keyword phrases that may already appear on the site but weren't targets.

"Authority Domain" Blueprint

Summary

This Blueprint is based on a report I wrote entitled "*Quick Bucks: Profiting Quickly & Easily From High-Value Keywords*".

The basic premise is to identify profitable long-tail keywords, then leverage Authority Web 2.0 and Article Directory websites to get them ranked quickly & easily.

What do we mean when we say "high-value keywords"? In this case these are keywords or keyword phrases that can be readily monetized, have a high 'conversion' rate, and specifically a high "commercial value" - meaning, anyone searching on these phrases is a pretty easy conversion of some sort, whether it's an affiliate product sale, an opt-in list, CPA offer, or ripe for ad clicks. They might be "buying" keywords, lead generation keywords,or anything else a searcher might type in that will result in a high value conversion of some type - an affiliate product sale, ad click, etc.

Some examples will help you understand the 'high commercial value' - anyone typing in these searches is going to have a very high conversion for a particular service, product, or offer, etc.:

"Top 10 Wii Games"
"Dating Divorced Women"
"Low Carb Recipes"
"Make Money Writing"
"March Madness 2012"
"Office Decorating Ideas"

In other words, if you could get a Page 1 ranking for any of these, or thousands of other similar keyword phrases, you could generate quite a bit of revenue just from affiliate product offers alone!

Unfortunately, it's become increasingly harder, slower, and takes longer for new websites to rank for 'competitive' search terms, even before Google's Panda update. Why? Competitive search terms are competitive because they are either very popular, or convert into a lot of revenue. That's where the competition comes from. This means that a lot of people are focused on trying to rank for these terms. As such, a newer site requires a huge number of backlinks, or a very high "Total Backlink Value". This presents huge opportunity if we can circumvent, or 'side-step' this problem. "Authority Sites" in this case are those websites that for various reasons have an inherent high-ranking value. Because Google sees these sites as 'Authority sites', they require far less backlinking in order to rank well.

Examples include Web 2.0 sites such as Squidoo, Hubpages, Wordpress.com, etc., and article directories such as Ezinearticles and Goarticles. Any one of these sites will have a huge 'competitive edge' in ranking over other individual sites.

The fact that these sites have Google's trust & love – combined with one other very important characteristic – makes them our 'secret weapon' and the focus of this strategy.

In addition to already having a high Authority and Trust Rank, which translates into a pre-existing

ranking advantage, all of these sites allow the user to create their 'own URL' on their domain, and 'piggy-back' their chosen keyword phrase!

This is the key to gaining Page 1 rankings for our chosen keyword phrases.

The authority and trust of these Web 2.0 and Article Directory sites come from the base domain i.e. squidoo.com, ezinearticles.com, etc. We create 'our own' URL and leverage their trust & authority by appending a keyword phrase right onto the base domain!

In the case of these Web 2.0 sites, they are all 'platforms' where a user creates their own site on the Web 2.0 domain. When you create one of these sites – a Squidoo "Lens", a Hubpages "Hub", etc. - you chose a name for it, which is then appended to the sites URL:

http://www.squidoo.com/my-keyword-phrase

In the case of the article directories, you chose the title of your article, which is similarly appended to the URL:

http://ezinearticles.com/?My-Keyword-Phrase

And so we can create a site like "http://hubpages.com/hub/make-money-writing-hubs" - which actually exists and ranks #1 for the phrase "Make Money Writing".

With hundreds of searches per day, how much money might you make promoting a Clickbank or Amazon product on 'writing for money'?

Step 1 – Preliminary Research

Now that we know how to get these valuable Page 1 rankings by leveraging the trust & authority of Web 2.0 and article directory Authority sites, the first step is uncovering these search terms. Fortunately this is almost as easy as ranking for them!

Using almost any keyword research tool, you can start simply by picking a "Top Level" niche topic – relationships, finance, sports, career, health, etc., and start to 'drill down'.

If you're 'stuck' for ideas, look at any "Top Sellers", "Most Frequently Asked", "Most Popular" lists. Amazon can literally hand you these keyword phrases by searching any of their "Best Seller" book lists

and drilling down to second- and third-tier categories.

NOTE: *With your purchase of "Traffic $100k Blueprint", you get my "Ultimate IM Toolchest". Inside it there is a section specifically on "Ideas & Brainstorming" with links to hundreds of free resources to help you brainstorm, research, etc.*

Our criteria for keyword phrases are:

- Longer-tail keyword phrases – at least 3 words
- High commercial value
- Relatively high search volume – min. 1200/mo. or 40/day

In other words, we want actual search terms that a lot of real people are typing in, that we can easily monetize.

Once you begin searching and shift your mindset towards these types of keyword phrases, you will start finding more than you can take advantage of!

What do we avoid? Only the ones that already have multiple Authority sites on Page 1. Even if there is a Squidoo lens and an Ezinearticles article, we could probably still leverage it with a Hubpages page for instance. In fact, you'll see that some of these phrases have just that – multiple Authority sites on Page 1.

Obviously, we are going to have the easiest time with the phrases that don't yet have one of these types of sites already there.

We also want to make sure we can easily monetize the keywords – hence the 'high commercial value' criteria. Some keywords will be obvious, but we can also take advantage of Offer Vault (http://www.offervault.com/) to find affiliate and CPA offers by keyword. You can also find relevant products for almost anything on Amazon.

One excellent method is to click on the pages that come up for the search, and see how they're monetizing. In some cases, you'll find new/better/different products or services, and very often you can click through and see if they have an affiliate program that you can join.

The other aspect of our Preliminary Research involves choosing our platform – article directory or Web 2.0 site. One way to choose is to consider how we're going to monetize: if our keyword phrase has 'wide' opportunities, a Web 2.0 site will give us greater opportunities to monetize. For instance, in the above example of "Top 10 Wii Games", we can do well with offers for video games, consoles, accessories such as controllers, 'cheat' books, etc. A Web 2.0 site such as Squidoo will give us plenty of opportunites, both to list these products, and to base additional content around them.

Some real examples:

Donkey Kong Country Returns
Wii Nintendo Platform

Donkey Kong Country Returns

Amazon Price: $43.99 (as of 05/18/2011) BUY NOW

Under the influence of a group of evil Tikis, the animals of Donkey Kong Island have raided Donkey Kong's banana hoard and stolen his stash of bananas - and being an ape of large appetites he understandably wants them back.

Co-op play is available, so this is a great game for families with younger children. All you favorite characters are back, along with new moves using the Wii remote.

Cars

Cars

Amazon Price: $29.99 (as of 05/18/2011) BUY NOW

Play as all your favourite characters from the movie, as you help Lightning McQueen capture the coveted Piston Cup Championship. More than 10 playable characters from the film.

Disney Epic Mickey for the Wii
Just released 2010
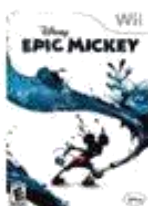
Disney Epic Mickey

Amazon Price: $19.99 (as of 05/18/2011) BUY NOW

As Mickey, you are propelled into Wasteland, an alternate world made up of Disney's forgotten creative efforts, and are given the power to wield paint and paint thinner to dynamically change the world while determining Mickey's path to becoming an epic hero.

This game does not have co-op play, and it is for older kids and families. Younger kids may not be able to search the lands to solve the quests.

Mario Kart Wheel

Mario and friends are back with their racing machines in Mario Kart Wii! New tracks, enhanced Wii graphics along with the Wii Wheel that is included! The Wii Wheel transforms your Wii Remote controller into a steering wheel, making this game fun for young and old alike!

4 people can play at the same time

Super Mario Galaxy 2

Nintendo Wii Game Platform
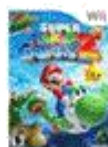
Super Mario Galaxy 2

Amazon Price: $39.99 (as of 05/18/2011) BUY NOW

Continue on with the same space travel fun as found in Super Mario Galaxy. Explore new planets and collect the 240 stars. Fun for all family members.

Toy Story Mania!

Nintendo Wii Game Platform

Toy Story Mania!

Amazon Price: $27.99 (as of 05/18/2011) BUY NOW

Fast-paced shooting games, mini games, and your favorite characters from Toy Story. Play along with Woody, Buzz, and the rest of the gang. Fans love the game! Find out why.

New Super Mario Bros

Nintendo Wii Game Platform

New Super Mario Bros. Wii

Amazon Price: $43.99 (as of 05/18/2011) BUY NOW

Shake the Wii remote and shoot high in the sky with the new propeller suit! Play alone or in multi player mode. All family members are sure to love Mario Brothers.

Need a Wii?

One of the best gaming platforms for families. You have a wide selection of games to choose, different gaming levels, and plenty of fun.

Read this review from someone who has been using the Wii for over two years now.

"I ...think the Wii has become a 'Family Console'. It's not just kids who will enjoy this. Seniors can have fun bowling without knowing anything "Tricky" about how to use a video game unit. It's very intuitive. Moms can easily play with their kids, each with their own Wii profile. Adults having parties can have fun passing the controllers around. Family groups can share slideshows on the big screen while hanging out..."

Wii
Amazon Price: $139.95 (as of 05/18/2011)   BUY NOW
Nintendo's Wii brings back the fun in video game systems. Great for families with kids of any age!

The Wii remote almost seems magical. For a tennis game, it becomes a racket. In driving games, it becomes a steering wheel. Being so easy to handle is what makes this video game system great for all ages.

Red Wii Hardware Bundle
Includes Two Games!

Includes Wii Sports and New Super Mario Bros. Wii game pack!

Wii Hardware Bundle - Red
Amazon Price: $199.99 (as of 05/18/2011)   BUY NOW
The bundle includes Red Wii Console, Red Wii Remote Plus, and Red Nunchuk, plus the two Wii games Super Mario Bros. and the Wii Sports.

More Wii Games for Kids
Nintendo Wii Game Platform

Nintendo Wii has plenty of games that are just for girls or just for preschoolers. The Wii games with monsters are fun games for younger kids.

You are sure to find the perfect Wii game!

Best Wii Games with Monsters for Kids
Wii Games for kids can be a great Halloween activity! And here are five fun games that can be played by the whole family, including the younger kids! Whether you plan on having a large group for an all-out Halloween party, or you just plan to have a...

Best Wii Games for Girls
The best Wii Games for girls are right here. You can select Disney Games, Dance Games, and even Cheering Games. Barbie Games for the Wii are also available. The selection of Wii games available on the market just keeps growing larger and larger. And...

Top 10 Nintendo Wii Dance Games
The top 10 Wii Dance games are here for all ages to enjoy. Everyone loves to dance! Now you

If our keyword phrase is more of an 'informational' phrase, article directories will be our best choice. For instance, using the example above, "Dating Divorced Women", we can fashion our article resource box to suggest the reader can "find a date tonight!" and link (re-direct) to a dating site offer. Here are some actual examples:

that ended. So, you really are not alone and there is no reason at all to feel bad about it. If you do, then you are going to send out a weak vibe to women, and it will be much harder to make a woman find you attractive.

3. Women are attracted to men who are confident and give off that alpha male vibe.

Fact is, as long as you are confident in yourself and you give off an alpha male vibe, it won't be too long before you are having fun and meeting great women and having a good time dating. It might take a little time to get to that point, but as you keep in mind that women are attracted to men who have that attitude and don't come off like a helpless pushover, you CAN have and attract almost any woman you want. Even if you have been divorced.

Want to get more *advanced* dating tips for divorced men and discover how to easily attract women to You?

Click Here to Get Your FREE Report on How to Approach, Attract, and Date Beautiful Women...

Article Source: http://EzineArticles.com/?expert=Chris_Tyler

Once we have our 'target' keyword phrase or phrases, and have chosen our platform, we can move on to the next step.

Step 2 – Content

Whatever platform we are targeting, we will need at least one 'primary' article. This will be the main 'keyword phrase' content. We can either write it ourselves, outsource it, or find existing content to modify.

For an article directory, obviously our content will be just a single article. For Web 2.0 sites, we can work with just a single article, but can boost it's effectiveness with additional content.

Note: Here's a 'sneaky' little trick for article directory efforts: search Ezinearticles.com – the top article directory – for the keyword phrase you are going to use, and look at the "Most Viewed" listing. Use the first or second "Most Viewed" as a 'template' for your article. Make your title as similar as you can, and try to mimic the format of the article – it's information, layout, etc. After all, there's a reason it's the "Most Viewed"!

Whichever we're using, we must optimize the 'main' article for our targeted keyword phrase. To do this, simply follow the same guidelines for optimization in the "Article Marketing" section of Part 3 – Other Traffic Sources:

Begin the title with the keyword phrase;
Use the keyword phrase in the first sentence of the first paragraph;
Use the keyword phrase in the first sentence of the last paragraph;
Include the keyword phrase 2-4 times throughout the body;
Use variations of the keyword phrase were applicable;
Include the keyword phrase in the 'Summary'.

If you are using a Web 2.0 site, you can add additional articles, but don't make them all optimized to the target keyword phrase. However, do include it.

Step 3 – URL & Launch

Now we can create our Web 2.0 site, or upload our article. The key here is to use your target keyword phrase. If you are doing a Web 2.0 site, it will most likely be the title of the site; for article directories, it will be the title of the article.

Depending on which you are using, make sure to make liberal use of keywords (article directory) or tags (Web 2.0) – use your keyword phrase, and related keywords, variations, etc.

Once our article or site has been indexed, meaning visible in the search engines – and this can take

anywhere from a day or two, to a couple of weeks – we can move on to the next step.

Note: an easy way to see if either has been indexed is to take the first few sentences of the main content, and do a search in quotes. If it comes up, it's been indexed.

Step 4 - Ranking

The principle behind this Blueprint is that we are taking advantage of these 'Authority' domains in order to rank better and faster than we would otherwise. But we still need to put some effort into ranking.

Fortunately, our efforts don't need to be nearly as exhaustive as they would be for a new domain. In fact, it isn't unusual to have our "Authority Ranking Blueprint" sites rank with very little effort.

The first thing we want to do is, either manually or using RSSBot, submit the sites RSS feed (usually http://www.domain.com/feed).

NOTE: If the article or Web 2.0 site doesn't have an RSS feed, you can use the free service at Feedity to create one for any URL or webpage: http://feedity.com/
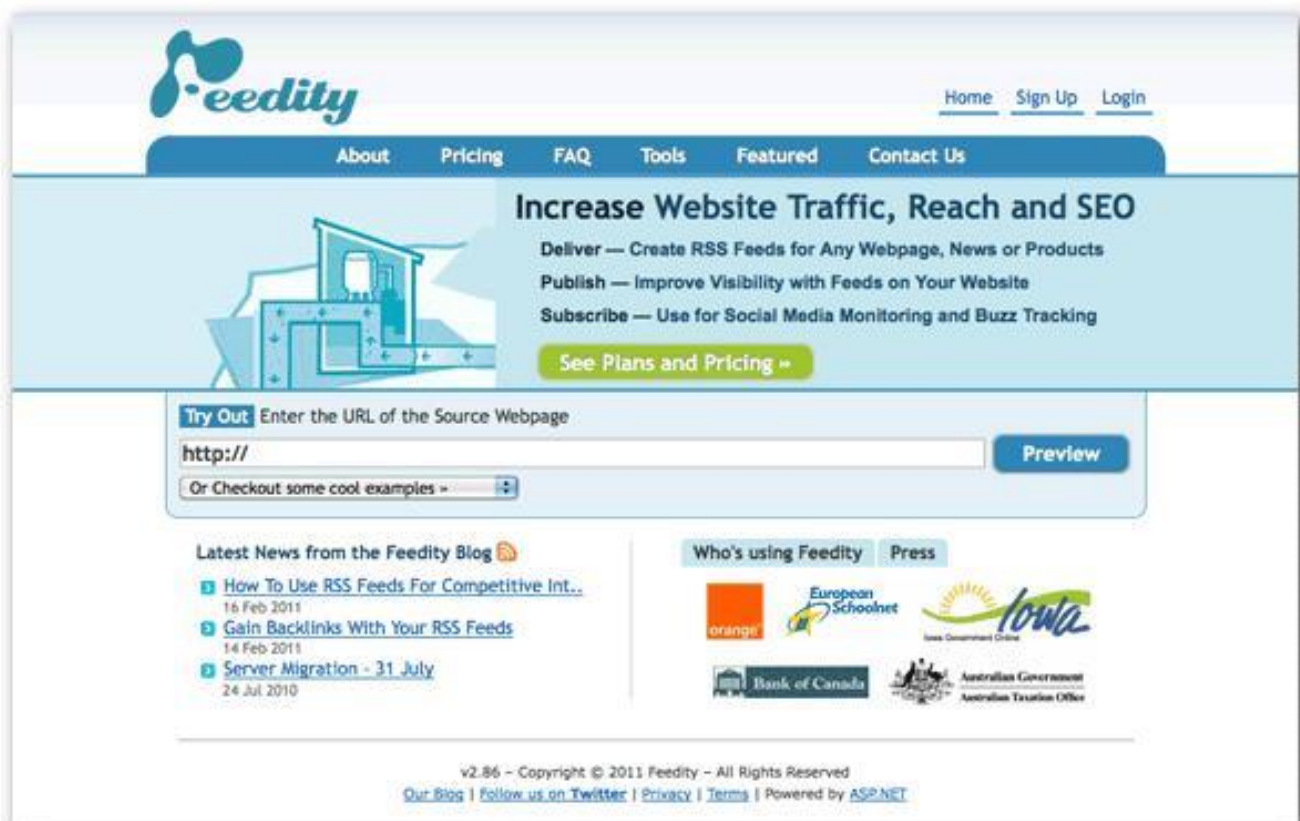
Next, Social Bookmark the URL on 20 Social Bookmark sites, either manually, or using SocialBot, Onlywire, or Social Marker. Make sure to use your primary keyword phrase as the "title" or "description" since this is what becomes the anchor text, or clickable text of the link.

Now we want to spin the content to a minimum 50% 'uniqueness' and output 20 'new' articles. We will

submit 15 of these to article directories.

The other 5 spun articles will be used as the initial content for Web 2.0 "feeder" sites.

You'll be creating a 'mini-network' of Web 2.0 sites by creating new accounts at each, and posting an article to each, with a link in the article pointing back to your target URL. These are the Blogger / Wordpress.com / Hubpages / Squidoo, etc. sites.

TIP: Make sure you include a few links to other sites on your Web 2.0 properties. Again, we don't want any of these sites to have all their links going back to just one site. You can do this safely and easily by simply adding a reference or linking a keyword to other 'general' sites such as Wikipedia, etc. You'll also want to randomly 'skip' some posts, meaning don't link every post to your target site.

Once we have our other articles submitted, and our Web 2.0 "feeder" sites set up, we want to "Ping" all of them.

"Pinging" is a way of telling the search engines that there is something new they should look at. It's one of the ways we get Google to 'discover' our backlinks. While most will be found eventually anyway, it can take weeks or more for some to be found and counted towards our ranking. Pinging hastens the process.
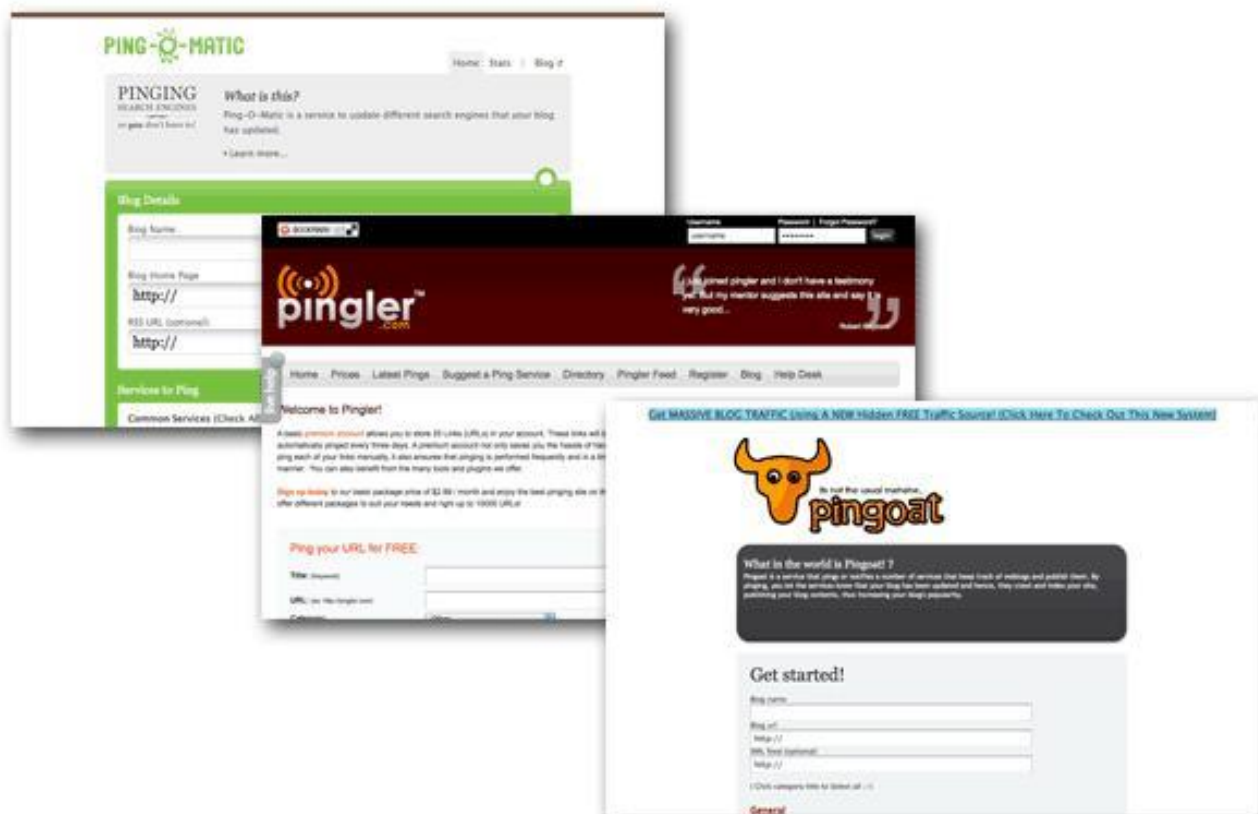
In addition to 'Pinging' these URL's, we will "Ping" all subsequent links we build.

There are a number of sites that will do the 'pinging' for you; you simply enter the URL of the page you want pinged. In these cases, you'll copy the URL of the page that each of your profile links sits on, and

ping them.

Some good 'Ping' sites are:

 http://www.pingoat.com/
 http://pingomatic.com/
 http://pingler.com/

Note: you only have to 'ping' a page once, and only need to ping it from one ping site.

At this point, once all of our other articles / Web 2.0 sites are found and indexed, we should start to see our target page moving up. In many cases, depending of course on how competitive our target keyword phrase is, this will be more than adequate to get a strong Page 1 listing.

If we haven't yet achieved Page 1 ranking, we want to create 10 new backlinks each day, using a mix of 'profile links', blog commenting, forum posts, etc. At this point, it is just a matter of time until we have that strong Page 1 position.

Once we have 'arrived', we want to continue on in 'maintenance mode' to insure we don't lose our ranking. This simply means adding new, fresh backlinks regularly. Using a mix of all the earlier backlinking efforts – adding content/links to our Web 2.0 "Feeder" sites, creating new profile links or blog comments, etc., make sure you add at least 10 new backlinks each week.

Extend This Blueprint

Knowing that you can rank for these types of competitive search terms and 'control' the content of those pages, think in terms of what opportunities you can create.

Holidays such as Christmas, Thanksgiving, etc., are prime opportunities for big search volume: "Best Gift Under 25 Dollars"...

Topical 'support' can be extremely lucrative. Think "How Do I Write A Resume", "How Do I Get Out Of A Current Foreclosure", "Whats The Best Way To Avoid The Bird Flu", etc.

Annual events, particularly sporting events such as the Superbowl or World Cup can be terrific opportunities: "World Cup 2011 Jerseys"...

News and current events provide ongoing, unlimited opportunities.

Mine Google Trends (http://www.google.com/trends) for more opportunities.

"Video Marketing Blueprint"

Summary

The "Video Marketing Blueprint" revolves around creating 'informational review' slideshow videos of physical products, and is monetized through affiliate sales of those products.

You will research and choose high-dollar products from Amazon or similar (Commission Junction, etc.), create a slide show listing features & benefits of the product, reference some customer reviews, and create a video by narating over the slide-show.

You will then rank your videos for product-specific keywords, which is relatively easy to do for videos that target long-tail keywords. Your videos will send traffic to an affiliate link for the product via a re-direct.

Since people are always doing product-specific searches, your research will focus on identifying products that will have good commissions, and are likely to be searched prior to purchase. The nature of the review will provide a good click-through rate, and hence good conversions since it will be an affiliate link right to the product page. Also, by focusing on Amazon, when someone does click through they are cookied with your affiliate link, giving you the commissions on all of those who get to Amazon for a particular product but end up buying a similar or competing product that you didn't even target!
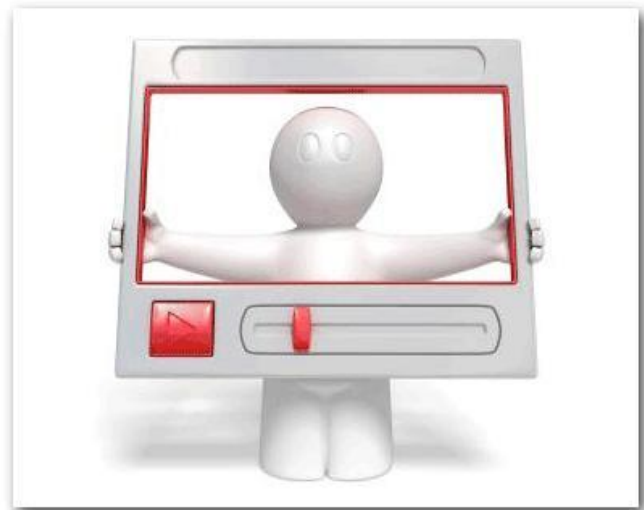
Step 1 – Preliminary Preparation

Preparation for this Blueprint consists of three specific tasks: researching to find the product you are going to target, assembling the video, and setting up the re-direct.

Research. What we are looking for are high-dollar products on Amazon that will lend themselves to a 'bulleted feature & benefit' style review, and is in a market or product area that will have a reasonable number of searches. Some good starting points are:

Electronics: 'Camera, Photo, and Video', 'Car Electronics & GPS', and
'Appliances Home, Garden, and Tools: 'Power & Hand Tools', and 'Appliances'
Sports & Outdoors: 'Exercise & Fitness', 'Outdoor Recreation', and 'Bikes & Scooters'
Automotive & Industrial: 'Automotive Tools & Equipment', and 'Industrial & Scientific'

What we're looking for are items that have multiple competitors, sell for over $100, have at least a few positive customer reviews, and for which we can glean some features & benefits, competitive advantages, etc. from the Amazon listing.

Once we've chosen our product, we want to list out those features & benefits, etc., as bulleted lists. For this example, we'll 'drill down' (no pun intended...!) through Home, Garden, and Tools: 'Power & Hand Tools' and select the "Bosch 36618-02 18-Volt 1/2-Inch" cordless drill. It's priced at $160, have excellent reviews, and numerous competing products:

 http://www.amazon.com/gp/product/B001GIPG1I

I'll grab a couple of product images (simply right-click and 'save' on the images), and create my 'script'. In this case, I'll create a brief 'introduction' by paraphrasing from the product description:
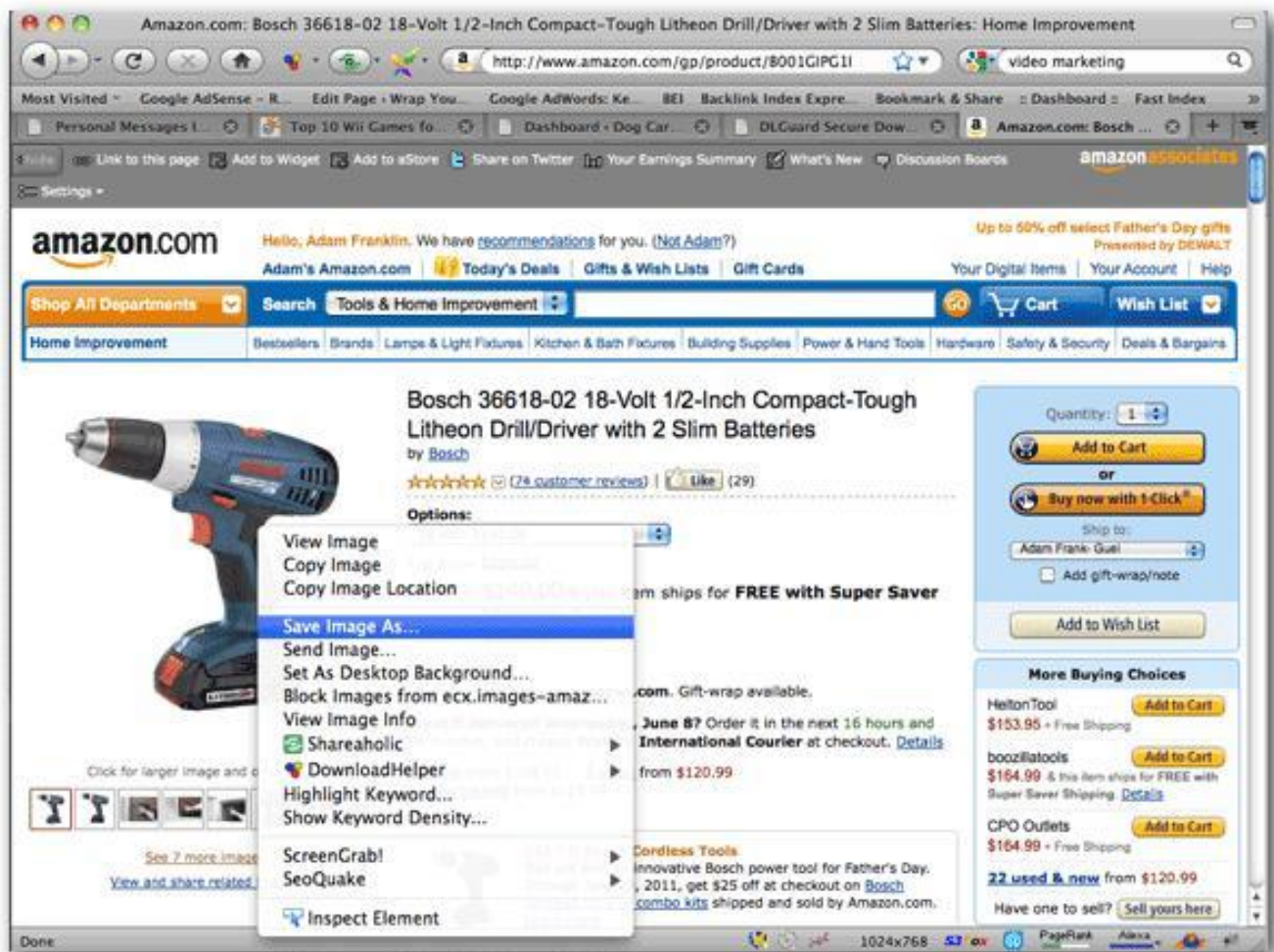
"The Bosch 36618-02 is a very tough, compact cordless drill and driver. It includes two battery packs, using 18 V lithium batteries, which provide a third more runtime and twice the number of recharge cycles as competing products. It comes with a 30-minute charger; double-ended bit; and carrying case."

Next I list out some of those specs as bullet points:

"18-volt Lithium batteries – includes 2 battery packs"

"Will charge in 30 minutes"
"Includes extensive 3-year protection
plan" etc., etc.

Finally, I'll grab a few good comments from the customer reviews that I can include as quotes for a few slides.
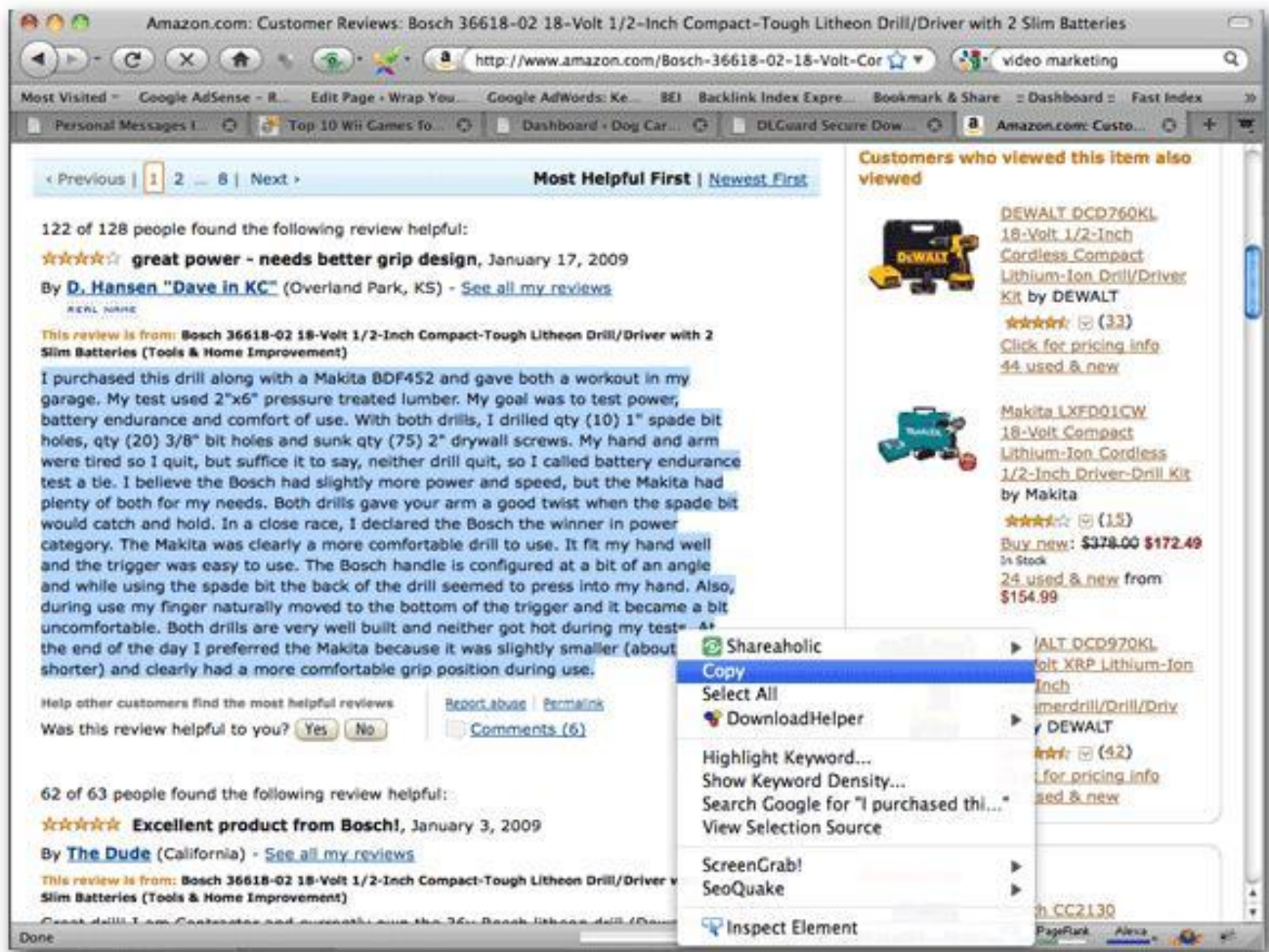
I'm almost ready to create my slideshow, but first I need my redirect, the link I'm going to promote with my videos. To do this, I'll need the actual affiliate link. I get this from the "link to this page" link at the top of my Amazon Associates screen for this product. I'll paste that link into a text editor like Notepad, so that I can pull out just the actual affiliate link:

From "link to this page" box, select "Text Only":

Bosch 36618-02 18-Volt 1/2-Inch Compact-Tough Litheon Drill/Driver with 2 Slim Batteries<img src="http://www.assoc-amazon.com/e/ir?

t=&l=as2&o=1&a=B001GIPG1I&camp=217145&creative=399349" width="1"
height="1" border="0" alt="" style="border:none !important; margin:0px !important;" />

From that, you want just that first URL, everything between the quotes that starts with "http":

 http://www.amazon.com/gp/product/B001GIPG1I/ref=as_li_ss_tl?ie=UTF8&tag=friqma-20&linkCode=as2&camp=217145&creative=399349&creativeASIN=B001GIPG1I

Make sure you test the link by pasting it in your browser. It should take you right to that product page. Don't worry about the Amazon Associates links at the top of the page, that's only visible when you are logged into your account.

Now that I have my affiliate link, I can set up my redirect. This can be either a forwarded domain that I purchase for this purpose, or a simple HTML redirect on an existing hosting account.

Click here for the "Resources" section on setting up a redirect for specific instructions.

Now I can create my slideshow. If I don't have Microsoft PowerPoint, I can use Sun's free OpenOffice software (http://www.www.openoffice.org/), which includes a PowerPoint compatible module.

Simply choose an attractive slide template, and paste in your text, images, and bullets. Since we don't want our videos to be too long, 10 or 12 slides is adequate.

Very important: include the URL from our redirect at the bottom of every slide, in clear, bold type.

Once we have our basic slideshow in order, we want to include a strong Call To Action as the last slide, and make sure we allow the video to 'sit' there with that CTA slide showing for at least 10 seconds at the end.

The CTA can be anything that prompts the viewer to go to the URL you're displaying, such as:

 "*Make sure you go to* http://www.whatever.com/ *for more information, and the lowest available pricing online.*"

What is important is that we provide a reason to follow the URL, and that we overtly say "follow that link!" in some manner.

The easiest way to actually create the video from our slideshow is to use something like Jing, a free screen capture program (http://www.techsmith.com/jing/). We'll set it to the area of our slides, start the recording, and read through our text and bullets as we go through the slideshow.

We can add background music simply by playing music in the background, slide transitions, etc., however we don't want our video to appear too slick or overproduced. These video reviews are most effective when they sound like a real person enthusiastically talking about the real features and benefits of the product.

Now we're ready to move on to the next step.

Step Two – Video Upload

For this blueprint, we want only a single video uploaded, so we can focus our efforts on getting the one video ranked. As such, we will want to upload it to YouTube.

We want to begin our description with the URL for our redirection, so that it becomes a clickable link.
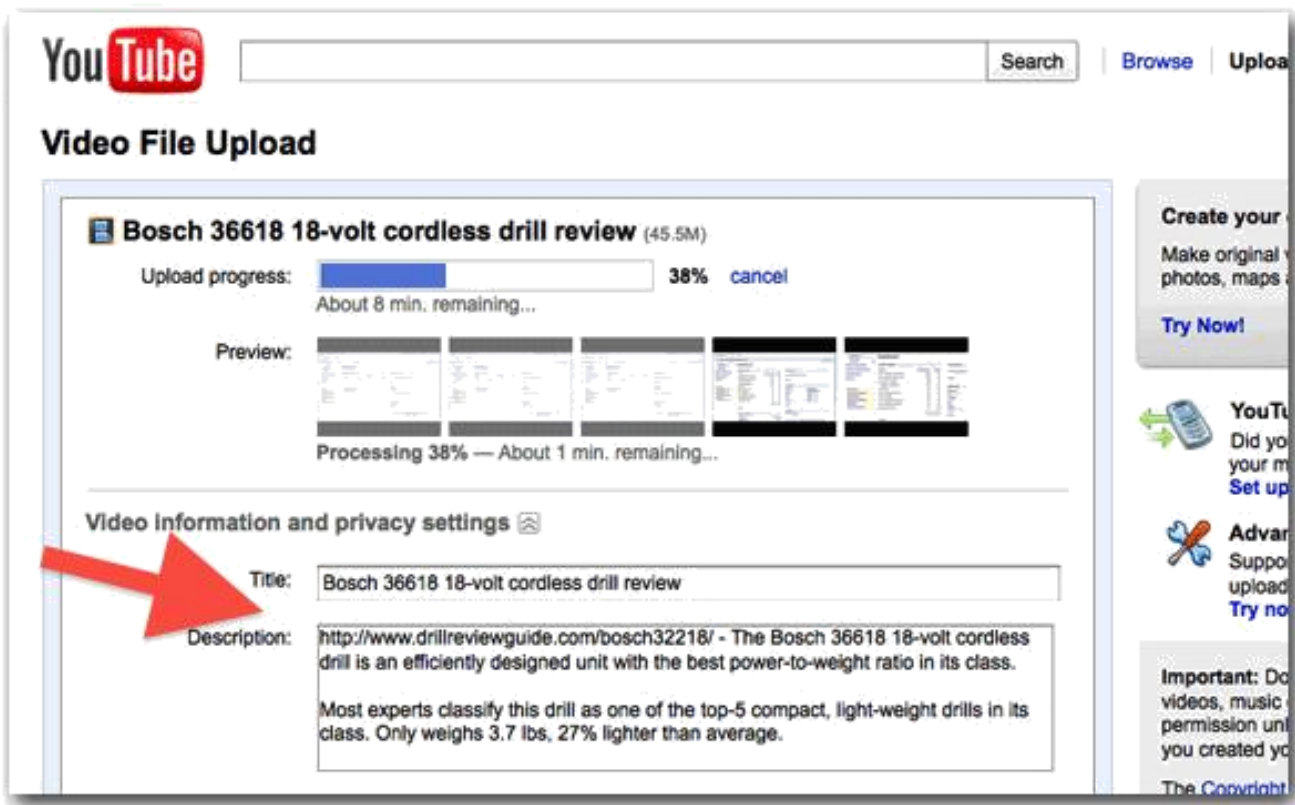
Then we want to begin our description with the product name, model number, etc. as appropriate. With that model number we want the beginning of our description to say exactly that, for example "Bosch 36618 18-volt cordless drill review" so that someone getting there will know what it is. Lastly, we want to include in our description the appropriate, likely phrases that this sort of product will be searched for. In this example, that would include Bosch drills, cordless drills, 18 V drill, half inch drill, etc.

Step Three - Ranking Our Video

Finally, we want to get our video ranked so that someone searching for this or a similar product, will see our video listed.

This is actually quite simple, for two reasons: first, it's a video, particularly on YouTube, and videos tend to rank very well; secondly, we are targeting very specific, narrow, long-tail keywords.

Social bookmark the video on 10 to 15 social bookmarking sites;

Create and submit an RSS feed (you can create an RSS feed by putting your video on it's own Youtube channel, then replacing "USER_NAME" with your Youtube channel name with this URL: http://gdata.youtube.com/feeds/users/USER_NAME/uploads)

Create 4-5 Web 2.0 sites about the product type or category, and include one link to your video.

Write and submit 5-10 articles about the product type or category, including the link to your video in

the 'resource box'

You can further boost the speed and effectiveness of your video's ranking by following the ranking steps from the "SEO & Ranking Blueprint".

Lather, rinse, repeat! Obviously, the more videos you do, the more traffic you'll get, hence the more commissions you'll generate.

Supercharge It!

You can vary this Blueprint very effectively by doing similar video reviews of high-dollar digital products, or any other high-dollar affiliate product or service such as subscriptions to data or financial services, etc.

You can also 'super-charge' this Blueprint by creating multiple videos in the same categories so that you can include them on the same channel, and as such your ranking efforts for each will leverage and boost all the others.

These types of reviews also work very well as 'talking head' videos; they stand out, and convey sincerity and legitimacy. If you have a webcam, you can begin the videos with a 'talking head' clip of the initial description narration.

"Amazon Affiliate Blueprint"

Summary

The "Amazon Affiliate Blueprint" is one of the easiest, most straight-forward methods for building a strong, profitable online business. The Blueprint involves building simple 'informational review' sites targeted to very specific products. The beauty of this Blueprint is that rather than 'selling' something, you are essentially 'intercepting' someone already on their way to buy!

You will research and choose high-dollar products from Amazon, register a keyword-relevant domain, and put up a simple Wordpress product review site.

You will then rank your site for product-specific keywords, which is relatively easy to do for these types of long-tail keywords.

Since people are always doing product-specific searches, your research will focus on identifying products that will have good commissions, and are likely to be searched just prior to purchase. The nature of the review and the format of the site will provide a good click-through rate, and hence good conversions since it will be an affiliate link right to the product page. Also, by focusing on Amazon, when someone does click through they are cookied with your affiliate link, giving you the commissions on all of those who get to Amazon for a particular product but end up buying a similar or competing product, accessories, add-ons, etc., that you didn't even target!

Step 1 – Preliminary Preparation

Preparation for this Blueprint consists of three specific tasks: researching to find the product you are going to target, registering your domain, and installing your Wordpress blog.

Research. What we are looking for are high-dollar products on Amazon that will lend themselves to a 'bulleted feature & benefit' style review, and is in a market or product area that will have a reasonable number of searches. Some good starting points are:

Electronics: "*Camera, Photo, and Video*", "*Car Electronics & GPS*', and "*Appliances*" **Home, Garden, and Tools:** "*Power & Hand Tools*", and "*Appliances*"
Sports & Outdoors: "*Exercise & Fitness*", "*Outdoor Recreation*" , and "*Bikes & Scooters*"
Automotive & Industrial: "*Automotive Tools & Equipment*", and "*Industrial & Scientific*"

What we're looking for are items that have multiple competitors, sell for over $100, have at least a few positive customer reviews, and for which we can glean some features & benefits, competitive advantages, etc. from the Amazon listing.

Once we've chosen our product, we want to grab some of the text from the listing: product description, customer reviews, etc., as well as at least one image, which we'll get from our Amazon Associates affiliate links.

For this example, I'm going to choose the "Sports & Outdoors" category, and drill down on "Boating &

Water Sports". Poking around a bit, I see a good prospect, "Kayaks", which has a number of competing products over $100, plenty of accessories, etc.

Having chosen our product focus, we want to select 3-5 'target' products as the basis for our review site. By way of example, the first one I'm going to choose is the "Emotion Glide Kayak", which sells for $349 and has plenty of positive reviews:

 http://www.amazon.com/Emotion-Kayaks-Blow-Molded-Glide/dp/B004M7DEZA/

We want to select 3-5 products, then get our affiliate links for each. We do this simply by clicking on the product; once we have our product up on screen, we can get our affiliate link by clicking the "Link To This Page" button on the gray Amazon Associates ribbon bar at the top of the page.

To get the actual links, we're going to first select "Text Only" to get the HTML for a text affiliate link, and then "Image Only" to get the HTML for an affiliate-linked image. We're going to do this for each product, and save the links.

Note: We do NOT want to use the "Text And Image" option, or "Widgets" - we have found that this type of site converts far better WITHOUT any widgets, or 'catalog image' box.

We are also going to want one link to the product category page itself; we get this the same way, but need only the text link for that page.

Make sure you test each link by clicking on it. That should take you right to that same product page. Don't worry about the Amazon Associates links at the top of the page, that's only visible when you are logged into your account.

Now we can grab the text for each product from it's product page, and save it to a text document. We want whatever we can use for our reviews: Product Features, Product Description, Product Details, some of the Customer Reviews, etc.

Next we want to get our domain. The key is to insure we have our product category name, in this case "Kayaks", and the word "review" or "reviews", using the .com extension. Ideally, we would get "kayaksreview.com" or "kayakreviews.com", but our first choice may already be taken.

If our first choices are not available, we can look for strong alternatives:

Add a hyphen between words i.e. "kayak-reviews.com"
Check .org and .net if .com isn't available i.e. "kayakreviews.net"
Add a suffix (preferable to a prefix) such as "hub" or "site" i.e. "kayakreviewsite.com"

A very useful site to help you find your domain name is AjaxWhois (http://www.ajaxwhois.com/) - you type in your keywords, and as you type it will show you in real-time what is available. Make sure you select .com, .org, and .net from "My preferred extensions" on the right. Once you have a good domain name, go ahead and register it (Note: on rare occasions you may find Ajaxwhois showing a domain name as available that isn't).
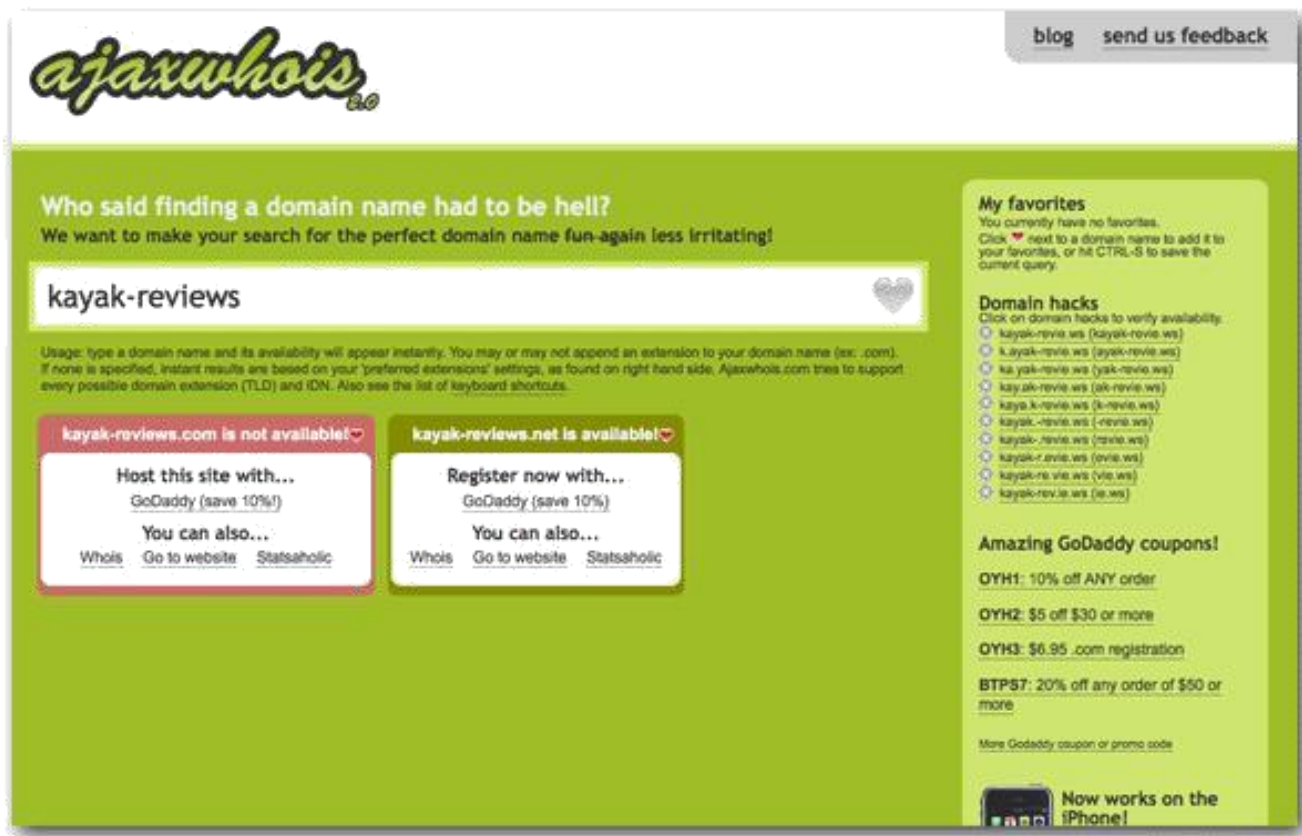
Lastly, you want to set up your Wordpress blog on your hosting account. You can browse the hundreds of free Wordpress themes available and choose one that is simple, clean, and strong, or you can use the included "Twenty Ten" theme.

In addition, you'll want to install the following plugins:

- "All In One SEO" plugin;
- "Easy Privacy Policy" plugin;
- "Google XML Sitemaps" plugin;
- "RSS Include Pages" plugin.

Click here for a zipped folder of these plugins: <<LINK>>

Click here for the Video Tutorial on setting up your Wordpress blog: <<LINK>>

Step 2 – Content

Now we're going to create our homepage, and our reviews. Each review is going to be it's own Wordpress "Page", so that we can focus our ranking efforts on these individual keyword-based page URL's.

The homepage post will be an overview article, a general-interest article about whatever the review site

is for. In the example above, kayaks, I could write a generic article about kayaking, the enjoyment of getting outdoors and getting on the water, that it is a wonderful sport for staying in shape, the opportunities to kayak in different waters and different parts of the country, etc., general tips on kayaking, common features of kayaks, common accessories, etc.

The individual 'review' article are where we are going to focus our optimization efforts, and use exactly the same methods we use for any content optimization:

Keyword (the name of the particular product being reviewed, i.e. "Emotions Glide Kayak") in the beginning of the title;

Keyword in the first sentence of the first paragraph;

Keyword in the first sentence of the last paragraph;

Keyword once or twice throughout the body.

However unlike our 'regular' article optimization, we are going to include at least two strong Calls To Action, one in the beginning, and one at the end. These Calls To Action will have our affiliate link. Some examples are:

- "Click here to find the lowest price on the [Emotions Glide Kayak](#)"

- "Click here for price and availability of the [Emotions Glide Kayak](#)"

- "Click here to get more information about the [Emotions Glide Kayak](#)"

- etc., etc

Note that only the product name is hyperlinked, not the whole sentence – this is because it is also acting as our 'anchor text' to help our ranking efforts.

We can write our review simply by rephrasing the text we copied earlier – the Product Description, Product Detail, etc., but we must make sure we don't actually duplicate the text. One good method for re-writing is to read a sentence or paragraph to ourselves, then say what we just read in our own words.

We can use whatever bulleted features & benefits we copied as well, either mixing up their order, or re-phrasing them as sentences.

Important: Our homepage, and each review article 'Page' MUST be a minimum of 500 words, and "unique". The length and uniqueness are to compensate for the recent Google update that can devalue or penalize "low quality" content – meaning short, and/or copied content. The 'uniqueness' is accomplished by re-writing & rephrasing the text we're taking from the product page, and so it's imperative that we don't use it as-is.

Once we have our articles, we're going to publish them as individual "Pages" (not "posts"). Each one will use the specific product/model name as Permalink URL. This essentially gives us URL's

comprised of the search phrase that we are targeting. For this example, our target keyword phrase that we'll use is "Emotions Glide Kayak", giving us a final URL for the page of:

http://www.kayakreviews.com/emotions-glide-kayak

What this has accomplished is to give us a huge 'leg up' on getting these Pages ranked for their targeted keywords. In fact, depending on the particulars of the keywords, competition, etc., we may have to do very little work to get them to Page 1 rankings.

Once we have our site populated with our content, and it's all indexed by Google, we can move on to our next step.

Step 3 – Ranking

Now we want to get our individual product review Pages ranked so that someone searching for these products will find us, then click through to make their purchase on Amazon. Once again, because of the nature of the sites and keyword phrases, anyone typing in these searches is usually pretty far along in the buying cycle; we are simply intercepting them on their way to buy.

Ranking these Pages is relatively simple, for two reasons: first, we're targeting very narrow, specific long-tail keywords; second, we have optimized everything for ranking these keyword Pages.

The first thing we want to do is take our RSS feed, which we can usually find right on the site's theme, and submit it using RSSBot or similar RSS submission application. Because we've installed the "RSS Include Pages" plugin, our RSS feed will include our review Pages.

Next, we want to Social bookmark each individual URL – our homepage, plus each review Page. Make sure to use each Page's targeted keyword as it's description, since this will become the anchor text.

Since our Pages should already have been indexed by now, we want to submit each review article to Ezinearticles, with two links in our bio box – one to the home page, and the other to the appropriate review page.

This may be enough already to get our pages ranked. We still want to add backlinks however, either to continue pushing our rankings up, or 'cementing' them if they are already there.

Write and submit 5-10 articles related to the product niche, and submit them to different article directories about the product type or category, including the link to your review page in the 'resource box'.

Lastly, create 2-3 Web 2.0 sites about something relevant to the niche. Across these sites, you'll 'spread out' your backlinks such that you have links pointing to every one of the target review Pages.

You can further boost the speed and effectiveness of your review pages rankings by following the ranking steps from the "SEO & Ranking Blueprint".

Extending This Blueprint

One easy way to extend this Blueprint is to expand our site by adding additional review pages. Each new Page should get a little easier to rank, since they'll automatically gain some benefit from all the previous backlinking. Once we add a new review page, simply go back through the ranking exercises until we get our Page 1 positioning.

Beyond primary product reviews, we can further boost revenues by 'pushing' accessories where appropriate. This can be in the form of additional Pages, or even 'posts'. In fact, adding 'posts' to the homepage will not only help with the sites overall ranking, but provide an excellent opportunity to create posts about those accessories.

We can further leverage our efforts and extend this Blueprint by creating additional sites in the same or similar niche, and leverage each by interlinking them.

Finally, we can 'scale up' our efforts by outsourcing part or all of the steps for additional new sites.

Click here for the "Resources" section on setting up a redirect for specific instructions.

"Offline Gold Blueprint"

Summary

The "Offline Gold Blueprint" revolves around a very low-pressure, high-value sale positioned essentially as a 'freebie' that is almost too good to pass up. That initial 'sale' is then the entry point for follow-up to significant additional products & services.

This Blueprint is "easy money" since the initial pitch is so attractive that few qualified businesses will refuse it, and nets $100 profit even without any additional selling or follow-up.

The "Offline Gold Blueprint" offers a "free" website for local small businesses. In fact what you will be doing is simply getting businesses to sign up for an $8/month hosting account, while you install and set up their business website – a quick & easy Wordpress blog - 'for free'.

The hosting contract goes through your hosting affiliate account, netting you $100 or more right away, just for that $8/month sign-up.

You will then assemble some of their business materials, install & set up Wordpress on their hosting account, and use their materials as the basis for the site's content.

Once they are up & running, having received an excellent, high-value service for you already at essentially no cost, you will easily be able to add on additional products and services such as ongoing updating & maintenance of the website, customer marketing via auto-responder, etc.

The reality is that there are so many local businesses and professionals that don't yet have a web presence, and the prospect of the free website is so attractive, that you can earn substantial revenues simply presenting that pitch with no further selling, follow-up, etc. That said, the additional 'add on' sales are equally easy and incredibly lucrative.

Step 1 – Preliminary

In order to "sell" hosting, you'll need an affiliate account with a hosting provider. There are dozens and dozens of hosting providers, some with their own affiliate program. For this Blueprint (and other hosting affiliate sales), I have had great success with Hostgator through Commission Junction. Host gator is a well-known, strong hosting provider; Commission Junction handles their affiliate program. This means you will have to sign up for a Commission Junction account if you don't already have one. Once you're signed up with Commission Junction, you must "apply" for entry into host gator's affiliate program, however it is auto-approved instantly.

Commission Junction/Hostgator currently pays $100 commission on a basic $7.99 hosting account. They also have a number of special deals that you can "pass through" to your clients, giving them even more value, and a greater appreciation and willingness to do business with you. For example, there is currently a "one penny for hosting" that gives them the first month for one cent, while still paying you your $100 commission.

Since you will be dealing with clients that don't yet have a web presence, they may not have the means to get online. This can make it difficult for them to actually click on your affiliate link to sign up! One way around this is to set up a one-page website for yourself, that has your hosting affiliate link on it, and take a laptop to the "close" meeting with the client.

Alternately, you can simply print out host gator's agreement, take it to the client meeting, and get their information and credit card number. Then you will set up a free e-mail account for them, such as Gmail or Hotmail, click your own host gator affiliate link, and sign up for an account with their information.

You'll also want to create a few "dummy" pages that will illustrate the free website you are offering; these can be printed out for when you meet a client, or shown on the laptop.

To create these "demonstration" sites, you will set up a WordPress blog for a few different types of businesses. Since you only need to show the homepage, you won't need a lot of content. You can pick from thousands of Wordpress themes that are available for free, and either 'standardize' on one, or choose to use a different one for each "demo" to show variety.

Step 2 – Prospect List

The next step is to develop a prospect list, companies and or professionals to pitch.

There are a number of good ways to develop a prospect list. It is even possible to do it without any cold calling or cold visits, and have potential prospects call you!

You do this by creating ads and/or flyers. Ads can be posted online, on craigslist for instance, the local town or newspaper website classifieds, etc.

More effective than online ads, you can print up flyers to distribute. These can be as simple, to the point, and strong as the following:

> **Let me put your business online –**
> ***...for FREE!***
>
>
> Local business consultant looking to develop new relationships will design, install, and set up your business website – for free.
>
>
> You'll get a professional internet presence, no strings attached!
>
>
> I can only do this for a limited number of businesses, on a first-come, first-serve basis, so don't hesitate.
>
>
> Call me today at: 555-1212 and we'll get your business online right away!

There are a few types of business that are relatively easy to target and close with this offer. These include:

Local professionals.

Insurance agents - these are often individuals or small business that are essentially 'affiliates' for many insurance underwriters. They understand the need for, and often spend the lions share of their business budgets, on marketing and acquiring new leads & customers.

Accountants, lawyers, tax preparers – similar to insurance agents, these local professionals are always looking for ways to bring in new leads & customers. These professionals are particularly cost-concious, making them very willing to jump on anything 'free' that they feel will be professionally handled.

Clubs, organizations, local non-profits – these groups will often have a web presence that a group member volunteered to do, and are often very amenable to having a 'professional' take over or re-do it, and are especially open to this 'free' offer.

Trades / technical / crafts people.

This group includes everything from the local re-upholstery shop, to locksmiths, crafts producers such

as individuals with their own business making & selling virtually anything, as well as the local plumber, handyman, electrician, etc. Because the initial perceived cost is zero, they will all be willing to hear what you have to say. And the 'easy close' is to convey the fact that more and more people are searching online when they need their services rather than using the Yellow Pages or local paper.

Restaurants & caterers.

Again, an easy sell when you get across the 'zero cost' of the offer. Providing a simple website listing their menu, being able to list specials, and create a mailing list by offering coupons and thereby marketing to diners that they have never been able to do before is very compelling.

One easy and effective way to generate your prospect list is to go through local Yellow Pages and local papers, see who is advertising, and check to see if they have a website. Any advertiser who doesn't have a website is an ideal prospect; those with 'bad' websites are equally good prospects.

Another good opportunity is to join the local Chamber of Commerce. This gives you access to the local business people who are proactive about promoting their business, and provides excellent networking opportunities.

And speaking of networking, every time you close one of these deals, simply ask the business owner, who knows many other local business owners, "Is there anyone you think would benefit from having this, and would you like me to contact them?" It works like a charm because a) they know who to refer you to, b) they get the benefit of bringing something of value to someone in their local business network, and c) personal referrals have sky-high closing conversion rates.

Step 3 – Marketing

Marketing consists solely of getting your offer in front of your prospects. You can do this a number of ways. The easiest method is to visit the business and talk to the business owner; if you cannot get to the business owner, you simply leave your flyer. Make sure you keep notes listing where you visited, who if anyone you spoke with, and when. This lets you follow up with a phone call or subsequent visit.

Another option is to post your flyer. Local libraries will usually have a place to post local announcements, etc. Most supermarkets also have a 'community bulletin board' and will let you put your flyer up there.

Step 4 – Upsells

Once someone has agreed to your offer and you have them 'on the hook', you can propose additional appropriate services. One of the easiest to sell is an auto-responder service.

Most of these local businesses either already try to communicate with their customers via flyers and mailings, etc., or wish they had some way to. Suggest that they can regularly communicate with their customers by using an email service to collect email addresses and an auto-responder to send out information, updates, offers, discounts, etc. You'll also find many of these business don't have any sort of customer list, and never really considered it because they have no idea how to go about it. Telling a restaurant owner that they can send out coupons or special offers to bring in diners during slow days

enhances your standing as a professional able to help them build or improve their business, and will legitimately improve their bottom line. As such, it is a very easy sell.

You can provide email / autoresponder services in two ways: charge a fee to create and set up an opt-in on their 'free' website while having them sign up directly with an email service such as Aweber or GetResponse, or preferably offer to do the set up for 'free', create or use your own email service account, and simply mark up the monthly cost.

For setup/installation where you have them sign up for the service directly, $99 will get you nearly 100% sales. Alternately, $199 will still garner a very high percentage, and of course put more money in your pocket.

In the case of 'marking up' the service and handling it yourself, you can comfortably propose $25 to $49 per month.

Site updating & maintenance is an easy upsell, particularly for businesses that have time -sensitive pricing, or products & services. A good example is restaurants. By including their menu on their initial website, you can offer weekly updating to accommodate changes in the menu, pricing, specials, etc.

Pricing for this upsell should be based on the time you anticipate spending. Depending on whether you are going to do updates weekly or monthly, a good price point is $99 per week or month, depending. These updates shouldn't take more than an hour or two.

Depending on the business, you can offer SEO/ranking services very easily. Since these are local businesses, they can benefit tremendously from getting ranked for their business offering or type. Regardless of the type, you can almost always get them ranked easily for "business type" plus "location" keywords, which is how local people would be searching. Examples would be variations of keyword phrases like "San Antonio Dentist" / "Dentists in San Antonio", "San Antonio Plumber" / "Plumber in San Antonio", "DUI Lawyer in San Antonio" / "San Antonio DUI Laywer", etc.

You can generally achieve Page 1 rankings for these types of keyword phrases with a simple campaign of Social Bookmarking, RSS submission, and article marketing.

In addition, you can get the business listed through Google Places, which also 'shows' really well – bring them a screenshot showing their business listing or bring it up on screen, and you'll have a happy, impressed client!

By 'bundling' the Google Places listing with your SEO/ranking services, you'll be able to show them tangible results (the Google Places listing) very quickly, giving them a sense of value for their expenditure.

Extending This Blueprint

Local events offer excellent opportunities to distribute your flyer.

Joining the local Chamber of Commerce gives you access to many local business people and

organizations. Attending Chamber functions provides a way to meet and network with these business people, and offers an ideal opportunity to talk about your offer and what you do. In fact, this can often lead to much more business.

Online classifieds such as Craigslist can generate prospects. Many local newspapers also have their own classifieds online.

Postcards can be an inexpensive way to get the offer out; since they aren't in an envelope, they're immediately visible. Take advantage of this and put your 'value proposition' - "Free, Professional Website!" in large, bold type so that it jumps out and gets seen.

Finally, you can 'hire' local high school or college students, offering them a percentage - $20-$25 works very well – for every sign-up they bring to you. This can be one of your most effective marketing methods.

"Site Flipping Blueprint"

The "Site Flipping Blueprint" is a plan for building and flipping new sites.

It details how to quickly research and build new Wordpress websites specifically for the purpose of flipping them right away. By choosing 'good' categories, creating or outsourcing a set of original articles for content, and monetizing it with appropriate affiliate offers, you'll create ready-to-roll "business in a box" websites, aimed at buyers looking for a "revenue ready" website that they can promote, without having to build it themselves. These websites are bought & sold everyday for $100-$300 each, and can be created in just a matter of hours.

Builg Sites

Summary

One of the easiest and most self-contained ways for making money online is website flipping. While there are many avenues or strategies to pursue, such as buying inexpensive sites, boosting them, and reselling them, for this Blueprint we're going to implement a quick and easy formula for building and selling new sites.

This strategy revolves around quickly building unique content sites, and flipping them right away. Using this method, you can expect to get $100-$200 per site, for about a day or two work; if you are good, or able to optimize your efforts, you could realistically produce these sites in about half a day.

To understand this strategy, it helps first to understand the website auction marketplace. While there are a number of venues for selling websites, such as eBay, digital point, and others, we are going to focus our efforts on the Flippa. This is in part because it is the largest auction venue, and in part because it will be the 'easiest' in terms of buyer sophistication.

Generally speaking, sites prices are derived as a multiple of their monthly earnings. However, since these will be new, zero-revenue sites, we are focusing on different characteristics, specifically original content, keyword benefits, and the 'self-contained business' model, meaning a site that is all ready to earn money, needing only traffic.

In other words, what we're going to create and sell are new sites, aimed at buyers looking to pick up a solid business inexpensively. The 'value proposition' is, a well-researched, ready-to-go website business, requiring only traffic promotion efforts, priced inexpensively because it is new and without existing revenue. For the buyer, it eliminates the time, effort, expense, and expertise required to research and build a viable money-making site.

Step 1 – Preliminary Preparation

The first step is deciding what 'business' to build. The methods we'll use are a bit different than if we were considering a longer-term keyword-based effort. Here, we're looking for a solid product category, rather than rankable keywords. The best ways to find a viable opportunity are to look at what's already selling. We're going to begin with Amazon, since another consideration is that any buyer can quickly & easily set themselves up with an Amazon Affiliate account if they don't already have one. Our criteria are simply any product categories that will have reasonably high-priced products; I use $50 as a rough minimum baseline.

A simple way to begin is simply start drilling down in any product category that won't be dominated by inexpensive products such as books or groceries. I'd also stay away from the ultra-competitive categories such as electronics. Some good starting points are "Sports & Outdoors", "Toys, Kids, & Baby", and "Home, Garden, & Tools". What we want to do is drill down through a category, looking for a narrow product niche for which to build our site around. Ideally, we want to choose something that has a number of different brands and/or specific products, and for which we can create related content entries.

Using the "Sports & Outdoors" example above, I'm going to drill down to "Boating & Watersports", then one more level to "Kayaking". I see there are a good number of relatively expensive 'primary' items – kayaks – plus a good selection of additional related products.

Having found our products & topic, we're now going to build a simple, attractive site around it. The product choice dictates everything else.

Next we want to get our domain. The key here is to insure we have our domain name reflect the focus of our site, in this case "Kayaks" or "Kayaking", using the .com extension. We have a lot of latitude

here, as long the domain name clearly denotes it's purpose.

"KayaksToday.com"
"KayakingToday.com"
"KayakingFun.com"
etc...

For this Blueprint, we do NOT want to use anything but a .com extension domain name.

Step 2 – Content

The next step then is to generate our content, 8-10 quality, relevant articles. For this example, they might be "Kayaking Safety Tips", "Great Places To Go Kayaking", various "Kayaking Product Reviews", etc., and can include more general articles such as "Stressed? The Importance Of Vacationing". These are meant to help you think along the lines of content relevant to our product/topic choice.

One easy way to do this is to look for similar articles and re-write them. Searching article directories and document sharing sites, as well as topic-specific niche sites should yield us plenty of articles. We can also compile reviews from existing customer reviews, etc. Our objective is to come up with 8-10 reasonably well-written, original, on-topic articles, so that our site will be a destination – have a purpose, so-to-speak, within which we will have our product ads and links.

Step 3 – Build The Site

Once we have our content, the rest is straightforward 'assembly'. Assuming we already have hosting, we can do some poking around and find an appropriate WordPress theme, install WordPress, set up our theme, and add our content.

Depending on the layout, we then want to use our Amazon Affiliate account to generate some links, widgets, etc., that we'll place throughout the site – on sidebars, links within the content as appropriate, etc.

Make sure you test each link by clicking on it. That should take you right to that same product page. Don't worry about the Amazon Associates links at the top of the page, that's only visible when you are logged into your account.

Depending on our writing abilities and competence, we should be able to produce a site in somewhere between a half-day, and two days. As we do a few of these, it should get closer & closer to a half-day to produce.

Unlike other Blueprints, we won't be concerning ourselves with ranking, or site optimization, but rather with the speed and efficiency that we can create these sites. We are going to be listing these sites right after they are built. Remember, we aren't positioning them as high-performing sites with traffic and revenue, but rather as 'pre-built' website businesses that someone else will promote and build traffic for. The value we are offering is saving a marketer or entrepreneur from having to come up with a niche focus, develop the content, figure out how to assemble a site, and do all the mechanics necessary to get to the point where they can begin promoting and generating revenue through affiliate sales.

Step 4 – Listing The Site

Once we have our site up and indexed, we're going to list if for sale on Flippa. The key to getting a good sale will be our auction listing. We want to position it as the 'ready- to-go' business that it is: a quality site, with original content, promoting high-dollar products from a high-converting affiliate program (Amazon). Browsing through similar listings for ideas on how to improve the listings attractiveness will help us refine our own listing.

Because we can claim original content, and have done a good job setting up the site, if we write an effective auction listing, we should be able to get $100-$200 for the site. Though this strategy is intended to be a "Quickie", we can further boost the value and selling price by holding the site and driving some traffic – and ideally some sales – to it before auctioning it.

Super-Charging It!

The price we get for the site will be based on our positioning, and perceived value.

We can further enhance the value by installing additional appropriate WordPress plugins, finding some appropriate Youtube videos to embed on the site, and adding additional monetizing methods such as Adsense and additional affiliate programs (Clickbank, Commission Junction, etc).

We might also want to find a report that we can get give-away rights to and set up an opt-in on the site. By having an email capture with a free report, we can include "List Building, With Free Report" which further boosts the value of the site.

"Google Site Sniper Blueprint"

Note: This is the first of our 'external' Blueprints; each new 'external' Blueprint will follow a similar format. For each one, we have bought a particular IM product, went through it in it's entirety, implemented it ourselves, then developed our own Blueprint for successfully implementing a similar strategy.

NOTE: Your purchase of the course INCLUDES new monthly Blueprints that will be sent out to you each month, AT NO ADDITIONAL COST!

Each Blueprint will begin with a summary of the product, followed by an "Under the Hood" section giving you the specific 'nuts & bolts' of the product, an honest "pro's & con's" review, and the results of our own implementation.

Then we will give you our own step-by- step Blueprint showing you exactly how we implemented a similar strategy that was successful, and that you can implement yourself.

Important: the products mentioned are the property of their respective owners; we are not related to them in any way. Our Blueprints are our own creations, inspired by the methods and strategies of various other products in the marketplace.

If you want to further explore the product that inspired a particular Blueprint, we encourage you to buy that product: : **Google Sniper 2.0**

Summary

Recently, George Brown released "Google Sniper 2.0", a follow-up to his successful Google Sniper product from a few years ago. The product provides a system for researching and creating single-keyword, product-based Wordpress sites; getting them ranked; and monetizing them through affiliate sales.

The basic strategy revolves around choosing product-related long-tail 'buying' keywords (or alternately a 'product name' keyword), building a small site around the product and the specific keyword phrase, and – in theory, anyway – getting it ranked on Page 1 "quickly & easily".

There are specific guidelines and criteria for choosing these keywords, instructions on how to set up and optimize the site using Wordpress, choosing an "angle of attack" and creating the site's content, and finally getting the site ranked.

"Google Sniper 2.0" takes very little into account regarding Google's February 2011 "Panda" update.

Under The Hood

Here is a breakdown of the strategy, and the particular tactics and methods in the product:

Strategy

Build small sites entirely around a single keyword.

Implementation

- Choose a product to sell, then a related long-tail keyword – either a 'product name', or a 'buying' keyword with the following criteria:

  - Minimum 3000 searches per month.

  - Low competition as measured by no more than "13,000 competing pages", and no more than 1-2 "authority sites" at top ranking.

- Create a list of at least 10 additional "LSI keywords" - related keywords & phrases – to include within the site content.

- Register a domain name using the selected keyword, exact-match or close.

- Install Wordpress, choose a free theme, and install two plugins: "All In One SEO" and "Google Sitemaps".

- Choose an "angle of attack" for your site: either a review site, a 'story' site, or a 'how to / help' site. This is going to drive your content, and is essentially the 'reason' for the site.

- Have a picture of you to include on the site for 'credibility' (from the course: "A photo of you is a must.").

- Put affiliate links, with a "Click here..." call-to-action, at the top of the page, within the content body, at the bottom of the page, and on the sidebar.

- Cloak your affiliate links.

- Create three 200-400 word posts, 'optimized' with your keyword in title, first paragraph, last paragraph, body, meta description, and meta-keyword tags.

- Create a video related to your keyword and upload it to Youtube.

- Launch site with 2 posts and no affiliate links, second post linking to uploaded Youtube video.

- Wait until site is indexed, then add 3rd post and cloaked affiliate links.

- Ping the site, and create backlinks solely via Social Bookmarking.

- Sit back and wait for the money to roll in...

The Review

Google Sniper 2.0 seems like a great product and a good idea – it sounds like it makes perfect sense, the product material itself – PDF's, 'process map', and a number of videos - seems pretty in-depth, and George talks as if there's simply no way to not make a killing with these sites - he claims 'easy' Page 1 ranking, and 10-20% conversions. According to George, "$10,000 is easy", and that he's "being pretty conservative with the estimates here too". He also says "You don"t need to do any link building or endless content updating here" although part of his plan is exactly that.

We built 5 sites according to the Google Sniper plan. Two of them failed to achieve good rankings at all. Of the remaining three, two reached Page 1 or Page 2 fairly quickly, then fell off almost as quickly. One of the five reached a low Page 1 position eventually, and earns a steady but relatively small income.

The "Pro's"

Targeting relatively low-competition, long-tail, product-centric 'buying' keywords or product names can be the core of a very effective, larger overall strategy, and George provides some good background and ideas for this strategy.

For someone with little internet marketing experience, the course will help expose you to some important basic concepts of keywords, review sites, 'pre-selling', and very basic SEO. It is also presented in fairly granular steps.

With some modifications to the provided plan, it could become a very viable strategy.

The "Con's"

First off, the endless up-sells are particularly annoying, and a good way to throw out a lot of money.

For the basic premise of the course, the reality isn't nearly as rosy as George portrays. Among other concerns, some of the keyword criteria are misleading or limiting to the point of uselessness – for instance, the insistence on "buying" or "product name" keywords with at least 100 daily searches, but less than "13,000 competing pages" (plus that should be a Red Flag right there, as "competing pages" is a misnomer and not an indication of anything useful).

More to the point, this 'single keyword website' strategy has become less and less effective over the last year or two, and even worse off after Google's "Panda" update. These are essentially 1-3 page sites (excluding "About", "Contact", "Privacy Policy", etc.) focused on a single keyword phrase. They won't do well in terms of ranking longevity; on top of this, the guidelines he provides for the content fall short of what the current guidelines for "good quality" (read: "good ranking") are. Should you manage to get this type of site ranked, it isn't likely to stay there very long.

He also suggests that as an alternative to 'buying' keywords, you choose instead a 'product name' keyword to target. This is the exact strategy of the once hugely popular "X-factor" micro-niche site method; I say "once hugely popular" because there was a time that it worked very well, unfortunately these single-product-keyword micro-niche sites were one of the main 'targets' for Google's "Panda" update. They no longer work.

The Blueprint

Overview

We've taken the basic premise and modified it so that it works – and works extremely well. In fact, this modified plan is similar in many respects to the strategy employed in the very-successful "Adsense $100k Blueprint".

By focusing on related long-tail keyword phrases, it is relatively easy to get ranked – providing that a) you don't produce a single-keyword- focused site, but rather develop a "keyword phrase group" made up of many related long-tail 'product buying' keywords, and use this as the basis for a topical niche site, and b) your content adheres to the current guidelines for "quality content".

After developing a "keyword phrase group" of 5-10 related 'problem/informational' keywords, you will build a site consisting of "keyword target" pages, one page each per keyword from your "keyword phrase group". Each page will be optimized for a single one of the keyword phrases, with the structure and internal linking of the site leveraging all these pages together. The idea is to have a single URL (page) for each keyword, and focus all your ranking efforts solely on getting each page ranked for it's target keyword.

From there, it becomes a relatively straight-forward task to get the individual keyword pages ranked, with the ranking efforts for each one boosting all the others.

What you will end up with is a quality 'mini Authority site', able to achieve and maintain Page 1 rankings for multiple keywords. From those rankings comes our traffic, which we will then monetize with appropriate and relevant affiliate offers.

Step 1 – Preliminary

Our preliminary efforts will be to choose a topic or niche, research and create a relevant "keyword phrase group" for that niche, choose the affiliate products we'll promote, and get a domain name.

We are going to begin our keyword research by choosing a topic or niche to pursue. We want to find 'secondary' keyword phrases within our 'top level' topic or niche. "Top level" niches are the 'usual suspects' like education, finance, health, relationships, etc. We will pick a "root" or "seed" keyword phrase as our starting point, then drill down to find our "secondary" keyword phrases. "Secondary" keyword phrases are long-tail keywords that we find 'underneath' our beginning root keyword in the 'top level' niche, that are related to our "root" keyword, but excluding the main 1-2 word highly-competitive keywords. As an example, starting in the "relationship" top level niche, we might begin with something like "dating women" as our "root" or "seed" keyword, which we will then plug into our favorite keyword research tool to generate a list of 'secondary' phrases. From that list, we are looking for 4-8 keyword phrases to make up our group. Examples might be "dating divorced women", "dating mature women", "dating single parents", etc.

In the example above, our primary "root" keyword is "dating women", which we will use for our

domain name. Our selected keyword phrase group consists of keywords that are all related to our "root" keyword.

The criteria for our selected keyword phrases are that they have a total combined search volume of at least 2400 searches per month, and that the competition for each is 'reasonable'.

Competition. Despite what you may have heard or read elsewhere, 'competition' is exactly – and only – the pages currently on Page 1. We aren't concerned with "number of competing pages", how many "results" come up for a search, or any other measure; only how strong the pages currently on Page 1 are. As a very general guideline, we want to see sites with a Pagerank of 3 or below, and 300 or fewer backlinks in Positions 3 and below. This tells us we can reasonably assume we'll be able to reach those positions.

Note: Please read the "Competition" section of the course for more detailed discussion of assessing competition.

Once we've developed our keyword phrase group, we want to find one or more affiliate products to promote, and register our domain name.

We want to chose products to promote that 'answer' what a searcher might be 'asking' when typing in a search of our keyword phrases. In the example above, they are 'asking' for information about, or how to "date divorced women", etc, for which an 'answer' might be books on dating, or a dating site offer.

Some keywords will have obvious products to promote, but we can also take advantage of Offer Vault (http://www.offervault.com/) to find affiliate and CPA offers by keyword. You can also find relevant products for almost anything on Amazon.

One good method for finding good, well-converting products is to do an actual search using our keyword phrases, click on the pages that come up for the search, and see how they're monetizing. In some cases, you'll find new/better/different products or services, and very often you can click through and see if they use an affiliate network like Commission Junction, Linkshare, etc., or have an affiliate program of their own that you can join. Once our site is up and receiving traffic, you'll be able to 'experiment' with different product offers.

For our domain, we want to make sure to include our 'root' keyword, getting as close to an exact-match domain as we can find. In order of preference, we want a .com, .net, or .org domain.

Step 2 – Content

Initially, we will need one article for each keyword phrase in our keyword phrase group, plus an article for our homepage. Each of the 'keyword' articles will focus on it's respective keyword phrase, while the homepage article will be a more general article pertaining to our "root" keyword.

The 'keyword' articles must follow the basic guidelines for 'quality' that are layed out in both the "Article Marketing" segment of the "Traffic" section, and the "Content And Copy Writing" sections of this course. If you haven't already, please read those sections.

The general format for the 'keyword' articles is:

Minimum 500 words;
Keyword phrase in the title;
Keyword phrase in the first sentence of the first
paragraph; Keyword phrase in the first sentence of the
last paragraph; Variations of the keyword phrase in the
body of the article; 100% grammatically correct;
Worthwhile content – no senseless fluff or
filler; 100% unique content.

For the homepage article, the same rules apply, except you'll use your "root" keyword.

Step 3 – Website

For this Blueprint, we use Wordpress. If you're not familiar or able to set up a Wordpress blog on your hosting account, you can watch our tutorial videos available from your product purchase download page.

Once you have Wordpress installed, you'll want to choose a theme, and install the following plugins:

All-In-One SEO plugin;
Google XML Sitemaps plugin;
Easy Privacy Policy plugin;
RSS Include Pages plugin.

You're also going to set up Google Analytics on the blog, and add it to your Google Webmaster Tools account.

For your theme, you can choose any theme you like, as long as it has at least 2 columns, so you can include your affiliate offer(s) in a sidebar 'widget'. That said, you want to avoid very loud, busy, or overly complex themes.

After your Wordpress blog is installed and plugins enabled, it's time to add your content. You'll be adding the 'keyword' articles as "Pages" rather than "Posts". Make sure you use each articles keyword phrase as it's 'Permalink' (this will be the URL for that Page or Post, where you can specify what the 'name' will be – specifically what comes after the domain name i.e. "http://www.mydomain.com/*my-keyword-phrase*").

At the bottom of each article, you want to add a Call to Action link to your affiliate offer. In the example above, we might be promoting a dating service, for which we can have something like:

"Click here to meet Single Parents looking to date right now: http://www.my-affiliate-link.com"

Note: Rather than using 'straight' affiliate links, you should use 're-directs'. For more information on 're-directs' check the "Resources" section of the course.

In addition, you are going to place an ad graphic in the sidebar, close to the top but not all the way at the top. Almost all vendors will provide 'button' or 'skyscraper' ad graphics that you can use for this purpose.

You'll then add your homepage article as your first "Post".

After the blog is set up and content added, you can move on to the next step and begin getting your pages ranked.

Step 4 – Ranking

Our goal is to get each of our 'keyword' article Pages ranked on Page 1 for it's respective keyword phrase.

Ranking these Pages is relatively simple, for two reasons: first, we're targeting very narrow, specific long-tail keywords; second, we have optimized everything for ranking these keyword Pages. It comes down to simply getting enough "Total Backlink Value" pointing to each Page to 'displace' one of those pages currently on Page 1.

The first thing we want to do is take our RSS feed, which we can usually find right on the site's theme, and submit it using RSSBot or similar RSS submission application. Because we've installed the "RSS Include Pages" plugin, our RSS feed will include our review Pages.

Next, we want to Social bookmark each individual URL – our homepage, plus each keyword article Page. Make sure to use each Page's targeted keyword as it's title, since the title will become the clickable anchor text.

Since our Pages should already have been indexed by now, we want to submit each keyword article to Ezinearticles, with two links in our bio box – one to the home page, and the other to the appropriate review page.

This may be enough already to get our pages ranked. We still want to add backlinks however, either to continue pushing our rankings up, or 'cementing' them if they are already there.

Write and submit 5-10 articles related to the product niche, and submit them to different article directories about the product type or category, including the links to your site in the 'resource box'.

Lastly, create 2-3 Web 2.0 sites about something relevant to the niche. Across these sites, you'll 'spread out' your backlinks such that you have links pointing to every one of the keyword article Pages.

Supercharge It!

You can further boost the speed and effectiveness of your ranking efforts by following the ranking steps from the "SEO & Ranking Blueprint".

Extending This Blueprint

One easy way to extend this Blueprint is to expand your site by adding additional keyword phrase article Pages. Each new Page should get a little easier to rank, since they'll automatically gain some benefit from all the previous backlinking. Once we add a new keyword article page, simply go back through the ranking exercises until you get your Page 1 positioning.

Once you are getting some steady traffic, you can experiment with different affiliate offers; look for higher-paying offers, test to find higher converting offers, look for offers that have a "back-end" that pays out to affiliates, etc.

You can increase your search engine traffic by working additional related keywords in to your homepage posts. Using your favorite keyword tool, plug in your current keyword phrases, and look for related keywords that have search volume lower than what you would want for your 'primary' keyword phrase group. Generate a list of these low-volume keywords and work them into your content. Because they are related and relevant, and are likely to have little competition given their low search volume, you'll start to rank almost immediately for these keywords. The more you use, the more combined search engine traffic you'll get from them.

Google Webmaster Tools will also give you a list of keywords that you are already starting to rank for; look for the ones with higher search volume and 'boost' your rankings for them further by creating additional backlinks. using those keywords as the anchor text.

We can further leverage our efforts and extend this Blueprint by creating additional sites in the same or similar niche, and leverage each by interlinking them.

Finally, we can 'scale up' our efforts by outsourcing part or all of the steps for additional new sites.

Part 7 – Resources

This section provides additional resources that will bolster your success. Some are free, some are not; every one is something I use in my own business, and has been included because they are excellent resources.

$100k Blueprint – Exclusive Mership Forum

The forum provides you with an opportunity to interact with other Blueprint users, trade information, ask questions and get answers, read success stories, etc.. In addition, there are exclusive downloads, plus the opportunity to have us review your sites and offer feedback and help.

 $100k Blueprint Forum

Ultte Tchest

The ultimate IM tool chest is something I had released as a separate product, but decided to include with A100K. It is a giant compilation of Internet marketing resources, all free. It is available from the download page of your purchase, but I included the link for it here as well. Please do not distribute the link:

 Ultimate IM Toolchest

Bring The Fresh

Bring The Fresh, or BTF, is brainchild of Internet marketing legends Mike Long and Kelly Felix. If you don't already know their names, suffice it to say they've been responsible between them for some of the most successful Internet marketing ventures to date.

BTF offers a unique, no-BS holistic approach to improving your general Internet marketing skills and strategies. Among the vast amount of material they provide is a series of incredible 'behind the scenes' videos showing the "how, what, and why" of their successes. That alone is priceless. In addition, there is a huge amount of video and other material providing perhaps the most direct, intimate, and effective IM strategies available anywhere (with the possible exception of the product your holding in your hands right now lol!)

If you want to **really** learn the business of Internet marketing, I can't think of a better place than BTF.

 http://www.adsense100kblueprint.com/btf

Research

SEOMoz RiFactors

If you are so inclined, SEOMoz published a terrific, detailed 'guideline' measuring nearly all the factors that go into SERPs ranking factors, both "on-page" and "off-page".

You can read it here: http://www.seomoz.org/article/search-ranking-factors#ranking-factors

Browser Plug

The two main plugins we use are SearchStatus and SEOQuake. Both give you more-or-less the same info, but in different manners. SearchStatus gives you a nifty icon at the bottom of your browser that you right-click on, while SEOQuake provides info either along the top of your browser, or when you do a search.

Personally, I like SearchStatus's unobtrusive icon.

 http://www.quirk.biz/searchstatus/

 http://www.seoquake.com/

Keep in mind that both of these plug-ins work with Firefox not Internet explorer.

Woress Plug

One of the great benefits of word press is that there are so many available plug-ins. Be careful however not to get plug-in happy. Not all plug-ins play well with each other, and some can slow down your site.

The plug-ins included in the download are everything you need for Blueprint sites.

One additional plug-in that we did not include but that you might find it useful is dbmanager. Among other things, it lets you set up automated backups of your site, saving them to your server or e-mailing them to you on a schedule you provide.

 http://wordpress.org/extend/plugins/wp-dbmanager/

Keywords

Micro Niche Finder

Micro Niche Finder is one of the programs I rely heavily on. Almost all of the keyword phrase group's used for the sites mentioned here and in the promo video were uncovered with Micro Niche Finder.

Both Micro Niche Finder and Market Samurai use the same data from Google's keyword tool. However I find it much quicker and easier to do my research in MNF. It also provides a lot of features to help speed up my research such as SOC or Strength Of Competition. There or also a lot of niceties built into the program such as the ability to right-click on a keyword and do a Google search to look at competition, and a feature called "MOB" for Measure Of Backlinks, that shows you the top 10 competitors for a given keyword, along with their backlinking.

Micro Niche Finder: http://www.adsense100kblueprint.com/micronichefinder

Traffic & Backlinks

Unique Article Wid

I used to call UAW my "secret weapon", both because it's so powerful, and because it was relatively unknown. It's had considerably more exposure so it's no longer so "secret", but it remains incredibly powerful.

UAW is an article spinner and submission service. By providing it with 3 slightly different copies of an article, it is able to 'blenderize' them into hundreds of 'unique' articles – at least in Google's eyes. It then distributes those articles to hundreds of article directories, blogs, and websites.

The power of UAW lies in it's distribution network. First, it includes nearly every good article directory out there. But more importantly, it has a network of bloggers and webmasters who sign up to receive articles.

What this means is that if you're article is relatively decent, it will get picked up and published or syndicated to potentially hundreds of different sites. Not only do you get backlinks from each one, but you get incredible 'link diversity' in that virtually every one is a separate site and IP address.

If I had to use only one backlinking resource, it would be UAW. It's possible to dominate

rankings just with this one service.

The key to using UAW effectively is to provide it with quality content, including good, attention-grabbing headlines. Most of the bloggers and webmasters who sign up to receive UAW articles will manually review / approve them. This means that someone is going to eyeball your article before deciding whether or not to publish it. If you provide decent content, a lot of these guys will go ahead and use your article. That means a LOT of diverse backlinks.

Unique Article Wizard: http://www.adsense100kblueprint.com/uaw

If you do sign up with Unique Article Wizard and use this link, send us an email and we'll send you a 'tipsheet' on how we maximize this powerful tool.

SENuke

SENuke is perhaps the most powerful single tool for SEO and ranking dominance you can get. The application is a set of modules that automates the process of getting backlinks across nearly every available channel: social bookmarking, Web 2.0 sites, article directories, profile links, video sites, and more.

The importance of getting backlinks can't be underestimated, but it can be a daunting task to do it 'right'. By 'right' I mean, developing the right 'link velocity' and having sufficient 'link diversity'. The problem is that it takes a lot of time and patience to create all these accounts, go to all these sites, submit everything necessary, etc.

SENuke brilliantly automates this to an astonishing degree. The program will automatically create all your accounts across all channels, including solving those annoying 'captcha' boxes. Once created, it will let you 'blast' out links, content, etc., across these channels with just a few clicks. Because it leverages so many sites and channels, you can easily spread your backlinking over time (link velocity) and channels (link diversity).

The application does have more of a learning curve than many 'single purpose' programs, but because it uses a single common interface, you'll spend less time mastering it than you might if using separate programs for each area.

SENuke is also pricier than any of the other resources we use. However, the cost is essentially irrelevant if you use it properly. By automating the most time-consuming aspects of your business, you can literally multiply the number of sites you can manage. Not only does it automate the tasks, but manages and keeps track of them, something that becomes surprisingly cumbersome if you have a few sites going simultaneously.

If you are dead-serious about your business, want to push it ahead as far and as fast as you can, and want every possible strategic and competitive advantage, then you want this application.

SENuke: http://www.adsense100kblueprint.com/senuke

The bottom line is, SENuke will allow you to push your business farther, and faster, than anything else can. Period.

Bot and SocialBot

RSSBot is a very slick, inexpensive program that will automate submission of your RSS feeds for you. You simply provide the RSS feed link from any site (it usually takes the form of http://www.yoursite.com/feed), along with your keywords, and RSSBot submits it to dozens of RSS aggregators. The benefit is both the backlinks from the aggregators, and from anyone who picks up the RSS feed.

Another benefit is the "Feed Creator" which will create a RSS feed for any site that might not already have one.

SocialBot is another excellent program from Incansoft. It's function is to automate the submission of pages to Social Bookmarking sites. You give it your URL, and the program 'spiders' your entire site, creating an entry for every page/URL. You can then tell the program to submit some, all, or any pages to any of the Social Bookmarking sites you've joined.

As your site grows, you can tell SocialBot to 're-spider' it, creating entries for new pages that you've added since you last did it.

You can find both programs here: http://www.incansoft.com/

ywire

Onlywire was one of the first of the Social Bookmarking automation applications. You create accounts at all the SB sites it supports – about 30 – and then go to any page of your site, click the Onlywire button, fill out the dialog box with your title, keywords, etc., and Onlywire submits them.

Onlywire changed ownership not too long ago, and the service has definitely suffered. In addition, they've added a pretty ridiculous pricing schedule, so it only gets a mild recommendation.

Comment Kna

Comment Kahuna is a slick little program that finds blogs that you can comment on, and automates the process of doing so. You provide some search criteria such as keywords and the program goes out and finds blogs for you. You provide it information such as name, website, and some comments, and it steps you through the blogs it has found and automatically post your comments.

It's a terrific program for blog commenting, especially since it's free.

 http://commentkahuna.com/

Traffic Travis

Click this is another program I rely heavily on. I use it most frequently to track the progress of my websites as they move up in Google. However the program has a lot of other features, including keyword research and competitive analysis.

There is a free version available that lets you track up to five projects or websites.
The professional version has a five dollar, seven day trial. Strongly recommended!

 Http://www.adsense100kblueprint.com/traffictravis

The Best Spinner

The Best Spinner has completely changed the way I work with content. Spinning use to be very laborious and provide less than great results. That all changed with The Best Spinner. It's one of the few programs that I recommend strongly, and without reservation. It is so well designed, it's actually a pleasure to work with.

In addition to spinning content, there is a growing library of user submitted articles that you can pull right into the spinner and have instant original content.

With TBS, I find I do a lot more article submission and Web 2.0 sites because it's no longer as costly or difficult through outsourcing or writing. If you're serious about your sites, and don't have an unlimited outsourcing budget, get this program.

h_ttp://www.adsense100kblueprint.com/thebestspinner

Public Domain

Public Domain Resources

Below are listings for Public Domain resources. You can find additional Public Domain

resources at our online Resources listing:

[Online Resources Listings](#)

Wikipedia Public Domain Directories - http://en.wikipedia.org/wiki/Public_domain_resources
Gutenberg - http://www.gutenberg.org/wiki/Main_Page
Online Books Page - http://onlinebooks.library.upenn.edu/
Public Domain Books Online - http://www.pdbooksonline.com/
ibiblio - http://www.ibiblio.org/
Bibliomania - http://www.bibliomania.com/
Electronic Text Center - http://etext.lib.virginia.edu/
Literatature Classics in PDF - http://www.planetpdf.com/free_pdf_ebooks.asp

Government Public Domain Resources

Google's government search engine: http://www.google.com/unclesam
Government reports - http://www.govspot.com/news/reports/
Reports & publications on just about anything from the Federal Citizen Information Center - http://www.pueblo.gsa.gov/
The usa.gov portal - [http://www. usa.gov/Citizen/Topics/All_Topics.shtml](http://www.usa.gov/Citizen/Topics/All_Topics.shtml)
Kids, teens, toddlers, parenting, etc. - http://www.kids.gov/ Government
information portal (drill down) - http://freegovinfo.info/

Don't forget to check out all the various agencies for a wealth of reports, articles, PDF's, etc i.e. Centers for Disease Control, Federal Reserve, CIA, Department of Labor, Department of Education, Housing & Urban Development, Consumer Affairs, Small Business Administration, Environment Protection Agency, etc. Anything you find on these sites (other than material contracted to outside entities) is 'fair game' - and there is a TON of readily usable content!

PLR

You can find numerous sources of PLR content simply by searching online, however there is a lot of 'junk' out there as well. PLR only works if it is decent quality to begin with. One source of reliably excellent PLR is Quality PLR.

http://qualityplr.net/

Article Directories

Click here for the latest and most current listing of Article Directories and other related Resources:

[Online Resources Listings](#)

Vo

Click here for the listing of Video Sharing Sites and other Video Resources:

 Online Resources Listings

Web 2.0

Click here for the listing of Web 2.0 sites and other related Resources:

 Online Resources Listings

- - - - - - - - - - - - - - - - - -

 http://wordpress.com http://squidoo.com
 http://weebly.com
 http://livejournal.com
 http://bravenet.com
 http://blogger.com
 http://blogsome.com
 http://www.wetpaint.com
 http://www.wikispaces.com
 http://www.xanga.com
 http://www.tripod.lycos.com
 http://tumblr.com
 http://quizilla.teennick.com
 http://viviti.com
 http://webs.com
 http://knol.google.com
 http://friendster.com
 http://bigadda.com
 http://blog.co.uk
 http://blog.com
 http://www.zimbio.com
 http://gather.com

http://diaryland.com

http://edublogs.org

http://opendiary.com

http://sosblog.com

http://20six.co.uk

http://blog.ca

http://hubpages.com

http://blurty.com

http://upsaid.com

http://tabulas.com

http://tblog.com

http://terapad.com

http://shoutpost.com

http://thoughts.com

http://blogskinny.com

http://free-conversant.com

http://freeflux.net

http://blogeasy.com

http://blogstream.com

http://blogstudio.com

http://blogtext.org

http://insanejournal.com

http://journalfen.net

Social me User Commuies

Click here for the listing of Social Media User Communities and other related Resources:

Online Resources Listings

- - - - - - - - - - - - - - - - - -

http://www.linkedin.com/
http://www.myspace.com/
http://www.ning.com/

http://plus.google.com/
http://www.orkut.com/
http://www.tagged.com/
http://www.meetup.com/
http://www.mylife.com/
http://www.friendster.com/
http://www.badoo.com/

Tutorial Sharing Sites

Click here for the listing of Tutorial Sharing Sites and other Resources:

Online Resources Listings

Document Sharing Sites

http://www.docstoc.com/
http://www.scribd.com/
http://docs.google.com/
http://www.slideshare.net/
http://www.authorstream.com/
http://slidesix.com/
http://www.esnips.com/
http://office.microsoft.com/en-us/templates/default.aspx http://www.gazhoo.com/
http://www.divshare.com/
http://www.calameo.com/
http://www.edocr.com/

Press Release Sites

http://www.free-press-release.com/
http://www.prlog.org/
http://www.pr.com/
http://www.openpr.com/
http://www.1888pressrelease.com/
http://www.newswiretoday.com/
http://www.pr-inside.com/
http://www.theopenpress.com/
http://www.theopenpress.com/
http://www.i-newswire.com/

Podcasting Sites

http://www.mypodcast.com/
http://podango.com
http://www.switchpod.com/
http://www.twango.com
http://www.podbeam.com/
http://www.globalpodder.com/

Classifieds Sites

http://www.craigslist.org/
http://classifieds.yahoo.com/
http://base.google.com/

http://www.usfreeads.com/
http://www.backpage.com/30429950
http://www.freeclassifiedsites.net/go/epage.php
http://www.freeclassifiedsites.net/go/adlandpro.php
http://www.kijiji.com/
http://www.classifieds.myspace.com/

'Answers' Sites

http://answers.yahoo.com/
http://www.quora.com/
http://wiki.answers.com/
http://askville.amazon.com/
http://aolanswers.com/
http://askville.amazon.com/

Final Tghts / Conclusion

Success

We live in a time unique in all of human history. For the first time ever, anyone – regardless of social strata or geographic location – has the ability to independently lift themselves into the top economic class. Quickly. This fact has some very deep and far-reaching implications, and almost all of them are good.

If you're reading this, you are already well on your way towards true financial freedom. Unless of course you skipped to this section, in which case you'll first have to go back and start from the beginning ;)

You now have everything you need for a sustainable, long-term 6-figure income. At this point, how much you make is entirely up to you. You have a Blueprint that works, however it doesn't work by itself.

An unfortunate fact is that most who find or are given the opportunity for success will not take full advantage of it. Many who purchased this product will fail solely for lack of trying.

But that's your problem, not ours. We've done our job. Now it's your turn. Don't squander this opportunity.

The first step is to take the first step. Start. Don't get hung up in any one place, don't "over-think" the plan. Better to start and do a less-than-best effort than to get so hung up on doing each step perfectly that no progress is made.

One remedy to "analysis paralysis" or being overwhelmed into inaction is to outsource. Avoid being "penny wise and pound foolish". If you find yourself so stuck on a particular step that you aren't moving forward, outsource it.

You have the Blueprint to your success in your hands, literally. But without action, it's just a bunch of words & pictures.

Lastly, we want to thank you for purchasing our product. The time & effort it took to put this together may very well have earned us more money had we simply spent it producing more sites, rather than publish this. But there is more to it than just the money, especially if we're not starving.

It is our sincere wish that what we have put together here will help you reach and surpass your financial goals. And that in achieving those, you are able to take advantage of the freedoms and opportunities that financial freedom offers in order to achieve all your other goals.