

The Adsense Blueprint

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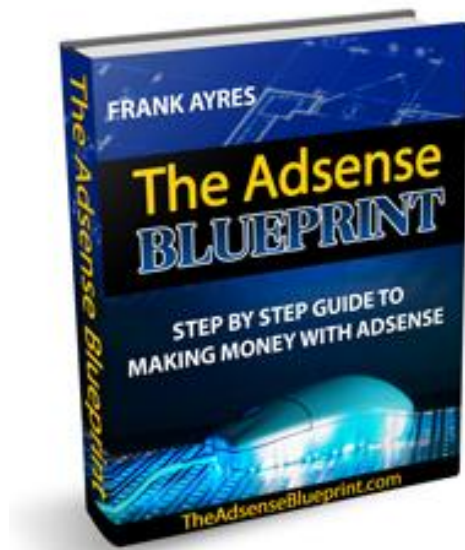


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Introduction To The World Of Adsense

If you want to make money online through the advent of Adsense then you're reading the right book. The income that you can earn from Adsense can be a lot and will allow you to take control of your finances eventually.

Adsense income will prevent you from losing control of your bills and will make your online hobby a viable means of producing income. Most people could never believe that this is possible through Adsense but it's true.

The income made from Adsense not only helps you, it helps the advertiser as well. Not having Adsense sites doesn't give the merchant a place to advertise their services. So everybody wins in the Adsense world.

Just think how you'll feel when you see your Adsense account start generating money from scratch! It is possible and this eBook will show you what needs to be done to get it accomplished.

Not even trying to do anything, will get you exactly nothing. So there is no excuse for not following the steps that I have outlined to get you started.

I will show you exactly what steps you need to do. Follow in order the steps I have outlined to set up a website or a blog that has Adsense on it. There is a certain order of things that you will need to follow in order to do it properly.

From choosing a domain name, setting up your site, finding relevant themes, writing articles for your site, setting up an adsense account and getting traffic to your site will all be explored in this eBook.

The effort will be worth it because of the money that is available. There are numerous ways to make money through Adsense. Some of those ways are Adsense for Feeds. This works by inserting images into a feed and the person seeing this image would click on it. This click redirects the user to the advertiser's website as a regular Adsense advert and you get a commission from that.

Did I say making money through Adsense was easy? All you have to do is get traffic to your website and if the user likes what they read they click on any number of Adsense ads you are then in the money.

There are also earnings to be generated from Adsense mobile content as well as from your domains that you will set up.

It may seem like a daunting task to complete all these steps to get ready for Adsense but if you follow each chapter and take note of what needs to be done you will be bring in Adsense money soon.

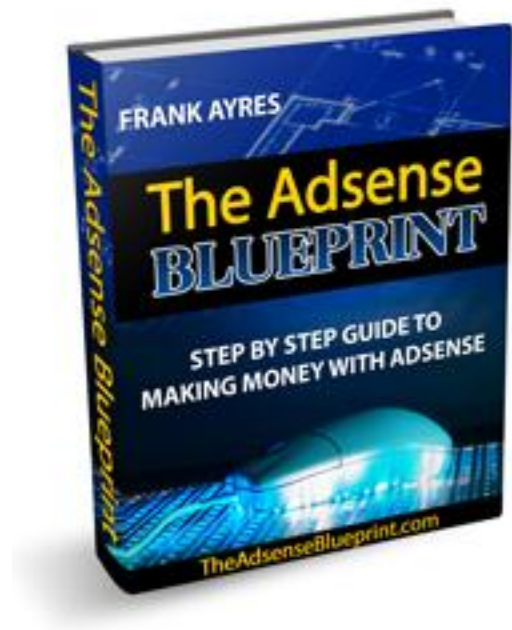
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Each chapter outlined in this eBook has tons of information that you can't find elsewhere. Don't over analyze anything here because it doesn't warrant it. Make this process simple and then you can tweak it later.

Following the chapter outline steps and you will be on the way to Adsense income. The confidence that you will build up within yourself will be immeasurable.

One last thing on the potential of money that you can earn from Adsense. Google owned sites that have Adsense on them generated revenues of \$4.44 billion in the first quarter 2010. How would you like to have just a little piece of that? That is \$4.44 billion with a B is a lot of money. The money is there to take and it might as well be you to take some of it.

Follow the steps outlined in this eBook and part of that money could be yours.



How To Apply For An AdSense Account

The actual application of starting up an AdSense account is relatively simple to do. But to insure that you get accepted by Google into its program you need to validate your website.

This validation is so important that it means approval or no approval of your application.

If you get a no approval because you failed to miss some important steps it will take a while to get back into the graces of Google to be approved into AdSense.

But if you do get approved for AdSense for one of your websites then the doors of opportunity will have opened up for you. Once you get past the initial acceptance period you are free to create as many websites or blogs that you want to put your publisher ID number on it.

That publisher ID will be your tag for AdSense income.

By following the steps that are going to be outlined in this chapter you will have a high rate of success in getting approved.

Google is very particular in its policy before accepting anyone into their program. Yes there are thousands of webmasters who have AdSense approval but they must follow the rules that Google has set forth. Any type of infraction of these rules will suspend an account and immediately stop any income from being credited into your account.

Action steps.

Step 1. Create a free Gmail account. Yes you can use your own personal email account but believe me that life is much simpler using Google email account. That's because access to AdSense information is a ton simpler to see. So get into your browser and type in 'gmail account' and you will get a result GMAIL: Email from Google. Select the create an account link.

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That will take you to a signup page. Fill that out to establish your gmail account.



Create an Account

Your Google Account gives you access to Gmail and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

Get started with Gmail

First name:

Last name:

Desired Login Name:

@gmail.com
Examples: JSmith, John.Smith

Choose a password:

 [Password strength:](#)
Minimum of 8 characters in length.

Re-enter password:

☒ Stay signed in

☒ Enable Web History [Learn More](#)

Security Question:

Choose a question ...
If you forget your password we will ask for the answer to your security question. [Learn More](#)

Answer:

Recovery email:

This address is used to authenticate your account should you ever encounter problems or forget your password. If you do not have another email address, you may leave this field blank. [Learn More](#)

Location:

United Kingdom

Word Verification:

Type the characters you see in the picture below.

Step 2. Create a free blogger account.

Even if you have a website I highly suggest creating a blogger account because it's free and expendable. You are learning about Adsense and you will go through growing pains. This is the best strategy because you will learn what works and what doesn't work.

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This is super easy to create. Go to www.blogger.com and you will be taken to a sign up page. Click on the GET STARTED icon and fill out the information on that page and you have created your first blog.

The screenshot shows the Blogger sign-up interface. At the top is the Blogger logo and a progress bar with three steps: 1. CREATE ACCOUNT (active), 2. NAME BLOG, and 3. CHOOSE TEMPLATE. The main heading is '1 Create a Google Account' with the Google Accounts logo. Below this is a paragraph explaining that the process creates a Google account for use on other services, with a link to 'sign in first' if the user already has an account. The form consists of several rows: 'Email address (must already exist)' with a text input field and a note on the right stating it's used for login and not shared; 'Retype email address' with a text input field and a note to ensure no typos; 'Enter a password' with a text input field, a 'Password strength:' link, and a note that it must be at least 8 characters long; 'Retype password' with a text input field; 'Display name' with a text input field and a note it's used for signing posts; 'Email notifications' with a checkbox and text 'Send me feature announcements, advice, and other information to help me get the most out of my blog.'; 'Birthday' with a text input field and a note for the format 'MM/DD/YYYY (e.g. "1/1/2011")'; 'Word Verification' with a CAPTCHA image showing the word 'baesiona' and a text input field with a help icon; and 'Acceptance of Terms' with a checkbox and text 'I accept the Terms of Service' and a note to indicate reading and understanding the terms. At the bottom right is a large orange arrow button labeled 'CONTINUE'.

Field	Requirement/Note
Email address (must already exist)	You'll use this address to log in to Blogger and other Google services. We'll never share it with third parties without your permission.
Retype email address	Type in your email address again to make sure there are no typos.
Enter a password	Must be at least 8 characters long.
Retype password	
Display name	The name used to sign your blog posts.
Email notifications	<input type="checkbox"/> Send me feature announcements, advice, and other information to help me get the most out of my blog.
Birthday	MM/DD/YYYY (e.g. "1/1/2011")
Word Verification	Type the characters you see in the picture to the left.
Acceptance of Terms	<input type="checkbox"/> I accept the Terms of Service Indicate that you have read and understand Blogger's Terms of Service

Step 3. Once you have your blog created you will need content. Assuming you have a subject that the blog is based on, is the type of information that should be on it. This information will be in the form of posts that you will write. You will need to make a post

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daily for a week on relevant information on your blog.

Make sure that you create the following pages for complying with AdSense Terms of Service.

You will need to create a disclaimer page, a privacy policy page and a contact page at the very minimum.

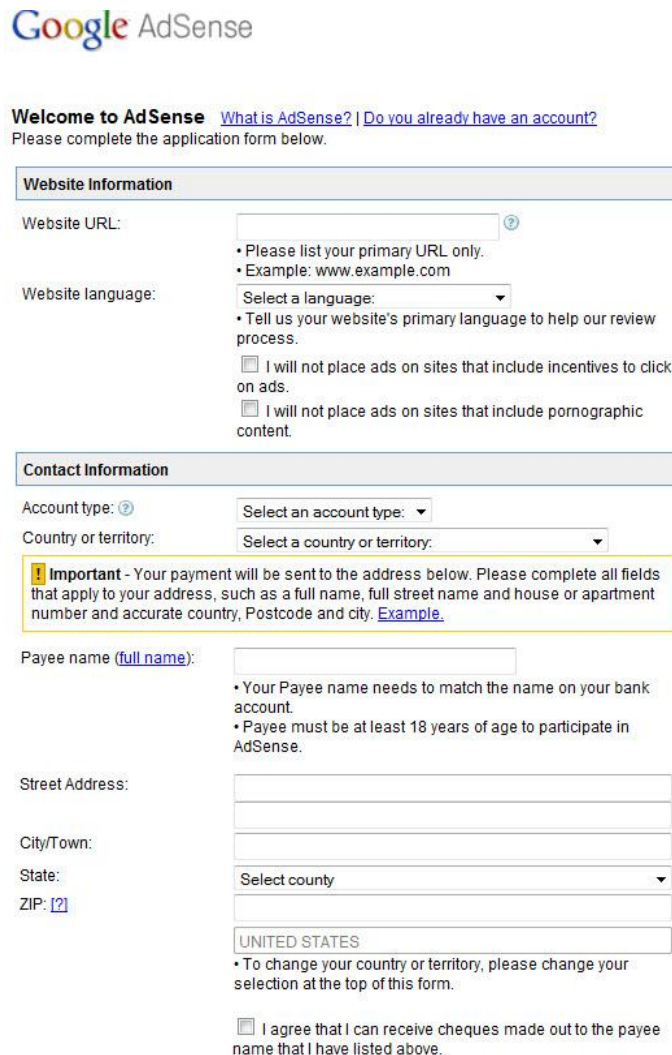
Step 4. After a week of posting then you can apply for an AdSense account. Having an established blog with posts will almost assuredly get an approval from Google for AdSense.

Apply for an adsense account in this fashion.

Go to your Google browser and click on Advertising Programs link at the bottom.

Click on icon at the bottom that states Get started with AdSense.

Fill out the one page application form using the blog as your website.



The image shows the Google AdSense application form. At the top is the Google AdSense logo. Below it, a welcome message and links for 'What is AdSense?' and 'Do you already have an account?'. The form is divided into two main sections: 'Website Information' and 'Contact Information'. The 'Website Information' section includes fields for 'Website URL' and 'Website language', with instructions and checkboxes for ad placement. The 'Contact Information' section includes fields for 'Account type', 'Country or territory', 'Payee name', 'Street Address', 'City/Town', 'State', and 'ZIP'. A yellow box highlights an important note about payment information. At the bottom, there is a checkbox for agreeing to receive cheques.

Google AdSense

Welcome to AdSense [What is AdSense?](#) | [Do you already have an account?](#)
Please complete the application form below.

Website Information

Website URL: [?](#)
• Please list your primary URL only.
• Example: www.example.com

Website language: [?](#)
Select a language:
• Tell us your website's primary language to help our review process.
☐ I will not place ads on sites that include incentives to click on ads.
☐ I will not place ads on sites that include pornographic content.

Contact Information

Account type: [?](#) Select an account type:

Country or territory: Select a country or territory:

Important - Your payment will be sent to the address below. Please complete all fields that apply to your address, such as a full name, full street name and house or apartment number and accurate country, Postcode and city. [Example](#).

Payee name ([full name](#)):
• Your Payee name needs to match the name on your bank account.
• Payee must be at least 18 years of age to participate in AdSense.

Street Address:

City/Town:

State: Select county:

ZIP: [?](#)

UNITED STATES
• To change your country or territory, please change your selection at the top of this form.

☐ I agree that I can receive cheques made out to the payee name that I have listed above.

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Step 5. Once you have your approval you can extract the adsense code from Google and paste it into your blog.

Having patience with creating your blog before you submit your application is the key here. Get your blog up and running with consistent posting before you submit your application will give you a high percentage of being accepted into the Adsense program.

By adhering to Google's policies will allow you to start earning a part time income. How soon and how much income you can expect is dependent totally on your efforts to attract visitors. There are a myriad of ways to accomplish this and we will go into that aspect later in this ebook.

The next chapter will concentrate on keyword research that will attract people to your website. Knowing what people are typing into their browser is one of the most important things to know.

Keyword Research - The Key To Website Success

There are some basic principles that pertains to internet marketing that will define the success or failure based on monetary standards. That principle is keyword research.

Keyword research is one of the most important steps that you can take that will insure whether or not you will make lunch money or mortgage money.

Having the information of knowing what online users are searching for will guarantee targeted buyers for whatever niche you happen to be in. If you miss this important step of the process then you have missed the whole point of internet marketing.

Knowing that you have built a website that will offer products, information, or even more will help people solve their problems. Taking the mindset of helping people find what they want will pay off immensely.

Having a website that offers no special information, no incentives, will not help people or yourself. You will have worked hard to set your website up and getting it indexed for no reason if you don't offer information that is helpful to people.

In this chapter I will show you how to find those keywords that people are searching for and put it to good use. Finding keywords is a process and I will outline that shortly. Once you identify what keywords hold the best promise of finding your website then you have overcome the first obstacle of attracting people to your website.

It has been proven by Google's own tools that changing keywords around very subtly can mean a huge difference in the amount of traffic that comes to your website. You won't make that mistake with the process I am about to show you.

Action steps to take for keyword research

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Step 1. Go to your browser and search for "Google Keyword Tool"

Step 2. Click on the link that states Keyword tool - Google Adwords

Step 3. You will be taken to a Google Adwords page where you will put in some keywords or phrases related to your niche.

The screenshot shows the Google AdWords Keyword Tool interface. On the left, there's a sidebar with 'Tools' (Keyword Tool, Traffic Estimator), 'Starred (0)', and 'Include terms'/'Exclude terms' fields. Below that is a list of 'All categories' including Apparel, Beauty & Personal Care, Computers, Consumer Electronics, Family & Community, Finance, Food, Gifts & Occasions, Health, Hobbies & Leisure, Home & Garden, Law & Government, Products, and Media & Events. The main area is titled 'Find keywords' and has a 'Word or phrase (one per line)' input field and a 'Website' input field. Below these are checkboxes for 'Only show ideas closely related to my search terms' and 'Advanced options'. The 'Advanced options' section shows 'Locations: United Kingdom' and 'Languages: English'. A yellow box contains a CAPTCHA image with the word 'knud' and a prompt to 'Type the characters that appear in the picture below. Or sign in to get more keyword ideas tailored to your account.' Below the CAPTCHA is a 'Search' button. At the bottom, there's a table with columns: 'Keyword', 'Competition', 'Global Monthly Searches', 'Local Monthly Searches', and 'Local Search Trends'. The table is currently empty, with a prompt 'Specify a website, word, phrase or category to get started.' and an 'Important note' at the bottom.

Step 4. After putting in your keyword select the SEARCH button

Step 5. You will be shown a list of related keywords that will have the information you are looking for. That information is in the form of competition and the number of searches for that keyword.

Step 6. At this point you are trying to identify good prospect keywords that warrant enough interest for you to pursue. Look for local monthly searches that identify at least 500 queries. You can just click on the heading and it will sort it for you.

Step 7. Once you identify each keyword that fits the 500 search criteria you need to look at the competition field. You are looking for low competition for keywords. A darkened box means a lot of commercial intent for that keyword. Stay away from those even though the search criteria is met.

Step 8. Save the keywords that meet the standards in a notepad. These keywords will form the basis to write content on your website that will drive people to your website.

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On step 4 if you find that you're having a hard time coming up with keyword phrases then I suggest the following. Go to your Google browser and put in your main keyword. Don't hit the enter key just yet.

There is a neat little thing that happens when you type in a keyword into a Google browser. Keywords are displayed that are directly related to the keyword that you put in the search box. You can use these keywords as search criteria to try to find qualifying keywords for your site. This has helped me a lot in finding keywords I never even thought of before.

Everyday holds a new set of keywords that people use to check out the internet. What is popular today may not be as popular tomorrow.

What the Google search tool shows you in keywords may not be what the Yahoo search tool shows you. It doesn't matter. Hunt and search for keywords is a never ending quest but it doesn't matter. Take a keyword and run with it. If it doesn't pan out with the traffic try another keyword. You will eventually trap a keyword that is popular and you will see the results by the visitor count on your website.

Selecting A Domain Name That Fits Your Website

You need to understand why a relevant domain name needs to be complementary to your website. Having a domain name that reflects the information that your website has is so important to your online success.

Having a domain name that fits the type of information that you offer on your website will allow people to remember it better. The more relevant it is, the easier it is for people to talk about it.

Not having a domain name that doesn't reflect on the scope of your website will soon be forgotten. If you want success in this business you need to make it fun and memorable for people visiting your website.

Once people can associate your website with content that they want and need, the more influence you will have. Having up to date content is one of the keys for success because people will start to depend on you for information.

That will make you a key authority in that area and now you will become an expert. Whether you want to be one or not, it will happen and you will start receiving feedback from customers.

This all starts with the right domain name for your website. Not having this right from the beginning will make a short road a longer run to success. Sure you can change

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anything around but why would you take the longer route? Make it easy for people to remember your website with a domain name that reflects your website's message.

You will learn in this chapter how to set up a domain name with a registrar and the type of information that is required. This is one of the quickest steps in the formation of your website that you will take.

Everything concerning domain names is highly scrutinized and controlled by the ICANN organization. ICANN stands for Internet Corporation for Assigned Names and Numbers. This organization controls and oversees the naming and number systems that the internet relies on.

ICANN insures that people can't create domain names that are in existence already. Without an agency like this there would be total chaos in the internet world.

So let me give you the steps needed to select a domain name and have it registered.

Action Steps.

Step 1. Remember the keyword research you did in the previous chapter? That is key in selecting a domain name. Identifying some keywords will be one of the first choices that you need to have to see if they are available for domain registration.

Step 2. Go into your favorite browser and type in "domain registration"

Step 3. You will find tons of domain registrars to select from. Which is the best one to select? If you're just trying to register a domain name then any one of these registrars will do. Go ahead and select a domain registrar that attracts you.

Step 4. Once you get to the website you will find a search bar that will allow you to put in a domain name. Put in one of your keywords and see if it's available as a domain name. If it is, then go ahead and have it registered.

Step 5. If your domain name isn't available some sites will give you alternate names that are available. Don't select those but select the other keywords that you researched because they will be more relevant to your website. You will eventually find a domain name that will be available that will be relevant to your website.

Step 6. Usually the domain registrar will ask for a lot of accessory information to be added. You don't need any of these at this point. However the following pieces of information will be required to be listed. Administrative contact, technical contact, billing contact and name servers.

Step 7. Make sure that you save all this information for future reference because you will need to have them.

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The toughest part of this will be step 5 in coming up with available domain names. If none of your keywords show any available domain names then go back through it once again and take a look at the alternatives given by the domain registrar site. Sometimes a variation will make sense to you. Or even the possibility of adding 'blog' to the end of your primary keyword will be available.

In any case make sure that the domain name reflects your website content.

Once you find a domain name that fits the information that will be given to the public on your site, then you will have a head start on a lot of other sites. Making a domain name memorable in peoples minds will allow them to converse with their friends and if you give the information that they like then they will pay it forward.

That's when you will become known as the expert of the trade. Once you start getting that status you will have a following that will make your experience on the internet a most enjoyable one.

The next chapter will go into the hosting aspects of your website.

Tip

It is best to avoid trademarked domain names as there is a chance you will get caught and will be issued with a lawyers letter. At best they will demand the name and at worst they will ask for damages

Hosting Your Domain Issues

Now that you've found an ideal domain name and have purchased the rights to it you will need to find a hosting service to actually hold your website pages.

Once you browse the internet for hosting companies you will find that there are pages and pages to select from. Finding the right hosting company will give you peace of mind that someone is watching out for the pitfalls that is prevalent on the internet.

Pitfalls in the form of malicious viruses that attack the internal coding structure of websites. A good hosting company is up to date with virus control and is proactive in protecting everything that resides within its server confines.

This will minimize the amount of downtime and keep your website free from common viruses that attack websites on other servers that don't have adequate software protection.

It's a good feeling to know that you have a company that is self serving and is always looking out for the client, namely you in the form of insuring that all websites are protected. Not having this done as part of the hosting services opens you up to a whole new set of problems that you don't really want to have.

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Once you find a hosting company that you feel good about then you can go about updating your website whenever you want and knowing that you can depend on the hosting service to keep the uptime as close to 24/7 as possible.

Not having this sense of peace will cause long days and nights to try to bring your website back to normal operations if something happens and you don't have the support that you need to help you get back online.

In this chapter you will learn how to select a hosting company that you can rely on and what issues you should look for.

There are 4 basic components of service that you should be looking for in figuring out which hosting company you should go for.

Action Steps.

Step 1. Find a hosting company and ask for some feedback on the uptime statistics. This being your first website you don't need a problematic hosting company that has a history of downtime. It may seem a bit trivial to ask for this information but if you end up with a website that has lots of traffic you don't want problems with access to your website.

Step 2. Ask what type of software security measures that the provider has in order to thwart off virus attacks. There are new malicious software that's created every day that exploits hosting companies. Making sure that your hosting company is proactive in this area is important to know.

Step 3. This step is really upon you deciding on what type of server you want to have. If you don't know then a shared server probably would best suit your needs. But as you get more traffic you will need more bandwidth and even a dedicated server. Find out if they allow you to upgrade to these type servers for future reference.

Step 4. Find out what comes with basic package hosting. Most of the time this has enough functionality to accomplish what you need done. Unlimited file transfers and forwarding emails is usually standard but finding out this information beforehand is best to know.

On Step 1 if you feel a little beset on asking for uptime statistics, act like a business owner. In fact, you are a business owner with a piece of real estate. That real estate is your website and you need to make sure that access to your website is there a big percentage of the time.

If the hosting company starts making you feel uncomfortable about asking these questions pick another hosting company. There are a lot of hosting companies to select from and you have to feel comfortable with their customer support in order to get what you want. You are paying the bill and you deserve the get the answers to your questions.

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Once you choose the hosting company that makes you feel good about what they do for you and answer your questions fully you are almost there. Being there at the point where you will start uploading your site with a theme and providing it with the information that people want to read about can be an exciting prospect.

In the next chapter we will talk about actually building your site for the entire world to see.

Steps Required To Build Your Website

Half the mystery on building websites are the steps that you need to take to create one. If you've been following each chapter so far you are already more than halfway through that process.

Knowing what the steps are will give you the confidence to build one and more later down the road. Each successive website that you build you will learn more on how best to optimize it.

Not knowing this information will make you unaware of the potential that website creation has. Especially if you go into business and expect to earn money from your websites.

By helping others with your website you will be helping yourself at the same time. Taking on the mindset of solving other peoples problems on your website will allow you to be successful in so many ways.

Otherwise if the information on your website is obsolete or not meaningful no one will return to your site. You will have nothing to offer and people will just not return to your site.

By knowing that you've helped people along with their problems will make you feel good that you have helped someone else. Whether or not that turns into a monetary gain it really doesn't matter. Business traits will turn towards the good when you start helping enough people enrich their lives.

So by knowing how to build a website and how to upgrade when necessary is definitely a skill you need to know.

This chapter will identify the options that you have in building a website and allow you to choose the best fit.

Since the onset of the internet there has been a plethora of education scripts to help people create their own websites. From paid documentation to free visual aids from YouTube, all the information to build a website is yours for the taking.

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Action Steps to take.

Step 1. Decide on how you want to build your website. You can get a website building program and follow the directions.

You can learn a programming language coupled with HTML code.

Hire a professional to build your website. Make sure you have a lot of money on this option.

Learn Wordpress. The easiest and most economical way to build your website.

Step 2. Now I'm sure at this point you have decided to use Wordpress as your website builder. You already have the domain name purchased, located a host provider and now installing Wordpress on your site will be a breeze.

Step 3. There's one important step that you need to take before the actual installation of Wordpress can take place. When you selected your hosting company one of the information pieces that you received was a DNS name. You need to take this DNS name and go back to the domain registrar where you registered your domain and update it now. Without a DNS name your host provider software will not be able to equate the domain name with its hosting capabilities.

The DNS name issue may seem a bit complicated but not really. Once you know the DNS name of your hosting company then you can use that for all the domain names that you register. This is a necessary thing to do otherwise strange complications will start to appear.

Once you get this done you are going to feel so confident about yourself about building websites, you'll wonder why you didn't start earlier.

The next chapter will go into the actual installation of Wordpress.

How To Install Wordpress Quickly And Painlessly

Learning how to install Wordpress is a lot easier than learning html website coding. It would take you a couple of weeks at least to understand the basic coding structure that websites rely on to create what you need if you tried learning html coding.

Once you learn how easy it is to install Wordpress you'll be able to create even more sites that you'll be able to accessorize as you further your education. Not knowing how to install Wordpress will put you at the mercy of other people waiting for them to complete what you should have done already. That's not even counting how much money it will cost you to outsource this easy procedure.

The experience that you will gain by installing Wordpress will enable you to help others. If you are opportunistic you will even have the knowledge of installing it for someone else at a premium. Sure it sounds unreal right now, but as soon as you see the steps involved you'll never go back as a user. You'll become a webmaster!

Not having this knowledge base really puts you at a disadvantage that takes time and money to get up to speed. You will have to pay someone else to do something that you should be doing yourself.

Just imagine how you will feel knowing that you can install Wordpress on any domain that you want. Good feelings come from knowing that you can do something without help. Maybe some help will be required for one of a kind technical things but in general getting the main part of something done is far better than not doing it at all.

By the end of this chapter you will be able to install Wordpress quickly and painlessly as the chapter title depicts.

The developers of the Wordpress platform have gone to great pains to make it as user friendly as possible. That is the goal of the developers and they've done a pretty good job at it.

You can create Wordpress sites for free or on your own hosted domain. You can practice on the free platforms until you feel competent then go ahead and create a permanent structure that you own.

So here's the procedure to install Wordpress on your own hosted domain.

Step 1. Having a hosting provider that has a Wordpress database set up for you already is the ideal world to be in. Otherwise you have to download a bunch of files that can really get confusing. So a popular hosting service is Hostgator. Hostgator is one of the easiest

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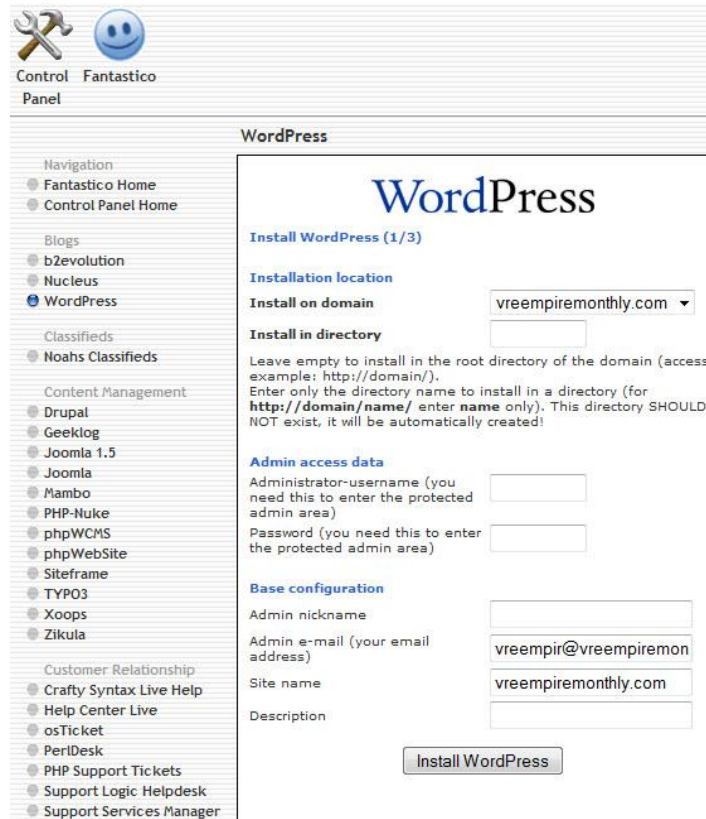
hosting platforms for installing Wordpress that there is. So go ahead and log into your Hostgator Cpanel

Step 2. When the main menu appears, scroll down to the bottom of the page and click on the section labeled Software Services

Step 3. Click on the Fantastico/Deluxe icon.

Step 4. Click on the Wordpress link on the left hand side of the page.

Step 5. Click on New Installation.



The screenshot shows the Fantastico Control Panel interface. On the left is a sidebar menu with categories: Navigation (Fantastico Home, Control Panel Home), Blogs (b2evolution, Nucleus, WordPress), Classifieds (Noahs Classifieds), Content Management (Drupal, Geeklog, Joomla 1.5, Joomla, Mambo, PHP-Nuke, phpWCMS, phpWebSite, Siteframe, TYPO3, Xoops, Zikula), and Customer Relationship (Crafty Syntax Live Help, Help Center Live, osTicket, PerIDesk, PHP Support Tickets, Support Logic Helpdesk, Support Services Manager). The main content area is titled 'WordPress' and shows the 'Install WordPress (1/3)' wizard. It includes sections for 'Installation location' (Install on domain: vreempiremonthly.com, Install in directory: empty), 'Admin access data' (Administrator-username, Password), and 'Base configuration' (Admin nickname, Admin e-mail: vreempir@vreempiremon, Site name: vreempiremonthly.com, Description). An 'Install WordPress' button is at the bottom.

Step 6. Having a shared hosting plan will allow you to select which domain that you want Wordpress to be installed on. Select the domain that you want the installation to be on.

Step 7. Fill out the Admin access data section with the login name and password that you use to access your blog.

Step 8. Fill in the base configuration information with a pseudo name that you want displayed on the posts that you will be creating.

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Step 9. Click Install Wordpress.

Step 10. You are done! You have now become a webmaster and have one installation under your belt. Make sure that you save the information that you will receive from the login installation. You may need it for recovery later on.

This install process is predicated on the fact that your hosting service has the DeluxeFantastico option within its Cpanel services. Life is so much simpler having this process available to you. So that should be one of the first questions that you ask when trying to figure out which hosting provider you want.

Invariably as you get experienced with Wordpress, you will no doubt have the need to install more Wordpress sites. Going through this process will make you see that it's not that hard to do.

When you feel the assuredness that you can install Wordpress whenever you want you will attain that feeling of knowing that you can do it yourself.

Next up will be finding a theme for your site that will attract people to read what you have to say.

Finding And Installing A Theme For Your Wordpress Site

Knowing how to find an appropriate theme for your website could mean the difference between a few visitors to a lot of visitors. Visitors equate to sales which in most cases is the objective of creating websites in the first place.

Knowing what type of selection you have to choose from will allow you to change up the aesthetics on your website. Not knowing where to go to look can cost you a lot of time and a lot of questions to be answered instead of getting the results you want.

Going through the process the first time may take a bit longer because it's brand new to you but after you've found and installed a theme you will become a pro at it.

You'll be able to help others when the time arises and start to create some goodwill with other people that started out just like you. Once you have this knowledge you will never forget it. Now you will have the opportunity to help others and in return they might be able to help you.

Sharing a knowledge base will help you progress rapidly and cut down on the learning time for new concepts for future reference. So don't hold back on helping other people in the future.

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Having the confidence of installing a relevant theme will make you feel like a true webmaster. This accomplishment is considered a major milestone in the creation of websites. So when in conversation with other people and you come out what you have done then you can pat yourself on the back for a job well done.

If you never try to learn this aspect of finding themes for your website you will never know the joy of changing up the aesthetic appearance of the website.

Again the Wordpress developers have made this aspect of changing themes as user friendly as they can get it. They've done quite a good job at it and are on the side of the users.

By implication when you do search for a Wordpress theme they are located in a directory controlled by the developers of Wordpress. These themes are free for downloading and have been inspected for functionality and clarity of use.

So let's get to the procedure of finding and installing a theme.

Action Steps

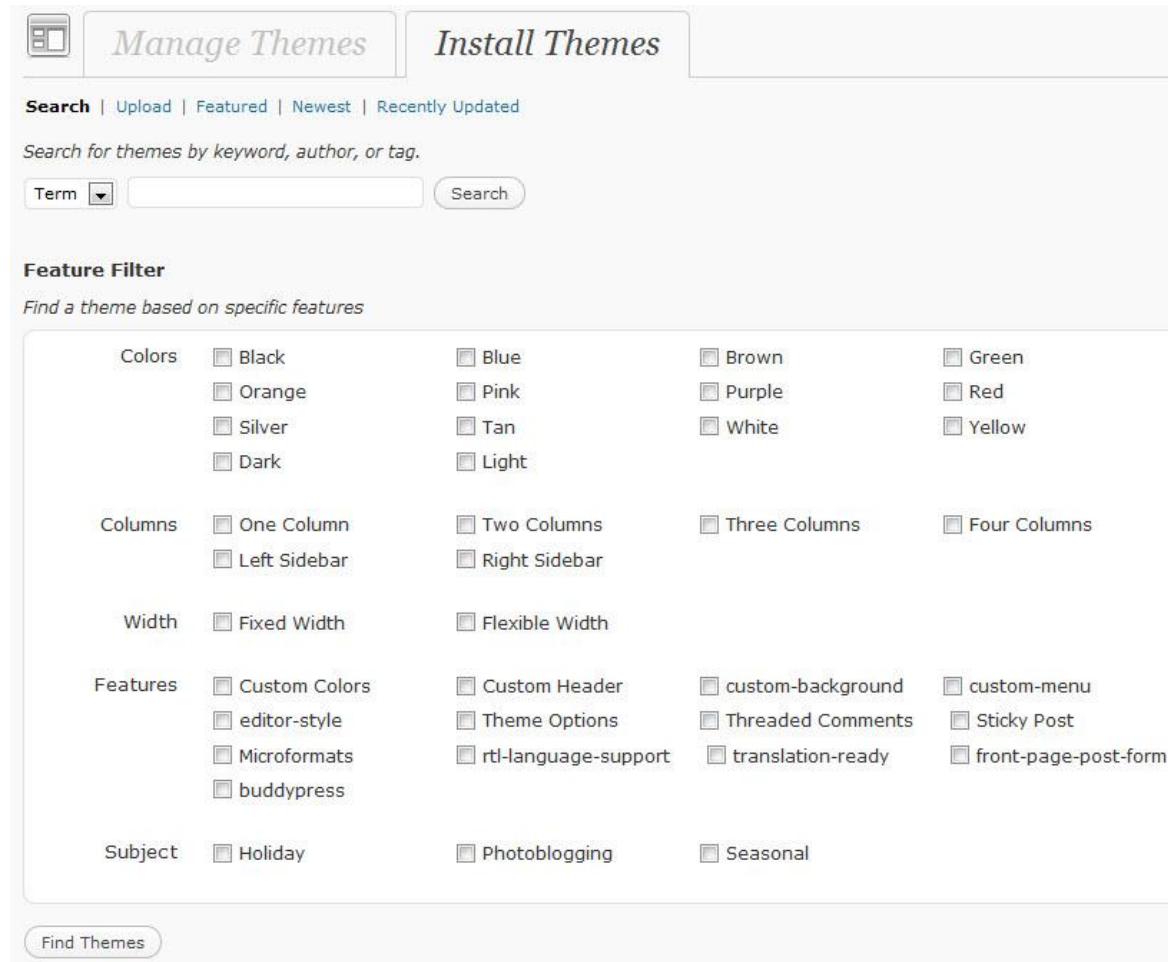
Step 1. Log into your blog

Step 2. Click on the Appearance text on the left hand side of the page.

Step 3. Click on INSTALL THEMES on the top right hand side of the page.

Step 4. Here's where the fun begins. You can search for themes by keyword, author or tags. This option is used if you know of a particular theme but most of the time you don't have this information. So I suggest to click on some of the feature filters for selection. Check mark any particular colors, columns, width, features and subject boxes that you want to see.

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The screenshot shows the 'Manage Themes' section of a WordPress dashboard. At the top, there are two tabs: 'Manage Themes' (active) and 'Install Themes'. Below the tabs, there's a search bar with a dropdown menu labeled 'Term' and a 'Search' button. The search bar contains the text 'Search for themes by keyword, author, or tag.' Below the search bar, there's a 'Feature Filter' section with the text 'Find a theme based on specific features'. The filter section contains several categories of features, each with a list of options and checkboxes:

- Colors:** Black, Orange, Silver, Dark, Blue, Pink, Tan, Light, Brown, Purple, White, Green, Red, Yellow.
- Columns:** One Column, Left Sidebar, Two Columns, Right Sidebar, Three Columns, Four Columns.
- Width:** Fixed Width, Flexible Width.
- Features:** Custom Colors, editor-style, Microformats, buddypress, Custom Header, Theme Options, rtl-language-support, custom-background, Threaded Comments, translation-ready, custom-menu, Sticky Post, front-page-post-form.
- Subject:** Holiday, Photoblogging, Seasonal.

At the bottom of the filter section, there is a 'Find Themes' button.

Step 5. Click Find themes icon at the bottom of the page.

Step 6. You will now see a page of themes based on the criteria you checked off. You have the option of previewing a theme before installing it. I highly recommend the Preview to see the format of it and the color scheme. Don't worry about the text on the sample. Take a look at the format and the colors and see if it looks good to you.

Step 7. Once you find the theme that you like click on INSTALL. The system will now install the theme and now you need to activate it. Sometimes you need to configure some parts of the theme after you've installed it.

Step 8. That's it! If you want to install more themes you can do so. Understand that you can only have one theme active at any one time. But if you want to change themes in the future all you have to do is activate the theme that you have waiting to be activated.

I guess the hardest part of this process would be step 4 where you put in your filters on the type of theme you're looking for. Sometimes based on your selection boxes you won't

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be able to find any themes. If this happens just uncheck some of the boxes and see if that helps.

Once you master this aspect of changing themes whenever you want, you'll be able to change the appearance based on trends. For instance, if your website reflects the changes of the season you can change it up instantly. Changing the colors of your website are just a checkbox away.

Wordpress Plugins Required For SEO

So now you have your website installed and have a theme that fits the message and the content you have on your blog. You have taken great pains to put out the best content that you have written. You consider the information on your site the best ever and even some tidbits of information that people can't find anywhere else.

But you have little to no traffic to your site. No one knows about your site. It's a fact of reality that you can have the best information out there but if you don't have a means to advertise your website, no one will be the wiser.

That's where SEO or commonly called Search Engine Optimization. SEO is phase 2 of website building and is just as important to your success in getting the word out about your site.

Knowing and implementing SEO of your website will allow more people to know about your website and to become followers or to be added to a list that you should be maintaining. Not tweaking your website for the best optimization possible, results in no one knowing what your site has to offer at all.

If your goal is to help others solve problems then you need to know about SEO to get more people to your site. Otherwise you have created a beautiful and knowledgeable site for no reason at all. You don't want to go to all the trouble of finding a niche, buying a domain, hosting and installing Wordpress with tons of information to have no one visit it, do you?

Of course not, you deserve more than that. SEO optimization techniques are many but implementing a few basic ones should be good enough to start.

Again the Wordpress developers have made this aspect rock dead simple to implement. SEO plugins are free for taking, you just have to know which ones to install.

There are two recommended Wordpress SEO Plugins that should be activated at the very minimum. There are more to look at but that can be added later. One of those SEO plugins should be a site map. The Google XML Sitemaps is a good choice because it is compatible for additional browsers that people use as well. Google XML is good for the engine spiders for Google, Bing and Yahoo browsers.

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Plugin Information: More information about Google XML Sitemaps 3.2.4

[Description](#) [Installation](#) [Screenshots](#) [Changelog](#) [Faq](#) [Other Notes](#)

Description

This plugin will generate a special XML sitemap which will help search engines like Google, Bing, Yahoo and Ask.com to better index your blog. With such a sitemap, it's much easier for the crawlers to see the complete structure of your site and retrieve it more efficiently. The plugin supports all kinds of WordPress generated pages as well as custom URLs. Additionally it notifies all major search engines every time you create a post about the new content.

Related Links:

- [Plugin Homepage](#)
- [Changelog](#)
- [Plugin and sitemaps FAQ](#)
- [Support Forum](#)

This release is not compatible with the new multisite feature of WordPress 3.0 yet. The plugin will remain inactive as long as this feature is enabled. If you are using this feature, try out the new [Beta version](#) which fully supports multisite mode as well as network activation!

This release is compatible with all WordPress versions since 2.1. If you are still using an older one, use [version 2.7.1](#) instead.

Latest Version Installed

FYI

Version: 3.2.4

Author: [Arne Brachhold](#)

Last Updated: 218 days ago

Requires WordPress Version: 2.1 or higher


Compatible up to: 3.0.4

Downloaded: 4,771,036 times

[WordPress.org Plugin Page »](#)

[Plugin Homepage »](#)

Average Rating



(based on 1,962 ratings)

This plug-in will allow these search engines to discover the content pages that you have on your blog. So that people using these other browsers would be able to find your site as well.

Another popular and necessary SEO plug-in is aptly named "All in One SEO Pack". This is a good start in optimizing your website for the browsers to know about. To understand that websites are found by their meta data. Meta data is what defines your website to the search engines. The more information that you can give for SEO purposes the better chance you have in getting your website up in the rankings.

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Plugin Information: More information about All in One SEO Pack 1.6.13.1

[Description](#) [Installation](#) [Faq](#)

Description

Optimizes your Wordpress blog for Search Engines (**Search Engine Optimization**).

[Upgrade to Pro Version](#)

[Support](#) | [Change Log](#) | [FAQ](#) | [Translations](#)

Some features:

- Works with [Scribe SEO](#)
- Support for Custom Post Types
- Advanced Canonical URLs
- Fine tune Page Navigational Links
- Built-in API so other plugins/themes can access and extend functionality
- ONLY plugin to provide SEO Integration for WP e-Commerce sites
- Nonce Security
- Support for CMS-style WordPress installations
- Automatically optimizes your **titles** for search engines
- Generates **META tags automatically**
- Avoids the typical duplicate content found on Wordpress blogs
- For beginners, you don't even have to look at the options, it works out-of-the-box. Just install.
- For advanced users, you can fine-tune everything
- You can override any title and set any META description and any META keywords you want.
- Backward-Compatibility with many other plugins, like Auto Meta, Ultimate Tag Warrior and others.

If upgrading, please back up your database first!

Be sure to check out: [WP Security Scan](#) and [SMS Text Message](#)

Follow me on Twitter to keep up with the latest updates [Michael Torbert](#)

Install Now

FYI

Version: 1.6.13.1

Author: [Michael Torbert](#)

Last Updated: 43 days ago

Requires WordPress Version: 2.8 or higher

Compatible up to: 3.0.4

Downloaded: 6,818,352 times

[WordPress.org Plugin Page »](#)

[Plugin Homepage »](#)

Average Rating

★★★★☆
(based on 847 ratings)

So let's jump right into the thick of things here to install some SEO plugins.

Action Steps

Step 1. Log into your blog

Step 2. Click on Plugins

Step 3. Click on Add New

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Step 4. Make sure that the drop down box indicates TERM and put in the search box right next to it SEO

Step 5. You will be shown all SEO related plugins. This is where you need to know which ones you're looking for. Going back to the information right before the action steps will help you decide which ones you should install.

Step 6. When you find the Google XML site maps and the All in One SEO Pack plugs go ahead and install and activate them.

Step 7. You're done! Are you starting to see the power of Wordpress? Searching for what you want then installing and activating what you need is all you need to do.

On Step 5 when you're looking at the numerous SEO plugins you may end up getting lost. Activating the two basic ones identified here is probably best to start. When you have some time aged on your site and you're looking to tweak it even more you should go back and install additional SEO plugins. You can find out which of these plugins would be beneficial through other blogs or getting the latest information on SEO plugins from a variety of sources on the internet.

Once you have your website SEO optimized the only thing left to do is to make sure that you have content that people want to read and apply. Having top quality original content is the key to high rankings and popularity on the internet.

Next up is finding out how people are finding your site.

Who Is Visiting Your Site?

You've done the research on the best niche to advertise. You've created the website, optimized it as best you can and even have some great articles that you know people want to know about.

How will you know if the efforts that you've put forth so far is resulting in views? Views in the aspect of people actually finding your site, reading your information and acting upon it? How will you know what keywords that people used to find your site?

You need to know this information in order to make visitors to your site enjoy their stay. Once you find out what people really are looking for, you can then optimize your site even more with advertisements and affiliate programs to promote. The peak of advertising is promoting your own products but that will be later down the road.

Knowing this information will allow you to direct the content towards information that people are searching for. Unless you know this, you will have a website with a low

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conversion rate. I'm sure you don't want this to happen especially after all the effort that you have put into it.

Again, the main principle of these websites are helping people with their problems and hopefully offering solutions that they will take heed from. Unless you get specific information you won't be able to help them to help you.

Once you start getting some positive results in the form of feedback from visitors you will slowly be bookmarked on their computers. One thing leads to another and before you know it you will have a loyal following on what you have to say on your blog.

Not giving pertinent information for the people will take away your site from the rankings and eventually your site will be lost in cyberspace along with the millions of other websites that just end up being there.

To get this information is free. Yes provided by the Google corporation free of charge. That information is in the form of Google Analytic code. This code provides the most powerful tracking tool that you would ever want to have. There are plenty of software programs that you can pay for that doesn't even measure up to the information that Google analytics can give you.

Whether you have one visitor or a million visitors, the information will be yours for the taking. Google actually wants to help you succeed. If you succeed then they succeed in advertising revenue and allowing more visits to your site.

I will give the steps now in order to capture this code so that you can start tracking who is going on your site.

Action Steps

Step 1. Go to the Google Analytics website and click on SIGN UP now for Google Analytics.

Step 2. Login to your Google account.

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The screenshot shows the Google Analytics homepage. At the top, the Google Analytics logo is on the left, and a 'Change Language' dropdown menu is on the right, set to 'US English'. Below the logo is an orange navigation bar with links: HOME, PRODUCT, SUPPORT, EDUCATION, PARTNERS, and BLOG. The main content area has a heading 'It's easy—and free!' in orange. Below this, text explains that Google wants to help attract traffic and turn visitors into customers. It lists benefits: learning which marketing initiatives are cost-effective, seeing how visitors interact, making site design improvements, driving targeted traffic, and increasing conversions and profits. A link 'Sign up now, it's easy - and free!' is provided. On the right, there are two light blue boxes. The top box asks 'Don't have a Google Account?' and links to 'Create an account now'. The bottom box is for signing in with a Google Account, featuring fields for Email (with an example 'pat@example.com') and Password, a 'Stay signed in' checkbox, a 'Sign in' button, and a link 'Can't access your account?'.

Step 3. Now put in the url of the website that you want analyzed.

Step 4. Give the site an account name that you will remember easily. This aspect will come in handy when you are tracking multiple sites.

Step 5. Select the country and time zones that you are in.

Step 6. Always remember to read the terms of service, TOS, to make sure that you comply with the rules of regulations that Google makes you stand by. Click the YES box.

Step 7. Click the Create New Account box.

Step 8. A block of html code will be provided to you that you will need to install on your website. Capture this code and store it.

Step 9. Login to your Wordpress blog.

Step 10. Go to your appearance section of your site.

Step 11. Click on EDITOR.

Step 12. Go to the footer.php portion of your website and open it up.

Step 13. Within this template you will paste the captured Google Analytics code from Step 8 in a certain area of the footer php file. Find the ending body tag that has this code in it.

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```
</body>
```

```
</html>
```

Now these slashes just mean the ending of the body and of the html code.

Paste the analytic code right above the body tag so now it will look like this

Google Analytic code copied here

```
</body>
```

```
</html>
```

Step 14. Make sure that you update the file or the changes won't take effect.

Once you've loaded the code, Google will start the tracking information that you will need to optimize your site.

A lot of people on step 13 just get glassy eyed with having to update the internal code. You're not really creating code but adding code that you don't even create. That code is created for you by Google, so don't worry about how the code is created but rather just follow the numbers to get it into the footer.php file.

Once you've installed this code to your website, magical things start to happen. You will start to understand who visits your site, how long they are there, why they are visiting and what keywords they used to find your site.

Having that type of information is key in order to write better content that is better targeted for the visitor. The end result will be more people visiting your site, higher ranking for your site and eventually the monetary value of your site will increase proportionally.

Tip

If you don't want to edit code etc and you are using wordpress you can install a plugin that will do it for you. Just search in Plugins for Analytics

Next chapter we will talk about getting content on the site.

Writing Articles For Your Site

So now you have your site up and running. You have nice graphics and you are SEO optimized for all the search engines to see. Now you need to supply your site with information that people want to read.

You need to understand what people want to know, what subjects to write about and how to actually write the piece on your website. Knowing these pieces of information will allow you to attract people from all over the world to your website. Knowing that boundaries do not exist on the internet, the information that you will have will attract peoples from all over.

Not having useful information will be a wasted effort. Writing on topics that nobody cares about is definitely a futile and won't help your customers, your rankings or yourself in the long run.

So giving the information for the people for problems and having solutions will benefit everyone. You will help people overcome their problems and at the same time make your site popular for future reference.

Otherwise the attention span that people have nowadays won't give your site 5 seconds to check out. If you don't offer anything of value they will leave in a cyber second.

The end result of writing articles that will help people overcome problems will make you feel that you've contributed towards a solution. You get enough of these fixes in the form of articles you'll soon be considered an expert.

Expert in the sense that you have pertinent information towards identifying a problem and having some sort of a solution. If all you have are articles that has information that nobody wants and needs then not much will be accomplished.

Google will help you along in the rankings if you keep your website updated with current original content. That's what search spiders look for. If you have consistent posting of articles of a relevant nature, Google will then reward you with a page ranking worthy of first place on page 1 of search criteria results.

This chapter will show you where to get ideas for article writing and how to write them to attract visitors.

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Action Steps

Step 1. Making sure that your website is targeted to a specific subject or niche is important to understand. Whatever that niche is you can search related forums and see what topics are being talked about. For instance if your niche is on food then searching for food forums is the first place to check.

Step 2. Once into a forum check out the titles of the questions being asked. There is a ton of information that you can extract just from the questions that people are asking. If you find a predominant question being asked then you can write an article about that on your website.

Step 3. Search on niche blogs as well. Blogs can be just as informative as forums. If you happen to catch an up to date blog on that subject you will be able to see the most current subject being talked about as well as past ones.

Step 4. Now that you have a subject to write about now it's time to write an article. Make your point quickly. People on the internet have short attention spans. Make use of that and get to the point quickly. Keep the reading comprehension at a 7th grade level and avoid the use of long words. Keep paragraphs short, 2 to 3 sentences and keep the sentences short as well.

One of the main problems that people have are writing articles. Really that should be the easiest part but here's a solution to that problem. You've found a popular subject item to write about. Now if you're in the niche you probably have some opinion about the particular issue.

Write the article like you are talking to a friend about it. You're not writing an essay to be graded. You're writing an article to tell your side of the story. You have an opinion, you know what you're talking about so just write about it.

Take that mindset and writing articles will come easier than you think.

Once you start making a habit of writing articles on your website that gives good information you will find that a following of people will stick with you. People want to be led and they want information from experts.

Consider yourself to be an expert and you are one. Make a poster above your terminal stating that you are an expert. So be it and declare yourself one. It will happen if you let it happen.

In the next chapter we will talk about how often to update your site with articles.

Drip Feeding Articles On Your Site

Understanding the basic premise behind drip feeding articles on your website is simple. Spacing out articles at future dates shows the search engines that your website is current and posting relevant articles on a schedule.

This fact alone will help your site surge in the page rankings but even more so on what the article content is all about. Making sure that you let the automated spider bots know that you have articles that are written and show that visitors stay for more than 3 seconds can show you the number one page in Google every time.

Good article content will attract visitors to your site each and everyday through natural organic keyword searches. That is the ultimate goal here to attract people to your site through your content.

It's not good enough to have consistent content but the information contained within has to please the visitor. Not having enough browse time within your website will show the search engine bots that the visiting time is too short. That will hurt you in the rankings as well.

So by having good quality content you are actually helping people getting the information that they need. Desperate people in need of information that they can apply is best given through good article content.

If you can provide that information, then all is good. Otherwise it won't take too many times before that visitor will not come back to read what you have.

Making sure that you have quality content can be arduous task at times but if you look in the right places there is always good content to follow up on.

By the end of this chapter you will know where to look for quality content articles and how to have them posted on your Wordpress blog at date intervals.

So let's get at it right now.

Action Steps.

Step 1. To find quality article content ideas you just need to key in your niche + blog. You will invariably find relevant blogs and now you need to check out the subjects that are being talked about. Keeping tabs on these subjects are the core articles that you need to write about.

Step 2. Another place for grabbing information is the library. The library compared to the internet seems to be outdated but in reality it all started there. There is still a lot of

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information contained in your local library. Make good use of it to write your future articles.

Step 3. Once you write your articles you will need to have them posted in your Wordpress blog. Log into your blog

Step 4. Go to POSTS.

Step 5. Select Add New and write your article.

Step 6. When you are finished with the article do NOT click on the PUBLISH button. Instead click the EDIT button just to the right of Publish immediately.

Step 7. You will now be able to schedule a future date and time for that article.

Step 8. Select the PUBLISH button now.

Step 9. That's all there is to it. Now you just need to make sure that you have enough articles that is queued for regular submissions every other day or so.

The toughest part of this exercise are contained in steps 1 and 2. Finding the ideas to write the articles on. Well initially that may seem like a hard nut to crack. But if you're in a popular niche that you know about, then ideas should be everywhere. They can be found in newspapers, TV, blogs, libraries and even coffee shops.

Once you get your ideas for future content articles, then write them down somewhere and spend a day just writing articles. Post them for future syndication and now you can forget about that and go onto other aspects of marketing your website.

The next chapter will touch on getting even more traffic to your site.

How To Get Even More Traffic To Your Site

So far you have your website up and running and even posted some content. That's a good start, with SEO plugins all you need is for people to visit your site. Articles are one of the best sources of traffic that you can have but you need to start expanding your knowledge base.

There are additional sources of advertising that you can use to attract more traffic to your site. Some are paid methods some are free methods. Both methods work but both take time as well to see results.

You need to understand what can be done about attracting traffic even if you don't want to incorporate these methods. Sooner or later you will hit a goldmine of a niche and you'll want to have as much traffic as you can handle.

More traffic equals more opportunity to pass the word. This all leads to more money and that's the common objective amongst all webmasters.

So in this chapter I will outline some additional methods that you can use right now to get more visitors to your website. This will allow you to experiment and find out what your strengths are when marketing your website.

If you never go beyond what you know you'll never know what promise these additional strategies may hold for you. Being able to attract more people to your website could be a savior for them if you're offering solutions to their problems.

If they don't go to your website they'll go to someone else's and then how would you feel about that?

Listen, the effort that you expend learning about these new techniques will definitely pay off. Maybe not today or tomorrow but think how you'll feel when you're stats show an upsurge of activity? If you promote a product and you start getting unexpected sales from it, I think you'll feel pretty good all the way around.

So don't let down the people and give them what they are looking for in the form of updated information and solutions to their problems.

From this point I'll detail what other advertising sources you can submit to.

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Action Steps

Step 1. Going to a paid route of advertising you can employ a pay per click campaign. This can be costly but the results are immediate. I need to mention this method because it does work but you have to know your keywords in order to make this work properly.

Step 2. Comment on relevant blogs putting a link back to your own site. If people like the answer that you've given to a problem then they just might click onto your site for even more information.

Step 3. You can go offline and advertise through your local newspaper. Yes this is a paid method but it works as well. How much is a visitor worth to you is a question that you need to answer.

Step 4. Sign up at a forum and start answering questions that people have about your niche. Sooner or later people will see that you are knowledgeable and will want more information from you. Direct them to your website and you've done your job.

Steps 2 and 4 are the easiest to use. It's free to sign up at a forum and free to reply to blogs. But in the beginning they can be the most nerve wracking to go through. That's because your own self is getting in the way. Don't let anyone tell you that your answers aren't beneficial. The only person that can tell you that is yourself. So don't be your own worst enemy.

Go out there and get known for your answers that are right on. People are looking for you. Show them the way to your website.

Once you get into a habit of replying to questions on blogs and forums you will soon see the fruit of your efforts. The surge in activity at your website is the result that you've been looking for.

If your website is properly optimized and you offer products you will soon see sales coming through on a regular basis. Stay with the program and you will be pleased with the results.

The next chapter will outline some methods to keep your visitors coming back.

What To Do Once Someone Visits Your Site

Of course you want to keep visitors on your site as long as possible. Ideally you want them to purchase whatever you are offering. But how many times have you purchased something the first time you saw it? If you found something you like you then researched it. You started comparing that item in different stores and wanted the best price. What if something was similar but was less quality? Would you pay for that or go back to the original item you were looking at?

The same methodology holds true for online visitors. You have to put yourself in their eyes and their point of view. What's in it for them when they visit your site? Is there something on your site that isn't somewhere else?

That is the point of this chapter. How do you keep the attention of a visitor? What can you offer that will make it irresistible? Knowing the fact that a visitor more than likely will not purchase anything the first time they visit, you surely don't want to lose them if they are interested in your content.

You will learn a technique that will capture your visitors information by having them subscribe to a list with their name and email. Once you have that information you have it to give them more information.

If you don't offer something of value to the visitor then you lose them forever. Make them an offer they can't refuse holds true in this case.

If you take on the attitude of helping others get what they want, they in turn will help you. That is a predominant theme in all of online marketing. Without this mindset you will never achieve a status of a person that has answers.

Once you attain that level of being able to help people through your article content and offers that you give them, you will be able to control how much money you can make.

Without a giving mindset you will hit a plateau and never grow beyond it. Time and again this adage holds true. Department stores hold sales for items that vary in price from one week to the next. Savvy shoppers look for these deals and grab up the discounts like it's going out of style.

You want your website to be that discount store for everyone.

Let me give you a couple of techniques that you can offer your visitors.

The Adsense Blueprint

Action steps

Step 1. Invest in an auto responder service. An auto responder service such as AWEBER allows you to capture name and emails so that you can send out periodic messages to people who opt in from your website. This is an invaluable service for you and your customers. Once into your system, it's your responsibility to keep your customers informed and happy.

Step 2. Offer a free eBook on the niche you are promoting. You don't even need an auto responder service for this to happen. You can either write an eBook and offer it as a freebie by having it available for the visitor or you can outsource it and have it written for you. Either way you can put links within the eBook that will point to products that you are promoting.

Step 3. Let me reiterate that content is king. If you offer content that is original and worth reading you will never lose a reader base. If you pick a niche where there are a lot of problems and you offer solutions, you are almost guaranteed to have a readership that will follow every word you post. You will be able to track this through your analytics software.

On Step 1 on setting up an auto responder service may seem like a technical challenge but there's enough instruction to help you. From AWEBER itself to YouTube videos, the installation of an auto responder program is fairly simple. Take a positive attitude towards this and you will see the power of issuing messages at periodic times.

Once you have a guaranteed readership through your list building and giving them timely information you will be reciprocated with sales. If not sales, you will receive feedback on the quality of your content. That is worth the price of admission and that should be your goal for your website.

Conclusion

You've come a long way from the first chapter in this eBook. From spawning an idea and making it a reality through a website that is niche directed is pretty exciting to say the least.

You have now an understanding of what needs to be done to have an online presence. It's not that insurmountable to accomplish but definitely a thought process has to be made in order to establish what you want gained.

The main concept behind the creation of a website is up to you. There are several reasons that need to be dominant when you create your website.

Reason 1. You create a website to generate leads for your list. These leads will be marketed to from your auto responder list.

Reason 2. To provide information about your company. Establishing goodwill and what services that your company has is important for customer support.

Reason 3. To sell products. You may be an affiliate for a product that you are promoting. You then need to presell this information and convince the user that your offer is better than another website offering the same product. You need to establish a unique angle so that your website gets the recognition.

Reason 4. To provide quality content. This is the most altruistic form of marketing. Providing good old fashioned article content that will help people overcome their problems is still a good concept to hold onto. Providing content in the form of quality articles, other peoples articles and even video marketing will be needed to accomplish this.

Whatever your reason is to create a website it's all fair in the game of online marketing. Being able to part of someone's solution to a problem is worth the effort. Whether you get paid with a testimonial or a monetary gain from the purchase of one of your products is the ultimate goal here.

Resources

Keyword Tools

<http://www.marketsamurai.com>

<http://www.micronichefinder.com>

Domain Names

<http://www.internetbs.net>

<http://www.name.com>

Hosting

<http://hostgator.com>

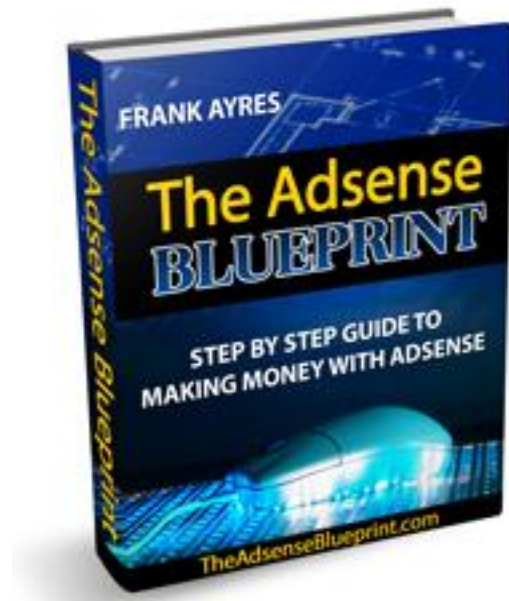
If you sign up using the following discount code you will get your 1st months hosting for only 1c!

Discount Code = AdsenseBlueprint

Ready Made Adsense Sites & Niche WP Themes

<http://spuddswso.com>

The Adsense Blueprint



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