

# **The No Nonsense Marketing/Making Money Online Handbook**

**Second Edition**

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**Everything You Need To Know to Make Big Money Online  
Through Affiliate Marketing or Simply Build an Online  
Business... And Nothing You Don't**

**Paul Ventura**

**10/15/12**

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# Introduction and My Story

Hello and welcome to “The No Nonsense Marketing/Making Money Online Handbook”. Note that this is the second edition and has been updated to reflect the latest changes in the world of online marketing including things such as Google's Penguin Update.

You're likely reading this because you're interested in working and more importantly making money from home. Make no mistake that while this eBook is completely free, the information covered within it and on my site [ConvertingCopy.com](http://ConvertingCopy.com) is the same which the self proclaimed “gurus” charge great deals of money for, and that's 100% the truth.

Admittedly, “The No Nonsense Marketing/Making Money Online Handbook” is not the catchiest title, but I choose it because when I started in online marketing five years ago I found no reliable resource which neatly laid out or included what you needed to know about making money through online marketing. Instead, I spent the last 6 years educating myself on various forums and websites and through talking with other online marketers, putting the pieces together to finally compile it all into this eBook.

**My goals in this book are simple:**

- 1. To explain the most important details to know about making money through online marketing.**
- 2. To keep to the proven methods which work for me for making money and nothing else (this book won't be a long read for the sake of a long read).**
- 3. To present the information in a way in which first time marketers can understand while giving more**

**experienced marketers new tips and things to think about, as well.**

**4. To teach you how to not just make money online but market your website, product, company, etc. most effectively online.**

**5. To show off my English degree (and try not to use that “funny” author's tone too often).**

And because I've mentioned the “guru” style eBooks, I've decided to open MY eBook with a quick introduction about myself and my crude origins in online marketing... it's relevant trust me.

My name is Paul Ventura and I started into internet marketing 6 years ago now. I had just graduated from college and had little drive to do anything which would likely result in a paycheck. I was and still am very interested in both screenwriting and playing/writing music but things like that aren't things which you can bank on to survive. Therefore, since the 9-5 wasn't for me and I wasn't qualified for anything save for possibly teaching (thank you again, English degree), I started looking for ways to make money from home.

It was a foreign concept to me and though I knew that there were people who existed who were making money from home, I had absolutely no idea about what they did to earn that money. Upon entering the search term “ways to make money from home”, I of course stumbled upon an infinite number of websites which were only too happy to share the secrets of making good money from home with me, provided I was willing to pay for them.

I eventually landed on one site in particular (which I don't even think exists anymore) after doing some quick research and choosing a site which I believed to come off as being less

“scammy”. I was promised that using their super secret methods I could earn a tidy living in affiliate marketing, and all it would cost me to learn those methods was \$50. I was intrigued and admittedly a bit naïve, but they advertised a full money back guarantee, so I went ahead with it. I entered my credit card information and they sent an eBook to my email address full of the “secrets” for making money from home.

I'll give you the gist of what I found in that book right now:

**Step 1** – Sign up for Clickbank (an affiliate network)

**Step 2** – Pick a product which you want to promote from their huge marketplace

**Step 3** – Sign up for Google Adwords (Google's advertising platform)

**Step 4** – Create some ads for that product with your affiliate link as the URL in the ad

**Step 5** – Count your money

That was it. Nothing about having your own website, performing analytics, choosing the right keywords, link building, split testing, search engine optimization, etc. None of it. They didn't even explain about Adwords and pay per click (PPC) advertising except to send me over to Google.

Pretty sad, right? And somehow they managed to stretch that joke of a golden nugget of information into something like 12 pages with much of that content being “mystifying math” as I like to describe it; basically explaining to me that if I made a ten \$30 sales every day (all practically on autopilot mind you), I'd have \$300 per day, which works out to be \$2100 per week, which works out to be \$109,500 a year! And that's all just through selling one product!

Let's ignore the likelihood of someone who is completely new to

online marketing putting up those kind of numbers that easily and let's ignore the fact that they outright chose to ignore accounting for the cost of advertising using Adwords in their profits equation altogether.

I remember what also helped to sweeten the deal was that they “included” \$50 in free Adwords advertising credits when you bought their eBook, so basically I was breaking even with their price tag of \$50. What they neglected to mention was that literally anyone can get \$50 (or more) in free Adwords credits essentially **JUST FOR SIGNING UP WITH ADWORDS.**

What was more depressing was that at the time I basically ate it up, fully convinced I had stumbled on some well kept secret. I basically rationalized those huge sales numbers to myself by saying, “Okay let's get realistic, Paul. You're not going to make \$300 a day overnight, but if I make just half of that (which... why wouldn't I?), I'm still looking at good money”. I think a lot of people either consciously or subconsciously do that whenever they see an overestimated guarantee like that. They make that kind of rationalization to themselves simply based on some arbitrary but exorbitant figures which they read.

Getting back to their 5 step program, I signed up for Clickbank and picked out a product from their marketplace to promote based on the logic that I would likely buy it myself. I then signed up for Adwords, then made a couple of ads with my affiliate link as the URL as per their instructions and sat back with my fingers crossed, routinely checking back in on both my Clickbank account for sales and my ads' performances in Adwords throughout the day, checking how many people clicked on the ad in the first place.

Believe it or not, after just a couple of days, I made my first sale. I can't even fully describe how shocked/elated/amazed I was. I was



on cloud nine, feeling vindicated in so many different ways, and didn't even care that I was beginning to realize that the eBook I had bought was giving me information I could have picked up in 2 minutes from Clickbank or Adwords themselves. I didn't even didn't care that I had basically broken even between what I made from the sale and what I had spent in advertising.

I never asked for a refund on the book because I felt I had learned something incredibly important and without it I might never have tried online marketing in the first place. Making that first dollar (and the subsequent few sales which followed) made me realize that I could make more. The wall had come down and I knew that making money online was not limited to the glossy copy in puffed up sales letters - it was possible and entirely within reach. Even though the method was crude and the book was crap, it was important that I had actually made those initial sales because I'm an incredibly cynical person by nature.

I eventually stopped with that “method” of using Adwords + direct linking as it's called because I only broke even at first and eventually was spending more than I made. I then started writing articles for other people for a basic income and to supplement whatever I made from online marketing. All the while I was seeking advice on message boards to learn more and the rest I picked up on my own.

I started [ConvertingCopy.com](http://ConvertingCopy.com) a few years ago as an online address for taking on contractual marketing and copywriting jobs for small businesses looking to increase and improve their presence online until in the last couple of years I decided to additionally use it as online resource for dispensing information and tips for online marketers based on everything which I've learned and done over the years and which I continue to learn each day.

Alright, enough about me (keeping it to the point, remember). I relate that story of my beginnings for a couple of reasons:

- 1. One, to show that making money online is a reality, even through that half baked method which I was using when I first got started. In contrast to that joke of an eBook which I paid good money for, in this eBook I'm going to teach you the exact methods which work for making money online with today's internet in full.**
- 2. Secondly, I want to make it crystal clear the importance of always OVER DELIVERING to your audience no matter who they are or what you are promoting. It's essential that you develop a trusting and transparent relationship with your audience and that you always give them everything they want and more. This is much of why I decided to write this eBook and make it cost free in the first place.**

Now that's not to say that I don't get something out of this deal. Throughout this book I'll be linking back to my website, [ConvertingCopy.com](http://ConvertingCopy.com), where as I mentioned you can go to find additional tips and daily and regularly updated information on making money online.

Therefore, you are more than encouraged to share this book with your friends, share it around the net, whatever you want to do with it. Just make sure you don't alter the content or change anything, thanks!

Even without the price tag, I guarantee that using the methods in this book and from my site you'll make both money and time for yourself. Note that the word "using" in that last sentence is a gross understatement. It's **ESSENTIAL** that you follow these tips but more importantly that you **ACT** and **EXECUTE** on

them.

Also unlike the guru books, I won't puff up sales numbers and make guaranteed claims about what you can make with these methods. Yes, it's ENTIRELY possible to earn 6 figures solely from online marketing in your first year and many people have done it, but it completely depends on you and what you're willing to put in to get something big out.

I also won't lie to you and tell you that making money online is easy. It's not. HOWEVER, it's entirely possible and ANYONE can do it with the right strategy combined with the right work ethic.

You're responsible for the work ethic (though I'll give you some help along the way for that, too), so if you're ready now let's roll up the sleeves and get started with the strategy portion.

### **A couple of quick notes first before we get into it:**

- **This eBook was written with “something for everyone” in mind. I've organized it so that newbies who are unfamiliar with online marketing to begin with can learn everything it takes from the ground up but alternatively in the later chapters I've included information which seasoned marketers can benefit from. I encourage you to skip around to different sections as you like or need to because of this.**
- **You're going to see me refer to search engines primarily as “Google”. Google is the largest search engine at the moment and has been for many years. There are of course plenty of other search engines like Bing and Yahoo, for example, to name a couple of the larger ones. Note, however, that the tactics for ranking well in other search engines are in many ways the same as ranking**

**well for Google, so for the purposes of this book typically I'll simply refer to them collectively as Google.**

- **Again, I'll be including a lot of links, many of which that lead to more elaborate but relevant posts on my site, all throughout this eBook.**

# Chapter 1 – A Little Background and Getting Started

## What Is Online Marketing?

A good question to kick off this guide. Online marketing is the marketing of products and services online. For our purposes, it typically involves sending “traffic” (which is just another word for people using the internet) towards some kind of service or product which is often referred to as an “offer”. This product or service can either belong to you or it can be someone else's offer which you are promoting as an affiliate (affiliate marketing) where your job is to send traffic towards that offer so that once it becomes fulfilled, you receive a commission.

Even the biggest blogging gurus are affiliate marketers and this is where they make most of their money. They promote products and services related to their blog and clean up big in commissions when even just a tiny percentage of their thousands or even millions of regular readers purchase that offer based on their recommendation.

There are different types of offers and thousands of affiliate networks out there for promoting virtually anything you can imagine. You can get commissions for different things depending on the type of offer and what is required in order to fulfill it. Typically these offers fall into the CPA (cost per action) or CPL (cost per lead) category.

For example, you can receive a commission for selling someone a product through Amazon's affiliate network. It doesn't always have to be a physical product, however. Digital products sell very well online, as well. An eBook would be an example of a digital product which is only based online. You get a piece of that sale

when someone buys something because you directed them towards it, the BUY being the ACTION/fulfillment of the offer in that CPA equation.

Some affiliate networks offer a mix of the types of offers which you can promote. **Neverblue**, for example, has a variety of CPA and CPL offers. Here, rather than just selling products, you can receive commissions from some offers simply by getting someone to submit something like an email address or their zip code to a company online; you've probably even seen these online forms before in which you are prompted to give some kind of information like this. This is an example of CPL.

That company gets a lead and a potential customer down the road and you get a commission for making that happen up front. A lot of marketers prefer this to having to actually sell something as typically an average person is more willing to give their email address than buy something. The reward/commission is generally less, but it's much easier to fulfill that kind of offer.

Commissions are tracked through “affiliate links” which are normal links which include a bit of code which recognizes that when a customer fulfills an offer after coming to a web page via your affiliate link, you get compensated for making it happen. I'll talk more about specific affiliate networks in the next chapter.

But with so many things to promote, it's easy to find something which you like and have an interest in yourself which is ideal as you'll find it much easier to promote something which you are interested in rather than something solely for the sake of making money.

## How Do You Promote These Offers?

That question is a mouth-full. There are limitless ways to promote offers or in other words getting targeted traffic to that offer. When I say “targeted traffic”, I mean people who are already interested in the things which you are promoting. Obviously you'll see a much higher conversion/sales rate with people who are already interested in what you are writing about as opposed to people who have no interest whatsoever in whatever you are promoting.

Typically promotion all comes down to either organic traffic, referred traffic, or paid traffic.

1. Organic traffic typically refers traffic which you receive for free by ranking in the search engines. Vying for the top and most visible slots in the search engines is a serious business and the practice for getting your web pages in those top slots is known as Search Engine Optimization (SEO). SEO involves optimizing your site in a number of ways both on site and off site for the search engines and it has become a huge industry in recent years as the reward for getting that top slot has become increasingly valuable as more and more people are using the internet each day.

According to recent statistics, roughly **42%** of all internet users when using Google to search for something click on the web page in the number 1 slot of the search results. That's almost HALF of the traffic for a search term. That figure drops significantly to around **12%** for the number 2 listed website in Google for a search term, and it continues to drop as you go lower. The upside of getting to the top of the search engine results pages (SERPs) is that it's a more permanent solution which you don't have to pay for, plus people generally tend to trust organic search listings above all else including paid listings. The downside is that it's much more work and an ongoing task in the long run securing and maintaining that top spot.



2. Referred traffic refers to traffic which comes from other sites which point to your website via links. These sites are “referring” that traffic from their site to yours. An article directory like Ezine Articles or even a juggernaut social network such as Facebook are two examples of referring sites which could point links and send/refer traffic to your site.
3. Paid traffic is simply traffic which you pay for. Google's Adwords which I mentioned in opening is the largest and most notable example of paid traffic. The upside is that you can get extremely targeted traffic/visitors to your site immediately as they see and click on your ads. The downsides are that you are paying for that traffic and it might not result in a conversion, plus it's a short term solution which you obviously have to continue paying for to see the traffic constantly coming in. As soon as you pull your ads you'll see your traffic largely disappear with them.

I'll talk more about these ways to promote your offers in later chapters.

## **Other Ways to Make Money Online**

**On Site Advertising** – If you develop an authority site or blog, basically meaning that you've got a high ranking and popular site in a certain field which receives tons of daily traffic and lots of inbound links from other relevant sites in your field, then you can add advertising space to your site which other webmasters can purchase in order to advertise their own sites on yours for a regular fee. This generally isn't something which you can do when you're first starting out, but once you establish yourself as an authority within your field as mentioned above, you can see a very attractive income each month through ad revenue on your site.

**Adsense** – Adsense is like on site advertising but through Google and is a less structured way for other websites to advertise on



your site. You make money when your visitors click on the adsense ads on your site, typically just for a few cents per click but this can add up quickly with enough traffic.

**Article Writing** – Webmasters always need content for their sites and many of them are unable to write for themselves because of time or sometimes even language constraints so they outsource this task to freelance writers online. I wrote for other webmasters as I mentioned when I first got started in order to supplement my own online marketing and made a modest income in doing so. There are a lot of forums and resources online for connecting article writers with potential clients.

Additionally, you can write articles for websites like Ehow.com or Squidoo where you write a unique, helpful, and informative article on a subject, then those sites regularly pay you depending on how much traffic that article receives because you're in turn helping to make them money because you're increasing the traffic and exposure on their website.

**Web Design** – Obviously if you have a background in web design and are creative, people will pay you good money to create unique websites for their businesses. Like with article writing, there are plenty of resources for connecting web designers with those looking for quality designs. You can also create attractive and functional templates/themes for conventional websites or blogs which you can sell multiple copies of each to different webmasters if they like your design; this is in contrast to taking on specific orders.

**Website Flipping/Selling** – Like some people do with houses, website flipping is an extremely lucrative business. It involves buying an existing website or just an empty URL for cheap and putting together a very attractive site in terms of design and optimizing it for the search engines, sometimes even establishing

a flow of organic traffic to that site, then selling it off to interested parties. You can make a lot of money in website flipping if you know what you're doing, especially in new and upcoming niches.

**Copywriting** – Creating copy for websites is another thing which I did on a contractual level for a number of companies at one point through my site [ConvertingCopy.com](http://ConvertingCopy.com), hence the name. If you have a background in marketing then you can use that experience but tailored for the online world as the right copy can get your message across succinctly and motivate potential customers.

**That's just a small sampling of ways to make money online and there are plenty of other methods if you do a search or two. Obviously you can integrate and combine some of those methods with online/affiliate marketing which is the focus of this eBook as I believe it is far and away THE most lucrative way to make money online.**

## Chapter 2 – Affiliate Networks

Affiliate networks are where you find things to promote. If you have your own product like an eBook which you wrote and are looking to sell, you'll still likely want to join an affiliate network to sell it through but as a vendor rather than an affiliate so that you can get affiliates to help you promote your product, increasing both its notoriety and your sales.

As an affiliate, an affiliate network is a middle man which makes it easy to find and connect with offers to promote and can make getting paid for your commissions easy and reliable. A lot of these networks have direct deposit in addition to just sending a check, so the commissions which you make get deposited right into your bank or Paypal account each week. Pretty convenient, yes?

Some networks are easy to join whereas others have basic interview/screening processes as they don't want to sign up affiliates who are lazy or aren't serious about marketing. Some of the latter networks require you to have a website before they'll take you on, but don't worry as I'll address how to go about getting a website in the next chapter if you don't already have one. I won't get into specifics on how to sign up for each network but it's generally very straightforward and detailed for you upon visiting an individual network's website.

***TIP** - I've also included some tips on [how to get accepted into any affiliate network](#) which you want to join later on in Chapter 10 because it deals with information which I'll go over in the next few chapters.*

When you sign up for an affiliate network you can browse and search their marketplace and its offers to find things which you would like to promote. They might be broken up by the kind of offer which you need to fulfill to receive a commission

(completing a sale, getting a lead/email address/zip code, etc.) or they might be sorted by niche.

A niche in internet marketing lingo is a subject or category of products/services which can be broad or small. Pet care is a niche. Puppy care is a much more specific niche within that niche.

**As I mentioned earlier, it's best to go with a niche which you have an existing knowledge of or interest in. This makes marketing in that niche much easier and more fun, thus increasing the chances that you'll stick with it as well as make good money.**

***TIP** – Try using [Offervault.com](http://Offervault.com) for doing free mass searches of all of the major affiliate networks at once for offers to promote. Search based on whatever keywords you like which are relevant to your site to find affiliate networks with a lot of offers to promote which relate those keywords.*

## **My Favorite Affiliate Networks**

I'll list a few of the major networks of today which I use myself here and give a little insight on each.

**Clickbank** – Clickbank is a good network to start with because there is no screening process and the commissions which you can receive for selling products through it are pretty much the best you'll find, with rates at upwards of 75% per sale. They can afford to offer these kinds of rates because Clickbank only sells digital products, so there are no shipping costs or anything of the like to cut into your profits.

### **Sign Up With Clickbank**

**Commission Junction** – Commission Junction is a good second stop because they arguably have more offers and more diverse offers from the biggest name companies out there than any other affiliate network. If you're looking to promote products from a certain company, your best chance is CJ and the rates are great, as well.

### **Sign Up With Commission Junction**

**Neverblue** – Neverblue is a very reliable CPA/CPL network with a large marketplace for promoting a wide variety of offers. They have good offers which are easy to promote from a lot of well known companies.

### **Sign Up With Neverblue**

**Market Leverage** - Market Leverage is another affiliate network

rich with CPL offers. Like with Neverblue, each affiliate gets their own affiliate manager to help you and Market Leverage also boasts some of the highest CPL commissions you'll find anywhere.

### **[Sign Up With Market Leverage](#)**

**Amazon** – Amazon has a huge affiliate program where virtually everything in their inventory is able to be promoted. Their commission rates aren't the best out there, but odds are if you want to promote something which you can't find anywhere else, it's likely that they'll have it.

### **[Sign Up with Amazon](#)**

**It's a good idea to focus on just one or two networks when starting out, but as you get more comfortable don't limit your scope to individual affiliate networks but instead just look for niches which you want to promote then find the affiliate network to match it.**

## **Chapter 3 – Establishing Your Own Little Slice of the Internet**

When I started online marketing, as I mentioned I didn't have a website of any kind. Instead I relied solely on paid traffic through Google's Adwords and made the destination URL when designing the ad into my affiliate link which led to the offer which I was promoting's website, thus bypassing the need for any kind of my own "landing page" in between and thus sending the traffic straight to the sales page of whatever product I was promoting. This is known as direct linking.

Since then they've made substantial changes to the Adwords system, and the quality scores associated with using direct linking with an affiliate link have gone way down (more on Adwords in Chapter 7). In other words, it's now very expensive and practically impossible and outlawed to use this method so it's not worth using anymore. SO... we need a website.

Note that even if that method was still in effect, I'd still recommend building your own site. It's push button simple these days and you always want to be developing your own presence online rather than benefiting someone else's.

### **Blogs**

A blog is a specific format of a website. You can include a blog section on an HTML website, or have the blog itself comprise the entire website including the main page. Blogs differ from conventional websites in a number of advantageous ways:

- Blogs are fast and simple to create, plus they're generally very neat and easy to navigate for visitors. Posts/articles are listed chronologically top to bottom with the newest content

appearing at the top and you can organize older posts which have disappeared from the main page in a categorized way or even add a search bar so that they're easy to find.

- It's very user friendly and simple to add new content using a blog's interface. No knowledge of programming languages like HTML or CSS is necessary, plus there is little need for an FTP server to upload content. You simply log into your blog from your own web browser, write whatever you want, hit publish, and it's live on your site and the internet immediately. Most blog software enables you to “schedule” when you want your posts to go live, as well, so you can choose your own time for a post to publish without having to be there live.
- Because in part it's easy to add new content, blogs are typically updated frequently which search engines love as it shows you've got an active site which is always adding new content.
- There is an inherent trust associated with a blog given the more personalized feel and because they're typically run and authored by just one person so it's easier to establish a relationship with that person.
- The ability for anyone at all to leave comments on a blog's posts furthers the idea of establishing a relationship between the author and his or her readers and encourages communication to take place.
- There are thousands of pre-made and configured themes/templates out there for getting the aesthetic look that you want for your blog/site, and there are thousands of “plugins” to fit virtually fit any purpose and get the capabilities and functionality that you want from your blog, as well.



## **Conventional Websites**

Conventional websites are just that. Sometimes blogs aren't appropriate for what you're trying to do. With a conventional website you can still use a design template but it's more likely that you'll need a knowledge of coding like HTML, PHP, and CSS. It's not nearly as complicated as it may seem, however, and sites like [W3Schools](#) are great resources for learning to create basic and advanced code which is used in website design.

Obviously this still isn't for everyone, though, myself included. I have a basic knowledge of HTML and some CSS. Much of this knowledge is made up of the basic tags which are used for SEO purposes. In other words, I can't and don't create a website design from the ground up but I instead will optimize an existing one for the SERPs and tweak a design here and there aesthetically. I'm more of a content guy, so I don't like to waste time fretting over technical stuff.

Consequently I'll typically work from templates whether they be for a blog site or a conventional website of mine. As mentioned, there are thousands of free templates out there for both blogs and conventional websites alike. There are of course also templates which you can pay if you want your site to be a bit flashier or you can pay even more if you want one custom made specifically and only for your site and you can always hire someone to help you get up and running.

## **Blog Versus Conventional Website**

In terms of which is better suited for you, blogs will win out in practically every category. They're easier to create and use, especially if you're completely unfamiliar with web design and programming code. I use WordPress for the vast majority of my sites, so I recommend you do the same. Let's get started.

## Choosing a Domain and Hosting Your Site

A domain name is another word for the URL/address of the top level of a website. In my case it's [ConvertingCopy.com](http://ConvertingCopy.com).

Hosting refers to where the files for your website are kept so that people can access them on the internet. Domain/Hosting is where companies like [GoDaddy.com](http://GoDaddy.com) come into play.

### Domains

[GoDaddy.com](http://GoDaddy.com) is, among other things, a domain registration company where you can register a domain name of your choosing if it's not already taken. You should choose a name which relates in some way to your niche. **Note that you might want to hold off on registering a domain name until you've done some keyword research which will be discussed in the next chapter.**

I recommend going with either [GoDaddy](http://GoDaddy.com) or [Namecheap](http://Namecheap.com) for your registration needs.

There is an up front cost to registering a new domain which varies on what kind of extension you go with. Extensions are the letters which follow the dot in a URL. Examples of extensions are .COM, .NET, .ORG, .INFO, and so on. Certain specialized extensions are reserved for certain types of websites. For example .GOV is reserved for government websites and .EDU for educational institute websites.

Typically you'll want to go with the .COM extension as this is standard for most themed websites and typically ranks the best amongst the basis extensions. Certain extensions like .INFO are cheaper to register and have their purposes, but the downside is that they are commonly less trusted amongst the average internet user. Additionally, all things being equal, they don't rank as well

as .COMs in search engines. Registering a new .COM will cost you around \$12 for one year or \$7.99 if you register it/lock it down for multiple years through [this link](#). Once the year ends then you have to renew that domain name if you wish to keep it.

As I mentioned, you can opt to pay more up front for terms longer than one year which is good if you plan on keeping that URL for awhile, plus it saves you any increases in registration costs which GoDaddy or whichever other domain name registrar you use institute in that time.

## Hosting

Hosting is the other side of the coin. You have to pay to actually have your website and its content to be accessible online and you can pay either month to month or in one lump sum per year, depending on the hosting provider your go with.

You want to go with a reliable hosting provider and one with fast and responsive customer service. The last thing you want is to have your hosting server go down, especially if you're paying for PPC advertising, as your entire site will vanish until your provider fixes the problem.

While you can and I do host a lot of sites on the same hosting plan, I personally have a lot of sites and like to spread them out amongst multiple hosting providers (more on this later), so many so that I've put together a complete [web hosting comparison](#) of 5 different providers including [GoDaddy](#), [Namecheap](#), [HostGator](#), and [FatCow](#), all of which I use and can recommend.

GoDaddy and other hosting companies offer free hosting, also, but the tradeoff is that you agree to let them put AdSense ads all over your site. You've seen those tacky little text ads when

browsing certain sites before; that's an example of AdSense, and you can actually make money from it in a different scenario like I described in opening, but it typically just makes your site look cheap, cluttered, and plus it gives your visitors the chance to click on one of those ads and be taken away from your site which doesn't help you, so I recommend that you avoid free hosting and go with at least an economy plan from whichever hosting provider you go with.

You can get 20% at GoDaddy for any one of their plans through [this link](#) and you can host up to 10 WordPress sites on their economy/cheapest plan, so it's definitely affordable.

Whichever hosting company you go with will provide a file transfer protocol (FTP) which you can use to upload the content of your website if you're running a conventional website. If you're running a blog coupled with [WordPress](#), then it's simply done from your Wordpress dashboard, no FTP required. WordPress really is ideal for most people because in addition to everything else, it requires no understanding of coding or website design.

If you are hosting your domain with a different company than the company you registered that domain with then you need to make sure you get the NameServer names from your new hosting provider and paste those into the NameServer fields of your domain with your domain registrar.

Contact your hosting provider if you can't find your NameServer info but it's as simple as pasting that into a field on your domain registrar's site for your profile. All this is doing is telling your domain registrar that you're hosting that domain elsewhere.

If you host your domain with the same company you registered your site through then you likely don't have to worry about this, just make sure you tie that domain to your hosting account. Again

contact your hosting provider if you have any questions but it's pretty straightforward.

## **WordPress**

### **How to Install It**

Once your domain is on your hosting account, you can add WordPress to your site and start using it. This used to be more complicated but now it's push button simple [as I demonstrate in my video](#) on how to add WordPress to your site, so refer to that to get set up in minutes.

When you locate the button to install WordPress through your control panel with your hosting provider, you'll just need to choose a password for your login which you'll use to login to your site and access it, add content, make changes, and everything else.

### **How to Use It**

I have also [put together a video demonstrating how to use WordPress](#) once you have gotten it installed. This includes some basic important settings to change from the get-go, adding plugins, installing and tweaking a theme, and creating your first pages/posts.

### **Themes**

A theme in WordPress is basically the design of your site. Web designers create themes specifically for WordPress for all kinds of sites whether they're personal blogs, online retailer blogs, news blogs, etc.

There are literally tens if not hundreds of thousands of themes

made exclusively for WordPress so you can definitely find a free or premium one to meet your needs and give your site its own unique personality.

## **Free Themes**

You have access to thousands of free themes via the “Theme” tab under the “Appearance” tab on the left sidebar of your WordPress dashboard as I show in the above video. You can sort your results by a number of options so that you can get the kind of theme you want.

## **Premium Themes**

For the majority of my sites I use premium themes, generally recycling the same ones I have bought over and over because most of my sites are pretty similar save for their niches. I recommend either Theme Forest or Optimize Press.

**Theme Forest** – Theme Forest is a site dedicated to designs for websites. I buy a lot of high quality and unique themes there and the price is right with most of them being under \$35.

**Optimize Press** – Optimize Press is in my mind the ultimate theme for no matter what you're doing and I use it on many of my niche sites because of the mind boggling number of features which you can get out of it. I won't go into more detail here but instead will direct you to my **Optimize Press review video** to give you an idea of why I recommend it so highly.

## **Plugins**

Plugins are like “apps” but for your website. They are designed to give you more functionality and ease out of your site, automating a lot of tasks for you and enabling you to do things which you

wouldn't be able to do without a lot of experience with coding.

Check out [my video on adding plugins](#) to WordPress and my [rundown of the best plugins](#), most of which are completely free.

## **Dreamweaver**

As I mentioned, I use WordPress for nearly everything for the overall ease it provides, plus you don't have to bother with an FTP. With an HTML based website you're creating your web pages on your own computer then uploading them using an FTP server. While I don't have a lot of coding knowledge, I use a web design program called [Dreamweaver](#) when editing and putting together new sites of mine and they make it pretty easy to make changes on your site on a “what you see is what you get” aesthetic design level without having to go into the code too often, so I recommend it if you're interested in going that route.



## Landing Pages

A landing page in online marketing terms is simply your website or the specific web page which you are sending your traffic to, typically with some kind of intent to sell or pre-sell. Depending on what kind of result you're going for, you can go with a variety of formats for your landing page which are easier to understand if I list them individually:

**Review Page** – A review page is a review of the offer which you are promoting. You might explain a bit about the product or service and give an overall recommendation for it. Review pages are one of the most popular styles of landing pages because rather than giving a hard sell you're letting the customer make up their own mind in part about what you're promoting.

**Presell Page** – You can think of a presell page as being like an extension of the product or service which you are promoting's sales page. You go for a harder sale here, immediately explaining why your visitors should buy whatever product you are promoting.

**Squeeze Page** – With a squeeze page you're not blatantly selling a product up front. Instead the goal is to get your visitor to submit their email address to you, thus building up your email list. On a squeeze page you'll give your visitors some incentive for giving you their email address, like in exchange you can offer them something free in return like an eBook. Squeeze pages are simple in design as you're just explaining why they should give you their email address and the only other content on the page would typically be the sign up box itself for obtaining their name and email address.

**Testimonial Page** – A testimonial page is kind of like a review but you make it even more personal, specifically saying how the



product helped you out. Don't ever fake or lie about a testimonial, however. If you actually used the product then be prepared to back up whatever results it generated for you with proof of some sort as the Federal Trade Commission has been cracking down on testimonials as of late (think phony “this product made me lose 500 pounds in a week!” type testimony which you'll read online).

**You can use WordPress coupled with [Optimize Press](#) to house a review page, a squeeze page, or any of the above formats listed as the theme has a push button feature to create any kind of page you want with the click of your mouse.**

**Generally how I'll approach it is if I want to just throw up a quick review of a product to see how it sells, I'll throw up a quick WordPress site with Optimize Press and add just a one page review website plus a couple of pages of Google Fluff (Chapter 5).**

**If I'm targeting a broad niche which has a lot of products I can promote and I know is worth my time, I might go for a blog so that I can establish myself as more of an authority and reliable source within that niche which I can build my name through (see final section).**

**I recommend that you take notice of other landing pages when browsing online to get ideas in terms of design as well as copy/the text on the page which they use to sell.**

## **Split Testing**

Split testing is used in a lot of aspects of online marketing, especially when designing landing pages. This means that you should constantly be tweaking the design and or the copy of your

website to see which results in the most conversions of your offer. Even the smallest changes in wording can make a huge impact, so try one version of a landing page for a week, then flip it the next week and compare stats using analytics which I'll talk about in Chapter 8. Once you determine the winner you should find another aspect of the page to tweak and split it up again.

You can also try different types of landing pages in split testing. If a pre-sell page isn't working for you then you might consider trying a more relaxed review style. Some niches are better suited for different mediums of getting your information across, so really there is a lot to be learned through testing. You can learn a lot more about how to split test by reading [my complete post on it](#).

## Chapter 4 – Keyword Research

So let's assume at this point you've picked out a niche which you're interested in and you've signed up for a couple of affiliate networks with offers relevant to that niche. Before you start creating content on OR off your site, you've got to perform the all so important step known as keyword research.

Keywords are in many ways the gateways to your website. The system of how it's meant to work is simple enough: You create a new web page, then based on the content and words which you use on that page, Google is able to determine what it's about. Those keywords when searched for then trigger that web page to display in the SERPs. Your site may not be anywhere near the top of the search listings where anyone will ever see it at first, but it's triggered and coming up based on those words somewhere nonetheless.

Keyword research will literally make or break your chances of succeeding and making money in online marketing one way or another, therefore it's absolutely essential that you choose your keywords carefully based on these **four factors**:

### 1 – **Relevance**

The first factor to consider is keyword relevance. It may go without saying, but you want to target keywords which relate specifically to the focus of your website. If your website is about guitar lessons, then you want to obviously target keywords which are relevant to guitar lessons.

If you target keywords which are not relevant to your site, you'll find that any traffic which you do manage to pull into your site will quickly turn around and leave, that is if you get any traffic at all.

## **2 – Volume**

Just as importantly, it's essential that you find high volume keywords which a lot of people are searching for. Search volume refers to the number of people who actively search for a keyword in a specific time frame whether that be per day, per week, per month, and so on. Even if you manage to secure the top spot in Google for a given keyword, it won't matter if no one is searching for that keyword to begin with.

## **3 - Competition**

Competition determines your chances of ranking well in Google for a keyword. It refers to competing web pages which target the same keywords which you are targeting and by target I mean they are actively using that keyword on their pages. Competition is measured in both volume and strength with volume being the number of pages targeting that same keyword and strength being how optimized a web page is for that keyword. Overwhelming volume and strength of competition can muscle out your chances of ever ranking well for a keyword, so it's important that you take this into account and learn when to back down from targeting overly competitive and unattainable keywords even if they are extremely relevant to your site and high in search volume as you'll just be wasting your time trying to rank for them.

## **4 - Commerciality**

This last point is inconsequential for those people who aren't trying to make money online, but because this book IS about making money online I'm including it. Let's say you've found a highly relevant keyword which has a high search volume and low competition levels, making the top position in Google for that keyword easily attainable. If there isn't money to be made from that keyword, it doesn't matter how easily attainable that keyword

is if it's not worth your time, so commerciality should at least be considered.

**It's important when doing keyword research that you put potential keywords which you would be interested in targeting through this 4 factor ringer.**

If keyword research seems overwhelming to you, don't worry as you won't be alone in performing this research. There are a number of keyword research tools out there to help you analyze some or all of these 4 factors. I've tried dozens of keyword tools over the years and my favorite has always been Market Samurai, plus it's FREE!

**Market Samurai** – Perhaps the single most valuable all around tool in the internet marketer's tool belt not just for keyword research but for everything you can do with it. This tool also gets its figures from Google directly, but displays far more data about the keywords you're analyzing compared to any other tool today. It can be used for a wide array of features in addition to its keyword tool, though its keyword research feature is the best keyword tool available today, bar none. Additionally, you can use Market Samurai to analyze the top 10 listed websites for a keyword in Google to see what they're doing to enjoy those top spots, track your own rankings in the SERPs, find content for your blog, find links for your blog, and much more.

I've put together a **video of myself** using Market Samurai's free keyword module to demonstrate how to do keyword research.

Check out my complete **Market Samurai review video** for more information on everything else this tool can offer which I just mentioned.

If you want to try it, it comes with a free trial period of 10 days and you can get it at a discount of \$97, \$50 cheaper than its normal price of \$147, by using [this download link](#) and purchasing it in the first 7 days of that trial.

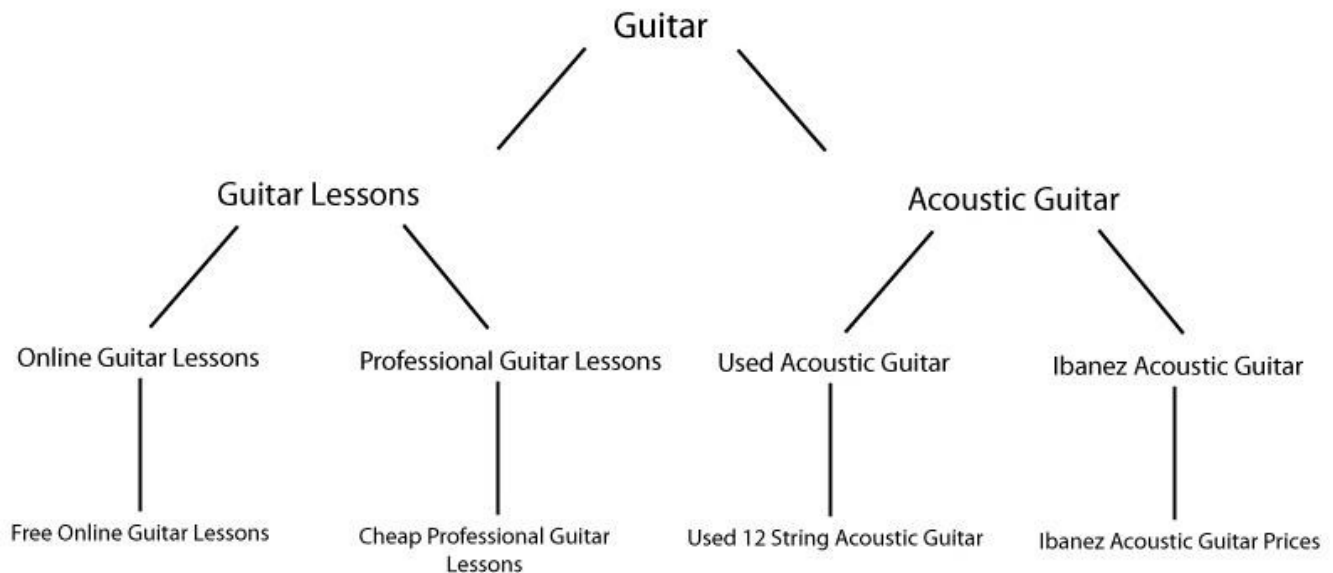
That's the best way to buy the software if you like it, and even if you decide you don't like it you still get to keep it to use its keyword feature for free forever.

## **Long Tail Keywords**

The most simple and generic keywords on Google are typically the most competitive, giving you little chance or hope of ranking well for them. Because of this, you've got to dig deeper to find less competitive, more targeted “[long tail keywords](#)”. These are keywords which are much more specific than generic keywords and as a result there is far less competition associated with them, giving you a chance of ranking and ranking well for them at that.

Let's stick with the guitar example and say you own an online guitar themed website. Take a look at this long tail keyword chart on the next page, demonstrating how you can take a common word associated with your site, “guitar”, and break it down to more specific and less competitive levels:

## Long Tail Keyword Chart



As you can see, each of these words can further be broken down into more specific variations on the word phrase which preceded it. Not only does the competition continue to drop off as you go deeper into each level, thus making it easier to secure a top Google ranking, but additionally the people who are searching for the most specific keywords at the bottom are much more likely to make a purchase because they know exactly what they are looking for as opposed to someone doing a more general search for a word like “guitar” who is more likely interested in browsing and gaining information than making a purchase.

In the diagram I've shown just a couple of possibilities with each word to give you an idea of how it opens up a bit. With each level you're getting more specific and breaking that original word down further and this obviously just continues on and on. Imagine the possibilities!

It's important that you use long tail keywords whenever creating

content. A good strategy if you have a blog based site would be to write a new blog post based on one keyword in particular per post, routinely using that keyword throughout the post. Do not ONLY use that specific long tail keyword when referring to your keyword as synonyms and variations of it ([LSI keywords](#)) are just as important, as well. This is because content which mixes your keyword with relevant synonyms for it tends to look more natural to Google as well as your readers.

Make sure you don't over do it with your keyword, either. “[Keyword stuffing](#)” is a serious Google offense, punishable by getting your site de-indexed from their search engine altogether.

I've included more information on effective keyword use in the next chapter.



## **Chapter 5 – On and Off Site SEO**

**Search engine optimization or SEO is an ongoing task which can be thought of as your way of proving to Google that your site deserves a good ranking. There are things which you as a webmaster can do to make your site more attractive to Google so that they'll reward you with a top listing and all of the traffic which comes with it. SEO is performed both on and off your website, so let's start with On Site SEO.**

### **On Site SEO**

On Site SEO predominantly pertains to tweaking your site's code, keywords, and overall content to make it overall more attractive to Google's web crawling bots so that they will in turn rank your site higher in the SERPs. It can also make your site more pleasant and maneuverable to web users. Here I've expanded on the major techniques which you should implement on your site if you want to rank and rank well at that.

Keep in mind that the weight which search engines place on these techniques is subjective as no one knows for sure the algorithms behind Google's and other engine's ranking practices. No one factor is ever been unanimously considered to be more paramount than all others, so don't overlook any of these techniques. Most of them are quick and simple to implement, so there's really no reason not to, either.

### **Keywords**

I just went over the importance of keywords in the last chapter, so now that you know how to choose keywords let's look at how to better use them on your website. Many of these factors can be implemented and tweaked with a very basic and limited

knowledge of web design.

**Keyword(s) In Title Tags** – The title tag is the line of clickable text which appears in Google's SERPs for each ranking page. This is also the text which appears at the top of your browser's window in naming or identifying the page which you are currently browsing. It's important to work your best (most relevant, highest searched, lowest competition) keywords into your title tags as Google will consider this over most factors when indexing and ranking your page and in general in determining what it's about.

**Keywords In Heading Tags** – Effective use of heading tags helps Google know what is most important on your site, and what text it should pick out over the rest. It's been estimated that most people when opening a new page will first instinctively read the top left of your page before other elements. Consequently, your most important message using your most important keyword that you want to get across should be here and ideally using the H1 tag. From here, less important keywords should be put in H2, and even less important but still noteworthy keywords should be in H3, and so on. An effective use of heading tags is a valuable skill to have in On Site SEO.

**Keywords In the Body** – There is no substitute for good content, and in SEO a large part of good content is effectively including keywords where applicable. This means no over saturation because as I mentioned in the last chapter this will get you penalized and possibly de-indexed. A number of SEOers have argued for years over just the right saturation which will get you ranking well but not penalized and they have thrown out different figures to try to answer this magical radio. My advice is to not waste your time trying to crunch ratios as there is no perfect ratio. Besides, you have better things to do with your time and other ways to optimize your site. Just make it look natural and don't over think it and you'll be fine.

**Words Surrounding Keywords** – This all may seem a bit redundant, but the words around the keywords are just as important as the keywords which you include to begin with, as well. Google not only looks at the keywords which you are targeting, but it looks at the words surrounding them to get a better idea of what your site is about, not to mention that it does this to check you on keyword stuffing and make sure you're not doing anything “black hat” which could get you in trouble.

**Keyword In Domain Name** – This takes some careful planning, but many SEOers agree that this has a decent amount of bearing on how Google ranks a site for a keyword. In continuing with this point, you can set your site up as it expands to be more SEO friendly by naming subdomains after keywords, as well. So be as specific as possible when naming if you can. For example name a subdomain of a music site “gibson-guitars” rather than just “guitars”. Note the use of the hyphen in the example. Hyphens represent spaces, so if you are using keywords in your urls, break them up. While keywords in the subdomains don't carry quite as much weight as the top level of the domain, they're nonetheless important and helpful to Google in identifying what your site is about.

**Keywords In Alt/Image Tags** – If you've got pictures on your website and want them to show up in image search results, you've got to tag them by placing the appropriate keywords inside the alt tags of each image. It's also helpful in case some web browsers don't load your page/its images properly so that web users can still see what the image was meant to be as most browsers will still show the keyword which you included in the alt tag.

**Keywords in Strong/Bold Tags** – These tags make your keywords stand out a bit more from their surrounding text to web users as well as Google's search bots. These tags are ideal when something isn't on the same level as say something in an H1 tag,

but you still want to stand out from the rest of your copy.

**Keywords in Meta Tags** – About where you included the title in your site's code you can include a meta description and meta keywords. If the title tag as mentioned earlier in this article is the clickable title in the SERPs, the meta description is the short summary of what your site is about which appears below it. If you leave this blank, Google or other engines will form their own description of your site using some of your content. If you don't like the sound of that, you can add your own. Keep in mind that while it doesn't have much bearing on your ranking, it's important for display purposes/what the web users will see when viewing your site in the SERPs.

I typically don't bother with meta keywords because most search engines don't give them any weight whatsoever and they just make the keywords which you are targeting that much more obvious to your competitors. If you are interested they go in roughly the same spot as your meta description.

One quick note, be sure to vary the title and meta tags on each page on your site to avoid any chance of a duplicate content issue in Google's eyes.

## **Site/Page Properties**

**Time to move away from keywords and coding to the other half of on site ranking techniques. Some of these you may not have as much control over but are still well worth knowing about.**

**Age of a Site/Page** – If all things are equal between two pages competing for the same keyword, Google is far more likely to rank a site from 2002 over a site from 2007 for example as the older

site is seen as more authoritative in most cases. Now if that first site hasn't been touched since 2004 and the 2007 site is constantly updated with fresh and unique content, then it's a different story. Individual pages work in the same way so this is just something to keep in mind.

**Internal Links** – If you have a number of pages on your site like a blog with a lot of posts, and say that one post in particular has gained some attention and began ranking well for itself on its own (maybe from a little Off Site SEO), by linking back to a second page on your site from that popular page, you have increased the power of that second page. Internal linking is a beautiful thing because if you're lucky enough to have several pages on your site ranking well, you can spread that link juice to the rest of your site without having to rely on anyone else.

**Keywords In Anchor Text** – If you thought we were through with keywords, think again. When you are linking to another page on your site, if it makes sense then use the anchor text consisting of keywords which you want pointing to and associated with that destination page. Note that while linking between pages on your site this is more or less fine, it's off site where it becomes an issue which I'll discuss in the next section.

**Updates** – I mentioned this in the age of a page, but Google is far more likely to rank a page which is updated regularly and adds fresh content on a regular basis such as articles, blogs, or any new content in general rather than a similar site which just stagnates. This is just more evidence supporting the fact that if you want to rank well, you've got to constantly be working towards optimizing your site as no one gets to the top of the SERPs, retires, and stays there for long.

**Flash Animations, Etc.** - Flash animation intros may look neat and some of your web users may enjoy them but Google's robots

have a hard time navigating through them to get to your site and incidentally flash pages never rank well. If you are set on having something like that, make sure that you include a link beneath the animation to connect that page with the page you want to follow the animation so that all web users AND search engine robots can reach and index your site properly.

**Avoid 4<sup>th</sup> Level Subdomains** – If you have a funneling style/broad index page (like going back to the guitar example) where you've got a number of smaller branching out subdomains, don't go any further than 3 levels. An example would be “domain.com/subdomain1/subdomain2/subdomain3”. Anything beyond that final subdomain will likely not get indexed as easily as search robots only go so far. Plus, having that many subdomains simply isn't conducive to easily browsing a site if you've got to click on that many links to get to where you want to go. Remember, one of the most important points when designing a site is to make sure that it's user/traffic friendly when it comes to navigation.

**Site Maps** – In continuing with the point of making a site easily maneuverable, including a site map and linking to it on every page can be a major help to search bots when they crawl your site, plus people can use it to easily navigate, as well.

**Google Fluff (Privacy Policies/Contact Us)** – Your site should have these either way, but similar to the site map, Google likes a site to have both a privacy policy and contact section with links to them on every page as it gives a site much more legitimacy and promotes trust as people browsing your site like to see these things, as well.

Check out [my post on Google fluff](#) to learn more about it.



## Off Site SEO

Off Site SEO predominantly pertains to any and all work which you do off of your site, or rather on other sites across the web to get your site to rank better. This is basically a glorified way to describe “link building”, the single most important way to increase your rankings in the search engines. **Links are the lifeblood of your website. Some links bring in traffic, some boost your rankings in the search engines, some even do both.**

**External Link Quantity and Quality** – As mentioned, easily the largest off site SEO factor is the quantity and quality of links all across the net which are pointing back to your site. Some of these links you can create yourself at other sites through a variety of techniques whereas others are created by other webmasters who will link to you from their sites because of the good quality of your content. This all is no easy task or small thing, however, as you can dedicate years of your life in trying to obtain links and still not get the rankings that you're after.

While I mentioned both quality and quantity, quality is generally seen as being vastly more important in positively affecting your site's rankings. Links to your site from authority sites, or sites which are well ranking and very popular in themselves within a certain related niche are incredibly valuable and more valuable than other, lesser links.

Sites with higher page ranks as well as those with extensions like .GOV, .EDU, and .MIL are thought to be more authoritative in the eyes of Google and consequently links from these sites will carry more weight for yours. There are many sources and ways to get links which I will identify in the next chapter.

**Link diversity** is very important here, as well, so make sure that

your links are coming from diverse sites. Don't have too many links from the same site or too many links from the site TYPE of sites.

Another aspect of link diversity is to make sure the links coming to your site are BOTH DOFOLLOW as well as NOFOLLOW. In the past everyone focused exclusively on DoFollow links because those are the links which pass link juice and influence to your site from the site linking to you.

When too many webmasters focused solely on DoFollow links, Google noted that this plain doesn't look natural for your site, so your linking structure needs to have a healthy mix of the two. This all has to do with **over optimization** which was a focal point of the Penguin update which I'll talk about near the end of this book.

Stay away from spammy linking practices such as link farms, or sites which simply act as a hub for a number of sites/links. These sites fall under the practice of getting links for sake of getting links which Google hates and these can end up doing more harm than good.

Make sure that every link back to your site is both worthwhile and is from a good and relevant source and you'll enjoy the ranking benefits which Google extends to you.

**Relevance of Inbound Links To Your Site** – I briefly touched on this just now, but think about it. You wouldn't want to be surfing a recipe website, click on a link and wind up on an investing site. Google and other search engines don't like it, either, and consequently don't give you very much link juice if they determine that the site has absolutely nothing to do with yours in terms of content. Don't waste your time and only create and pursue links to your site from relevant web pages. All links



are not created equal, remember that.

**Keywords In Anchor Text** – This is one topic in which the rules have changed substantially in the last year. In the past, the rule with anchor text was to use the keywords you were targeting whenever creating anchor text to whatever page you were trying to rank in the search engines.

However, in the wake of the Google Penguin Update, over optimization is now a webmaster's worst enemy. If you think about it, it simply doesn't look natural to think that every link pointing to a page on your site which is about and targets the keyword “blue widgets” is going to use the keyword “blue widgets” in that anchor text.

If someone was naturally creating a link to your page, odds are they'd use a generic anchor text like “click here” or they'd simply use the URL as the link. Google isn't stupid, so seeing a lot of targeted keyword rich anchor text pointing to your site is going to hurt you nowadays.

Check out my [3 types of anchor text post](#) and remember to keep it natural and trust that Google can figure out what your page is about and what keyword to rank it for without your pointing hundreds of keyword rich hyperlinks towards it.

**Regularly Create Links Back to Your Site** – Much like On Site SEO, you've got to constantly be working on your site. In Off Site SEO, this entails regularly creating external links back to your site as Google likes to see that a site is constantly growing both on and off site, so remember to consider your [link velocity](#).

**Global Popularity of Site** – This is a no brainer, but the more popular your site gets amongst web users, the more popular it will get in the search engines. So if people take the time to search for

your site before you're even ranking that well, that's a pretty good indicator to Google that you've got something good and worth ranking well. Usually it works the other way around, but if you come out of nowhere and build a site which quickly becomes popular through viral marketing, offline marketing, or maybe even word of mouth, it will begin naturally ranking well in the SERPs.

**Traffic** – The amount of incoming traffic to your site can both hurt and help you, depending on what you're pulling in. If your site gets a consistent good amount of traffic, this will help your chances of ranking well. If your site pulls in just a few measly web users a day and your competitor's site is pulling in hundreds, your competitor will rank better for that keyword, assuming all things are equal.

Refer to my big list of [70+ traffic sources](#) if you're blanking on where to come up with traffic for your site.

**On and Off Site SEO may seem like a lot of work and it is. But as more and more people are using the internet and more online real estate is getting bought up with each and every day, the competition to rank well is getting fiercer and becoming an industry all of its own which is not surprising given the profitable implications of ranking at the top for any given keyword.**

**Fortunately, as many websites as there are, many webmasters and specifically competing webmasters of yours at that still don't know a thing about SEO and just by taking the initiative to learn the basics, you've already taken a substantial leap ahead of your competition.**

## **Chapter 6 – Promoting Your Site and Building Links**

**Building backlinks which point back to your site is the best thing you can do off site to gain that coveted top search engine ranking spot, and it's an ongoing process which never ends if you intend on keeping that top spot once you earn it. In other words, no one gets to the top, retires, and stays there for long.**

**There are a lot of ways to promote your site, build backlinks, and create traffic. Let's look at some of the best ways to do this right now.**

### **Article Marketing**

Starting alphabetically we have article marketing which involves writing an article related to your niche and submitting it to any one of the hundreds of article directories out there such as Ezine Articles.

It's no secret that article directories were hit hard in the Panda Update a couple of years ago. The main difference now is that you can't rely on articles you submit to rank well in the SERPs and you can't rely on those articles providing you with any kind of link juice from those directories, either.

However and as I outline in this post on [\*\*3 reasons to continue to article market on article directories\*\*](#), article marketing is still worth your time solely for the syndication aspect of it. When your article is approved and published on a site like Ezine Articles, other webmasters who refer to article directories will find your article and could potentially syndicate it on their

website while keeping the links pointing to your site intact.

Therefore you get the traffic and link juice from THEIR site pointing to your site, so all it takes is one really good link from the right website to account for a substantial boom in traffic and SERPs ranking for your site.

When writing an article for an article directory just like when writing for your own blog or web page you should focus on one keyword phrase in particular, mentioning it every so often whenever natural throughout your article, using synonyms for it every so often, as well. Most article directories have a minimum word count of 250 or even 400 words.

Use your keyword in the title, as well, and make your title compelling so that people will want to read it. If you're not sure if it's good or not, read the title to yourself and try to think if you would be interested in reading more based on just that one line. If not, change it to something more interesting. "Tips" and "how to" articles generally perform pretty well, ie. "5 reasons/ways/tips to do this" or "how to do this or that".

***TIP*** – *Try visiting some forums related to your niche and look at titles for posts which people are using, especially those in question format. This is a great resource for putting together good titles and topics for your articles which people elsewhere online are asking themselves.*

Most article directories let you include a personal self serving link in your resource box which typically appears at the bottom of your article. This is where you list your "call to action" or basically explain in short why they should click on your link.

Another great thing about submitting articles to directories is that other webmasters can republish/syndicate your article on their

website or blog if they like what you've written in that article. They are required to republish it with your resource box/links intact, giving you a chance at even more syndicated traffic.

To get the most out of article marketing and increasing the odds that you'll get syndicated, you have to write good articles, and rather than repeating myself I'll refer you to my 3 article marketing tip posts on [how to write a great title](#), [how to write a great article](#), and [how to write a great resource box](#) (where your call to action and links go).

Also, remember to go for quality OVER quantity when article writing. At my best/worst I've written roughly 30 articles in one day, something which I don't advise anyone else to try and top as the quality greatly suffers so that no one will want to click through to your site because it's doubtful that they even finished reading your article, making all of that work end up not being worth your time.

**Rather than listing a bunch of article directories, I recommend you check out and stick with the top sites on this frequently updated [list of top 50 article directories](#) sorted by traffic, page rank, and do/nofollow status to give you a good idea of which article directories are worth your time and which are not.**

## **Blog Commenting**

Blog commenting is a good way to get some quick traffic (see how I get [200 UV daily through blog commenting](#)) as well as gain some notoriety for your own blog because in commenting on someone else's blog you'll get noticed by both the owner of that blog as well as the readers of it.

Make sure that you're commenting on blogs which get lots of hits per day and try to get your comments in immediately following a new post ([here's how to make sure you're first](#)).

The closer you are to being the first person to comment, the more people who will see your comment. You should also obviously try to stick to relevant blogs which are in the same niche as yours or at least have ties to it.

Your comment should be insightful and look like you know what you're talking about so that readers of the blog will take notice of it and perhaps follow back to your blog or site to read what else you've got to say (see [what makes for good blog comments](#) and [how to make sure your comments get approved](#) for more tips).

## **Trackbacks**

[Trackbacks](#) are when you've got a blog and are writing a post and within that post you link to a post from another blog to tie into and sometimes better explain your post. When your post is published, that blog which you referenced sends a trackback to your comments section which is like a receipt recognizing that you linked to their blog. This is a nice way of saying that you appreciated the information from the other blogger's post and the blogger in turn will appreciate your link to them. It's all very civil.

## **Squidoo and Hub Pages**

Squidoo, Hub Pages, and other sites of the like in many ways are like pumped up article directories. It's like building a mini website on a topic where in addition to writing a long article about something, you can add all kinds of content from videos to images to get your point across on your subject. These pages are

extremely customizable so that you can get the feel that you like to them. Then you build links back to them like you would anything else.

I personally don't use these sites very often just because I prefer writing simple informative articles on something combined with linking back to my website as opposed to putting together an elaborate "lens" at Squidoo or a page on Hub Pages.

Still, they can be used to effectively design a massive link chain or wheel in which you create a number of Squidoo lenses and Hub pages, write articles on different article directories, combine them with other content, then link them all together one by one in a chain to increase each of their respective link juices many times over. Note to check on and off to make sure the site you're publishing content to is still DoFollow as sometimes if these sites decide too many people are spamming them for the express purpose of link juice they'll go NoFollow to cut down on the spammers.

## **Guest Blogging**

**Guest blogging** is a popular way to market your site and get your name in front of a new audience. A webmaster likes to have guest bloggers post on their site because it's good for networking and makes it look like they have authoritative contacts, not to mention it saves them from having to write a post of their own while still getting some presumably great content on their own site.

Guest blogging involves contacting another blogger in your niche either directly or through a networking site which does this for you and inquiring about writing a guest post on a topic which you presumably have some authority on, oftentimes a related niche or



a micro niche within that webmaster's niche. If you do a good job with your guest post, that webmaster will likely invite you to post on their blog again and again and may even grant you an account of your own on their blog.

Again, this is great for networking as you can contact another webmaster in your field and the two of you can guest post on each other's blogs from time to time to ensure that part of your respective audiences check out the other's blog.

## **Forum Posting**

Forum posting is in the same vein as blog commenting. You sign up for accounts at forums related to your niche and actively engage in posting in the discussions/threads on that forum. The payoff here is that you get to include links back to your website in your signature. Sometimes you need to get to a certain post count before they'll let you do this because they don't just want people spamming their forum.

By submitting posts which are intelligent and present you as an authority in that niche and as someone who knows what they are talking about, you'll easily get people to click through your signatures to visit your site.

It's a good idea to search and sign up for a few notable forums in your niche and regularly participate in the discussions, posting a few times per day or week to build up a reputation in that community.

Some forums let you fill out full profiles, as well, and you can also add links to your website here. You generally don't get much traffic from this, but it can be valuable link juice if the site/forum itself has a high PR.



Tip - As mentioned, forums are also great places to get ideas for new article subjects and titles and just about anything related to your niche. Just see what kinds of questions people are asking and create articles or posts back on your website addressing that, then post the link on the forum.

## **Social Bookmarking**

Whenever you write a new article or post on your website/blog, use social bookmarking services (digg, technorati, etc.) to bookmark it. If your post is especially interesting and other people like it then they'll continue to bookmark and link to it and share it with others, thus making your post go "viral" and potentially bringing in huge amounts of traffic for your website.

## **Creating Link Bait**

A great way to increase the amount of one way links coming to your site is to **create link bait** which is interesting, of quality, and most importantly unique content on your site which attracts other webmasters, causing them to link to your page. Examples of link bait can be hooks of information, news, humor, and tools/widgets which your visitors can use. You should always be looking to create link bait because this means you're creating unique and quality content which can't be found elsewhere which can spell success for your website in a number of ways.

If you have a basic knowledge of PHP or hire someone who does then you can create neat little programs on your site to attract people. Even something simple like designing a basic weight loss calculator for your weight loss/fitness site where people can calculate their body fat percentage based on height and weight can bring people in if you advertise it the right way. Little creative

things like this can separate your site from others in the same niche and make promoting your site much easier whenever you have something useful and free for people to use.

This all ties into social bookmarking as the more interesting the content on your site, the easier it is to social bookmark it and see big results.

## **RSS Feed**

An RSS (really simple syndication) feed is basically a way of organizing content like posts from a website and putting it into one easy to read feed or list. There are different programs called “feed readers” which enable you to receive and read RSS feeds. Google has their own feed reader, aptly named “Google Reader”, which lets you receive RSS feeds from as many sites as you like so that rather than going to each site individually you can receive new posts from that site in one easy to read list simply by clicking on that site.

People like RSS because it saves them the time and hassle of having to visit their favorite sites when all they're interested in is reading the information which is posted. This enables you to easily store tons of sites and skim and decide which stories and posts you choose to read quickly.

It's simple to create an RSS feed for your own site or blog and you can gain and develop a relationship with the visitors to your site by getting them signed up for your feed because it ensures that they constantly have access to new posts and content which you put on your site without them having to visit it.

Of course you can also set your feed up to just show a teaser version of each post, thus ensuring that if they want to read the

rest of your post they'll have to visit your site. It's a good way to get repeat visitors in this way.

## **Video Marketing**

Video marketing is a good current way to market these days with so many people on YouTube on a daily basis. An example of video marketing, you can create video reviews of products and upload them to YouTube or your own site as some people prefer visual aids as opposed to simply reading text all of the time. Just like with images, it also helps in terms of ranking a page if you have video content to embed in the midst of your textual content, as well.

Video marketing also helps to establish a better relationship with your viewer because it's your own voice or possibly even face on camera which people like.

To mention RSS feeds again, putting videos on your site is a good way of getting your RSS members to visit your site, as well, because video cannot be posted via an RSS feed. So if they want to see the video, just like viewing an entire post, they have to visit your site.

Check out my complete [\*\*online video marketing tutorial\*\*](#) which itself will link to other relevant posts relating to video marketing.

## **Social Media**

Social media is now a huge part of the internet. Sites like Twitter and Facebook are massively popular, with Facebook itself now being the most heavily daily trafficked and visited website on the

planet, even ahead of Google itself! I'll talk a bit about Facebook because it's the most prominent social media service of today and duplicating the Facebook tactics which you use on other social media services works just as well. Additionally I'll mention Twitter because a lot of marketers are starting to use this unique social media service to promote their website/business.

## **Facebook**

Today, there are over 500 million registered accounts on Facebook.

It's not just people with profiles now, however. A lot of businesses today recognize the value of Facebook because many people use it for the vast majority of their internet browsing in place of Google or the rest of the internet altogether, so it's important that businesses have their own Facebook profile in place because it enables people to easily find them there and also shows that you are a prominent and current/relevant business of today. Recent statistics and polls have even shown that people trust things they read on Facebook over other, more traditional sources of media.

Facebook even has its own advertising system which is effective especially because users of Facebook with profiles typically openly share their interests when creating a profile so that ads can target people based exactly on what they like.

Even as an affiliate marketer it can be useful to create a Facebook account. You should constantly be creating content for your website or blog so that you continue to be seen as more of an authority in that niche and adding a Facebook account is another piece of the brand which you are making yourself into. At the very least you should have links back to your website from your Facebook page if not some unique content all its own.

## Twitter

Still today most marketers overlook the importance of Twitter in their online businesses. The closer you are to establishing yourself as an authority in your niche, the more people who will respect what you have to say and buy into your offers, and Twitter is another powerful piece of the puzzle. It's very important that you keep up with the latest technologies and social media sites online. Still, just like with Facebook it's important that you never directly or blatantly sell anything. Keep in mind that people don't frequent social media sites to be sold to.

Twitter has a built in search engine which you can use to find tweets from people which are related to your niche. "Follow" them first as this significantly increases the chances that they'll follow you back. After a couple of weeks if that first person hasn't followed you back then unfollow them as you have a limited number of people whom you can follow, so save it for those who will scratch your back, as well. I don't recommend that you exclusively tweet (posting in twitter) about your own posts and business, mix in some casual and conversational tweets, as well.

Again, NEVER employ a direct sales pitch in your tweets. Instead make your tweets insightful and helpful and you'll continue to gain followers and traffic to your site through building relationships and tweeting regularly.

Check out my [Twitter tutorial](#) and [12 ways to get more followers](#) to get started with Twitter for marketing.

## Online Contests

There are a lot of contests for bands online these days. Winning an online battle of the bands competition can put you in front of a

huge new audience, depending on the prize. When I won the Ernie Ball Online Battle of the Bands a few years ago, I won a spot on the Vans Warped Tour and got to play in front of my ideal audience and have the time of my life. Unfortunately that band I was in broke up just a month or so after the tour ended, but it was definitely a great experience.

Even if you don't end up winning the contest like that, your music is still being heard by new people for free, and the further in the contest you get, the more people who will hear your music and take you seriously.

## **Link Buying**

Moving away from social media, link buying is pretty much just that. You basically are paying for someone else to generate links to your site from (hopefully) worthwhile sites. Webmasters purchase links to increase their site's prominence in the SERPs and bring in more traffic.

Webmasters purchase links because these links are typically more difficult to get or because it simply saves the webmaster time. You can throw a lot of money towards securing links in terms of quality, quantity, or both. I generally don't waste my time on link buying as most links aren't worth buying and Google is strictly against the purchasing of links.

## **Link Exchange/Reciprocal Links**

Most of the methods I just mentioned involved getting a one way backlink, the most valuable kind. There are also two and three way backlinks. For example, you can contact other webmasters to inquire about a link exchange. Reciprocal/two way links in which

you and another webmaster create links to the other's site on your own are not as preferable or as valuable as one way links but they are easier to get and can easily be taken advantage of with less quality. This is much of why Google doesn't grant them as much link juice typically. Be sure to only contact webmasters with sites relating yours if you decide to go with this method, however.

Three way linking exists, as well, between three different websites. The idea is site A links to site B which links to site C which links back to site A. It's basically a gray hat/frowned upon method of linking designed to circumvent the use of reciprocal linking because it ensures no two sites are linking back to each other. That being said, search engines have ways of identifying these systems and these days it's not very effective. Stick with going after securing one way links coming into your site above all others using a few of the above described methods. You can learn more about [types of links](#) on my site.

## **Blog Networks**

Blog networks are basically a network of blogs which link to one another and share link juice. Before the Penguin update which largely made (public) blog networks irrelevant, webmasters could purchase links from large sprawling blog network services which would in turn post that webmaster's articles or content somewhere on their network and send a targeted link back to that webmaster's site.

The thought was that these blog networks and their links were invincible and nearly impossible to trace but the Penguin update erased the influence these networks had and erased the link juice they were handing out to webmasters, causing webmasters who got most of their links from these networks to lose the search engine rankings which they were enjoying virtually overnight.



That's not to say that blog networks don't work, they just have to be private. If you have your own network of blogs which you don't share with anyone else then they can be effective. I'll talk more about this in Chapter 9 which covers how online marketing has changed in recent months and years.

**The above suggested methods represent the more popular ways for generating traffic and creating backlinks to your sites and the offers you are promoting.**

**You should always be thinking of new ways to promote your website to both bring in traffic and raise your organic ranking in the SERPs for your targeted keywords.**

**Of course there is one large piece of the traffic puzzle which I have not touched on yet – paid traffic – which I'm going to get into right now.**



## Chapter 7 – Paid Advertising

**Paid advertising generally refers to PPC (pay per click) networks where you pay to have ads shown which link back to your site. Sure, I like organic traffic because as I mentioned earlier it can be a more long term solution, you obtain good rankings for doing things which you should be doing anyway, people generally trust organic search results over paid listings... and oh yeah, it's FREE, at least in terms of money.**

**On the other hand, PPC advertising can be a great way to pull in quick traffic to your website, plus it's important to never rely on just one form of traffic exclusively, so PPC is definitely a valuable and rewarding skill to have if you know how to use it well.**

**There are a few major PPC networks out there but none larger or more popular than Google's so I'll focus on Adwords in this chapter. People have written entire books devoted Adwords. There are seminars and online training courses which cost hundreds of dollars to learn from top Adwords professionals. Heck, you can even get OFFICIALLY ADWORDS CERTIFIED complete with a diploma.**

**In other words, this chapter is in no way a substitute for the best resource for learning Adwords which is the Google Adwords site itself, but I've included it to get you better acquainted with how it works and ways to succeed with it.**

## What is Adwords?

Adwords is Google's top revenue source, accounting for billions of dollars in profits each year. Simplified, how it works is you create short ads comprised of 3 lines of copy/text plus an additional line at the bottom of the ad which displays the URL which that ad will send you to if clicked. You choose the relevant keywords which you want to “trigger” that ad or in other words make it appear when someone does a Google search for those keywords. When someone clicks on your ad you are charged based on the bid price of that keyword, so you're only paying when someone clicks on your ad and subsequently visits your advertised web page which is nice.

Try searching for something in Google right now and check the right hand column under the small heading “sponsored links”. Sometimes a few ads will appear above the organic search listings, as well.

Ads can also be shown in the “content network” which means rather than showing in the SERPs, your ad can be displayed on web pages which are relevant to that keyword which themselves have Adwords enabled for their site. You can also use additional multimedia like image based ads in the content network.

In Adwords you bid on keywords so that you can decide how much or little you are willing to pay to have that ad displayed. Additionally, after you design your ad, Google gives it a quality score between 1 and 10. The higher your quality score, the less you'll likely have to pay for clicks on that ad.

Keyword bid prices are based on the popularity of that keyword (more popular and searched for keywords cost more) and the quality score of your ad. Quality score is based on the click through rate of an ad, the relevance of the ad to the destination

URL which you are sending the traffic to, the quality of the URL which you are sending the traffic to, etc. With a higher quality score you not only enjoy lower cost per clicks but you get a higher ad position in the SERPs while still spending less, as well.

So basically Adwords rewards you for quality whether it be in your ad copy itself, the keywords you choose, the web page you're sending your traffic to; every aspect really. This is because, just like with their organic listings, Google wants its users to find the best web sites out there to match their searches. Still a bit confused? Let's look at a few things to do to up your quality score.

## **5 Things You Can Do To Increase Your Quality Score:**

1. Splitting your keywords into more targeted ad groups ensures that your keyword/ad combinations are as relevant as possible and ensures that you don't mix certain keywords with non relevant ads as this adversely affects your score and can have you paying more than you should to get an ad shown. I often like to get as specific as possible and put no more than 1-2 keywords in each ad group. I end up with a lot of ad groups, almost the same amount as my keywords, but they're all very targeted for their corresponding keywords.
2. Make the destination URL page which you are sending the traffic to in your ad as relevant and optimized for your keyword as possible. This includes optimizing that page with On and Off Site SEO for that keyword.
3. Use relevant ad copy within the ad itself which means using that keyword throughout the ad while keeping it attractive and logical to read.
4. Split test your ads over and over AND OVER again. This means

writing a few variations of an ad and running them all to see which gets the best click through rate. Then take the best performing ad and tweak its copy a few times to see which performs the best yet again, continually pitting the winner against new edits of itself. This should be an ongoing process and your click through and quality will continue to improve as you split test again and again.

5. Work with exact and phrase match rather than broad match as this ensures that your ads won't be triggered by irrelevant keywords or irrelevant combinations of keywords. I prefer exact match typically as it performs the best in Adwords and anything else I do.

**Those tips will help you bring up your quality score and bring down how much you're paying for targeted clicks. Now to finish this chapter I'll mention a few more Adwords tips which I always use:**

1. Attach specific motivational words like “buy” in front of many of your product related keywords so that rather than convincing people who are curious about what you are promoting, instead you'll be targeting ready to purchase customers only. Conversely, place “free” in the negative word spot to weed out people who are set on not purchasing anything ahead of time.

2. Most people will tell you this one, but turn off the content network setting, meaning your ads will ONLY show in the search engines. Ads appearing in the content network typically perform worse and can drive up costs for you.

3. Use common sense when picking your keywords. Think of keywords which you would use to search if you were looking for information on that product.

4. Take the value of the commission which you would make for generating a sale/completing the offer and divide it by 3. Use this as your daily budget for that campaign. So if you were selling an eBook with a payout of \$30, set your daily budget for that campaign at \$10 and run it for 3 days.
5. Refer to [this post](#) on calculating the value of your new subscribers in terms of your mailing list for PPC to get an even more precise idea of how much you can spend on paid advertising and still turn a profit.

**You should be getting the idea that Adwords is a meticulous process of optimizing your ads based on keywords, copy, and settings to get the most targeted traffic and spend the least amount of money. Also, to make good money in Adwords you've got to spend good money. Anyone who boasts of annual Adwords earnings of \$200,000 for example typically had to spend \$100,000 to earn it, so it's always a matter of focusing on the return on your investment (ROI) above all else with paid advertising.**

**Assuming you're starting with a very small advertising budget, be prepared to work your way up as paid advertising, if done correctly, is an endlessly scalable business model.**

## Chapter 8 – Google Analytics

This is a short chapter but I wanted to mention the importance of performing analytics on your website for finding out and gauging how much what of what you're doing is working and what isn't.

If you're more of a visual learner then check out my [video on how to use Google Analytics](#).

[Google Analytics](#) is my favorite analytical program for checking all kinds of statistics and data about your website, mostly about the traffic which comes to it. You can effectively use Google Analytics to determine what is lacking in your site so that you can improve upon it and see increased traffic and even more conversions/fulfillment of your goals.

It's completely free and easy to set up as all you've got to do is paste some code which they give you on their website into the code on your website. If you use Wordpress then there is a simple to use plugin for it.

### **Here are just a few abilities you have with Google Analytics:**

- See how many visitors you get to your website overall as well as to its individual pages.
- Compare customized date ranges to look at statistics for specific segments of time whether it be a day, a month, or years.
- Learn the sources of those visitors whether it be from direct traffic, referring sites, or organic search engine traffic.
- Identify the keywords which people are actually searching for to

find your site, thus giving you an idea of which keywords which you've targeted you are ranking well for and are paying dividends.

- Learn specific information about those visitors such as their location, language, and browser, etc. You can also learn how many of those people are return visitors.
- Set goals of all kinds to see how effective your site is at fulfilling your objectives, business or otherwise.
- Integrate your Adwords account to get precise ideas of your ROI.
- Email analytical reports on your site or create a downloadable PDF report for it.
- Check your bounce rate, or the percentage of visitors to your site who take off as soon as they get there (hint: get this number low).
- Identify the navigational path which visitors take on specific pages to see specific traffic routes on your site including which links visitors use to exit your site.
- “About This Report” explains everything in the report so that you can better understand/use it.

Google Analytics also makes it easy to A/B split test landing pages and copy to see which performs better. You can also gauge click through rates in terms of how many people leave your site via one of your affiliate links, thus fulfilling an objective if that's your aim. It's important to always be split testing in case you haven't caught on to that by now in no matter what you're doing from testing the look/design of a web page to testing the copy on the page as well as in Adwords, and Google Analytics is a great free way to do that and stay connected to visitors to your site and learn everything

you want and need to know about them.

All of this information which you can get from Google Analytics grants you an idea of what aspects of your site are lacking so that you can prioritize changes to your site.

**[Google Analytics Link](#)**



## Chapter 9 – Marketing in 2012/2013

This section is completely new to the second edition of this eBook. It just goes to show that a lot has changed in the last 24 months and a lot of things which once worked no longer work or worse could get you in trouble, making you the unlucky recipient of one of those dreaded letters from Google (see [how to overcome a bad link after receiving a letter from Google](#)).

The biggest change has to be in reference to the Penguin update of 2012 which dealt heavily with over optimization. Practices which webmasters relied on and were taught to be the correct way to operate such as using your targeted keyword as your anchor text will now get you in trouble.

While we don't know what's going to change from one year to the next, one thing which I believe that we can consistently count on and which has been relatively consist with every update Google churns out is that they want everything to be natural.

As far as Google is concerned, SEOers are just people who get paid to game and influence Google's search engine for their own benefit which isn't that far off from the truth.

So if you can't make it natural, then at least make it LOOK natural. An example of this is private blog networks. Creating a network of related blogs which you own and interlink with one another used to work very well but now Google has caught on to it.

Sending a highly relevant link from one site with relatively few outbound links to another related site is a good thing; that goes without saying. In this case, the issue is that Google doesn't like the idea of you linking to your own sites.

The workaround of this is to make your blog network into a private blog network, meaning you need to host your sites on different hosting accounts (else they'll all appear on the same IP address and consequently it will be obvious that these sites are owned by the same person) and pay for private domain registration (see [why WHOIS domain privacy is important](#)).

This is just an example to say that nowadays, if you can't build links completely naturally, you need to make it look completely natural. So that's just something to keep in mind whenever you're doing any kind of online marketing today.

## Chapter 10 – Thinking Outside the Box and Other Tips

**It's important as an online marketer that you think outside of the box when it comes to how you choose to promote your offers. This chapter will cover a few ways to do just that to get you started.**

**There are limitless ways to online market smarter and more creatively, so many so that there isn't enough time or space in this one chapter to even scratch the surface; so I refer you again to [ConvertingCopy.com](http://ConvertingCopy.com) where I regularly cover new tips for every aspect of better online marketing on a daily basis.**

### Using Google Trends

**[Google Trends](http://GoogleTrends.com)** keeps you up to date on phrases which are currently trending. Trending means that the amount of searches for that phrase has spiked, sometimes from what it normally is, within minutes, hours, or even days or more. You can use Google Trends to turn what's currently hot/popular at this moment into a quick payday.

You might plug a few trending phrases into OfferVault or even just type “trending phrase + affiliate” into Google to see if there are any current offers associated with them which you can monetize off of, put together some quick content for them, then use social bookmarking and your content can get picked up while that phrase is still hot. Speed pays off with this method.

Just as one example of how to monetize off of Google Trends, some time ago when the movie “Julie and Julia” came out I noticed an obvious huge spike in searches for Julia Childs recipes. I found some affiliate offers on Julia Childs cookbooks and put

together a quick .INFO site detailing some of her more famous recipes with links back to those offers if people were interested in more.

In doing that I was able to make some very quick sales with minimal work and I still continue to average a sale each month from those books based off of a little work which I did quite awhile back. It's a pretty great feeling in case you needed to be told that. See [how to use Google trends to make money](#) for more info.

## **Seasonal Offers**

In a similar vein to Google Trends, think about promoting seasonal offers. Almost every season/holiday has offers associated with it if you think about it.

**New Years** – January is a great time to be promoting weight loss products. People generally tend to let themselves go from Thanksgiving to Christmas/New Years, and once the new year rolls around the number one resolution every year without fail is to lose weight. Gyms, for example, see huge booms in their clientele just after the new year as a reflection of this. Also, don't forget that in the first few months of the year you can promote online offers from tax preparation companies right up until April 15<sup>th</sup>.

**Valentines Day** – When February comes around you can promote dating sites, eBooks on how to find a boyfriend or girlfriend or fix a broken relationship, etc.

**Summer** – Summer and any of the warmer months are great times to promote CPLs dealing with chances to win free vacations and trips. Of course summer is also the season for weight loss as

everyone is trying to get in shape for the beach. You can take that time to promote that guide to sculpting and achieving your own perfect set of abs.

**Halloween** – This is pretty obvious but you can promote all kinds of Halloween offers from costumes to decorations to treats.

**Thanksgiving/Christmas** – Historically affiliate sales are highest near the end of the year when everyone is spending money. You don't have to be promoting cookbooks to do well this time of the year and Amazon/physical product offers of course do quite well from toys to electronics to you name it. The point is to always be thinking about what would be good to promote at various times of the year.

## **Designing Your Own Incentives**

Sometimes simply sweetening the deal is all it takes to close a sale/complete an offer. A lot of online marketers will sometimes take a product they are promoting and create a supplemental product like an eBook to go along with it and point out that if a customer purchases the product which the affiliate is promoting from them, then they'll get that eBook at no charge. This sets you apart from other affiliates promoting the exact same offer and increases your chances of completing that sale.

Similarly, you can get in touch with the vendor behind an offer you're looking to promote and ask if they'll provide you with a special coupon code just for you to enable customers if they buy through your affiliate links to get a discount off of the regular price. That's also extra incentive to buy through you and most vendors are happy to do this because it means more sales and money for them, as well.

## Testing A Niche

A lot of times if I just want to get my feet wet in a niche and gauge its commercial potential, I'll register a quick .INFO site for \$0.99 through [GoDaddy](#). I have a template which I use and I can literally just change the copy and an image or two for whatever new product I'm testing and just like that I have a new landing page in a new niche in about an hour or so.

I'll do some keyword research and write 5-10 articles on it and submit them to Ezine or Articlesbase and see what kind of traffic I get. Typically I'll try to get AT LEAST 100 people to click through my affiliate link to check out the offer so that I can get an idea of how it converts. I can check that figure via Google Analytics.

If I can't get that many people to the offer's site with 5-10 articles I might check my copy and make changes to my landing page or I might just move on altogether. If I haven't made a sale after 100 people clicking through to the offer's page then I'll move on, as well, unless it's a more expensive product which likely converts more sparsely but pays out big when it does.

I'm only out \$0.99, and typically if I'm getting lots of people to the offer through my landing page but it's still not converting then that to me means it's an issue with the offer and not with my copy, so I might switch out the offer with a similar one and see if that improves things.

## Dictating Vs. Writing

I started dictating content/articles for my sites when writing for a number of websites became overwhelming and began giving me carpal tunnel syndrome. I started using [Dragon Voice Recognition Software](#) and saw my productivity skyrocket as I

could now “write” a 400 word article in 4 minutes via dictation vs. the 10 minutes it would take to write it (see [how to write articles faster](#) and check out my [Dragon Review](#)).

## **How to Get Accepted into ANY Affiliate Network**

As I mentioned, different affiliate networks have different screening processes. Some let you join no questions asked whereas others at least have an application which you've got to fill out which can be followed by a brief phone call with someone from that network in which they'll ask you questions relevant to your application.

The more demanding networks simply want to be sure that you're a serious marketer, so you've got to make it look like you know what you're talking about and doing. Keep in mind that the more money you make, the more money they'll make, so they want dedicated affiliates looking to make good money for all involved. Additionally, these networks want to prove to their vendors/publishers that they are the right match for those vendors and that they “employ” only the most motivated affiliates to promote the vendor's offers, thus attracting other big name vendors to join their network, as well.

**This method is straightforward but is all but guaranteed to get you into any affiliate network you're interested in joining.**

First off, it's essential that you have a professional website of some kind. I recommend that if you don't already have a website that you decide on a niche which you'd like to promote, then register a URL based on that niche. Make sure that the affiliate network you go with obviously has offers relevant to your niche/site.



It also helps when filling out the application to use a professional email address which is linked to that website which you can get through the company which you registered your domain with. A professional email address is just that: an email address @yourwebsite which looks much more professional compared to a free email address through Yahoo, Gmail, or anything of the like.

Your website should then have some content on it. Assuming you just registered a new website, a fast way to set up your website is to install Wordpress and throw up a quick theme, grabbing privacy policy and contact section plugins (Google AS WELL AS affiliate networks like these), and make around 10 quick posts pertaining to your niche. You can grab PLR articles from the net which are free articles which anyone can use for any purpose and throw them up on your site, though the quality likely won't be as good.

When filling out the application for the affiliate network, you've also got to figure out which methods you'll be using to promote the network's offers as this will be one of the main questions on the application. It really doesn't matter which methods you give, just pick a few and be prepared to talk about them briefly with a representative over the phone. You can just name a few of the ways which I listed to promote your site earlier in Chapter 6 or 7.

You might also have to give the name of another affiliate network which you promote. I recommend putting Clickbank as it's immediate to sign up with them so you don't have to lie about being a member of another network with stricter rules.

After you submit your application you should get a call within a day or so from a representative from that affiliate network and they'll basically just ask you a couple of questions based on your application. Just keep your answers short based on their



questions and sound confident like you know what you're doing.

I remember when I applied to my first network I basically told them the methods I used to promote Clickbank (which I started with) products and how I was looking forward to promoting different kinds of offers which they had on their affiliate network using the same proven techniques.

That's basically it. If that felt like a lot of work, don't worry as it always gets easier with each network you apply to and you can reuse the same methods to get accepted to any site now in a fraction of the time without having to create content again just to get accepted as you should already have a decent site going by the time you apply to your second affiliate network.

## **Creating Your Own Affiliate Product**

While you can make a lot of money affiliate marketing, virtually all of the 7 figure earners in affiliate marketing are product creators themselves. This is as simple and as challenging as thinking of a niche which is in need of a great product and delivering that product. It's not easy, but if you land on the right product and market it correctly then you'll be earning the big bucks yourself.

In late 2011 I created my own informational product and documented every bit of it on [ConvertingCopy.com](http://ConvertingCopy.com). To name a few, this includes:

- How to create (an informational) product
- How to pursue a joint venture
- How to sell your product on an affiliate site
- How to create a sales page
- How to get (and screen) affiliates

- How to make backend sales

Check out the series under the category of “[product creation](#)”.

## **Chapter 11 – Mental Tips for the Online Marketer**

**Staying motivated can be difficult when you are working for yourself compared to working for a boss. You don't have any schedules or deadlines to adhere to and everything is likely much less structured.**

**Couple this with the fact that online marketing can feel overwhelming especially when you're first starting out and you can find motivation hard to come by at times. I've been there countless times myself, so here are some mental tips for the online marketer to stay motivated which anyone can benefit from.**

### **Take Breaks When You Need Them and Use Rewards in Moderation**

I know a lot of people will advise you to use a reward system when you accomplish something or meet a certain goal. While I advocate using rewards, I advise that you be aware of how you use them. I make a point to say take breaks only when you need them because I used to reward myself with a break after I'd reach a certain designated point. My problem was those designated points were too soon and the breaks stretched too long because of what I'd do on them.

Try to use productive breaks like hitting the gym or reading something for leisure rather than vegging out with eating too much, watching television, or playing a game as it's much easier to come back to your work if you're coming off of something productive. Anything active to take you away from staring at your computer screen is ideal.

I believe that exercise is essential for feeling good about yourself, feeling productive, and thinking clearly. I make it a part of my

daily routine as often as possible, and when I finish my workout, I'm in a great mood, I feel better about myself, and I'm ready to get back to it.

## **Stick to a Schedule**

If you're someone who likes to have their day planned out in advance, go with that and create a schedule for yourself. If you already have a job and are working around existing schedules, you can benefit from setting aside an hour each day to write one post or article for an existing site, or you can research a new niche altogether. With limited time it's important that you prioritize or pick out at least one thing which you accomplish each day. If you're part time or unemployed and you have a lot of free time, it's especially important to stick to a schedule to get the most out of your day.

## **Avoid Your Negative Triggers**

Negative triggers are those which inhibit productivity. One of my negative triggers is definitely overeating like I mentioned just now. It may sound strange and I don't mean snacking, but when I have lunch in the middle of the day I have a habit of ordering or making myself too much food and when I'm finished, the last thing I want to do is anything remotely productive.

Self control is important. If you can identify your negative triggers and make yourself constantly aware of them then then you can do what you can to avoid them. It may be difficult at first but in the long run you'll be much more satisfied. I may enjoy that extra [insert deliciously disgusting food] while I'm in the moment, but at the end of the day that's however many extra calories but more importantly a lot of stuff that I didn't get done because it put me

into a lackadaisical state and I find that I've squandered away several hours which I can't get back.

That's just one of my own personal silly examples. If you don't work well around people, find a quiet part of your home. If you prefer people, go to a library or coffee shop. Starbucks or really most chain restaurants and stores offer free WiFi nowadays.

## **Reinforce Yourself of Your Motivation**

Remind yourself of your motivation/dreams as often as possible; or rather those dreams which financial independence will open up for you. For most people, online marketing is attractive because it enables them to get out what they put in while they work towards dreams of having the money AND time to do what they want when they want. Every time you start to lose steam or feel a wall coming on, remind yourself of why you're doing this in the first place and your goals and dreams will give you your second wind, your third wind, and so on.

Surround yourself with visual aids like pictures of exotic beaches to constantly remind yourself of your goal of being able to afford that house at the beach or even just a summer vacation with your family or friends if that's your motivation. Make it personal and make it yours.

## **Instilling Fear In Yourself**

Conversely to looking forward at the best case scenario, it's important to look at the worst case, as well. One of the greatest motivational factors which we have is fear. Typically this is viewed in a negative light, but fear can be a wonderfully positive motivational tool. You can use fear to motivate yourself to get a

health screening or to exercise. In the same way you can use it to motivate yourself to work harder and meet your goals so that you're not doomed to the same dead end job lifestyle from here on out.

## **Set Goals**

One of the things which I like about online marketing is that you get out exactly what you put in assuming you're working smart. For this reason you should ALWAYS be working in terms of goals.

Online marketing is the quintessential scalable business. Your first goal should of course just be making that first sale. Then you might go for making a sale per week or a sale per day, then you'll start going by targeted income goals like \$100 per day. And because it's a scalable business, all you've got to do is take the methods which worked the first time around and wash, rinse, and repeat to turn \$100 a day into your next goal of \$200 a day and so on. Making that first sale is the biggest hurdle which you'll face, after that it's just a matter of a good work ethic.

# Glossary - An Online Marketer's Dictionary

**Here I'm going to go over a lot of the online marketer's lingo which you'll likely encounter. Much of this I've already gone over, but I'll refresh your memory.**

**Adwords** – Google's main advertising system and source of revenue in which people can create ads to appear in the SERPs alongside and around the organic search listings.

**Affiliate** – A person who promotes a vendor's offer in exchange for a commission.

**Affiliate Network** – A website which acts as a middle man between the vendor and the affiliate and lists the various offers available to be promoted by affiliates. Also a place where a vendor can take their offer to find affiliates to promote it.

**Anchor Text** – The actual clickable text used in a hyperlink, typically based on keywords one is targeting.

**Authority Site** – A high ranking, trustworthy, and influential site in a given niche.

**Autoresponder** – An email marketing term, this is the aspect of your email marketing software which automatically sends out an ordered queue of designated emails of yours to a new subscriber after they first sign up for your mailing list.

**Backlink** – A link pointing back to a web page from another page.

**Black Hat Marketing** – Using methods of marketing/promoting which are deemed as being illegitimate to search engines, potentially resulting in a website being

punished/de-indexed.

**Blog** – A type of website or part of a website which is typically maintained by one individual with a more personal feel to it in which that individual can create regular entries of comments, information, video, pictures, etc.

**Commission** – An amount of money received by an affiliate for fulfilling/completing an offer.

**CPC** – Cost per click. Typically referring to paid advertising, the price one pays when someone clicks on one of their ad links.

**CPA** – Cost per action. The commission which one receives for fulfilling an action based off like completing a sale or getting someone to click on something.

**CPL** – Cost per lead. The commission which one receives for fulfilling a lead based offer like getting someone to submit some kind of information, personal or statistical.

**Duplicate Content** – When the same content exists in more than one place online. Issues can arise when Google finds the exact same content (article, blog post, etc.) in more than one place online.

**Domain** – The top level URL which represents the location of a website on the internet.

**eBook** – A book which is online or digitally based, like this one.

**Grey Hat Marketing** – Marketing methods which are borderline illegitimate to search engines. These methods are typically not preferred but are not explicitly punishable, either.



**Guru** – Someone of perceived authority and knowledge for a given topic or niche.

**Hosting** – The process of housing a website/web page and its content online, making it accessible for people and search robots via the internet.

**Hyperlink** – A link where the actual link is made of clickable text, useful in letting search engines better know the content of the destination URL. Is useful in SEO.

**Keyword/Keyword Phrase** – A word or set of words which people use to search for websites/information pertaining to those words in the search engines.

**Keyword Research** – The process of looking for the best keywords to use and target on a web page based on search relevance, volume, competition, and sometimes commerciality.

**Keyword Stuffing** – A black hat and punishable method of overusing keywords on a web page and sometimes hiding them in the code to be more attractive to search engines.

**Landing Page** – A web page which internet marketers use to promote their offers and send traffic to.

**Link Bait** – Any kind of content which is used on a web page to entice other webmasters to link to that page from theirs for a valuable one way link.

**Link Farm** – Collection of hyperlinking, typically spammy websites which all link to each other in a group for the express purpose of creating and sharing link juice and boosting rankings. Seen as black hat by most search engines.

**Link Juice** – A quantifier to describe the influence of a page which links to another page in the eyes of the search engines.

**Link Wheel** – A linking strategy in which one links multiple web pages together to each other one by one in order to share and spread the link juice amongst them.

**Long Tail Keyword** – A typically less competitive/less searched keyword which is consequently thought to be more attainable in terms of high SERPs rankings.

**Offer** – Something which is able to be promoted and must be completed/fulfilled by an affiliate from a vendor in order to receive a commission.

**Online/Internet Marketer** – Someone who promotes offers whether it be theirs or someone else's on the internet using any number of promotional techniques.

**Page Rage (PR)** – A numerical value from 0-10 assigned to a web page by Google based on the perceived authority/importance of that page.

**Panda Update** – The Panda update refers to a major update to Google's ranking algorithm which was rolled out in April of 2011. It largely addressed low quality links and link farms and seriously diminished their influence in the SERPs.

**Penguin Update** – The Penguin update refers to another major update to Google's ranking algorithm which rolled out in April/May of 2012. It diminished the influence of blog networks as well as penalized webmasters for over optimization.

**Reciprocal Link/Link Exchange** – A link building strategy which involves a two way link which connects two websites to

each other with one link on each site pointing back to the other.

**Search Engine** - A computer program which retrieves documents or files or data from a database (most typically the internet) as per their relevance to selected search terms.

**Search Engine Results Pages (SERPs)** – The returned search listings which appear when one searches for a term.

**Search Engine Optimization (SEO)** – The process of optimizing a web page to be more search engine friendly, thus increasing its ranking and visibility in the SERPs through changes made on site typically in the code or off site typically in the form of link building.

**Search Robots/Crawlers/Spiders** – Robots which search engines send to a web page to identify its content and add it to that search engine's search index so that that web page begins to appear in the SERPs based on that content.

**Split Testing** – Comparing two or more of something whether it be design or copy in order to see which performs better in fulfilling a goal.

**Targeted Traffic** – Physical internet users who are going to a web page in particular and are already interested in the content associated with it.

**Traffic** – Any amount of physical internet users. Typically used to measure those who are going to a web page in particular.

**Vendor/Publisher** – A person or company with an offer which is able to be promoted.

**Webmaster** – The chief administrator and oftentimes owner of

a website, particularly on the technical end with responsibilities relating to SEO and that site's overall performance.

**White Hat Marketing** – Marketing techniques seen as legitimate and preferred by search engines.

## One Final Word – The Authority Site

Most of this book focused on a very specific and linear path to using online marketing plus affiliate offers to make money. The path I laid out really does work if you do it correctly because you will be doing what works, plain and simple.

It's easy to make some quick sales for example by registering a new URL, throwing up a review landing page of a product, doing just minimal keyword research, and getting some quick traffic to that site. Well, it's relatively and comparatively easy and it's how I make a lot of my money. Plus I find this kind of “nomadic marketing” to be fun, jumping into new niches sometimes, getting a chance to learn new things about them while earning money at the same time.

What takes more time and effort on your part but is worth much more in the long run is to set up camp and develop an **AUTHORITY SITE** which I've mentioned throughout this book but haven't gone into too great of detail to give you a picture of how this differs at least from the review landing page example I just gave.

I think one of the biggest differences between the two is that with an authority site you're creating a lot of content **ON SITE** as opposed to **OFF SITE**. As I mentioned earlier, articles which are submitted to high PR article directories tend to rank well on their own, but it's not ideal from a webmaster's perspective (that is unless you happen to own an article directory).

What **IS** ideal is to build content on your own site and establish yourself as an authority in your specific niche, creating regular insightful posts which other webmasters will want to link to of their own volition. You should target a niche which isn't overpopulated ideally or at least put your own spin on things as

this will help you to stand out from the crowd. Plus if you're in a "micro" niche which is largely untapped, practically everything which you write about will be link bait which other webmasters will link to because there won't be much in that micro niche out there already.

Blogs make great foundations for authority sites because not only do they inherently promote trust but it's easy to add content and optimize it along the way, creating potentially thousands of pages of optimized on-site articles over the years, interlinking them with each other when applicable to create an almighty LINK MONSTER! (you won't find that in the glossary, I just made it up)

As you build links and traffic to your site, it will gain notoriety and start to pick up speed all on its own. You can and should build an email list, RSS following, and Twitter following to further develop your relationship with your readers even when they don't visit your site to increase the chances that they do. You should establish yourself on the various social media sites as satellite sites of yours to get that extra flow of traffic in exchange for minimal work. You should continue to build relationships with other webmasters in your field.

You will, of course, still affiliate market using your authority site, that's the point. The difference is that you are building a sturdy platform to reach so many more people but at the same time you're building a relationship with them and setting yourself up for the future as well as the present.

The point especially at first should not be to make money with an authority site, however. Instead it should be to OVERWHELM your reader with quality information and tips which they can use, making it a point to add a new post regularly whether that be daily or a few times a week; the point is to be consistent. And when there is a product in your niche which you truly believe in

its worth, then of course you should promote it to your readers.

If you have done your job, you will still make money.

As your site grows you can track its progress with analytical tools, measuring your rise in traffic each month. It's a great feeling and motivation in itself to keep moving forward when you see analytical proof that your presence online is growing with each day. When you reach a certain point, you can add ad space to your site and other webmasters in your niche will pay handsomely to list their websites on yours. Eventually your blossoming authority site has become a legitimate business and can become your sole source of income and then some.

It's a different strategy obviously compared to putting up a quick 3-4 page product review site. It's not easy, but it's not especially complicated, either. And yes it takes longer and is a constant and much larger commitment, but it's well worth it.

I hope that you have found some things in this book to take away with you and I especially hope that you'll come by for more info and tips or just to say hi at [ConvertingCopy.com](http://ConvertingCopy.com).

To your success in online marketing,

A handwritten signature in black ink that reads "Paul Ventura". The signature is written in a cursive, slightly slanted style.

Paul Ventura  
[ConvertingCopy.com](http://ConvertingCopy.com)