

Building income through content...

Site Build It!

Make Your
Content PREsell!

Action Guide



**Dedicated to those who arrive
Here with motivation ...**

**It's the only ingredient that
you will need to provide.**

Preamble

By your humble and loyal Action Guide



No matter what kind of business **anyone** ultimately wants to build on the Net, **targeted traffic** is the key to greater income. The single best way to **generate** traffic is to build your own Theme-Based Content Site.

Its Keyword-Focused Pages rank well with the Search Engines, bringing in **targeted** traffic. **And** its high value content gets the **click through** to income-generating sites such as...

- affiliate merchant sites
- your own online store
- your sales site that sells your own creations (e-books, for example)
- your offer of your professional services.

An increase in **targeted** traffic produces more **sales** which in turn produces more **income**. In other words...

BUILD INCOME THROUGH CONTENT

SIDEBAR

If you have no idea what I'm talking about, [it's time to take the E-commerce for Newbies primer. Please click here to read this chapter, which appears at the end of this guide.](#) Then c'mon back.

Of course, no one expects you to do this all by yourself. **That's where...**



... I come into the picture. Think of me as your personal Action Guide. I'll be your **Shadow**, always beside you. **Please...** do **not** think of me as a manual -- after all, no one uses manuals. And, in this case, ignoring me will be a most costly mistake.

With guidance from me, you will...

1) **Develop** the best Site Concept that is right for you.

- 2) **Brainstorm** profitable topics that are related to your Site Concept.
- 3) **Select** income-earning sites (merchants with affiliate programs, your own online store and/or site that sells your e-book, service, or other product). You will refer your high-quality, incoming traffic to these sites.
- 4) **Finalize** and register your domain name.
- 5) **Build** Theme-Based Content Sites, full of profitable topic pages. (No HTML knowledge needed.)
- 6) **Build** targeted, motivated traffic to your site. I'll show you how to use powerful, automated tools to build targeted traffic in a time-and-cost effective manner.
- 7) **Convert** your traffic into income by referring them to the income-generating sites.

I'll walk you through the whole process, step by do-able step.

Bottom line?... Create **content** that attracts **traffic** and convert that traffic into **dollars**.

Up until now, Net marketing has required technical knowledge and expertise beyond most people (ex., HTML, javascript, Search Engine mastery, etc.). It also required literally hundreds, even thousands, of hours.

Now, you'll use the three parts of **Site Build It!** to do it all, with **skill**, in a fraction of the time.

SIDEBAR

Do **not** be intimidated by the number of pages of this guide. It's an easy, breezy read. And the layout is formatted "big" for **fast** onscreen reading, with tons of graphics and screenshots.

There's an old joke that goes like this... **How do you eat an elephant?**

One bite at a time.

Hey relax...



... it's just a joke!

This guide boils down **all** the information and tools **that you need to succeed** into the equivalent of 100 or so “real” pages. Divide this process into 10 DAYS, and you have a formula for eating your “Net marketing elephant” in 10 DO-able bites.

Mustard or ketchup with that?

I will guide you down a **10 DAY pathway** of information and tools. Think of each DAY as a **stepping stone**...

I will help you leap from stepping stone to stepping stone, with confidence. Once you come to the end of the pathway, you’ll be well on your way to building a thriving affiliate business.

Of course, I will always be **right here**, in case you ever need a bit of help. But, somehow **I’ve got the feeling**...



... you will not be needing me after DAY 10.

Marketing on the Net may look impossibly complicated to you, as you stand here at **DAY ZERO**. And normally, it **is**. But **Site Build It!** makes the technology and complexities invisible to you. All **you** have to do is **focus on your business**.

Follow along with me, your Action Guide, religiously, DAY by DAY -- you’ll find that it’s all very, very **DO-ABLE**.

Does that mean that it’s **easy**?

No...

There is simply no way to build a profitable Net business (or **any** other business!) in a few hours. If there was, **everyone** would do it. And if everyone did it, that would mean that every business would rapidly grow into a multi-billion dollar conglomerate.

Not very likely, right? So here’s the deal that I’d like to make with you...

If you supply the motivation, I’ll provide the information and tools. I’ll guide you, action by **do-able** action, to e-business profitability.

And speaking of **do-able actions**, let’s start with an easy one...



Print this entire Action Guide.

Two ways to do this...

1) Take the Action Guide to a copy shop that will print it for you... spend a dollar or two more for a nice binding. Or...

2) Use the FinePrint utility to print 2 or 4 pages per 8.5" x 11.5" piece of paper...



<http://www.fineprint.com/>

OK, all printed? It's time to review the **Action Guide** so you fully understand where we'll be going. We'll review in **three** different ways.

First way to review the guide...



Read the whole guide first.

Prepare the beverage of your choice, settle down into your favorite space, and read the Action Guide from cover to cover. Don't study it... just give it a fast read. This will likely take you 5 or 6 hours. So set aside a nice block of quiet time just for this.

You won't understand all of it, of course, and that's OK. You only want to see **the 30,000 foot view...** the **pathway** that you are about to take. It's important to understand this, **before** you embark upon your 10 DAY journey.

Don't think it's necessary? Well, read this comment from one of my very first "beta-protégés"...

The initial read-through is an absolute ****must****. It took me 5 hours (and I'm a fast reader), but it was more than worth it. By about page 150, it all began to make real sense.

Personally, I think the initial read-through is so important

that ****it****, and it alone, should be the first DAY - say DAY 0. I saved many more hours and was so confident, thanks to that first read through. Thanks for that great suggestion.

Les McKeown

Second way to review the guide...



Do the Quick Jump Tour.

After you read the whole guide, do the **Quick Jump Tour**. How do you start that? Easy, just **return here...**



... and click on this **QUICK JUMP** button. It will jump you to the next important place to start reading. That spot begins with this **START HERE** marker...



... yes, my happy little face. Keep reading from that point onward...



... until you see me pointing again.

This **Quick Jump Tour** is fast. Expect to complete it in an hour or so.

SIDEBAR

After you do the entire 10 DAY process, and you have your site up and earning, it's useful to repeat the Quick Jump Tour every month or so. It will stimulate ideas and deepen certain areas that you did not totally grasp the first time through.

***Third** way to review the guide...



Do the Action Step Review. *Manager download version only

This is the stripped-down, nuts-and-bolts review of the **Action Steps** for building a **Theme-Based Content Site**. It recaps the **basic theory, goals, and Action Steps** for each of the 10 DAYS.

[*Click here to see what I mean](#), then c'mon back here. Only review this **after** you have read the **whole guide** and then done the **Quick Jump Tour**.

It only takes 10-15 minutes to do this final review. *Manager download version only.

Final point before we start...

Once we get going, please do not leave my side. **No short cuts...**



... **No wandering off alone.** For example, please do **not** jump ahead and open the **Site Build It! Manager** application until you have officially completed DAY 1, and we arrive at the point where we are ready to open and use the **Manager**, together.

Please do it **by the book**, or should I say by the **guide!** **Trust me...**



... I've done this before.

Ready?...



... Let's start our exciting and rewarding journey.

1. How to Use the Action Guide

Make Your Content PREsell! has many special features to enhance your reading experience. These are explained in the **first six** sections below.

1.1. Links to Spots within the Action Guide

You know how sometimes you read something in a book, and you say, “Now where the heck did I read about that?”

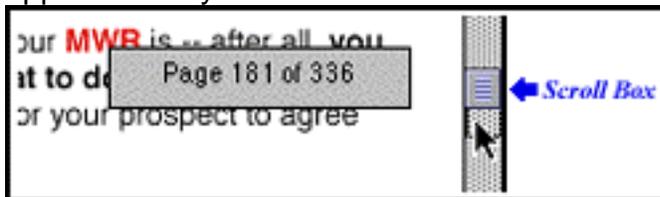
Well, this **Action Guide** has **internal links**... links that take you from one part of the book to a related section. So you can easily find and reread a topic. These links appear as **blue-underlined**.

Clicking on an internal link will take you **directly** to another spot in the book. For example, suppose the book mentioned **the Preamble**. Click on **the Preamble** to go directly there (once you are there, c'mon back here by clicking in the left or right **margin** of the page -- more on the **Back** function later.)

1.2. Navigation Features

The **Action Guide** makes navigating easy. Here's how to move through the book...

- **Scroll Bar** -- click on the Scroll Box in the Scroll Bar and drag it **down** or **up** to rapidly move forward or backward through the book. You will see the page number appear when you click on the box. Release it when you get to the desired page...



Clicking just **below** or **above** the Scroll Box will **advance** or **reverse** a part-of-a-page at a time.

Clicking on the Scroll **Arrows** (at the bottom or top of of the Scroll Bar, **not** shown in illustration) will **advance** or **reverse** the page by a single **line** at a time... holding an Arrow down will scroll the page continuously.

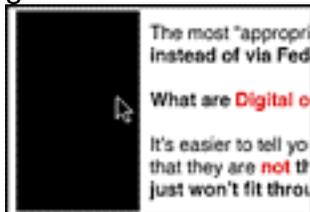
• **Arrow Keys** -- Pressing the **m** or **i** cursor key **on your keyboard** will behave differently, depending on your Operating System and on which version of Acrobat Reader that you have. Try it and see what happens in your case.

• **Table of Contents** -- Click on any numbered heading in the book to go to the **Table of Contents**. When you are in the Table of Contents (TOC), click on any heading to jump to the corresponding part of the book.

Try it now by clicking on the heading for this section (“**Navigation Features**”). It will take you to the the appropriate part of the **TOC**. To return **here**, just click on “**Navigation Features**” in the **Table of Contents**.

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

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



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

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

If you are using...

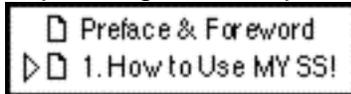
• Acrobat Reader **v.4...** Under the **Window** menu, choose **Show Bookmarks**.

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

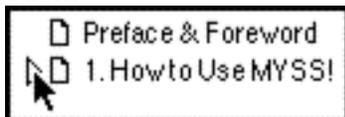
[Or... click here to show bookmarks.](#)

[Once bookmarks are showing, click here to hide them.](#)

When you show bookmarks, they appear in the left margin. Here's an example of what the bookmarks look like from what has become widely accepted as "the Bible of Net selling," **Make Your Site SELL! (MYSS!)** -- exact appearance varies depending on the operating system and version...



The triangle (or "+" sign in some versions) to the left of "1. How to Use MYSS!" means that there are "sub-bookmarks." Move your cursor **over the triangle**, like this...



Then **click on the triangle** to expand the bookmarks under that chapter. Click again to shrink them all back down, then again to expand them...



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

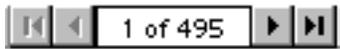


You'll immediately **leap** to the beginning of that section.

• **Straight Page Jumps** -- At the bottom of your Acrobat screen, you will see something that looks like this...



or like this...



The appearance and exact mode of use **varies** depending on your OS and version. But no matter -- this is a simple, useful method to move around the **Action Guide**. Experiment with it for a few minutes to understand how best to use your version.



1.3. Viewing Features

[Click here to open a preference window](#) -- in this window, **uncheck** the box beside **“Open Cross-Document Links in the Same Window”**. **Why?...**

The Action Guide links across its PDF files. This is best done by opening each such link in a **new** window, and **not** in the same one.

Now, still in the preference window, set the **sharpness**. Would you like the text of to appear **smooth** like this?...



... or **sharp** like this?...



If you prefer the **smooth** look, **check** the box beside **“Smooth Text and Images.”** Otherwise, leave it **unchecked...**

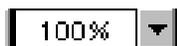


At the **bottom** of your Acrobat Reader window, set **magnification** and **page display layout...**

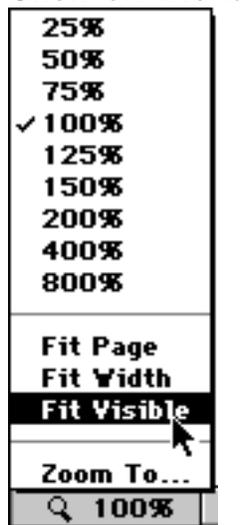
- **Magnification** -- Generally, the best **magnification** to view the Action Guide is **100%**. But if you want to adjust this, the control looks like this...



or like this...



Click on the button and here's what snaps up...



Enter or select the magnification that you prefer.

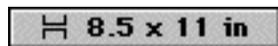
If you have a small monitor (15-17")...

To make the words as large as possible, **maximize** the book's window so that it takes up **the whole monitor screen**. Then click and choose "**Fit Visible**" (as shown above). Experiment with different settings.

If you have a large monitor (19" or greater)...

Maximize the book's window so that it takes up **the whole monitor screen**. Then click and choose "**Fit Page**." This fits one entire page into the vertical dimension of the book's window (convenient for reading). Experiment with different settings and window sizes, as well as page display layouts (next)...

• **Page Display Layout** -- Just to the **right** of the magnification setting, **you'll see...**



or this...



If you click on it, you can choose between the following page layout options...



Single page -- displays one page in the document at a time.

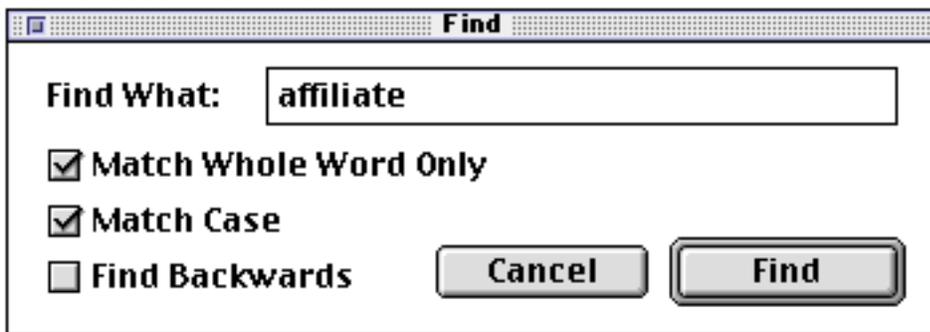
Continuous -- arranges the pages in a continuous vertical column for easy scrolling.

Continuous -- Facing Pages -- arranges the pages to appear side by side. This is only a good choice if you have a **gigantic** monitor.



1.4. Search Features

To find a word, hit either **Control-f** (Windows) or **Command-f** (Mac) to bring up the Acrobat Find window...



In the example above, you are searching for “affiliate.”

Since you are looking for **exactly** “affiliate,” you click **Match Whole Word Only** -- if you wanted to catch any word with “affiliate” **in** it (ex., “affiliates”), you would **not** click this box.

Because “affiliate” is abbreviated with capital letters, you ask it to **Match Case**.

Finally, you decide to look for “affiliate” starting from the front of the book, instead of from the back, so don’t check **Find Backwards**.

Once you’re done, hit the **Find** button.

If you'd like to find the **next** occurrence of "affiliate," just hit either **Control-g** (Windows) or **Command-g** (Mac). You'll go to the next "affiliate," **without** having to pop up the Find window again.

1.5. Print Features

You can print this document in the usual fashion. Please respect [the intellectual rights attached to this book](#). Do not make copies for others.

1.6. Links to the Web

Links to the Web appear like this...



Site Build It!
<http://buildit.sitesell.com/>

Or, if we do not use a logo, it could appear like this...

Site Build It!
[\(http://buildit.sitesell.com/\)](http://buildit.sitesell.com/).

To hyperlink to the URL, open a connection to the Internet. Then click **on the graphic** or **blue URL** to go there. **But first, SBI!** needs to know which Web browser to use. Here's what do to to set this...

[Click to open this preference window](#) -- then...

- Click **Browse** (for Windows users) or **Select** (Mac users). In the window that pops up, **find your browser, select it, and click Open.**
 - See "**Connection type**"? "**Standard**" is fine if your browser is not offered as a choice. And ignore the other settings -- the default selections are OK.
 - **Then click OK.**
-

1.7. Sidebars

A **sidebar** is a side note that relates to the main discussion, but which breaks the flow of the main thought. So I “tuck it away” to help the flow. It appears like this...



A **sidebar** is a side note that relates to the main discussion, but which breaks the flow of the main thought. So I “tuck it away” to help the flow. It appears like this...

1.8. Quick Jumps

Two graphics allow you to “quick jump” from one highly important area, with **key** “to do” info and steps, to the next. Here’s how...

Click on this **QUICK JUMP** button...



... it will jump you to the next important place to start reading. That spot begins with this **START HERE** marker...



... yes, my happy little face. Keep reading from that point onward...



... until you see me pointing again.

Try it now... click on the pointing guide above. (To return here, click in the left or right **margin** of the page -- more on the **Back** function later.)

1.9. The Action Step

The **Action Guide** is really one **BIG Action Step** -- it is the process. However, throughout the DAYS, I will **highlight** particular actions. Consider these as elemental, biggest-bang-for-your-buck steps to build a powerful Theme-Based Content Site.

Whenever you see this....



It's time to stop reading, and start DOING.

The **Action Step** is where the rubber hits the road. I, your humble and loyal Action Guide, will stop talking so that **you** can start **doing**. Because that's the **only** way to get the results **you** want.

The **Action Step Review** is the stripped-down, nuts-and-bolts review of the **Action Steps** for building a **Theme-Based Content Site**. It recaps the **basic** theory, goals, and **Action Steps** for each of the 10 DAYS.

[*Click here to see for yourself](#) then c'mon back here. *Manager download version

OK, do you have a firm grasp of how the controls of this **Action Guide** work?
Great, we're ready to roll!...



... Let's go!

2. A DO-able 10 DAY Process



Make Your Content PREsell! outlines a comprehensive, 10-DAY process for building a **Theme-Based Content Site**. Upon completion, you will have a site that attracts visitors who are interested in your content. And your site will convert that traffic into income. In other words...

In 10 DAYS, you will literally start **building income through content**.

Focus on the goals laid out for each day, and on the **Action Steps** required to achieve those goals. [We discussed Action Steps earlier](#), so let's talk briefly about goals.

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

If you achieve all 10 goals of all 10 DAYS, then you will indeed...

Build income through content.

Of course, it won't be huge income. But the foundation **will** be in place. After that, it's merely a matter of building upon your foundation. Which brings me to your "**Ongoing Goals.**"

Why "ongoing"?

Because a Web business is never "finished." The **Ongoing Goal** is what you should be achieving on a regular basis. You achieve a **Goal-of-the-DAY** during your **first time** through a particular DAY. You reach your **Ongoing Goals** during later visits to each DAY.

Bottom line?...

Ongoing goals provide the clear milestones for you to build **maximal, long-term** income through content.

If this is your **first pass** with me through the Action Guide, **do** take note of what your **Ongoing Goals** will be. But **for now**, focus on reaching each **Goal-of-the-DAY... one day at a time**. Which brings me to...

2.1. One Day at a Time

The 10 DAYS build on each other. It's critical that you finish each DAY in this **Action Guide** before you begin the next. Use each **Goal-of-the-DAY** and **Ongoing Goals** to your advantage. Make them your guide-posts, your beacons of light.

One important point about the term "DAY"... each **Goal-of-the-DAY** really can be achieved in a DAY. You'll get some done in an hour or three. Others may take a full DAY, 7-8 hours.

You, of course, may only have 30 minutes of your time available for certain parts of the process, 8 hours available for others. Please don't feel forced to finish a DAY in a single **calendar** day.

If you rush, you'll fail. **Work at your own pace on the Action Guide, as time allows.** Your **DAY** is done when it's done.

Set a realistic work schedule that will allow you to do **your best, no matter what time of the day...**



... or night that happens to be. Then stick to it!



2.2. SBI! Works WITH You

The **SBI!** process ensures **your** success in building an effective Theme-Based Content Site. You **will** create an income-generating site.

More importantly, you will know **why** and **how** your site accomplishes that. That knowledge empowers you to build your business ever bigger and better, well after you complete DAY 10.

How does the **SBI!** process work? Simple. It provides the **exact** info and tools, at the **exact** moment that you need them. In other words... **it works with you every step of the way!**

Here's the overview...

DAY 1 Master Business Basics

PREselling to maximize **Conversion Rates** (i.e., the percentage of visitors who buy) is the main focus on your first day. Your **brain** is the key tool here. 

DAY 2 Develop Best Site Concept

You and I brainstorm ideas for your site, then narrow your **Site Concept** down to the one with the most profit potential. Once again, no outside tool required.

DAY 3 Brainstorm Profitable Topics

You and I (OK, OK, mostly **you!**) develop many, up to hundreds, of possible **Keyword-Focused topics** for your **Site Concept**. And then I show you how to select the most profitable ones... this becomes your **MASTER KEYWORD LIST**.

Know why this sounds so tedious?

Because it is!... If you didn't own **Site Build It!**, it would take you weeks (if you have taken the Affiliate Masters Course, you know just how overwhelming this is!). But all **you** will have to do is **click on the...**



... **Brainstorm & Research** button in the **Site Build It! Manager** tool.

In less than 30 minutes, you'll have an awesome list of **HIGH-PROFITABILITY** keywords that will serve as topics for your Theme-Based Content Site. And **Site Build It! Manager** goes well beyond that. It does all your **DEMAND, SUPPLY,** and **SUPPLY SITE INFO** research for each keyword, too.

You're off to a roaring start!

All you have left to do is... pick the keywords with the highest **profitability**. Those will form your **MASTER KEYWORD LIST**. Then finish the job, completing **POSSIBLE PARTNERS** and **IDEAS FOR CONTENT**, as described in the course.

The **MASTER KEYWORD LIST** is your "master blueprint" for success.

DAY 4 Grow, Prune and Group Best Affiliate Programs

The **Manager** starts you off on your quest for the best-fit programs for your **high-potential** keywords during DAY 3. Now it's time to expand upon your list of **POSSIBLE PARTNERS**.

DAY 5 Refine Site Concept and Register Domain Name

Based on the info you have gathered so far, refine your **Site Concept** to one which closely matches your passion/interest **and** that has the highest profit-potential.

Got it? Congratulations!

Now develop a domain name that clearly transmits what your site is all about (i.e., your "**Valuable PREselling Proposition**").

Use the **Manager** to identify and register your domain name. Your domain name is included in the annual **Site Build It!** fee.

Transition time. So far, you have been "preparing" to build. **Now...**



... **you're ready to build** your Theme-Based Content Site.

So we'll switch from using the client-side **Manager** to the server-side **SiteBuilder** (and **TrafficCenter**) tools. (You will get an e-mail telling you how to do this, right after you register your new domain.)

SIDEBAR

You will see the terms **client-side** and **server-side** every now and then. Here's what they mean...

- **client-side** -- happens on **YOUR** computer (ex., **Manager**)
- **server-side** -- happens on **OUR** computers that are hooked up directly to the Internet (ex., **SiteBuilder** and **TrafficCenter**).

So don't be intimidated by those terms. Simple meanings.

DAY 6 Build a Site that Gets the Click!

Use the **MASTER KEYWORD LIST** to determine the content to build for your site. No HTML knowledge needed. Deliver good content that refers or recommends people to your **POSSIBLE PARTNERS** (and/or **your own** online store or sales site).

You and **SiteBuilder** build a site that is both a powerful traffic builder **and** that **PRE**sells your visitor. Use **SiteBuilder's** "guru-in-your-ear" online help -- it's right there, whenever you need it -- to achieve high-quality content that is also Search-Engine-sexy. It **really** is like having your very own guru whispering in your ear.

The online help is so important. After all, it's fine to build a site. But if you don't build it so that the engines score it highly, you're losing a lot of business. Good, targeted business.

SIDEBAR

The guru's nice enough, **and** really smart, too! **But don't forget...**



... I'm your best friend, right?

DAY 7 Submit... Then Spider-Watch, List and Rank

For this day, you are still server-side. **SiteBuilder** automatically submits new or modified pages to **all** the major Search Engines.

TrafficCenter at **Site Central** provides you with a full **Submit-Spider-List Report** and **Keyword Ranking Report** and **Keyword Searches Report** for every page you build. It tells you when each major Search Engine last visited each page, when each page gets listed, and even how each page ranks for its Specific Keyword. It even re-submits if the engines get lazy, or if they drop a page from an index.

This is the type of time-saving work and information you need to tweak and improve your **Keyword-Focused Content Pages** until you get the best possible Search Engine ranking.

Professional traffic-builders use a complicated hodge-podge of tools to achieve the same results that **you** can now get from **SiteBuilder** and **TrafficCenter...** at a fraction of the cost. And, if you follow the process well, you actually have a far more powerful system at your disposal.

Why?

Because all the site building and traffic-building tools are tied together, running off the same system. So they can all “talk to each other effortlessly.” That gives you **more** power, with **less** effort, **now...** and in the **future**, as we add more and more modules.

DAY 8 Build Free SE Traffic

Still server-side, use the information available in the **TrafficCenter** to tweak your pages (using **SiteBuilder**) so that they rank better and better at the free engines.

The focus for this session is on traffic-building action and increasing your popularity through links. **SBI!’s Ranking Report and Keyword Usage Report** is invaluable for this action. The process can be summed up as...

“**Tweak - Link - Resubmit - Track**” In other words...

Improve Page. Add a link. Check results.

Tweak some more, if necessary. Get it right.

It’s incredibly tedious to do this by hand, even for the pros. But **Site Build It!** turns this into child’s play.

Of course, you **never** really finish DAY 8.

Getting high ranking for all of your pages? Congratulations! But you are **not** finished! Create more high-value **Keyword-Focused Content Pages** and start the process all over again. It’s relentless, and it works.

DAY 9 Build Other Traffic

The Pay-for-Click Search Engines take “center stage.” They allow you to bid for keyword placement. The best strategy is to work the niches and bid on hundreds of less popular (i.e., inexpensive) keywords that relate to your theme.

And that brings us back to the **Manager...**

In the **BID-FOR-KEYWORD** display, the **Manager** researches the Top 20 bids for **all** your keywords at each of the 8 most important Pay-Per-Click engines... at the click of a button.

In the **PAGE SUBMISSION** layout, it guides you through preparing your listings.

And then... more magic. Click a button to export your mass-bidding-submission. This saves you **weeks (literally!)** of tedious preparation, not to mention eliminating frustration and inaccuracy.

The **Manager** makes your time productive, which really is the best bonus of all! It converts pay-per-click work from time-sucking drudgery into an extremely time-effective traffic-building technique.

DAY 10 Know Your Visitor

Back to the server-side **TrafficCenter** at **Site Central**... DAY 10 concentrates on traffic analysis and Click (**IN** and **THROUGH**) analysis. You'll get great insights into the traffic coming **INTO** and **OUT** of your site...

- **Traffic analysis** -- Visitors are the heart of your business. This knowledge is key to growing your business.
- **Click (IN and THROUGH) analysis** -- You make your money by maximizing **Click THROUGH**s to your merchant-partner sites. **Click THROUGH** analysis shows you what works and what doesn't, so you can maximize income.

Click IN analysis tells you which of your promotional efforts are working and which are not. Build upon your successful promotions to increase traffic to your site.

Bottom line? You'll know how to build more and more traffic **into** your site. And how to convert that traffic, more and more efficiently, **into income!**

And **that** is the **Site Build It! Ensemble** in action. Actually, you may have noticed a fourth key part in the **SBI!** process... **your brain!** It's what drives the **process**, the **Manager**, and the **SiteBuilder** and **TrafficCenter** to a successful outcome.

Does that mean you have to be brilliant to use **SBI!** profitably? No, not at all.

It means that the tools **free up your brain** to focus on what you know, rather than losing so much time and energy on the technology of the Internet... the complexities of mastering cgi programming, ftp, Search Engines, etc. -- all of that becomes **transparent** to you.

After **you and I** have followed the pathway through to DAY 10, it will all become second nature. Like anything serious, you will have to put in some time and effort... that's where **motivation** comes into play.

Follow the process “by the book” (**Make Your Content PREsell!**, that is) and you **will** be very happy with your **ROI** (Return on Investment.)

SIDEBAR

Did you already get off the yellow brick road and register your **SBI!** domain name? You can **start at DAY 2 (Chapter 4.1)**, if you like. However, I recommend that you do a quick skim to that point, so that you are up-to-speed with the complete process.



Now that you have an idea of **what** we'll be covering during these 10 DAYS, I'd just like to remind you about **how** to cover it. There are **three different ways to follow this Guide...**

2.2.1. Two Ways to Do the Guide

I know that we talked about this in the Preamble, but it's important. So please allow me to **elaborate a bit more...**

You can read and follow the Action Guide in two ways...

- 1) **Comprehensive Course**
- 2) **Quick Jump Tour**

Let's take a look at each now...

1) **The Comprehensive Course**

Want the comprehensive, detailed explanation of the 10 DAY process? Follow **all** of **Make Your Content PREsell!**. I will literally guide you through a **10 DAY pathway** of information and tools, combining **theory** and **action steps** in an easy-to-follow-and-do format.

More than a book... and **more** than software tools. It's the ultimate combination of **both**.

Frankly, it's the **best** way to get the most out of **Site Build It!**. This **is**, after all, a business. **Your** business.

2) The Quick Jump Tour

Are you the type of reader who likes to skim, and only **wants** the **key** “to do” info and steps? Or, are you **already** very Net-savvy and you only **need** the **key** info and steps?

No problem!

[Click here to review how to use...](#)



[... the buttons that drive the Quick Jump Tour.](#)

Of course, you can stop at any spot and read the more detailed, related, nearby theory. **You** decide **where** or **when** you need more information to deepen your understanding of what you are doing.

If you are **already** a skilled Net marketer, you may be able to succeed by doing the following...

a) skim the entire Guide once ([as explained in the Preamble](#), this takes 5-6 hours).

b) do the Quick Jump Tour, and then the **Action Step Review** (also explained in the Preamble)

c) follow (and do!) the Quick Jump Tour rather than the Comprehensive Course.

You **could** do this. Of course, you'd be missing a depth of knowledge that can pay off in so many unforeseen ways. I would **not** suggest you do this unless you are already **extremely** Net-marketing savvy.

SIDEBAR

You could also use the bookmark function of this **Action Guide** to go directly to Chapter 13. (Can't remember how to use bookmarks?)

[Click here to review Navigation Features in Chapter 1.\)](#)

Before we get started, there's one **big mistake** that I don't want **you** to make...

2.3. Theme-Based Sites vs. Mini-Sites

Many top Net gurus have promoted **mini-sites** as the cheapest and easiest way to make a profit from an affiliate program.

Not so.

Their guidance is well-intentioned, I'm sure. But building a **Theme-Based Content Site** beats a mini-site every time.

Don't get me wrong. You **can** use **Site Build It!** to build a mini-site... quite easily, as a matter of fact. **So why am I...**



... putting the whip to mini-sites?

Because my only goal is for you to succeed. And the mini-site is simply **not** a viable concept for the average netpreneur.

What exactly **is** a mini-site? Good question! First, let's answer another one...

What exactly **is** a **Theme-Based Content Site**?

It is a site that is based upon a theme. Each and every page of that site focuses upon a **single topic** that is related to that theme. For example... your theme is **golf**. Topical pages would include...

- the Masters
- the British Open
- Tiger Woods

We call each topical page a **Keyword Focused Content Page**. This site could easily grow to over 200 pages, **each** of which focuses upon a different topic, **all** of which are related to your theme. **The net sum of all the information on all your pages forms the CONTENT of your site.**

Taken all together, this tightly focused, themed site scores well at the engines for hundreds of golf-related terms. And that brings you lots and lots of **TARGETED** traffic.

SIDEBAR

If any of this is **not** clear to you, [please click here to review a small chapter that I have assembled especially for those who are just getting started... E-commerce Primer for Newbies.](#)

Now let's compare that to a **mini-site**.

A mini-site is nothing more than a **small affiliate site that focuses on selling a single product**. It is usually under 20 pages, often as short as 1-2 pages. It is comprised entirely of powerful sales copy that drives a visitor through to a merchant partner's site.

"What's wrong with that?", I hear you asking.

Here's what's wrong...

- **Hard to build traffic**

Mini-sites do **not** do well at the engines. These sites aren't built to rank highly in the SEs. They have only one purpose, to **sell** -- so there's nothing but sales copy here. And don't expect to attain a directory listing, either... even at the most lenient of the directories.

That's strike one. Strike two coming up...

- **No credibility** The mini-site delivers no valuable content to establish your credibility. It's just sales copy, remember? Nobody buys from a straight-pitch Web site (unless they **already** respect and trust a well-known authority). Since most entrepreneurs aren't well-known, this poses an insurmountable problem.

- **No diversification**

If you don't get the sale for the product that your mini-site is **swinging at**...



... it's strike three and you're out!

In comparison, the **Theme-Based Content Site** offers much greater opportunity as an affiliate vehicle...

- **Traffic**

The **Theme-Based Content Site** is full of content-rich pages that have been designed **specifically** to attain high rankings at the Search Engines. And they will indeed earn a spot in directories on their **great content merits**.

- **Credibility**

As we'll see in DAY 1, it's all about **PREselling** with great content, not selling.

- **Diversificaiton**

Each page of a **Theme-Based Content Site** may have 5-10 links to merchant partner's sites. Let's compare a mini-site that is purely about a certain manufacturer's set of golf clubs, versus a **Theme-Based Content Site** that is all about golf.

A visitor to a mini-site falls into one of two possible categories...

- She needs new golf clubs.
- She does **not** need new golf clubs. This is usually the case, of course.

But here's the thing...

While she usually does **not** need clubs, she **may need** new golf shoes. Or new Titleist balls. Or a new bag. Or any number of golfing books, tapes, aids, or other accessories. Maybe even a trip to a golf resort

Let's say that your visitor, upon reading your thinly veiled pitch for your favorite golf clubs on your **mini-site**, says...

"Nah... I just got clubs last year." She returns to the home page for more articles...

Do you think placing that same link to those clubs in the next article of your mini-site is going to be any more effective? Nope -- your visitor **still** bought new clubs last year.

But she might be more inclined to at least check out your favorite driver if you had written a **great article** about the history of the golfing driver, that is followed by an in-context text link to your favorite driver. And if not, she might very well click on one of the other links to golf balls, gloves, trips, books, etc.

Get the picture?...



...The Theme-Based Content Site wins hands down over the mini-site.

2.4. Theme-Based Sites vs. Gateway Pages

Tons of people use "trick sites" called gateways or doorways. In general, these are low-value pages that score well with the engines but fail to deliver good content.

They may get the visitors, but they don't get the **click through**, the purchase, or the repeat visit... or much money.

Some use better content, so do better. Still, they use tricks like "invisible links" to lead the spiders through a site. Tricks, though, die a painful death. And they usually have poor side effects (like visitor disdain and engine bans).

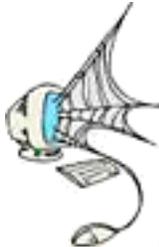
And then you have to start all over.

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

Important consideration... Gateways simply try to trick the **engines' ranking algorithms**. Most have **little or no** value content. Even if they have content, the pages don't tie all together into a themed site. They are built bass-ackwards, basically trying to fool the engines first and foremost.

The **Site Build It!** approach is 100% different. Your first goal is to find a theme that you know and love **and** that will be **profitable**. From there, you create a site with great content, and along the way, you simply make sure that you conduct your writing in such a way that you'll rank highly at the engines.

You are creating **real content...**



... not spider bait! That's a big difference. It yields a huge, long-term advantage over doorways.

2.5. Final Important Advice

Just in case you skipped the **Preamble**, [please read it now before going any further.](#)

[Heck, read it again, even if you did already read it.](#) The message is so important.

What's that? You say that you've read the Preamble 100 times, **and** have a clear vision of where you and I are going together, **and** how we'll get there?

Fantastic!

So what are we waiting for?...



... Let's go!



3. Master Business Basics **DAY 1**



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

Goal-of-the-DAY

This is the only DAY where you have nothing to **do** -- just **read** and **think** about the material. **Understand** the concepts outlined here, culminating with the concept of **PREselling** to maximize **Conversion Rates** at your income-generating sites. It's the **foundation** of **building income through content**.

With this goal in mind...

3.1. Maximize Profits!

The goal of any business is to maximize **profits**. **Profit** is simply your **income** minus your **expenses**.

Let's take a look at building income first...

3.1.1. Build Income

There are exactly **two** ways to increase **affiliate** income (i.e., the amount of money your affiliate business makes)...

1) Refer more visitors to the merchants that you represent. You do this by **attracting more traffic** to your Theme-Based Content site, and by convincing a **greater percentage of them to click THROUGH** to the merchants that you represent, and/or to your own sales site (ex., a site that sells your e-book or service).

SIDEBAR

Let's remember to use the term "affiliate" loosely. Technically, to be an affiliate means to refer visitors to merchant sites in return for a commission. In fact, you can also refer visitors to **your own** sales site (that sells your e-book, for instance). Or you can even sell visitors your professional services **directly** off your Theme-Based Content Site!

Soon, **Site Build It!** will, at no extra cost, offer full e-commerce capabilities, e-zine subscription and mail out powers, and a complete range of tools to enable you to build income through content **more and more ways, more and more efficiently.**

2) Increase the Conversion Rate (CR). The **CR** is the percent of visitors to a sales site who buy the product that is for sale. For affiliates, the **CR** would mean the percent of visitors to your merchant-partner's site, who deliver the response **for which the merchant pays**, whether that's a click, a lead or a sale.



Simple, right?

Let's use your affiliate business to illustrate. If you refer 100 visitors per day to a merchant and 1% buy, you get paid for that one purchase. But if you send 1,000 visitors per day and 3% buy, you get paid for **30** purchases.

Yes, thirty times more!

So it's pretty clear how to maximize affiliate income! Increase traffic **and Conversion Rate!**

Now for expense side of the ledger...

3.1.2. Get A Good Return On Your Expenses

Of course, every business has **expenses**, too. Maximizing **profits** does **not** imply that you must minimize **expenses**. After all, **if you spend no money or time on your business...**



... you have no business! Instead...

You must get the **best possible** traffic-building and sales-converting **results** for every **dollar** you spend... and for every **hour** you spend on your business.

SIDEBAR

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

We have just seen that you build income by **referring visitors to the merchants that you represent** (by attracting traffic and convincing visitors to click THROUGH), and by **converting those click THROUGHs into sales**.

It will cost you time and money to build income. That's the very nature of all businesses...

To be profitable, you must build enough income to more than cover the time and money that you spend to build the income!

Simple right? But so many people take their eyes off this ball!

To understand expenses, we need to understand what it will cost to **refer visitors to the merchants that you represent**, and to **convert those clicks into sales**. Let's answer these two questions now...

3.1.3. What Does It Cost to Refer Visitors to Merchants?

What Does It Cost to Get the Click THROUGH?



Important tip ➔ For your affiliate Web site to generate **traffic** to your merchants, it must do **two** things well...

1) Pull in lots of traffic. Traffic-building, no matter how you cut it, **will** cost you... in terms of both time and money. Spending **DOLLARS** is optional, but spending **TIME** is not.

There are many ways, both offline and on, to drive traffic to your merchants' sites. I'll work with you until you master **the** most highly profitable, **TIME-and-DOLLAR-effective** way to build traffic to your merchants' sites...

Build your own Theme-Based Content Site -- one that is loaded with high info-value Keyword-Focused Content Pages which rank well with the Search Engines.

If you do this well (and I'll help you to do just that!), you'll attract lots of traffic... **TARGETED** traffic that is specifically interested in your topics.

So far, though, that traffic is still on **your** site. Therefore, it's not generating income yet -- your visitors are "just looking around" **your** site. So...

2) Get those visitors to click THROUGH to your merchants. (Some affiliate program models can actually place merchant offerings on your Web site. In this case, your traffic does not actually visit your merchant's site. But you still have to "get the click" to generate income.)

Remember this... it's the Click THROUGH that earns **affiliate income**. Think about it... no click THROUGHs, no income. As an affiliate, **your goal is to...**



... **get the click**. In other words...

Maximize your Click THROUGH Rate (CTR).

The total number of **Click THROUGHs** to each merchant will be equal to the number of visitors to **your site** (traffic) times the **Click THROUGH rate** you achieve for each merchant.

So... what does it cost to maximize **CTR**? Ah, that's what I love about this business. If you do it correctly, right from the beginning, it won't cost you any extra **TIME** or **MONEY**.

And, of course...



... **your loyal and humble guide** will make sure you do it right!

OK... so far, so great! You've attracted traffic. You've sent as many of those visitors as possible to your merchants' sites. Now they have to buy, right?

After all, if they don't buy something, you don't make a commission. So...

"What's it going to cost me to increase the Conversion Rate?"

Again, I have some **great news!** **Maximizing your Conversion Rate (CR)** is simply a question of doing things right. There is no extra **DOLLAR** or **TIME** cost to boosting Conversion Rates at your merchants' sites.

And again, I'll show you how to do it right!

SIDEBAR

Remember, when this **Action Guide** talks about **Conversion Rates**, we are talking about the **Conversion Rate** at the sites of the merchants that you represent as an affiliate. So we are talking about **you** maximizing the percent of visitors (who you refer) who deliver the response **FOR WHICH THE VENDOR PAYS**, whether that's a sale, or lead, etc.

If you think that it's impossible for you to change the sales-effectiveness of your merchants' sites, you are in for a pleasant surprise.

Let's summarize...

3.1.4. The Wrapup on Profits



So... **how** do you maximize affiliate profits?

By maximizing income and getting the most return for your TIME and DOLLAR expenses. Here's how...

1) Maximize the number of visitors to your merchants' sites. How, and how much? By...

i) building traffic to your own site, spending only dollars and time on traffic-building techniques that **work!**

ii) maximizing the highest possible percentage of your visitors who click THROUGH... there is no cost to do this! (Just do it right!)

And then...

2) Maximize Conversion Rates. Good news here. There is **no** extra **dollar** or **time** cost to boosting **Conversion Rates** at your merchants' sites. You just have to know how to do it right (and I'll show you that in a minute or two!).

Don't just do one. **Do both.**

Why?

Because, as you saw above, your payment is determined by **traffic multiplied by the Conversion Rate...** not "added." Your profits grow **geometrically** when you maximize **both traffic and Conversion Rates.**



SIDEBAR

Remember, when I talk about **Conversion Rates**, we are talking about the **Conversion Rate** at the sites of the merchants that you represent as an affiliate. So **you** must maximize the percent of visitors (i.e., those who click THROUGH) who

deliver **the response for which the vendor pays**, whether that's a click, or a lead, or a sale.

Maybe you don't see how **you** can affect the Conversion Rate on your **merchant's** site? Hey...

They don't call me "guide" for nothing!

One great way to increase **both CTR and CR** is to **not** do something that 99% of affiliates **do** (makes extra sense because this is the **same 99%** that fail). This is a wonderful tip because it does **not** cost **you** any time (not a single second!), nor a single red cent in cash.

"OK already, what is it?" Oh, right...



Important tip ➔ Here's **the #1 affiliate mistake** that simultaneously drives both **CTR** and **CR** to **near-zero....**

3.1.5. The Bane of Banners

I have spent quite a bit of time researching the difference between **5 Pillar Affiliates** (SiteSell.com's affiliates) who refer high traffic **and** high **Conversion Rates** (% of visitors who purchase), and those with low numbers.

The #1 reason for low traffic **and** terrible **Conversion Rates?**

Banner ads! Retinal studies, during usability testing, have shown that Web surfers actually **avoid** banners. Yes, their eyes look away! So naturally, **traffic will be low.**

And what happens to those who **do** click THROUGH on a banner, to visitSiteSell.com's site? Well...

The 5 Pillar Affiliates who rely on banners have an average **Conversion Rate** of 0.5%. But those who use "in-context" **text links** (i.e., text links that are part of the content of the Web page) average over 3%!

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

Why does this happen? It took me a while to figure out...

What happens when someone **does** click on SiteSell.com banner such as this one?...

Building income through content...

That visitor arrives at the **Site Build It!** site feeling “pitched” rather than informed. So she arrives at the sales site in a **resisting** mindset, rather than with an open, ready-to-buy attitude.

Compare that to someone who reads a wonderful, well thought out article about **Site Build It!**, with a recommendation to try it. Is there any surprise that this will generate a much higher **Conversion Rate?**

Same sales site. Different results. **Big** difference.



Bottom line? Banners are cheesy -- they are a “pitch.” So they hurt your Click THROUGH rate, as well as your visitor’s mindset and likeliness to buy.

Remember that example where you sent 100 visitors per day to a merchant and 1% bought? If you rely on flipping up some banners, it will be more like 10 visitors per day and **no one** buys!

SIDEBAR

We will reveal a lot about 5 Pillar Affiliates and about our program stats. But it is not the 5 Pillar Program that is important here -- it's the **lessons** to be derived. This process is all about making **any** affiliate of **any** program more successful. Or **any** small business owner or entrepreneur, to be more precise.

Conclusion?...

Do NOT use banners.



Yes, I know “they’re so-o-o-o-o easy.”

It’s **always** easy to **not** make money.

It’s **always** easy to do what everyone else does, and what you see everyone else doing.

It’s also easy to fail. That’s why most business, offline or on, fail.

Not you. **Not if you...**



... stick with me.

What the heck, it's important. So...

Let me repeat. Do NOT use banners.

SIDEBAR

If you simply must use banners, save them for the products that you do **not** really feel great about recommending. That way, you don't hurt your **credibility** -- after all, it's "only advertising."

Save your "in-context" text links for super companies with wonderful products that deliver **true value** to your reader.

"What's the #2 affiliate mistake?"

Perfect timing! Great question! As long as we're covering **what NOT to do...**

3.1.6. Don't Sell... It's Misplaced Work

Beside the obvious futility of banners, I've spotted **another** major goof by most affiliates. This one is more subtle, but it's important. **Extremely** important.

After banner advertising, it's the second most common error. And it's an even bigger shame because this boo-boo involves **a lot of work... misplaced work**. I mean, if you're going to fail, the best thing would be not to spend much time at it, right?

Here is the common error... selling instead of **PREselling**.

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

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

Yes, I agree, that's better than banner ads get. But remember, **these folks...**



... **put in a lot more work** than tossing up a couple of banners. We'll see in a moment that it's **misdirected** work.

The good news is that I'm going to show you how to redirect those efforts into high-profit areas. But first, **time for a philosophical sidebar...**

3.2. The #1 E-commerce Reality

In life, the vast majority of people just keep doing the "same old thing." It seems easier, more comfortable, that way. But it guarantees the "same old results." So in the long run, it's actually much, **much, MUCH** harder.

In the movie, "The Renaissance Man," Danny De Vito's character makes a profound statement...

"The choices we make dictate the lives we lead."

To paraphrase...

"Where you are today is the result of all the choices and actions that you have made in your life."

When he said that, I remember thinking...

"You know, he's right. Except in rare cases of extraordinarily good or bad luck, everyone basically ends up where they are as a result of the choices they make, and the courses of action they take."

People tend to blame a lack of success in life on "bad luck" or "poor timing," **or on...**



... **other people.** And yes, at times, that can be accurate. A heck of a lot of factors beyond our control **can** blindside us. In the long run, however, as long as we **persist** in our efforts, these factors tend to even out and De Vito's statement remains valid.

Now, here's **the good news...**

E-commerce is simpler than life.

Due to its digital nature, there are fewer variables... so the outcome is more controllable. Which means that we can boil De Vito's statement down to "**The #1 E-commerce Reality.**"

This Reality is almost self-evident, yet it's so easy to forget. Your success with **anything** you do in the world of e-commerce flows from it. **Internalize it and act upon it... you will succeed.** Yes, it's that fundamental.



The #1 E-commerce Reality...

Nothing happens by accident in the world of computers, the net, and customer response. There is always a reason for what happens, good or bad, and that reason is YOU.



Why yellow? **So you'll stick it to your monitor, and never forget!**



What does this **#1 E-commerce Reality** mean to you?...

3.3. Maximize **Your** Results by Doing It Right

Don't Sell... PREsell instead!

When I see some 5 Pillar Affiliates with **Conversion Rates (CRs)** over 10% (and a few over 20%!), I figure that those with **CRs** at 1-2% or less could be multiplying their sales five-or-more-fold. How?

Not by working harder, but by simply channeling their motivation in a better direction...

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

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

SiteSell.com and SiteSell products. These affiliates are **SELLING** (with sales copy) when they should be **PREselling** (with great, and related, content that is of value to the reader).

There's really not much point in straight **SELLING** off your site -- that's the job of your merchant's site. Picture this...

A visitor arrives at an affiliate's site that is really just one, big sales site. Put yourself in that visitor's shoes for a moment. She does **not** see inspiring, editorial content -- she sees a sales effort. But she was searching for content!

"CONTENT!" ...



... **I SAID!** (Oops, sorry for yelling.)

People resist sales efforts, so your click through actually goes down. And if they do click, what do they see when they arrive at a SiteSell.com product site? More sales effort. And, in some cases, many of the words on the SiteSell site are similar to the words that they've just read.

Result? Poor **Conversion Rate**.

If your site is basically a "bunch of sales letters," you do not build **any** credibility and likability with this visitor. Your visitor ends up feeling "pitched" (and you're just another site doing the pitching). So, just like a banner ad, she's not very likely to click **THROUGH** to SiteSell.com's site.

Since she "smells" a sales effort, she becomes **less** likely to click! So **referred traffic drops**. But what if she does click **THROUGH**?

She's going to feel **double-pitched** when she arrives at SiteSell.com's site. Why? Because our site **is** a sales site. If there's anything worse than being pitched once, it's being pitched... twice in a row!

That's why the **CR** actually **goes down**, too, if you try to **sell** your visitors.

SIDEBAR

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

OK, let's see... **Referred traffic** is down. And **Conversion Rate** is down. But, [if you remember the discussion that we just had](#), these are the two ways to **increase your income**.

Hey... we're going in the **wrong** direction!



Conclusion?



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

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

And that brings us to our **second philosophical diversion...**

3.4. The #1 Affiliate Reality

The #1 Affiliate Reality...

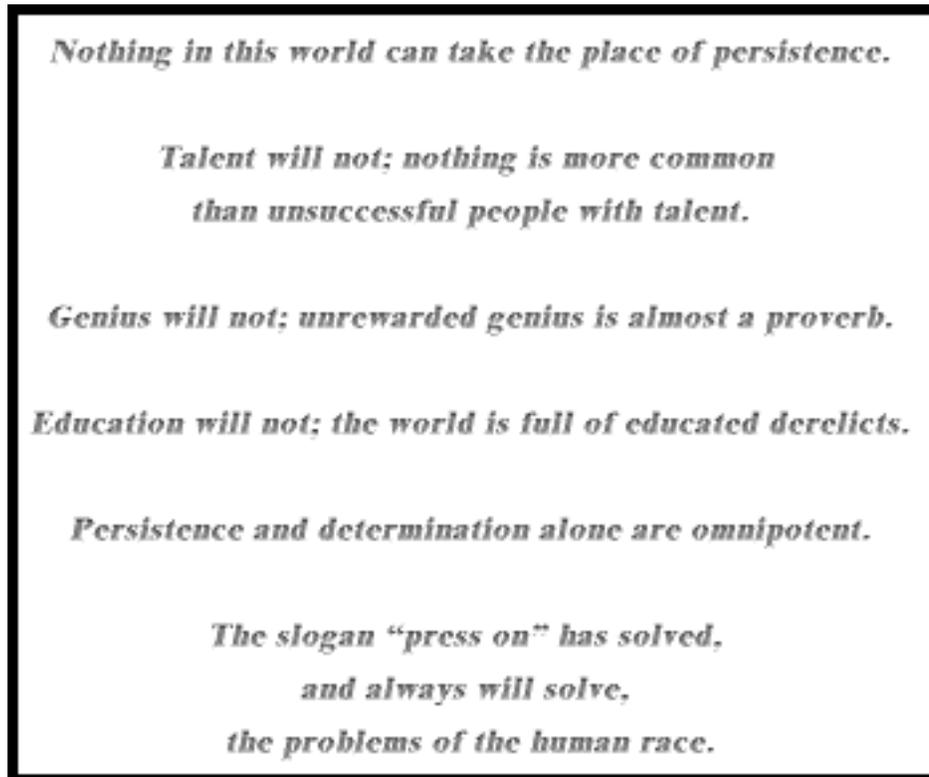
Your CR will literally vary from 1% to 10% purely because of...

- 1) HOW YOU REACH your visitor, and
- 2) WHAT YOU SAY to her, and
- 3) HOW YOU REFER her to your merchant.



Your **CR** depends upon what **you** do and how **you** do it. You do **not** need Lady Luck, Sir Serendipity or anyone else. There is **always** a reason for how well you do, and that reason always relates to **what** you do and **how** you do it.

Once you realize this, then you **know** success really is **DO-able**. Some people **DO** succeed... big-time. But not necessarily the first time. Just keep trying until you find the right approach. To quote **Calvin Coolidge**...



Of course, the goal of the Action Guide is to reduce the amount of trial-and-error **PERSISTENCE** that will be required before you find **your own** successful formula!

Why is "The #1 Affiliate Reality" true?...

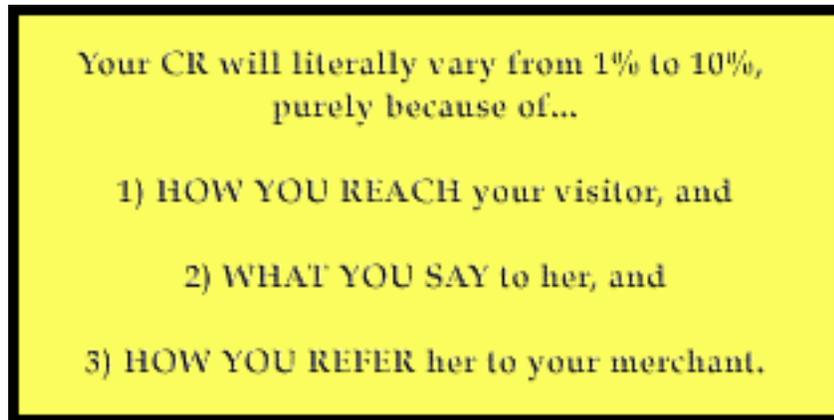
Because **how** you reach your customer, and **what** you say once you reach her, and **how** you refer your visitor to your merchant **directly** affects your visitor's **mindset** when she arrives at your merchant's sales site.

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

That is what "high-**CR** affiliates" have known all along. They refer people to their merchants in an **open-to-buy** frame of mind. To repeat...

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

So... write "**The #1 Affiliate Reality**" on a yellow Post-It Note and stick it on your monitor. It will help you keep your **visitor's** mindset front and center.



And don't worry, I **promise**...



... **that's the last yellow stickie.**

SIDEBAR

Some people e-mail us after reading this **Action Guide**, refusing to believe that we have affiliates who can generate a Conversion Rate (**CR**) of **over 20%**. Actually, the monthly record is **26%** for our **Make Your Site SELL!** book.

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

But we **do** know it's not a fluke. Why? Because, although each affiliate's **CR** may fluctuate in any given month, a "high-**CR**" affiliate does not suddenly become a "low-**CR**" affiliate.

The good ones score high, and make significant dollars, every month.

Copy the good ones.

3.5. The WHAT and HOW of PREselling

Your strategies and actions as an affiliate directly affect your **Conversion Rate**. This section deals with how to **PREsell** effectively. (Later in the **Action Guide**, we will cover traffic-building in more detail.)

Remember the **How-You-Reach, What-You-Say, or How-You-Refer** parts of **The #1 Affiliate Reality?** Let's look at common examples of how "low-**CR** affiliates" create **negative** mindsets by making **How-You-Reach, What-You-Say, or How-You-Refer** boo-boos...

1) HOW YOU REACH Your Visitor...

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

Compare this with how smart and open-minded your visitor feels when **she** finds **you** via a Search Engine!

2) WHAT YOU SAY to Your Visitor...

Don't write a site purely devoted to "hard-selling" your merchants' products. Imagine a visitor who hits your site and reads an immediate sales pitch. That person will **resist** because she does not know you. Then, if (and it's not likely) she clicks to your merchant, she gets **another** sales pitch.

Negative x 2!

In other words...

Never devote your site to one company's product line.

No matter what you do, no matter how sincere you are, this kind of approach always ends up "smelling" like a sales pitch. It simply makes no difference that you honestly love the products -- your visitor will mistake your devotion for **SELLING**.

It's far better to develop a concept that relates to that company's products **and** to other products from other companies that are **complementary**. Develop related content that **PREsells**. Then "get the click" through "in-context" **text** links.

3) HOW YOU REFER Your Visitor to Your Merchant...

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



Put yourself in your customer's brain. What will she think, how will she feel, at each of the 3 major steps above?

Once you have erected your Theme-Based Content Site, review it frequently. Your e-zine, too. Actually, keep your customer in mind no matter **how** you reach her!

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

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

The bottom line?

Always consider how these actions affect your visitor's mindset...

1) HOW YOU REACH your visitor, and...

2) WHAT YOU SAY to her, and...

3) HOW YOU REFER her to your merchant.

Get inside your visitor's head. Realize how she will feel each step of the way. Whatever you do, consider the impact on your visitor -- **if it does not make her more "open to buy," don't do it.**

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

Your **CR** will soar.

3.5.1 Why Does PREselling Work so Well?

There's another reason why **PREselling** is so effective for affiliates...

Because a sale via **any** Affiliate Program is really a **two-step process** -- it requires the delivery of two "**Most Wanted Responses**," yours **and** your merchant's.

SIDEBAR

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

Make Your Site SELL! 2002 has been proclaimed by most Web marketing experts as the "single best resource" about selling on the Net. From product development, to site-selling, to traffic-building, **MYSS! 2002** covers it all. It's a **must-buy** that belongs in every e-commerce library...

MAKE YOUR 2002 SITE SELL!

<http://myss.sitesell.com/>

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



... **get the click** (the click through to your merchant) with the visitor in an **open-to-buy** mindset. The merchant's **MWR** is to get the sale.

Let your merchant do **his** job and get the sale. You do **yours**... get an open-to-buy click by **PREselling**.



SIDEBAR

Before I got this job coaching **you**, I used to coach Little League baseball. I can remember telling my star pitcher...



... err, what the heck???

Excuse me a moment...

...

...

OK, **this** is better (I fired the graphic designer!)

I can remember telling...



... my star pitcher...

“Joel... you don’t have to strike ‘em all out. You’ve got a great team behind you. Let them do their job.”

Same goes for your merchants... Let them do their job.

Our **Top 100** 5 Pillar Affiliates all provide useful content -- they **PREsell**. Then they let the rest of their team (us here at SiteSell.com) get the sale.

It’s a **two-step** process that builds to the sale...

Step 1... You **PREsell** to get an **open-to-buy click** to your merchant.

Step 2... Your merchant gets the sale.

So, whatever you do, however you do it, it should always pull your visitor one step closer to delivering **your MWR...**

Get that OPEN-TO-BUY click.

“Action Guide, if I leave it up to the merchant’s site to get the sale, I still don’t see how I have any influence on the **Conversion Rate**. I’d much rather **sell** the visitor on **my** site.”

OK, that’s a good challenging question...



... Just don’t do it too often!

First, let’s make sure we have our terms straight by using the SiteSell product, **Make Your Site Sell! 2002 (MYSS! 2002)** as an example...

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

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

Do this right...



... and your CR will zoom. But if it reads like a "hard-sell sales pitch," you'll quickly lose credibility with your audience.

On the other hand...

Let's say that you do **not** have a mega-content, ultra-high traffic site and a widely read e-zine of an Allan Gardyne or Ralph Wilson. But you **do** really love SiteSell's products -- that's why you're so proud to represent them. After all, you'd never just want to "push stuff" on people, products that you do **not** believe represent true value-for-dollar.

So...

You create a site that really raves about **MYSS! 2002** and all the other products. Actually, it uses a lot of the principles of **MYSS! 2002** to **SELL** your visitors.

You mean every word of it, of course. And **you** are really proud of your site and **you** know that you are doing visitors a favor by telling them about SiteSell products.

Whoa! Let's shift the focus from **you** for a second. **Let's focus on...**



... your visitor's mindset.

Maybe **you** see an honest site that tries to share the benefits of **MYSS! 2002** with your visitor. But your **visitor** does not know you or your motivations. She might very well see a **mini-site** that is making a strong attempt to get the sale for **MYSS! 2002**. With no other true content, it would be hard for an "outsider" to see it any other way.

SIDEBAR

We touched upon the difference between a mini-site and a Theme-Based Content Site earlier (Theme-Based Sites vs. Mini-Sites). [Click here to refresh your memory.](#)

It does not matter what **you** see. If your **visitors** basically perceive a straight sales effort for your merchants, you're **SELLING**, not **PREselling**. That means that the two-step process is now SELL-SELL...

Redundancy = Turned OFF customer = Low CR.

But if you develop great content that leads to the click, you become a friend making a **recommendation** rather than a stranger making a sales pitch. And if you create a truly great site, you'll actually become a trusted **expert** making an **endorsement**.

Recommendation = Turned ON customer = High CR.

In other words, don't push your visitor to the click, make her **want** to click. It makes all the difference if your visitor feels that it's **her** idea to deliver **your MWR (the open-to-buy click)**.

Want some more details? An example? Sure, read on...

3.5.2. A "Concrete" Example

Are you thinking...

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

You want "concrete"? OK...



... I'll give you a **real concrete** example in just a **moment**.

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

Just a minute! Here's my first recommendation...

Do **not** create another Web marketing site. There are zillions of them. There's only one exception to this rule...

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

Here's an example. Create content about how to write truly persuasive sales copy on the Net, finish the article with text links to your Top 3 books about copywriting. According to the feedback we receive daily, **Make Your Words Sell!** is far ahead in the #1 position -- much the same as Tiger Woods is for golf...

MAKE YOUR WORDS SELL!
<http://myws.sitesell.com/>

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

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

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

Now...



... puzzle me this...

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

It's because I know you'll waste your time. **The 2-Step SELL-SELL does not work.** Period.

Sure, you'll get a few sales. But you won't make enough money to stay motivated to build your business. I'd rather give you a far more powerful, successful approach and have a **smaller piece of your larger, more successful, attention.**

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

AssociatePrograms.com
<http://www.associateprograms.com/>

You'll see that AssociatePrograms.com only devotes a small part of his site to SiteSell.com products. Yet we write checks for thousands of dollars to Mr. Gardyne every month.

Give me more small pieces like that...



... any time!

SIDEBAR

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

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

PayPerClickSearchEngines.com
<http://www.PayPerClickSearchEngines.com/>

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

Bottom line?

If you want to create and build a site that is related to Net marketing, take your time and do your homework. **Find a new concept, or a unique twist, or a trend** that you think will become important, and be the **first** to do it.

Do **not** be a "me too."

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

Inside YOU!

Because you **do** know stuff other people don't... things people would pay to know. You might have learned it "on the job" or through your hobby.

There's a good chance that you don't even realize what you know. It's often right under your nose. But, as you will see, everyone **is** an expert about something.

For now, let's assume that you have a rather unusual area of expertise. Here's a real **concrete**, non-Web-marketing, example that **will** succeed...

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

You love concrete...



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

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

SIDEBAR

For this example, I had to brainstorm topics for concrete. But I know nothing about it. I chose it because "concrete" was the first thing to enter my head for this example.

Still, I could develop topics about concrete forever. And soon, I'll work with you so you can, too... more about brainstorming and developing **high-profitability** Site Concepts and topics during DAYS 2 and 3.

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

You also create **high-value** content-jammed **Keyword-Focused Content Pages**. For example, your page about concrete statues explains all about **how to make...**



... **and how to repair** striking statues for the home and garden. You could even expand it into an entire "Statue Section," with a page on the history of concrete statues and another one about how to market and sell the statues that the visitor makes.

The main point, though, is that you create truly excellent, **high-value** content that delivers what your reader sought at the Search Engines. And you also weave **relevant, “in-context” text links** right into the content, as appropriate. Links to...

- Books about the topic (ex., concrete statues if that’s what the page was about)
- A garden supplier for concrete molds, trowels, etc.
- Naturally, a concrete supplier!
- And so forth.

See what’s happening? By writing about a niche that you know and love, the content is easy. (Naturally, I’ll show you how to **also** write it to score well for the Search Engines.)

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

This is the way to go.

SIDEBAR

I’d love to have just a little bit of your attention **on a site like this...** perhaps a button link “Powered by SiteSell.com” or maybe one page about “How You Built This Site.” If you can figure out a way to **make it fit...**



... I’d be proud to have a partner like you to spread the word about **Site Build It!**

The 5 Pillar Program provides many unique and powerful tools to help affiliates spread the word and PREsell **Site Build It!** [Please click here for more information on the 5 Pillar Program.](#)

OK. Time to summarize DAY 1...

3.6. The Road to Becoming An Affiliate Master



The more I researched successful 5 Pillar Affiliates, the more **PREselling** techniques I found. But, no matter **how** they do it, they **all** accomplish the same thing in the end...

They refer people to their merchants in an “OPEN-TO-BUY” frame of mind.

What’s the key lesson for DAY 1?

PREselling. Not selling. You must, **must, MUST** know...

How to PRESELL!

Basically, the **SBI!** 10-DAY process delivers **the** single most productive approach to affiliate income. It will show you how to **PREsell** your way to **high Conversion Rates...**

And...

At the same time, **maximize traffic** to your merchants’ sites.

And I guess that brings us to the bottom line for today...

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

Isn’t that the roadmap to becoming a high-earning affiliate champion?

Let’s summarize the **whole** point of **PREselling** with this question...

Which Would **You** Respond To...

A **Stranger** With a **Sales Pitch**

or...

A **Knowledgeable Friend** Making a **Recommendation?**



3.7. Goal Wrapup

Have you achieved your Goal-of-the-DAY? Remember?...

Goal-of-the-DAY

This is the only DAY where you have nothing to **do** -- just **read** and **think** about the material. **Understand** the concepts outlined here, culminating with the concept of **PREselling** to maximize **Conversion Rates** at your income-generating sites. It's the **foundation** of **building income through content**.

If you have reached your goal, read your Ongoing Goal below.

If not, please stay with this DAY until you reach it.

Ongoing Goal

Deepen and focus your understanding of this material. **Re-read it once per week for the next eight weeks, monthly after that.**

Yes, really. As you progress through DAYS 2 through 10, it's going to be easy to lose sight of the "big picture."

And there's another reason to re-read regularly -- it will mean **more and more to you**, as you gain each DAY's new perspective.

All done? Goal attained! Congratulations!

Take a break! Turn on the tube. **Go for a walk. Or...**



... you and I could run ahead and start the next DAY! Let's go!

4. Develop Best Site Concept **DAY 2**



By failing to prepare, you are preparing to fail.

-- Benjamin Franklin (1706-1790)

Goal-of-the-DAY

Identify the top 3 **Site Concepts** that you know and love. **Pick the best one.**

With this goal in mind...

4.1. **PRE**pare... or **RE**pair

You have just arrived at the most important part of your entire affiliate business.

Yes, I know you haven't **even** started yet.

And, I know you **really** want to get going! And, yes...

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

The few hours or so that you spend here, in preparation, will determine exactly how big your success will be.

Most people fail in any business because they don't plan adequately. That's three times as true for an Internet business and five times as true for what **you** are about to do. Here's why...

If you pick the wrong concept, if you develop the wrong topics, if you pick the wrong affiliate programs...

You'll get the **wrong results**.

DAYS 2 ,3 and 4 focus on what you need to do before you build your site... heck, before you **name** your site! During these prep DAYS, we'll prepare ourselves to avoid, or where necessary, overcome, **all** the barriers and hazards.

I'll help you get on the road that is right for you. **YOUR** road to success.



Important tip ➡ **Don't rush.** Some careful planning and fine-tuning **now** will pay you **big dividends down the road...**

... down **your** road to success.



You are embarking upon a truly rewarding journey. Have **no** doubts -- this is “winnable” e-commerce. It's totally under your control. Actually...

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

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

It's the foundation for **all** future actions.

Over the next two DAYS, we'll tackle two site-preparing steps...

Develop Best Site Concept (DAY 2)

Brainstorm a high-potential idea. Discover the best “site concepts” **for you**. Then narrow it down to the one with the most potential. Remember... it takes just as much time to build a low-potential business as a high-potential one. So invest the time **now** to maximize your returns **later**.

And...

Develop HIGH PROFITABILITY topics (DAY 3)

Develop hundreds of possible Keyword-Focused topics for your concept, then narrow them down to the ones with the most profitability. Relax, it's a snap once I introduce you to **Site Build It! Manager's Brainstorm & Research** tool. What a timesaver!

And then, the final prep step...

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

Here's where it starts to get **really** fun... finding the partners that will make you money. Based on the concept and topics that you developed, pick the affiliate programs that excite you **and** that fit your concept... **and** that will make you the best profits.

Don't rush through the prep DAYS. They are easy -- so it's tempting to **zoom**. Don't. Though easy, they **do** require thoughtful consideration.

I hate to be a **nag**, but please remember what I said at the beginning... It's a **process**. Take as much time as necessary to do each DAY properly. There is **no** stopwatch ticking. Some careful planning and fine-tuning will pay you **big dividends** down the road...

... down **your** road to success.

Now's the time to nod, say "**Yes, oh wise guide,**" and move ahead...
Hmmm, maybe I should have been a sherpa!



What we are about to do together is likely a radical departure from what you have been doing. Take your time and read carefully... receive the key to becoming an Affiliate Master.

OK, **enough**...



..."kung-fu grasshopper" stuff. Back to real-time preparation....

4.2. Create List of 3 Concepts



Do What You Love...
The Money Will Follow



Create a long list of potential Site Concepts.

Everyone, absolutely **everyone**, has a special interest... a passion. Everyone knows something that is of value to others. Something that others on the Net seek.

Passion makes work fun and easy. What is it that you **love** to talk about? Read about? A hobby? What do you do for fun and games? What are your natural talents?

Write these down.



Don't forget to look...



... right under your nose...

What special body of knowledge have you learned from your job? What do you do day after day, without even thinking about it (ex., child-rearing, taking care of sick parents, renovation contractor, customs inspector).

Here's the key...



... Think! Could any of these activities, areas where you have developed knowledge (without even thinking about it), be of values to others? Yes?...

Great! Write these down.

Think about what you do in a typical day, and what you've learned from it. What sections of a book store or a magazine shop do you automatically gravitate toward? What kind of TV shows do you tend to like most? Movies?

Write these down, too.

What activities do you enjoy most about your current occupation? Is it research? Helping customers achieve their goals? Managing other people? Teaching or explaining things to others? Talking/selling on the phone? Organizing things? Making a process easier? Discovering or creating new products or services? Marketing products?

Yes, you guessed it! Write these down.

Problems are also a good source for ideas because problems need solutions! What bugs you? What's tedious? What does not work?...

We all encounter obstacles, problems, nasty people in the course of whatever it is that we do every day. What are the three biggest problems in your work place? What are your biggest pains as a parent, or as a step-parent, or as a gardener (etc., etc.)?

Do you have solutions to these problems? Would they be of value to a lot of people?

Yes? Yippee! Write these down!

Now let's make sure that you haven't overlooked "ancient history"...

Repeat all the questions above, except pretend that you are in a "five years ago" time warp. Yes, ask yourself the same questions, except place yourself where you were five years ago. Next, repeat for 10 years ago. To paraphrase an old saying...

"You've forgotten more about some things than other folks will ever know."

Call friends. Ask your kids. Phone your parents or your siblings. Or anyone else who can jog your memory. **It's so easy to miss what others see.**

Need a few seeds to fire up that old thinking cap? Here are a few examples of "starting points" to get your neurons firing...

Advertising
Aerospace
Agriculture/farming
Antiques and collectibles
Apparel/clothing/fashion
Architecture/buildings
Arts & Crafts
Auctions
Automotive
Aviation
Beverages
Books
Chemicals
Children/parenting
Cleaning
Communications/media
Computers
Construction
Consulting
Conventions/Trade Shows

Design
Disabilities
Education
Electronics
Employment
Energy
Engineering
Entertainment
Environment
Ergonomics
Financial services
Food
Gambling
Games
Government
Health
Hobbies
Home/garden/flowers/plants
Hospitality/entertaining
Information
Jewelry
Law
Manufacturing
Minerals
Music
New age
Office supplies
Publishing
Real Estate
Religion/Spirituality
Research and Development
Retail management
Science
Security
Sex
Software
Sports
Telecommunications
Toys
Trade
Transportation
Travel
Video
Weather



As ideas for good Site Concepts hit you, jot them down. Do not judge them. Simply write down as many ideas for potential Site Concepts as possible.

OK, finished your list?

Your mission, should you decide to accept it (!) -- and it is not as easy as it sounds - is to find a subject that you really know **and** like. Take your time on this -- the final concept will, after all, form the foundation for your affiliate business.

Now that you have **read** this far and written down all kinds of ideas, **review...**



.... **your list.**

Your potential **Site Concepts** should **not** be too broad... (ex., “pizza” not “food” and “lung cancer” not “cancer” and even worse, not “disease”). Don’t make your niche too narrow, either. For example, don’t make “pepperoni thin-crust pizza” a Site Concept, either.

Review the list.

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

All done? Terrific!



Narrow the list to the 3 best concepts.

Next, pick the **three** concepts that you love the most **and** that you think would have some appeal for others -- this is your “short list” of **Site Concept** words (we’ll refer to them as **Site Concept keywords** from now on.)

Remember... if a concept **really** turns you on, you won’t be working. You’ll be playing. So focus on topics that you **love**.

4.2.1. One Concept **Not to Consider**

We write checks to top Net marketing pros like Allan Gardyne and Ralph Wilson every month. And there are many mid-level Net-savvy marketers who do well, too.

But if you are just getting started, let me tell you this right now...

One thing the Net does not need is another Web marketing site! There are tons of them. So the competition is fierce. And, because of the very nature of the sector, many of your competitors are very, **very** good.

Use **Site Build It!** to become an effective Net marketer, yes! Use it to build a site based on what you **know and love** -- that way, you'll compete against far less savvy marketers! And you'll have more fun doing it, too.

But that does **not** mean to leave SiteSell.com out of **your** plans. I **know** that you're serious about your affiliate business, so I would absolutely **love** to have you as a partner-in-sales.

Let's use an example, fashion, to show you how promoting **Site Build It!** could still fit into your new site...

You think that only **consumers** search for "fashion model" or "fashion designer" or "fashion design"? Nope! No more than investors are the only ones who would search for "penny stocks."

When I was marketing my first product, PennyGold (penny stock investing software -- now **sold out** in order not to weaken the strategy -- lucky owners have done incredibly well with it!), I must have done **thousands** and **thousands** of searches on "penny stocks"... **all** on the major engines.

Why did I do that? Because I wanted to see how PennyGold was doing on these engines, and I wanted to see who was beating me! And in fact, that's exactly how I found lots of competitors! So come back in time with me, to when I was just starting out with my penny stock software.

SIDEBAR

Please...



... don't ask me about whether you can get a copy of PennyGold. We no longer market this -- we stopped at 1,000 copies, as originally advertised. Those people who were lucky enough to have stumbled upon a good thing have had great returns.

Let's say that, when I was doing my searches for "penny stocks," **you** had **already** created a Theme-Based Content Site that was all about aggressive forms of investing... "theaggressiveinvestor.com."

After doing your **DEMAND and SUPPLY** research, let's say, too, that you had dedicated one of your site's pages to "penny stocks." You wrote it to provide **high-value** content **and** to also appeal to the Search Engines.

What would have happened?...

I'd still be golfing today! Here's why...

I surely would have found your page sooner or later, likely several times, on one or more of the engines. You simply created good content that the engines ranked highly.

And...

If you had written a compelling title and description ([as outlined above](#)), I would have certainly clicked to your page. If your content about aggressive forms of investing was **high-value**, and if you recommended **Site Build It!** as a powerful way for me to build targeted traffic to my PennyGold **sales site**, guess what?...

Sure! I would have bought **Site Build It!**. And that means I would never have written all those "Make Your ____ Sell!" books, nor created **Site Build It!**. **And so...**



... I'd still be golfing!



You **can** do **exactly** the same thing. Except do it for a topic that **you** know and love... like "fashion."

If you write a wonderful Theme-Based Content Site about "fashion design," lots of **merchants** will find your pages. After reading one or more of your excellent pages about fashion design, you lead into a **recommendation** about **Site Build It!**.

So not only does your "fashion-passion" site generate income for you by sending fashion **consumers** to a select group of fashion **merchants**, you can also send fashion **merchants** to the sitesell.com site, creating an additional income stream!

For example, here's how your "fashion design" page could do this...

First, you write your content. This content must deliver good "information value" about fashion design. Since this is your area of expertise, that's a snap. Your content contains "in-context" **text** links (those caught using banners will have a detention!) for **consumers** and **merchants**...

For fashion consumers...

Are you looking for a top-notch school of fashion design?

[Click here for the best school in the US Northeast.](#)

[Click here for the best one in the US Southeast.](#)

[Click here for the top institute in the US Southwest.](#)

[Click here for excellence in the US Northwest.](#)

[Click here for the Fashion School Directory.](#)

(Please [e-mail us](#) if you feel that your fashion school or college belongs in the directory.)

NOTE: Each of the “best school” links sends the visitor to a school that you represent as an affiliate!

For fashion merchants...

Do you teach fashion design? Or are you a designer looking to sell your fashion designs on the Web? I’m pleased to tell you about the very best, the **only** system of its kind actually, that will help you attract targeted traffic, **people ready to buy.**

It’s called **Site Build It!** and it works. After all, **you are here,** right?

Click here for more information...

<http://buildit.sitesell.com/Your-Special-URL.html>

SIDEBAR

For more information about the 5 Pillar Program, please click here...

<http://affiliates.sitesell.com/>

This is just an example, but I hope you get the idea. **You’ve created multiple streams of income...** from both merchants **and** consumers... in an area that you love and know... and in an area that is not **nearly** as competitive as Web marketing (where so many people seem to congregate).

Uh-oh. Still not convinced? You **still** think that you can build a bigger business by targeting Web masters and others who are specifically interested in Web marketing? No, really -- you’ll do far better by working your “niche of passion.” Here’s why...

So many people get sucked into the “Web marketing game.” They get interested. They read a lot. Pretty soon they figure that they’re experts and that they can sell what they know. Well, they **are** good, but...

“Web marketing info” is a jam-packed highly competitive arena. And you’re competing against pros, many of whom are **extremely** good at writing to please Search Engines.

If this description fits you, **take all you have learned and use Site Build It! to master a non-Net-marketing niche.** It will be your **best** move of this year.

A second reason why you're better off when you focus on a special "concept niche"...



Important tip ➔ There are tons of fashion-related merchants who'd love **Site Build It!**. And you'd have them **all to yourself!** What do I mean?

Well, people looking for Web-selling information have quite likely already heard about us. But Web marketers don't reach the fashion industry. They reach other Web marketers.

Meanwhile, your fashion merchants are all dying for a way to build targeted traffic. YOU can provide that by telling them all about Site Build It!...



... Seed that niche and reap the benefits... before someone else does it well.

The "niche concept site" is a flexible strategy that **anyone** can do. Bend it and twist it -- add your own ideas. You really **will** do a great job with this.

Every now and then, Allan Gardyne focuses on successful affiliates. You can review his back issues for the success stories at...

<http://www.associateprograms.com/search/newsletter.html>

He gives several examples of high-earning affiliates. One way or another, they **all** follow the "fashion" strategy outlined above. However, each has their own little twist and "add-on" strategies.

Here's the bottom line. **Every single success story has focused on a niche that the affiliate knows and loves...** finance, insurance, children, etc. That's the fastest road for you, too.

And while you are on this road... if I can have just a small piece of your attention, I'd be most delighted. Our **win-win 5 Pillar Affiliate Program** treats affiliates well financially, and provides them with outstanding tools, support, and education.

I would be honored if you decided to become a partner-in-sales...



The 5 Pillar Affiliate Program
<http://affiliates.sitesell.com>

4.3. Brainstorm 5 Topics Per Concept

Got your **3 top concepts** swirling around in your mind? Super! It's time to get a **quick estimate** as to which is likely to be the most profitable...



List 5 topics for each concept.

On a piece of paper (or use your word processor), **write down 5 topics related to each one of your three concepts** (including the **Site Concept keyword** itself). Each topic should be composed of only one or two words, three max. We'll call each of these topics a **keyword**.



SIDEBAR

Just to be sure this is clear...

The term, "keywords", includes **both** single words **and** multi-word phrases. When building a keyword list, never limit yourself to single words. Many people search for topics using multi-word keywords composed of two, or even three, words. Very few surfers enter four or more words, though.

For example, let's say one of your **Site Concepts** is "cactus." You might write down...

- cactus (the **first** of the five words should be your **Site Concept keyword**)
- succulents
- cactus care
- euphorbias
- cactus seeds

Now do the same for your other two **Site Concepts**.

When you're done, you should have a list of 15 keywords.

SIDEBAR

If you have already registered a SBI! domain, then you also already know the "theme" or "focus" of your site. (i.e., your **Site Concept**). You don't need to do the 3 x 5 word exercise above. Instead, just concentrate on finding words (i.e., keywords) related to your Site Concept. Pull 5 -10 keywords out of your head to kick-start your keyword list.

Now let's get that quick fix as to which **Site Concept** will be the most profitable. Do you know...



... what **time** it is?

Yes! It's time to **open the Manager!**...



... Bet you thought we'd **never** get around to it!

4.4. Quick Overview of SBI! Manager

SBI! Manager accelerates your progress by helping you to...

- brainstorm/build a **MASTER KEYWORD LIST** that you can search and sort. **SBI! Manager** turns the generation of the list, as outlined in DAY 3, into child's play!
- research **HIGH-PROFITABILITY** keywords, based on a good **DEMAND/SUPPLY** ratio. **SBI! Manager** automatically gets the **DEMAND** and

SUPPLY info for you, for the entire list of keywords, calculates their **PROFITABILITY**, and ranks them accordingly (also part of DAY 3).

- prepare content for your Theme-Based Content Site by digging up **SUPPLY SITE INFO** for each keyword (DAY 3)
- research affiliate programs that fit with your Site Concept (DAY 4)
- finalize and register your new domain name (DAY 5)

Before we go any further, **let's define two key terms** that we'll use over and over...

DEMAND -- This is a relative measure of how many times Web surfers actually search for a keyword. The absolute number is not important. Each word's relative value, compared to that of others, is important.

SUPPLY -- This is a relative measure, as well, of how many sites provide content about the keyword.

Later, after you build your site (using **SiteBuilder**), you'll return to the **Manager**. It helps you...

- prepare Pay-Per-Click Search Engine submissions. **SBI! Manager** organizes the required information (Title, Description. etc.) correctly, based on each engine's bid-submission protocol.
- bid optimally at the Pay-Per-Click Search Engines. **SBI! Manager's** automatic research functionality quickly gives you Top 20 bid info for all of your keywords for every significant pay-for-click engine. With that data, you can easily identify the best bidding strategy for each keyword.
- turn mass-bidding-submissions, the ultimate in **tedious** exercises, into a **snap**, actually into a **click...** of your mouse (compatible with eight major pay-per-click engines).

Site Build It! Manager is a tool that you will use over and over again. It helps you turn **DATA** into **INFORMATION** that you can use to build Theme-Based Content Sites that your visitors **and** the Search Engines will love.

And you know what that means...



... higher sales and/or more commission for you.

And then, once your site is up, it helps you wring the **most** out of the Pay-Per-Click Search Engines.

SBI! Manager simplifies your life immensely and saves you big blocks of time... And time, after all, is money.

Now, with that introduction to my friend, the **Manager, completed...**

4.5. Manager MAGIC!



A quick note... just before you open your **Manager** tool, [*please read these technical details about the Manager first.](#) Then c'mon back here.

I'll wait **right here** for you... ***Manager download version only**

...

...

All set? Let's do it! (Please do **DO** these instructions.)



Open and explore the Manager.



4.5.1. Open Site Build It! Manager

For **Win users**, open the **Manager** via your Startup Menu...

START > PROGRAMS > SITE BUILD IT! > SBI! MANAGER

(Do not open this application by clicking on any other file.)

You must have an open connection to the Internet for the Manager to work.

For Mac users, open the **Manager** by double-clicking on the application (labeled “SBI! Manager”) in the SBI! Manager folder.

(Do not open this application by clicking on any other file. It’s a good idea to make an alias of the “Site Build It Manager” app and keep it on the desktop or in your Apple Menu.)

You must have an open connection to the Internet for the Manager to work.

SIDEBAR

The annual **SBI!** fee includes all upgrades to the **Manager** during the year, too. The **Manager** is **only** for those with active **Site Build It!** accounts -- it checks with the SiteSell servers to verify this.

4.5.2. The ADMIN AREA

The **first** time, you open the **Manager**, it will present you with an “I agree not to copy” message, then a couple of information windows. Next, it takes you to the display called the **ADMIN ISTRATION AREA**, which asks for two kinds of information...

i) Identification (top part) -- name, address, phone, etc. **Fill this info in now.**

ii) Pay-per-click Accounts (bottom part) -- The **Manager** will need all this info when you make mass-bidding-submissions to the Pay-Per-Click engines. If you **already** have accounts with the Pay-Per-Click engines, you can fill this in now. **Or you can do it later**, as you open the accounts with the various Pay-Per-Clicks (more on this below).

4.5.3. Explore the Manager

Once you’re finished with the **ADMIN AREA**, click the **MASTER KEYWORD LIST** button. That will take you to the **MASTER KEYWORD LIST** display.

SIDEBAR

ADMIN AREA

In the future, the only way to return to the **ADMIN AREA** is via the button on the **MASTER KEYWORD LIST** display screen. The only time you ever need to return to the ADMINISTRATION AREA is when your ID info changes, or when you open an account with a Pay-Per-Click.

Now that you are in the **MASTER KEYWORD LIST** display, look to the upper left corner. See this?...



... It tells you that you are in the **MASTER KEYWORD LIST** display, for the **fashionmodels.com** domain. This is the practice domain you'll use to acquaint yourself with the **Manager**.

See how I have already entered and researched several fashion-related keywords? I've accumulated data (**DEMAND**, **SUPPLY**, etc.) about them, and researched Pay-Per-Click bidding information at Overture. I have even prepared your **PAGE SUBMISSION INFO** to bid for keywords at Overture.

Just in case you missed it the first time, let me remind about these two important definitions...

DEMAND -- This is a relative measure of how many times Web surfers actually search for a keyword. The absolute number is not important. Each word's relative value, compared to that of others, is important.

SUPPLY -- This is a relative measure, as well, of how many sites provide content about the keyword.

Obviously, **you are already thinking...**



...“Find the words with high **DEMAND** and low **SUPPLY**.”

Yes-s-s-s-s-s-s-s!

Why have I done all this for you?...



... 'Cause I'm such a nice person! OK, OK... also because I want you now to bop around the **Manager** and get to know your **second** best friend in **Site Build It!** (ahem!).

Let's start doing...



... the **Manager bop**. Here's the best way to pick it up in a hurry...

Clicking on the large label in the upper left corner of **any** display tells you **what that display is all about**. Try it now... Click **on** the large label in the upper left corner that says...

MASTER KEYWORD LIST

Next, find the large question mark near the main display label...  **Click on it for more specific info** about that display.

Next, click on the various **buttons** and **labels** and smaller **question marks** () . Don't worry. You can't break anything. Need to know what a **data entry box** is for? Just click on its **label** (ex., **SUPPLY SITE INFO**). Want to know more about a **button**? Just click on its **question mark**.

Anytime you see an underlined label (ex., DEMAND), clicking on it **sorts** all your keywords according to that term -- for example, clicking on DEMAND sorts all your keywords according to how much DEMAND there is for them (highest DEMAND first).

Try it now. Click on DEMAND and then PROFIT-ABILITY -- the six fashion-related words will be sorted, first in order of DEMAND and then in order of PROFITABILITY (best cases are sorted highest).

Look for the navigation buttons in the upper right area, such as...  . These take you to **other** displays in the **Manager**. Click on each of these, **explore them too**, and then return to the **MASTER KEYWORD LIST**.

The **MASTER KEYWORD LIST** is the hub of the **Manager**. You'll come back to it often, and then leave it to go to other key functions of the **Manager**. Think of this display as your "home base."

Especially important... while you explore **every** other display, be sure to click on **every** question mark, and **every** label (ex., **SUPPLY SITE INFO**) for **online help**.

You **still** here?...



...**Get going...** explore the **Manager**. (Don't make me use my whip!)

Take a good hour and stick your nose into every nook and cranny, reading every bit of online help (labels and question marks). And remember... each time you hit a new display, get the “big picture” **right away** by clicking on the large label in the upper left corner.

As you explore, **create new keywords** for your fictitious example-site of fashionmodels.com (ex., “fashion TV”). Click the buttons in each display to see what they do. In other words...

Use it. It’s the best, and fastest, way to get the hang of this powerful tool.

IMPORTANT NOTE: Do not advance to the next section until you have spent a solid hour exploring the Manager. You’ll get lost if you just rush ahead.

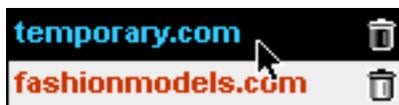
SIDEBAR
Once you finish the “test drive,” **delete** the fashionmodels.com domain -- click on the **DOMAIN LIST** navigation button and follow instructions in that display. Clear the slate for your own creativity!

No hurry. You do **not** have to do delete fashionmodels.com right away. **Do it when you no longer refer to it.**

4.5.4. Using Temporary.com Domain

Now that we have explored all the tools that Manager offers, it’s time to use them to **pick our best concept...**

Let’s visit DOMAIN LIST now by clicking on **DOMAIN LIST**. Once there, click on **temporary.com** domain **like this...**



Then click **OK**. This sends you back to the **MASTER KEYWORD LIST** display.

The temporary.com domain is **not** a real domain -- it is simply your “scratch pad domain.” Use it to build your **MASTER KEYWORD LIST** **before** you actually add keywords to your **real** domain.

SIDEBAR
Once you have registered your **Site Build It!** domain, you won’t **need** to use temporary.com as your scratch pad. You’ll be able to do brainstorming and researching using **your own** domain name. For now, it’s extremely useful.

However, even **after** you have registered your own domain, the temporary.com is useful for brainstorming **new** themes that you do not want to mix into your **MASTER KEYWORD LIST** for **your** real domain(s).

4.5.5. Enter Your 15 Keywords



OK, you are now in the **MASTER KEYWORD LIST** display for temporary.com.



*Enter your 15 keywords into the **MASTER KEYWORD LIST** for the temporary.com domain.*

Remember those 15 keywords that you just brainstormed (5 for each **Site Concept**)? Let's enter them into the **MASTER KEYWORD LIST** display.

In the **MASTER KEYWORD LIST** display, you can either add new keywords ONE-BY-ONE or you can brainstorm and research 100 or more related keywords all at once. We'll cover brainstorming tomorrow. For now...

See where it says "**Enter first keyword here**"? Geez, look again! It's right under the **KEYWORD** label...

#	KEYWORD (1 in this list)	?
1	Enter first keyword here	\$



...See?

Enter your first **Site Concept** keyword into that box (delete the "Enter first keyword here"). In our example, you'd enter "cactus" here.

Next, **create a new keyword box** by clicking on the  button. Click into that new box and enter your next keyword ("succulents"), like this...

#	KEYWORD (2 in this list)	?
1	cactus	\$
2	succulents	\$

Repeat the process until you have entered **all** 15 keywords.

SIDEBAR

If you have already registered a SBI! domain, enter the 5-10 keywords that you brainstormed earlier.

Great! Now let's find out which **Site Concept** will be most profitable.

How?

By researching the **PROFITABILITY** for each keyword. Don't get scared off by that **R** word ("research") **unless...**



... you're afraid to click a button!...

4.6. Figure Your **BEST** Concept

How do you decide which of your three **Site Concepts** is your **best** one? Simple!



Important tip ➔ It must...

- 1) be highly **profitable**
- 2) have a good number of **POSSIBLE PARTNERS**
- 3) **excite** you.

Let's start the **research...**

4.6.1. Research (Click!) and Compare Profitability

Here's how research becomes fun...



Use the Manager to find your best Site Concept.

STEP 1) Click on the  **button** beside your first keyword (“cactus” in our example). See what happens? The **Manager** goes out on the Net and brings you back **DEMAND** and **SUPPLY** data.

SIDEBAR

IMPORTANT -- You must have a connection open to the Internet in order to use the Manager. Or you won't be able to get any data from the Net.

Clicking on the  **button** also brings back **SUPPLY SITE INFO**, info on **ten** popular sites related to each keyword -- more on this in a second or two. We'll use this later, too.

STEP 2) Repeat for **each** of the 15 keywords in your list, including, of course, the **Site Concept keywords** themselves.

STEP 3) Now review the **SUPPLY** and **DEMAND** data. Note, too, the **PROFITABILITY** scores for each keyword.

PROFITABILITY for a keyword is determined by...

- **DEMAND** -- a relative number of how many times people search for a particular keyword, compared to other words. **DEMAND** gives you a good idea what potential visitors **want**.
- **SUPPLY** -- the number of sites that provide content for a particular keyword. **SUPPLY** indicates the amount of **competition** you face for this topic.

HIGH-PROFITABILITY keywords have a good **DEMAND/SUPPLY ratio** (i.e., high DEMAND and low SUPPLY) and they generate a **good number of POSSIBLE PARTNERS**.

SIDEBAR

The **PROFITABILITY** calculation is a complicated one and takes all other keywords in the list into account, in a **weighted** fashion. When you add a new keyword (or remove one), you'll find that **all** the other **PROFITABILITY** scores change...

But their **relative** profitability **to each other** remains the same (i.e., the best are still the best and the order stays the same). Bottom line...

The actual **PROFITABILITY** number of a keyword is not as important as its **relationship** to all the other words. One more thing...

Take the actual number itself...



with a grain of salt.

Absolute numbers are not so reliable, especially for those keywords that have extremely low SUPPLY numbers.

The **PROFITABILITY** numbers are useful, but use **your judgment** to make the final decisions.

STEP 4) Now **sort** your 15 words for PROFITABILITY by clicking on the PROFIT-ABILITY label.

Let's say that your other two Site Concepts were "luxury cars" and "New York." Here's what your **MASTER KEYWORD LIST** would now look like...

#	KEYWORD (15 in this list)	?	DEMAND	SUPPLY	PROFIT-ABILITY
1	Statue of Liberty	S	24,618	57,227	15.8
2	limousines	S	25,667	92,972	11.9
3	euphorbias	S	350	1,220	9.7
4	Ferrari	S	90,546	621,315	9.1
5	luxury cars	S	5,587	27,870	9.0
6	BMW	S	85,882	1,294,165	6.9
7	New York	S	150,786	6,438,108	5.7
8	cactus	S	10,225	202,115	5.2
9	mercedes	S	35,922	1,522,440	4.9
10	Central Park	S	3,292	53,139	4.9
11	succulents	S	728	19,366	3.2
12	Coney Island	S	1,638	84,730	2.9
13	cactus care	S	248	6,670	2.6
14	Fifth Avenue	S	711	46,267	2.3
15	cactus seeds	S	317	79,332	1.0

If there's a clear **PROFITABILITY & EXCITEMENT** (for you) winner now, **choose it.**



Personally, while I like cactus gardening, there does not seem to be much money in it. **So I've got a toss up between New York and luxury cars**, with luxury cars in the lead. **Hmmm...**



... maybe luxury-cars-in-Manhattan.com?

Nope... stick to a **single** theme. Let's see how to **break the tie**...

4.6.2. Rounding Out the Picture

Let's get a bit more info to be sure of our shot! After all, what we decide **right here, right now** sets us down a very important path. Let's make sure we choose the best one!

STEP 5) Check out the **URLs** under **SUPPLY SITE INFO**. Just click on the box **under** the **SUPPLY SITE INFO** label, like this...

#	KEYWORD (15 in this list)	?	DEMAND	SUPPLY	PROFIT- ABILITY	SUPPLY SITE INFO
1	Statue of Liberty	\$	24,618	57,227	15.8	URL: <input type="text"/>
2	limousines	\$	25,667	92,972	11.9	URL: <input type="text"/>

Clicking on the **first** box under the **SUPPLY SITE INFO** label sends you to the Notepad for **SUPPLY SITE INFO** for the **first** word in your **MASTER KEYWORD LIST** (**Statue of Liberty**, in this case). Clicking on the **second** box under the label sends you to the Notepad for **SUPPLY SITE INFO** for the second word (**limousines**), etc., etc.

SIDEBAR

The same applies for the other two Notepads... for **POSSIBLE PARTNERS** and for **IDEAS FOR CONTENT**. Once you are in any one of the Notepads, you can enter ideas, notes, and information about that keyword for that particular subject (ex., for **POSSIBLE PARTNERS**).

SUPPLY SITE INFO -- information about sites that supply info about each keyword. When you click on the  **button** beside a keyword, it brings back information about ten sites that provide info about **that** keyword.

POSSIBLE PARTNERS -- use this Notepad to enter information about **merchants** who sell related and non-competing products or services the fit with a particular keyword **and** have an affiliate program.

IDEAS FOR CONTENT -- got a great idea for a topic that you could write about for this keyword? Enter it here.

STEP 6) Check out the **SUPPLY SITE INFO** for each keyword in your **MASTER KEYWORD LIST**. If any of the sites mention interesting content that **sparks your interest...**

SIDEBAR

One special note... If a keyword returns sites that seem **inappropriate**, it's likely that your keyword does not reach the people you thought.

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

But the sites in **SUPPLY SITE INFO** are all about car prices and airline ticket prices, and helping consumers find the lowest prices for commodity-type products. In other words... people searching for the keyword **price** are **not** business folks looking for "pricing" info. They are **consumers** looking for **deals**.

Save yourself time and money... delete **price** and add **pricing**. Now hit the  button.

BINGO! This is the **RIGHT** word.



... Now where the heck was I? Oh yes. If any of the sites in **SUPPLY SITE INFO** mention interesting content that **sparks your interest...**

1) Make a note in **IDEAS FOR CONTENT** for what you want to discuss when you create content for this topic on your own site.

2) Visit its URL. While you are doing these visits, you'll notice three types of sites...

i) irrelevant -- For whatever reason (off-topic, geographic, lousy site, etc.), they just don't fit. Skip these.

ii) merchant -- If they have an affiliate program that fits your concept, enter the URL of the "join page" for the affiliate program of that merchant into the **POSSIBLE PARTNERS** Notepad. Add a few notes about this opportunity, or you'll forget what attracted you when it comes time to review.

iii) content -- These sites are your direct competitors. They make money through banner ads and affiliate programs, too. They'll also speed up your learning curve by **giving** you a lot of information. Here's what to do...

• As you review these content sites, you may get some great ideas for content on your own site. Enter these ideas into the **IDEAS FOR CONTENT** column.

- Time for more sleuthing...



... **Browse the site, drilling down** into the content. Click on the banner ads and text links, following these links out to their destinations, to see what kind of merchants that **they** have chosen as affiliate-partners. Enter findings into **POSSIBLE PARTNERS** Notepad.

SIDEBAR

Quick tip...

Here's how to find a link to a merchant's affiliate program quickly...

- 1) See if you can find reference to it with a quick scan of the top, left and bottom navbars (graphic or text links). If not...
- 2) Do a quick "find" on the home page. Press on the **control+f** keys on your keyboard (command+f, if you are using a Mac). Then enter "affil" into the box of the window that pops up.

Why just those first few letters? There's less chance of a typo and these first few letters are enough to find "affiliate" or "affiliates." Try also for "assoc" (short for "associate") and "refer" (short for "referral" or "referrer" program).

- 3) Use their search tool or online support chat (if they have one) or 1-800 line, or send them an e-mail. If they don't have an affiliate program, ask if they are interested in buying pay-per-click advertising ([more on selling pay-per-click advertising a bit later on](#)).

If you still can't find it after that, forget it. They probably don't have an affiliate program.

Expected results?...

- lots of good content ideas for the site
- a few merchants who have affiliate programs (but the real **motherlode** for affiliate programs will come in DAY 4!)
- some good leads to merchants who could need pay-per-click advertising from you a bit later (when you have enough traffic to consider selling advertising).

OK. Your research is almost finished. **Let just do...**



... a bit more investigating. And then let's make a decision!

STEP 7) Let's quickly look in **one** more place to see whether there are merchants with affiliate programs related to your theme. I'll provide more detailed info about this later, but for now just visit any **one** of these four affiliate directories...

SIDEBAR

An affiliate directory is a listing, by category, of merchants who offer affiliate programs.

AssociatePrograms.com

<http://www.associateprograms.com/>

Refer-It

<http://www.refer-it.com/>

CashPile.com

<http://www.cashpile.com/>

Associate-It.com

<http://www.associate-it.com/>

Drill down through the appropriate categories. Enter good merchant candidates who offer products that fit with your concept into **POSSIBLE PARTNERS**. **One thing not to do...**



... **Don't turn this into an exhausting, exhaustive exercise** -- you're just trying to get a **general** idea of affiliate program availability for each of your three concepts.

Why?...

Because even if "luxury cars" has great **PROFITABILITY** potential (according to **SUPPLY** and **DEMAND** data), there's not much point if you can't find merchants who will pay you for referring targeted traffic..

After all, **don't count on...**



... Mercedes to pay you!



4.6.3. Decision Time!

Yes, it's time to make your all-important choice. **And good news!...**



... You're ready! You know enough to make a **smart choice**.

Final steps...

STEP 8) Based on all you have learned, **choose the most profitable and interesting Site Concept from your list of 3, that also seems to have a good supply of merchants who fit.**

In fact, you found many good merchants who sell products related to New York... priceline.com for air travel, Amazon.com for books, several local hotels (from one-to-five stars), etc., etc. Not much, though, related to luxury cars.

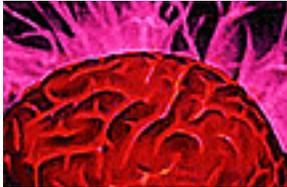
So... it looks like you'll be...



... telling the world about your favorite city in the world!

STEP 9) Delete the keywords from your other two **Site Concepts**.

STEP 10) Good day's work! Shut down your computer and go interact with one of your favorite humans for a couple of hours. Don't worry, I'll be here tomorrow... **DAY 3. We'll do some truly sizzling...**



... brainstorming together.

Actually, my buddy, the **Manager**, and I will do the brainstorming. You'll just push a button and go for coffee. But let me warn you now... **you'll actually have to do...**



... some thinking after that. But only because the **Manager** can't think... **yet!**



IMPORTANT NOTE... Always do a **backup** after you **enter data** into the **Manager**. Click on the button with the **green disk** (). This will save your data **and** shut down the **Manager**. Just reopen to continue.

If you have **not** entered data, just quit the **Manager** by clicking on the button with the **waving hand** (). It quits **without** making a backup copy.



4.7. Goal Wrapup

Have you achieved your Goal-of-the-DAY? Remember?...

Goal-of-the-DAY

Identify the top 3 **Site Concepts** that you know and love. **Pick the best one.**

If you have reached your goal, read your Ongoing Goal below.

If not, please stay with this DAY until you reach it.

Ongoing Goal

Good news! There is **no** Ongoing Goal for this day. Revisit this only if you want to build an entirely new and different Theme-Based Content Site.

All done? Goal attained! **Congratulations!**

Take a break! Turn on the tube. **Go for a walk. Or...**



... you and I could run ahead and start the next DAY! Let's go!

Whoops! Where'd you go? OK, OK... take a break. You deserve it!

5. Brainstorm Profitable Topics **DAY 3**



“Why do you rob banks?” the officer asked infamous bank robber, Willy Sutton, moments after being arrested. **To which he replied...**



... “I go where the money is.”

Goal-of-the-DAY

Brainstorm a **big** list of profitable keywords (future topics for your site) related to your chosen **Site Concept keyword**.

With this goal in mind...



5.1. Super Brainstorming

Now, where were we? Oh yes...

Yesterday, you chose a **Site Concept** for your new **Site Build It!** site. It's still too early to register your domain. Refine your concept first. **You wouldn't want to...**



... register the wrong domain, right?

Before we choose a domain name, let's do some serious brainstorming to see where our concept will lead. In DAY 2, we added and researched one keyword at a time. Now let's build a **long** list of keywords that are related to our concept. Brainstorm as many as possible, hundreds of them even!

We'll get the **DEMAND** and **SUPPLY** data for each keyword -- then calculate the **PROFITABILITY**. This is important because each keyword will be the topic of one of your site's Web pages (Keyword-Focused Content Pages).

And we do want our pages to be profitable, correct? So we'll prune out the **low-profit-potential ones**.

Of course, we'll also bring back **SUPPLY SITE INFO**, too. This will give us great ideas for possible content, and could also lead us to merchants, as we have seen.

Sound tedious? It **would** be, if you were doing it **by hand**...



... **Imagine all the manual labor involved**...

- Brainstorming all the words.
- Researching them all.
- Entering all the **DEMAND**, **SUPPLY**, and **SUPPLY SITE INFO** into a database.
- Calculating a **PROFITABILITY** for each word.

Sheesh, it could take weeks! Not for you, though. All **you** will have to do is **click on the**...



... **Brain button** at the top of the **MASTER KEYWORD LIST** display.

SIDEBAR

Why is this necessary? Because later on, you'll create Web pages with topics that focus upon your **highest profitability** keywords.

Ready? Fire up **Site Build It! Manager** again! Let's put the power of the Net to good use...

5.1.1. Click on the Button



Let's visit **DOMAIN LIST** now by clicking on **DOMAIN LIST**. Once there, click on **temporary.com** domain **like this**...



Then click **OK**. This sends you back to the **MASTER KEYWORD LIST** display (see the [temporary.com](#) under the **MASTER KEYWORD LIST?**), ready to brainstorm.

SIDEBAR

Remember... the temporary.com domain is NOT a real domain -- it is simply your “scratch pad domain” -- use it to build your **MASTER KEYWORD LIST** before you actually add your REAL domain.

I hope you are still “on the yellow brick road” and have **not yet** finalized and registered your new **Site Build It!** domain. But if you **have** taken a shortcut and have **already** registered your domain, you can still use the “scratch pad” temporary.com to build your **MASTER KEYWORD LIST**.

Then I'll show you how to add your (**already** registered) domain to the Manager and how to transfer your temporary list over to that domain.



*Brainstorm and research a **MASTER KEYWORD LIST**, based upon your **Site Concept**.*



Click on the “**Brain**  **button**” to access the **Brainstorm & Research (B&R)** tool. Follow the online help carefully -- **the first few times you do this, please...**

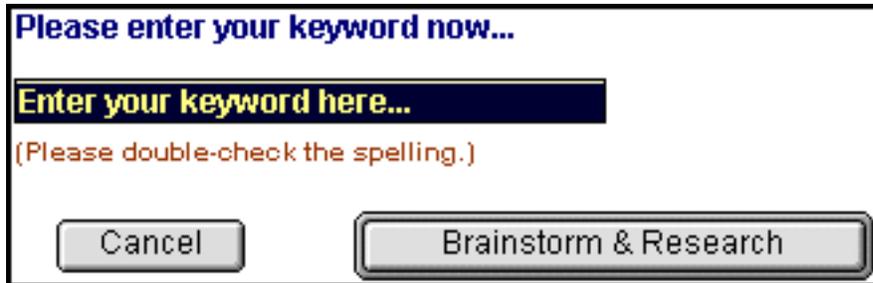


... read **all** the onscreen directions carefully.



5.1.2. Enter your Site Concept Keyword

When you come to the “**Brainstorm & Research -- Step 1 of 4**” window, enter your **Site Concept** keyword (no typos!) where it says “Enter your keyword here...”



Please enter your keyword now...

Enter your keyword here...

(Please double-check the spelling.)

Cancel Brainstorm & Research

Let's enter **cholesterol** as our **Site Concept** and then click on the **Brainstorm & Research** button.

Do **not** brainstorm on super-general keywords like **free** or **Web site** -- “seeds” like this can only bring back a wide range of weeds or rubbish.

5.1.3. Get a Coffee

Click on the **Brainstorm & Research** and let the **tool** do its job. Go out for a coffee and come back in 15-20 minutes. This is an **intensive** process -- so it's best to not touch the computer until it's done. Of course, if you happen to **need some sedation...**



... **you can stay** and watch the onscreen status reports until it's done.

Whatever you decide, let the tool do its job -- it's literally saving you a solid week of work.

SIDEBAR

Every now and then, rarely, one of the Net resources may be down -- this is out of the **Manager's** control. The **B&R** tool will tell you if this happens -- just click on the **Try Again** button.

Try a total of 3 **additional** times. If it's still down, you can either cancel out (you'll have to **start over** later), or leave **B&R** where it is overnight (yes, you **can** do other stuff now) and **finish the session in the morning**.

Why would you want to leave it overnight and continue in the morning? Because if you cancel, you'd have to **start over**. By the morning, the resource should most likely be up -- so if you left **B&R** where it was, you'd simply complete your session without having to start over.

5.1.4. Extra B&R Sessions

The **B&R** tool returns a long list of keywords, sorted according to **DEMAND**, with the **greatest DEMAND** at the top. The **highest DEMAND** words tend to be more **general** in nature... we call these General Keywords.



Do extra B&R sessions on related General Keywords.

If you find a General Keyword that is **related** to your Site Concept keyword, do a supplemental **B&R** session on it. Just click on the **little** Brain button () beside that word. Get ready for some interesting results... it may take your concept in a slightly different direction than you originally anticipated.

Example: You've done a **B&R** session on your Site Concept, **cholesterol**. You have a **great list of profitable keywords...**

KEEP	KEYWORD	DEMAND	SUPPLY	PROFIT-ABILITY
<input checked="" type="checkbox"/>	health	1,074,226	57,785,770	6.95
<input checked="" type="checkbox"/>	diet	205,353	2,658,345	9.22
<input checked="" type="checkbox"/>	drugs	156,705	2,131,665	8.88
<input checked="" type="checkbox"/>	medicines	118,368	309,820	23.08
<input checked="" type="checkbox"/>	cholesterol	45,391	328,350	11.32
<input checked="" type="checkbox"/>	doctors	43,894	1,313,540	6.05
<input checked="" type="checkbox"/>	heart	35,513	6,269,020	3.93

You notice the word **heart** high up on the list, 7th overall. Obvious relationship, right? So you hit the  beside the word **heart**.

That supplemental **B&R** session returns a great series of profitable words, **which leads you to...**



... a **super idea** for your Site Concept...

CholesterolAndYourHeart.com.

What's that? A question? Why not pick "health" or "diet" or "drugs" or "medicines" or "doctors"?... After all, they are all General Keywords that have more **DEMAND** than heart, right?

Yes, and that's **just it...**

They are **too** general. Your brainstorm session will bring back too much junk... just think of all the possible **health** issues there could be! Same with **drugs** or **doctors**. But "heart" is the "just right" blend of **specificity** and **relevance** (to the cholesterol theme).

Keep your eyes open for other **General Keywords** -- **related** words that are of a general, high-DEMAND, nature. It's **best** to perform another B&R session on General Keywords that do **not** contain your Site Concept keyword.

"Why should it **not** have the Site Concept keyword in it?"

Let me answer that question with another question. If your Site Concept was "stocks" and you wanted to brainstorm on "penny stocks," what would be the point?

Yes, it **could** take your research into a more speculative direction, but there would also be many duplicates (that are eliminated before you see them). In general, it's better to use a "similar level" kind of General Keyword that does **not** contain your Site Concept keyword ... like "investing" or "securities."

Or hit the **Start Over** button (more on this button below), and create a whole site about speculative investing, if you do decide to **change direction**.

SPECIAL NOTE:

You might also find a General Keyword that appears to be a **better** concept than your initial one. Here's how to decide...

- 1) Click on the  beside that word.
- 2) Got your results? Great! Now sort by **PROFITABILITY** by clicking on [PROFIT-ABILITY](#).

3) Compare and see if your new concept is, in fact, more profitable (similar to the way you did for your 15 keywords in DAY 2). If not, perhaps combining the two is the way to go (ex., **CholesterolAndYourHeart.com** above).

Important... In order to be fair to the Net resources that we use, you are only allowed to do **one “master” brainstorming session per week**. However, you can do a maximum of three **extra B&Rs** (i.e., small  clicks) as part of this master brainstorming session.

This will give you enough profitable topics to keep you busy creating content related to your Site Concept for months! So as my buddy **Daive in Australia** says...



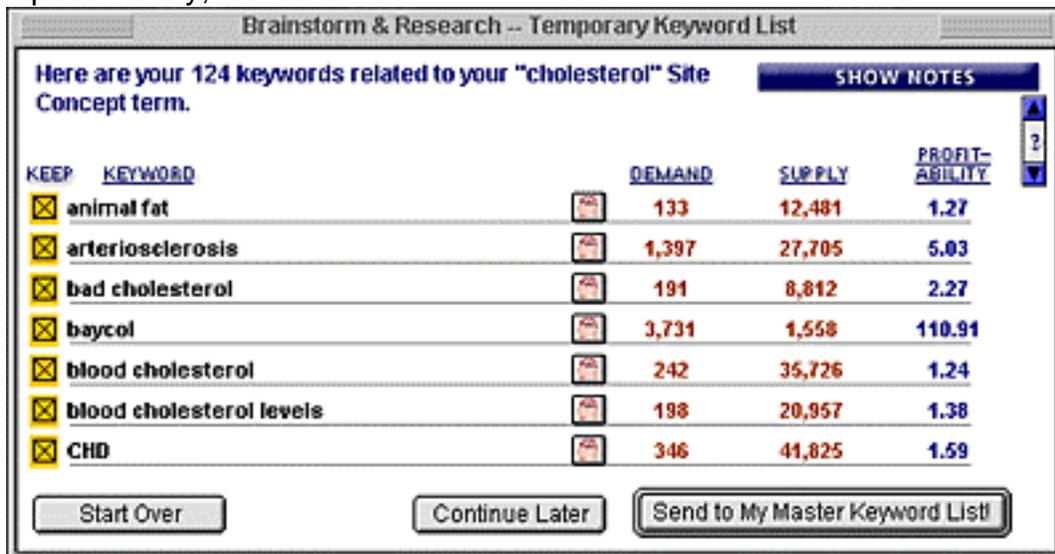
... “No worries, mate!”

SIDEBAR

You do **not** have to do **all** three extra sessions immediately. Just click on **Continue later**. In this case, you can shut down the **Manager**. Your work up to this point will be saved.

5.1.5. Keyword Analysis... Made Easy!

To analyze the keywords from the **B&R session**, look at results from different points of view. Click on the KEYWORD label to **sort** your keywords alphabetically, like this...



KEEP	KEYWORD	DEMAND	SUPPLY	PROFIT-ABILITY
<input checked="" type="checkbox"/>	animal fat	133	12,481	1.27
<input checked="" type="checkbox"/>	arteriosclerosis	1,397	27,705	5.03
<input checked="" type="checkbox"/>	bad cholesterol	191	8,812	2.27
<input checked="" type="checkbox"/>	baycol	3,731	1,558	110.91
<input checked="" type="checkbox"/>	blood cholesterol	242	36,726	1.24
<input checked="" type="checkbox"/>	blood cholesterol levels	198	20,957	1.38
<input checked="" type="checkbox"/>	CHD	346	41,825	1.59

“What good is this?”

You'll find it's the **easiest way to find a keyword** that you spotted ten minutes earlier, but now can't seem to locate.

Click on the [SUPPLY](#) label to **sort** your keywords by **SUPPLY**, like this...

KEEP	KEYWORD	DEMAND	SUPPLY	PROFIT-ABILITY
<input checked="" type="checkbox"/>	cholesterol level lowered naturally	381	1,379	15.02
<input checked="" type="checkbox"/>	baycol	3,731	1,558	110.91
<input checked="" type="checkbox"/>	lescol	834	2,071	21.21
<input checked="" type="checkbox"/>	cholesterol and unit conversion	160	2,207	4.94
<input checked="" type="checkbox"/>	trikor	1,651	2,226	36.85
<input checked="" type="checkbox"/>	fluvastatin	86	2,489	2.59
<input checked="" type="checkbox"/>	cholesterol monitors	137	2,771	3.66

This sorting lists keywords with the least SUPPLY (i.e., the least amount of competition), first. It's probably the least useful sort -- but what the heck... the techs did it "because they could!"

Click on the [PROFIT-ABILITY](#) label to **sort** your keywords by **PROFITABILITY**, like this...

KEEP	KEYWORD	DEMAND	SUPPLY	PROFIT-ABILITY
<input checked="" type="checkbox"/>	baycol	3,731	1,558	110.91
<input checked="" type="checkbox"/>	lipitor	14,607	7,866	87.79
<input checked="" type="checkbox"/>	zocor	7,192	9,817	37.28
<input checked="" type="checkbox"/>	trikor	1,651	2,226	36.85
<input checked="" type="checkbox"/>	pravachol	2,998	4,366	34.72
<input checked="" type="checkbox"/>	triglycerides	16,347	38,357	23.96
<input checked="" type="checkbox"/>	medicines	118,368	309,820	23.08

When the **B&R** session first returns its keywords, it is sorted by **DEMAND**. If you later sort in some other way, just click on [DEMAND](#) to sort by DEMAND again.

You'll get the most out of sorting according to **PROFITABILITY** and **DEMAND**. The **best** keywords to use are...

1) The highest **PROFITABILITY** ones

2) the highest **DEMAND** ones that also have average-or-better **PROFITABILITY**.

SIDEBAR

As I mentioned earlier...

The **PROFITABILITY** calculation is a complicated one and takes all other keywords in the list into account, in a weighted fashion. When you add a new keyword (or remove one), you'll find that all the other profitability scores change...

But their **relative** profitability **to each other** remains the same (i.e., the best are still the best and the order stays the same). For example, if you deleted the word **medicines** from the above list, the **PROFITABILITY** scores of all the remaining keywords would change. But their relative profitability **to each other** would remain the same -- **lipitor** would still be roughly twice as profitable as **zocor**.

Bottom line...

The actual profitability number of a keyword is not as important as its **relationship** to all the other words. Take the actual number itself with a grain of salt.

5.1.6. Keep or Kill?



Keep the best keywords that fit your Site Concept.

Decide which keywords you want to keep. These are the keywords that have the best combination of...

1) **PROFITABILITY**

2) **relevance** to your **Site Concept**

3) interest for you.

Remember, you don't **have** to be extremely knowledgeable about a keyword to keep it. For example, let's say that **Museum of Modern Art** turns up during a B&R session on **New York**. It interests you, **but** you don't know a lot about it. You can always buy a travel book on New York if you need research material about the Museum of Modern Art in New York.

How do you keep or kill? Simple...

To **keep** the good ones, you have nothing to do. **Uncheck** those that are **unprofitable or irrelevant** (i.e., uncheck the "x" that appears in the small box in the **KEEP** column, which appears just **to the left of each keyword**).

5.1.7. Transfer to MASTER KEYWORD LIST... Or Start Over!

Great! Got your "keepers"? Transfer them to your **MASTER KEYWORD LIST** by clicking on the **Send to My MASTER KEYWORD LIST** button.

This sends all the checked keywords (and their data) at once to your **MASTER KEYWORD LIST** for temporary.com. (or your domain name if you have already registered one).

SIDEBAR

As you know, you can always enter keywords manually, one by one, as well.

OR...

Let's say that you've looked over your set of keywords and, **to put it bluntly...**



... you're not happy. No problem!

Just click on "**Start Over**". Then brainstorm and develop a different **Site Concept** keyword, as we did during DAY 2. This is important...

Do **not** start a project that does **not** excite you and that does **not** appear profitable.

IMPORTANT... You've added a whole bunch of good stuff to your **Manager**. Remember... always do a backup after you enter data into the **Manager**. Click on the button with the **green disk** () . This will save your data **and** shut down the **Manager**.

5.2. Research Your Master Keyword List

Good progress! You now have a great **MASTER KEYWORD LIST**.

Check out the SUPPLY SITE INFO for each keyword in your **MASTER KEYWORD LIST**, the same way you did during your “15 keyword drill” during DAY 2 ([STEPS 5 and 6 of Rounding Out the Picture -- please click back and do this now for your new MASTER KEYWORD LIST](#)).

Expected results? The same as for your earlier drill...

- **lots** of good content ideas for the site
- some good leads to merchants who could need pay-per-click advertising from you a bit later (when you have enough traffic to consider selling advertising).
- **a few merchants** who have affiliate programs (but the real **motherlode** for affiliate programs will come tomorrow, in DAY 4!)

As you research each keyword, you'll find that some of them do **not** quite make the grade...

5.2.1. Delete Low-Profit Keywords

As you work with your keyword list, you may decide that you'd like to delete one or more. To delete a word, just click on the  button.

Click on its  button first to learn “safe deleting” so you don't have any disasters.

If you want to delete groups of words, the **FIND** function will come in handy.

SIDEBAR

The **FIND** function is quite flexible and powerful. Click on its  button to fully understand it.

To delete groups of words...

Click on the  to find keywords that match certain criteria (**ex.**, to find words with a PROFITABILITY below 2 or SUPPLY OVER 100,000). Then click on the  button to delete all the words that you found. Again click on the  for both of these buttons **to avoid any disasters**.



... Sometimes I worry about providing powerful functions like this. I just know I'm going to get at least one nasty e-mail asking me why I didn't warn you that you could accidentally delete **all** your keywords, plus lose the mortgage on the house. So please...

Don't send it to me! Send it to sbi-support@sitesell.com -- but...



... don't say I didn't warn you!

5.3. Add New, High-Profit Keywords

Once you have brought the results of your first **B&R** session into your **MASTER KEYWORD LIST**, you've got enough raw material to last you for **quite a while**. Still, don't ever think you're finished.

If you stay in an "on the hunt" mindset for new keywords, they will come to you, one-at-a-time, at many different points of the day...

- while you are working with your **MASTER KEYWORD LIST**
- while you are creating content for a certain keyword
- while doing other research or other work related to your site
- and if you are really keen, when you are away from your computer...



... even while you sleep!

Add the keyword to your **MASTER KEYWORD LIST** (remember the  button?) and then check its PROFITABILITY (remember the  button).

And, of course, one week after your first **B&R** session, you can always run **another one**. If you do it right the first time around, however, you won't need to do another one for quite a while!

Here, though, is how to do it...

5.3.1. Eyes Peeled For Related General Keywords



Keep your eyes open for other **General Keywords** -- **related** words that are of a general, high-DEMAND, nature, while you build your **Site Build It!** business.

[Review the advice for doing extra brainstorm sessions in Extra B&R Sessions above.](#)

Start a new **B&R** session on that word. Keep the best words that it brings back and add them to your **MASTER KEYWORD LIST**.



5.3.2. Find Related General Keywords At Amazon.com... No Charge!

Do a search for your **Site Concept keyword** at Amazon. Select “books” and enter your **Site Concept keyword**, like this...



It could very likely return some titles with good, related General Keywords. Then do a new **B&R** session on that word.

Speaking of good books, how about a Thesaurus to find related General Keywords? Look up your **Site Concept** keyword at...

<http://www.thesaurus.com/>

Then do a new **B&R** session if you find a great synonym!

5.3.3. Think Like Your Customer

First things first... get into your visitor's shoes. Answer these questions...

Question #1 -- Who are they?

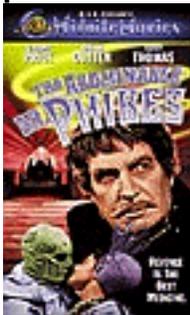
Question #2 -- What are they trying to do?

Question #3 -- What other stuff do they look for?

Up to now, you've learned techniques that **anyone** can use for **any topic**. But, for this part, you do need to **know** your customer and your concept. So I will use an example that I happen to now quite a bit about... how to set prices for products. And I'll recruit you to help me, OK?

We're going to create a site that is all about **pricing**. And we've done all our prep steps, including DAY 4 where we choose our merchants. So...

We're already affiliates of SiteSell.com because "**Make Your Price Sell!**" (**MYPS!**) is a perfect fit for this concept. We'll also provide links to good pricing books at an online bookstore, as well as other related vendors (more in-depth details on how to choose affiliate programs appear in DAY 4). Heck, **we'll even provide links to...**



... old Vincent Price videos!



Let's answer the "visitor question" that we posed earlier...

Question #1 -- Who are they?

Answer -- Writers, software companies, manufacturers in any industry you can imagine. We'll come up with a lot more answers and then figure out how to reach them. Let's be specific and break them down into niche segments.

What do they do?

What kind of things would they search for at a Search Engine that is related to their occupations?

Question #2 -- What are they trying to do?

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

So, yes, we've worked on obvious words like "pricing" and "pricing software" and "pricing" together with their industry, and so forth. And we've figured out every way that they could possibly search for that information (ex., "setting a price," "how to price").

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

And here's an important point. I call it "**interception marketing**"...

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

Answer -- They'll look for anything that is related to their business. Figure out what problem your target market is trying to solve when they do a search.

Just trace their steps as they develop their product, write their sites, build traffic, take orders and ship product. **Intercept them with your message.** What words would they look for? Our site must solve that problem.

An example... what's a common issue for people selling products on the Net? "Fulfillment," just to name one. "Taking orders," "shipping," "product development," "market research," "feasibility studies," "writing sales copy," "credit card processing," "shipping," to name just a few others.

There are so many starting points that the head spins. Anyone looking up terms like the ones above will also have a need to price products more effectively. They qualify themselves as serious business people with serious needs. Exactly the right kind of people for **MYPS!**

So I'll intercept them when they search for, let's say, fulfillment-related topics, provide them with great content about fulfillment, and then also introduce them to the concept of pricing. So let's choose **General Keywords**, like "catalog" and "fulfillment" and "sales" and "customer service" (just to pick a few). Are you thinking...

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

Absolutely... positively...



... nothing.

And everything.

Nothing... This means that we can't use these words for our Theme-Based Content Site about pricing. It would dilute its power, both with our human visitors and especially with the Search Engines.

Everything... This means that we can reach them through a **brand new site**. For example, if someone is searching for "fulfillment" (in the non-Zen sense of the word!), she already has a product. A product that needs a **Perfect Price**.

Here's what we'd do -- start a new **B&R** session on "fulfillment." If it looks like there are lots of good, profitable topics (and believe me, there are!), we'd develop a second site about fulfillment.

Remember, the affiliate game is a numbers game. Set up **one** profitable site (on pricing) and then do another one that reaches your same target market, in a different way.

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

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

Remember... **PREselling** is really about selling **yourself** to your customer through great content. So once we have **PREsold** with great content about fulfillment issues on the Net, we'd lead into a few closing links...

First, we join the program of a good fulfillment company. We provide a link to them for their wonderful fulfillment services. Then, we add a **pricing** link like this...

Before you can fulfill orders, you have to sell, of course.
The generally recognized BIBLE of Net-selling is called
"Make Your Site SELL!" Highly recommended....

MAKE YOUR PRICE SELL!

<http://mysp.sitesell.com/>

CLICK!

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

And before you can sell, your price has to be right. I have

found a pricing technology that has been receiving kudos from experts who are on the cutting edge. I highly recommend it. See what you think...

<http://mysps.sitesell.com/>

CLICK!

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



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

Wow! What a DAY! Let's do a quick review...

5.4. Your Business Blueprint

As you create, build, review and analyze your **MASTER KEYWORD LIST**, you'll refine your original **Site Concept** and the topics that will appear in your site. Each page in your site focuses on a topic -- the topic will be one of the profitable keywords in your **MASTER KEYWORD LIST**.

Luckily, the best way to score with both Search Engines and your human visitors is to focus on a single topic. Each **Keyword-Focused Content Page** has a topic that is based on one of your keywords.



Important tip ➡ How do you decide which **topics** (i.e., keywords) to write about? **Choose those that...**

- fit with your **Site Concept**

and...

- concentrate on keywords with a **good PROFITABILITY** score

and...

- provide you with the opportunity to build good content (**SUPPLY SITE INFO** has sparked good ideas)

and...

- have a good number of **POSSIBLE PARTNERS** (more about this on DAY 4).

and, of course...

- you **know** (or can research) and **enjoy**.

When you're ready to write your site, start with the keywords that have the **best** combination of **HIGH DEMAND** and **LOW SUPPLY** (especially the ones that you really enjoy **and** know!) and a good number of **POSSIBLE PARTNERS**. Each page wraps a **high-value** topic around each **Specific Keyword**, following the guidelines outlined above.

I hope you see what you've done already. **Yes, you've created your site's...**



... blueprint!

To summarize the whole DAY...

Brainstorm & Research the best possible **highest-profitability** keywords. Decide which ones will form the content for your site. You've got a great list of **profitable content**, almost ready to **write itself!**



Please, please, please note...

DAY 2 (Develop Best Site Concept) and **DAY 3 (Brainstorm Profitable Topics)** literally **build your business blueprint**. It's important to take your time and work through these two DAYS until you "get it" and "do it."

These two DAYS appear so easy. It's so tempting to fly through them. Don't. **Work** these days thoroughly.

Remember. **Site Build It!** works, **if you...**



... work it!

5.5. Goal Wrapup

Have you achieved your Goal-of-the-DAY? Remember?...

Goal-of-the-DAY

Brainstorm a big list of profitable keywords (future topics for your site) related to your chosen **Site Concept keyword**.

If you have reached your goal, read your Ongoing Goal below.

If not, please stay with this DAY until you reach it.

Ongoing Goal

Grow your **MASTER KEYWORD LIST** ever bigger, ever more profitable. This yields the raw material for new **Keyword-Focused Content Pages**.

All done? Phew! I don't know about you, **but I've got to...**



... **get up and stretch.** You should do the same.

It's been a good day -- you have literally done a month's worth of **smart** research. See you tomorrow, a fun day where we figure out **our sources of income**.

6. Grow, Prune and Group The Best DAY 4



What should you ask of prospective merchant partners?...

SHOW ME THE MONEY!

-- Jerry Maguire (1996)

Goal-of-the-DAY

Find, research, and select **5** affiliate programs that fit with your **Site Concept**. You must rate these merchants as **excellent**, and you must feel **good** about representing them. Remember, your **recommendations** reflect upon **who** you are... **your integrity is at stake**.

With this goal in mind...

6.1. Grow Your List of POSSIBLE PARTNERS

Only one thing to do before you finalize the **Site Concept/Concept Keyword** -- and that's when you choose the **domain name** of your Theme-Based Content Site!...

Grow a list of **good** merchants with affiliate programs who have product lines that **fit**. Then choose the best ones and group them according to **high-profitability** keywords.

In other words... let's expand our list of **POSSIBLE PARTNERS** that we started in DAY 3. There are lots of great places on the Net to do this, as long as you know where to look.

What? You **don't** know? **Relax...**



... I do. Hey, that's the "guide" part in my name, **Action Guide!**



6.1.1. Grow Through Search Engines... Straight Search

I guess a good place to start your **search for merchants** would be...



... of course, at the **Search Engines!**

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

+keyword +affiliate

Let’s suppose you love shoes... the history of shoes, the styles, the functions. It’s “AllAboutShoes.com!” But don’t register it yet... you still might change your mind!

So now, of course, you’re looking for great merchant-partners. Here’s what to enter at AltaVista...

Web Page Search:

Tip: Enter specific words (ex: *squash* instead of *vegetable*)

[Advanced Search](#)

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

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

Web Page Search:

Tip: Enter specific words (ex: *squash* instead of *vegetable*)

[Advanced Search](#)

Do this at...

AltaVista (<http://www.altavista.com/>),

Google (<http://www.google.com/>),

Overture (<http://www.overture.com/>),

and/or...

Ixquick (<http://www.ixquick.com/>).

This will yield (after you eliminate the junk!) either merchants **with** affiliate programs or content sites that **are** affiliates. Visit the Top 10 sites at each (do 20 if you're feeling ambitious!).

If it's a "merchant site," and if it has an affiliate program that fits your concept, you have found a POSSIBLE PARTNER! Enter what kind of merchandise they sell **and** the URL of the "join page" into **POSSIBLE PARTNERS** for **the** keywords that fit.

If it's a "content site," review its content and follow the "links out" [as explained earlier](#) -- add to your columns of **POSSIBLE PARTNERS** and **IDEAS FOR CONTENT**.

Repeat the process for the **5-10 most profitable** keywords in your **MASTER KEYWORD LIST**.

6.1.2. Grow Through Directories... Search and/or Drill Down

Directories are also a good source.

My favorite is still...

YAHOO!

... I don't need to give you the URL, do I?

OK, OK, just in case...

<http://www.yahoo.com/>

Just enter your **Site Concept** keyword and hit **Search**. Or drill down through the categories until you find the right subcategory that contains the merchants that fit.

You can do the same thing at...

LookSmart

<http://www.looksmart.com/>

Open Directory Project

<http://dmoz.org/>

6.1.3. Grow Through Search Engines & Directories

Favorite Tricks

Now for a few of my favorite tricks...

How else can you find merchants on the Search Engines?

Easy!...

1) Visit the advertisers!



... **Is that a radical concept, or what?** Yes, I'm actually suggesting that you click on a banner ad! Actually, the Search Engines advertise in different ways nowadays...

For example, **Google** sells a big text link **at the top** of each page, as well as **smaller ones along the right edge of each page**, according to keyword. Odds are these merchants have affiliate programs.

Others, of course, have straight banners. As much as possible, they try to match the banner according to the search term.

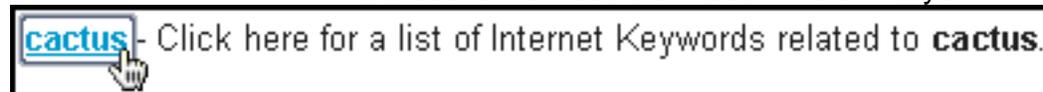
Here's one of my **special** tricks...

2) Use RealNames...

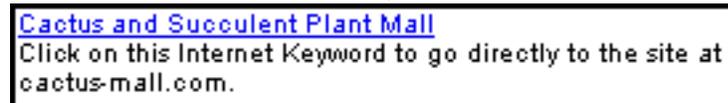


THE SEARCH COMPANY

-- Do a search for "cactus." See where it says...



Small businesses pay **RealNames** (who partners with **AltaVista** on this) to be listed in the above link destination for the word **cactus**. So they are more likely to be merchants. And there, **lo and behold...**



Hey! If you decided to do that site on cactus gardening, after all, and if this retailer does **not** have an affiliate program, e-mail them to **create your own special referral commission**. They are a perfect fit!

3) Sniff affiliate sites (they've already done the homework for you!)...

Let's continue our search for shoe affiliates. [Remember our "+shoes +affiliate" search from a previous section?](#) Well, you found a shoe e-shop with an affiliate program, called Shoebuy.com.

Perfect fit!...

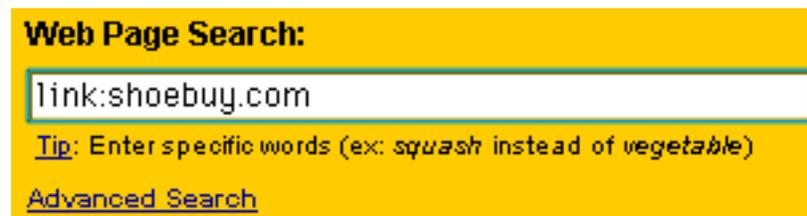
Shoebuy.com fits with an idea that you had added to the IDEAS FOR CONTENT column. So you entered Shoebuy.com into your list of POSSIBLE PARTNERS for the keyword "high heel shoes." (See how you can use the **MASTER KEYWORD LIST** to group programs according to keywords?)

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

Start by finding **other** affiliates who link to Shoebuy.com! How? Simple. Go to...

<http://www.altavista.com/>

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



This will reveal sites that **link to** shoebuy.com (since most will be affiliate sites, you'll get a good indication of how many affiliates they have). At the time of this writing, 364 pages linked to good old Shoebuy.com.

Many of these sites will be **content** sites that also link to other shoe-related merchants as affiliates. Visit those sites and **check out the destinations of their links**.

Do you see URLs that look like affiliate links (especially easy to tell if they are links to affiliate aggregators like Commission Junction, BeFree, or LinkShare -- more on this in a bit)? If so, **click on the link** and you'll likely find another potential merchant partner.

SIDEBAR

Do you know how to first sniff the destination of a URL **without** having to click on it? **Just hover your cursor over the link, like this...**



.. and then look in the **Status Bar** (bottom left corner of your browser). You'll see a URL like this...

`http://www.autoweb.com/awi-bin/affiliate/click.awi?session=205643535`

(Some affiliate URLs are much longer and more complicated!)

In other words, if you discovered `montero-sport.com`, a car affiliate site, and then sniffed this link, **you'd discover an excellent merchant partner for your car-oriented site.**

These "linked-to" merchants already have affiliate programs -- all you have to do is check them out and see if they fit with **your Site Concept!** Add the ones that **do** fit to your list of **POSSIBLE PARTNERS.**

Repeat this **AltaVista** link-finder-and-sniffer technique for all of your **POSSIBLE PARTNERS!**

6.1.4. Grow Through Specialized Affiliate Directories



Affiliate Directories are Web sites that compile exhaustive lists of merchants with affiliate programs. They even organize them all, **just for you**, into categories.



Important tip ➔ **If your time is limited, this is the best, most efficient, way to grow a list of merchants that fit.**

The **top 10** most popular Affiliate Directories on the Net ("Alexa-based visit count" appears in brackets after directory name) are...

AssociatePrograms.com (15,890) -- Allan Gardyne has one of the best directories going -- it screens out the riffraff. Active forum, too. Not to be missed.
<http://www.associateprograms.com/>

CashPile.com (14,984) -- extensive directory, good tools.
<http://www.cashpile.com/>

Refer-It (12,061) -- one of the grand-daddies, has a comprehensive directory and an excellent "Webmasters Lounge."
<http://www.refer-it.com/>

Associate-It.com (10,569) -- excellent overall resource.
<http://www.associate-it.com/>

Revenews (9,614) -- useful forum, top-notch articles.
<http://www.revenews.com/>

ClickQuick (6,409) -- useful, in-depth program reviews.
<http://www.clickquick.com/>

2-Tier Affiliate Program Directory (3,919)
<http://www.2-tier.com/>

AffiliateMatch.com (2,919)
<http://www.AffiliateMatch.com/>

AffiliateWorld.com (2,917)
<http://www.affiliateworld.com/>

AffiliatesDirectory.com (2,765)
<http://www.affiliatesdirectory.com/>

SIDEBAR

To determine popularity, I use traffic stats as reported by **Alexa.com**. If you run an affiliate directory and if I've missed you, please let me know if your directory belongs in the Top 10. Please note that the **main focus** of your site **must** be on affiliate programs. Drop me a line at...

directories@sitesell.com



Spend at least one hour in each of the Top 3 affiliate directories, growing and pruning your list of merchant partners.

Here's how to use the directories...

1) Drill-down through the relevant categories of the directory until you find “good fit” sub-categories. Find one or more merchants in each sub-category that fits into your Site Concept well. Enter the name, what kind of merchandise they sell, and the URL of the “join page” to the **POSSIBLE PARTNERS** column in your **MASTER KEYWORD LIST**, for each keyword that is relevant.



2) Just to make sure your drill-down didn't miss anything, **use each directory's...**

Search... tool. Do keyword searches at three levels of **specificity**. Start with the **most specific** and then get progressively **more general, like this...**

i) Find matches for **Specific High-Profitability Keywords**. Enter the **10 most profitable** keywords from your **MASTER KEYWORD LIST**, one by one, into the directory's search tool. (Put each keyword that is a phrase inside quotes.)

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

iii) Find matches for “cross-concept companies.” These are companies selling products that, because of their very nature, fit with most or all **Site Concepts**. For example, whether your concept is about Renaissance art or pricing or fashion or monsters, you'll find **books** about it.

So always include a book store in your group of affiliate programs.

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

Art-photo
Auction
Books
Catalogs
Clip art
Coupons
Courses/education
Games
Gifts
Magazines
Malls/storebuilders
News
Search

3) When you find merchants that fit with one or more of your **high-profitability** keywords, **do a bit of...**



... detective work. Read the reviews in the directories, look at the ratings, and take advantage of any other evaluation services they may offer.

Hey, you can't be **too** careful. We're talking about your money here!

4) You already have a list of POSSIBLE PARTNERS. Use the directories' search tool to check them out (just enter the domain name into the search tool). Do the reviews, reports, evaluations seem positive?

Other things to do at the directories...

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

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

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

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

- Most profitable
- Most popular
- Personal opinion

Give special weighting to the **most profitable** -- the most popular ones often just reflect the results of major promotional pushes, and not necessarily profits. The most profitable merchants are the ones that are "getting the job done" and making money for affiliates.

Read the “personal opinion” Top 10, too.

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

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



Important tip ➔ This is a great, **free** way to stay up-to-date in the affiliate world.

7) Read the articles.

One proviso...

Don’t get sidetracked into **too** much studying or **you’ll catch that terrible disease...**



... “paralysis by analysis.” Keep moving forward.

6.1.5. Affiliate Backend-Providers/Networks/Aggregators



There are several companies that provide the tools, technology and services that online businesses need to register, track, report and pay affiliates. In other words, merchants don’t have to “do it themselves” because these companies provide all the backend functionality necessary to run an affiliate program.

The “backend providers” prefer to call themselves “affiliate networks.” Why?

Because they do more than just provide merchants with affiliate software. They also provide merchants with affiliates, and vice-versa. Since they have a pool of **hundreds of thousands of affiliates**, the merchant's program gets instant exposure to potentially interested affiliates.

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

Join each of these backend providers. You will likely come across many of the same merchants that you found in the affiliate directories. But you will also find new ones. So it **is** worth checking to see whether they feature any programs that fit with you....

Commission Junction

<http://www.cj.com/>

BeFree

<http://www.befree.com/>

LinkShare

<http://www.linkshare.com/>

ClickTrade

<http://www.clicktrade.com/>

If you do find merchants with products that fit, enter what kind of merchandise they sell, and also enter the URL of the "join page" to the **POSSIBLE PARTNERS** column in your **MASTER KEYWORD LIST**, for each keyword that is relevant.



6.1.6. Try Affiliate Intermediaries

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

Vstore

<http://www.Vstore.com/>

Create your own online storefront to sell products that you love... sports, music, whatever. It truly **is** easy to set up. Only one problem...

You have to **drive traffic** to your store if you want to make any sales -- unlike the "Field of Dreams" movie, "they will **not** come" just because you have built it. Most Vstore owners simply can't overcome this challenge.

Why include Vstore in this Guide? Because you don't actually make a sale or ship a product. You make a commission. But you only make a commission if you drive **traffic** to your store and if those visitors buy. And that's where your Theme-Based site enters the picture!

You will soon have a Theme-Based Content Site that builds targeted traffic and that **PREsells** its visitors. Why not build a store that "fits" your theme and refer visitors (at your theme-based site) to your own store (which literally takes less than 30 minutes to build)?

This is actually the **last of this breed** remaining. There were other clever products in this interesting pond by companies like Affinia, Nexchange, and ePod. But I guess you could say that **these frogs...**



... **never turned into princes.** Instead, they croaked.

Nexchange and ePod both tried to put buying opportunities directly within relevant content on your site. You earned a commission on every sale.

If you find any concepts like this, please let me know by sending an e-mail to...

PrinceCharming@sitesell.com

Do you notice a common denominator among these concepts? They could all be considered as interfaces between you (i.e., an affiliate) and the merchants. One way or the other, they collect a small piece of each pie that is sold, not from you but from the merchant. Kind of like a **super-affiliate**.

Nothing wrong with that, of course. They provide true value for that fee. But be careful... like I said, three high-profile frogs, er-r-r companies, have all drowned in this pool.

Those affiliates who had spent a lot of time developing business and income through them lost out. Can Vstore make enough money to thrive?

For that matter, what about the affiliate backend providers? And for that matter, what about **any** individual merchant? Any company, after all, can go under. And that, my fearless protégé, brings us to the topic of **reducing your risk...**

6.2. Reduce Risk By Diversifying

One of the major attractions of becoming an affiliate is the **small amount of risk** involved. Affiliates have little or no...

- product development expenses
- advertising costs
- inventory to maintain
- overhead expenses (salaries, physical location, etc.)

In other words, affiliates do not have millions at stake.

But you do have one **big** risk...

If a merchant, backend provider, or affiliate intermediary go out of business, they take **you** with it. Let's talk briefly about how to **minimize this risk...**

After you review the affiliate directories, backend providers, and affiliate intermediaries, you should have a good selection of programs.

Question #1: How many programs should you choose?

Question #2: How do you know which ones are **really solid**?

I love it when the **second** question answers the **first!**...

“How do you know which ones are solid?”

You don't, really. Yes, you can weed out the dogs by doing the basic research outlined below.

But most of us just don't have the ability or time to thoroughly analyze a company, its financials, and its business model. And then predict success or failure.



Important tip ➔ Your best bet is to **diversify** among as many programs as possible that **fit** your **Site Concept**. But there are some important qualifiers to this policy...

1) If you represent 15 programs, don't put them all on the same **Keyword-Focused Content Page**. Only work in the **few** that are **tightly** relevant to the content of each page.

2) Pick the **best-of-breed** from each **category** of merchant. For example, if you plan on representing a Net marketing company, SiteSell.com would be the obvious choice (ahem!).

If you plan unusually heavy support for a given **category** of product, you might want to represent the best **two** merchants. For example, suppose you foresee hundreds of book links on your site. It might be a good idea to choose the best **two** online bookstores -- if Bookstore A and Bookstore B fit with your concept and both seem to be stable companies, then use these two. Not more, though...

3) Don't **overdiversify**. Tracking each program takes time, so 10-15 programs is probably a good balance. If any one of them dies, you don't lose **too** much.

4) Focus **more** attention on a smaller group of quality programs (from within the 10-15). Their products must...

- be excellent
- be complementary with, even enhance, each other
- fit your concept

and...

- be from a rock-solid company. Since you will give these companies more attention than the others, you must feel very comfortable with their business prospects.

Also...



... **do not** pick merchants that "belong" **only** to BeFree or **only** to CJ or Linkshare. What happens to your business if one of these backend providers folds?

Here's the bottom line...

Don't give too much emphasis to any single program, unless you have some special reason to feel unusually comfortable with it.

Things happen. So protect yourself by **diversifying**.

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

6.3. Prune the Losers, Keep the Winners

By now you should have a rapidly growing jungle of **POSSIBLE PARTNERS**. Time to bring out those...



... pruning shears. Let's start cutting out the losers...

6.3.1. Prune By Eliminating High-Risk Programs



Eliminate high-risk programs.

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



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

+ **Merchant has a good site** that sells effectively.

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

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

+ **Affiliate Support...**

- Accurate, reliable real-time online accounting, preferably with some kind of ability to “audit” by spot-checking
- Detailed traffic and linking stats
- Notification by e-mail when a sale is made
- Useful marketing assistance, provides traffic-building and sales-getting tools
- High-quality newsletter that educates, trains, and accounts for amounts earned
- Professional marketing materials available
- Affiliates receive discount on products

SIDEBAR

Great affiliate support is important for a “**between the lines**” reason, too. It indicates a high degree of **commitment** to the program and its affiliates.

+ **Pays good commission** -- hard goods have lower margins than digital ones. So their commissions will be lower. Still, you should make at least 10% (hard good) or 20% (digital good) on any product that you recommend. Don’t be scared off by low-priced products if they offer a good % commission -- the lower dollar value per sale is offset by the higher sales volume.

+ **Must be free** (no charge) to join, no need to buy the product.

+ **Lifetime commission** -- if the program pays a commission on future sales of other products to customers that you refer, this is a **huge** plus.

+ **Two-tier commission** -- if the program pays a commission on affiliates who join because of you, this is also great.

+ **Lifetime cookie** -- Do you receive a commission if the person you referred returns and buys within one month? Three months? The cookie that tracks this should not expire. This policy should also be backed by database-matching -- that way, a merchant can still identify a customer should the cookie be deleted -- heck, the company can even **re-write** the cookie in that case. **A true lifetime cookie.**

+ **Restriction on number of affiliates** -- you won't find many of these. But if you do find one, grab it.

+ **Monthly payment**, with reasonable minimum.

Do all those **plus signs** have to be present? No. But **the more...**



...the merrier.

Minus signs, signified by **-**, are definite detractors. Naturally, if you are unable to give a **+** to any of the criteria listed just **above**, consider its absence to be a minus. And watch out for these negative (**-**) factors...

- **Slow and/or poor support.**
- **Unethical** conduct of any kind.
- **Reports of late (or lack of) payments.**
- **Allow spam**, or seem to spam themselves.
- **Defective affiliate-joining process.** Hey, if they can't get **this** right...
- **Clauses in the agreement** that you find unacceptable

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

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

... and perhaps the most worrisome of all..

- **"The dark side"** of affiliate programs. Is the program really **just a way to...**



... **legally bribe folks to recommend** overpriced, **UNDER**delivering products in order to collect excessive commissions?

SIDEBAR

There is a commission that is "just right" for each product. If the commission is too low, it is not interesting enough for affiliates. If it is too high, it's a consumer rip-off.

(Excessive commissions also push the price of the product up to levels that cannot survive for long in the competitive **Net** marketplace.)

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

If you find products that fit your theme but that don't deliver quality, **sell them advertising**. This way, you don't compromise your ethics... your reputation. Because the customer recognizes advertising for what it is... a promotion. Nothing wrong with that at all, because their "guard is up."

Bottom line...

Don't allow yourself to be bribed into recommending such products -- in the long run, your reputation will be ruined. And so will your business.

On the other hand, when your visitors are rewarded repeatedly by your rich recommendations, their increasing like and respect of your judgment will keep them coming back for more!

Red flags (signified by ) are warning signs...

 **"Pay-per-click" method of payment.** In this method, you get paid whenever a visitor clicks on your link. No purchase or lead-generation necessary.

Unfortunately, it's wide open for abuse -- very sophisticated folks create incentives to get thousands of people to click on their links. But the visitors could care less about the products being promoted. It's virtually unstoppable. And merchants end up paying for nothing.

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

SIDEBAR

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

▶ **Multi-tier commission** -- this is online MLM, which is perfectly legal. Do your due diligence to make sure, of course, that a multi-tier program is **not** an illegal pyramid scheme. If the “game” is to earn income by signing up others, you most likely are dealing with a pyramid. Many people confuse honest, legal MLM with dishonest, scammy pyramid schemes.

With MLM (also known as Network Marketing), it becomes as important to build a strong downline as it does to sell product. Also, MLM companies are subject to numerous regulations (to prevent them from becoming pyramids, basically). Not all online companies are complying (or even know about this!).

Watch out for a big shakeout with many of these companies going belly-up. If multi-tier interests you, I would recommend that you **check out established offline MLMs that are now online.**

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

SIDEBAR

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



The 5 Pillar Affiliate Program
<http://affiliates.sitesell.com>

- ▶ **Poor or little info about affiliate program available.** What kind of priority could it have?
- ▶ **Dead links on merchant site.**
- ▶ **No clear anti-spamming policy** visible on site.
- ▶ **Site that promotes “get-rich-quick” gimmicks.**
- ▶ **Financially unstable.** You can lose a lot of momentum if a company goes under, especially if you were banking on lifetime customer/2-tier promises.

SIDEBAR

Don't worry about identifying **all** of the above criteria before you join. Some can only be found **after** joining. Others only become clear **over the weeks that follow**. But keep them all in mind. Don't get hurt. **Spend your time on smart, stable, ethical companies with great products.**

Now for one final pruning action...

I call it...

Using Alexa.com to Widen Choice in Any Category and to Choose "Best of Breed"...

6.3.2. Use Alexa.com to Get the Goods On Merchants



Important tip ➔ Alexa serves as a wonderful final check in two ways...

- It gives some **indication of the success** of the program (through the **stats** it provides).
- It yields good **competing merchants** in the same category as the program you are considering (through the **related links** it shows you).

Alexa gives you an additional basis for choosing **good** programs with **least risk**.

SIDEBAR

If you do **not** use **Alexa** during your surfing, go to **Alexa.com** right now -- you need it. For more info...



<http://www.alexa.com/>



Let's go back to shoes as an example. Using **Alexa**, we see that...

- Our old friend, Shoebuy.com only has 155 links coming in (compared to the **AltaVista** stat of 364 earlier). So its affiliate program is certainly not a mind boggling success. But here's the question... does that mean danger **or** does that mean opportunity?
- It gets decent traffic (17,333 visits -- you can only get actual visit count with the older versions. You may have to settle for a **Popularity** stat such as "in the top 10,894 sites"). Good.
- The site only seems to have 47 pages, although this stat is sometimes wrong. And it ranks the site as "fast" and "fresh" -- both good signs.

Now let's use Alexa again to visit Shoebuy.com's **Related Sites** (listed automatically by Alexa!) -- you just might find a better shoe merchant! Doing this, you find...

- **Shoes.com** only gets 1,700 visits, and does not seem to have an affiliate program.
- **Zappos.com** has an affiliate program. It also has a bright, fun site with over 1,000 pages, and has more traffic (31,815). It has 136 links in, and Alexa ranks the site as "fast" and "fresh." A better choice?
- **Shoesonthenet.com** looks, at first glance, like a huge shoe store. But it's a cleverly structured content site. Sometimes, content sites hide the relationship by using frames. To detect this, right-click on a frame to pop-up a new window that contains only that frame -- it will show the URL of the company that the content site represents. These kinds of sites can, of course, lead you to even more merchants!

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

Tricky Alexa Tip...

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

To get around this, enter a totally weird URL, like...

<http://www.THECOMPANY.COM/abdefeddee.html> (where THECOMPANY.com is the site you are investigating)

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

If they **do** put a banner, try to get the 401 ("forbidden") error. For example, try to access the cgi-bin...

<http://www.THECOMPANY.COM/cgi-bin>

I must say that **I simply love my Alexa** (hmmm... a slogan there). It separates those who **walk the walk** from those who only **talk the talk**. I guess you could say that **it's a great...**



... **BS detector!**

6.4. Move Ahead or Loop Back? To LOOP, or Not To LOOP?...



... **That is the Question!**

And the answer is important... **critical** even!

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

Which means you've come to another key decision point...

Finalize your selection of affiliate programs. If you don't find enough good programs, you may have to **replace** your concept with another one. Which means...



Evaluate and decide -- proceed, broaden or loop back?

You are now at a critical...



... **loop point**. What do I mean by that?...

Take a good hard look at your **Site Concept**. Before you proceed to **DAY 5**, your boss must sign off on it.

Oh... that's right! **You** are **your own** boss. OK, boss, you already know that a great **Site Concept must...**

- 1) be highly profitable
- 2) have a good number of **POSSIBLE PARTNERS**
- 3) excite you.

Does the whole project turn you on? Remember, passion converts work into play.

Have you identified a set of **excellent** merchant-partners that fit your **Site Concept**? No? [Loop back to the "top of toDAY" to grow your list of POSSIBLE PARTNERS.](#)

Do you have a good number of **high-profitability** keywords? If not, [loop back to DAY 3](#) and keep adding more **high-profitability** keywords. After you add more keywords, find partners that fit.

Still having trouble with finding enough profitable keywords and partners? OK, I've got **one last trick to try...**



6.4.1. Broaden Your Site Concept

Best way to explain this is with an example...

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

At first glance, the focus is rather narrow. It might be difficult to develop enough **high-profitability** topics to attract sufficient traffic (DAY 3). And there may not be many affiliate programs to develop a good income stream (DAY 4).

On the other hand...

- That may **not matter to you...**



... the passion may be primary, while the money is secondary to you.

or...

- Since you really **are** an expert, you just may succeed in developing tons of Keyword-Focused topics to be able to create lots of **high value Keyword-Focused Content Pages** about Botticelli. You may end up "owning" this niche. And, while completing the prep work, you may discover...

- a superb art gallery that specializes in Botticelli, but which gets zero Net traffic

- a stock photo service that features a comprehensive selection of Botticelli art

- a Botticelli museum in Florence.

The stock photo service has an affiliate program. You set up a private referral arrangement with the other two. **You're in...**



... **e-business heaven!**

or...

- You conclude that, while you love Botticelli, there is not enough income potential for this narrow niche. So you expand it. How far?

Are you “in it” more for the passion than the money. Do you stop at Botticelli?...
<http://www.artchive.com/artchive/B/botticelli.html>

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

Or do you grow your idea to include all artists from all eras and places?...
<http://www.artchive.com/artchive/ftp.html>

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

Of course, you don't have to go “the whole hog” all at once. You can start with Botticelli and widen the scope of your site over time.

Once you decide upon a broader concept, [loop back to the Brainstorm and Research tool in DAY 3](#) and brainstorm up a whole bunch of new keywords. Match these up with new merchant partners. And then reassess the profitability of the concept at this new level.

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



Important tip ➡ Remember this single best recommendation...

As narrow as possible, yet...

... still with lots of profit potential!

SIDEBAR

Mark Harden, the owner of Artchive.com (above), definitely fits the model of someone who started out with a simple passion... building an art site in his case. He has leveraged it into one of the top 5,000 sites on the Net, and generates outstanding income from it.

A good chunk of that is from banner advertising, too. Placing banner ads is really outside the scope of this **Action Guide**. But since it can become an important additional income stream for your Theme-Based Content Site, let me point you in the right direction...

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

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

For excellent info about ad selling strategies, read these three articles...

<http://www.wilsonweb.com/wmta/adrev-8steps.htm>

<http://gt.clickz.com/cgi-bin/gt/cz/cz.html?article=850>

<http://gt.clickz.com/cgi-bin/gt/cz/cz.html?article=1101>

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

Serving your own ads...

<http://www.wilsonweb.com/wmta/adrev-serving.htm>

Serving through networks...

<http://www.wilsonweb.com/wmta/adrev-networks.htm>

List of ad networks...

http://www.adbility.com/WPAG/ba_network.htm

List of pay-per-click ad networks...

http://www.adbility.com/WPAG/show.asp?cat_id=170

As you are doing DAYS 3 and 4, you'll find many merchants who do **not** have affiliate programs. They are, however, potential buyers of your advertising! It **all** starts, first, by establishing yourself through your Theme-Based Content Site.

And good news!...

Once **Site Build It!** achieves a critical mass of affiliate sites, we'll launch our own ad network that will make ad serving that much easier for you. You'll have all the tools to it, **if** you want to, at no extra charge.

How big should you grow your **Site Concept**? How much should you change it? Only **you** can decide. And **now** is the time to make that decision.

Have you maximized the number of profitable keywords and great merchant partners? **Still** don't see enough income potential? Here are your options...

OPTION 1) Recognize that you're "in it" more for the passion than the money. Botticelli rules!

OPTION 2) Expand the concept -- make it more general. But remember... you do **not** have to start **HUGE**. Build it over time.

OPTION 3) If all else fails... [LOOP back to your list of Site Concepts](#) and try the next one on the list.

It's all up to you. 

6.5. The Bottom Line



If you decide that your **Site Concept** just doesn't make the grade, do **not** feel obliged to continue with it. You're building a business here. And right now, you're still **preparing** to succeed.

If **ever** there was a time to stop the jet from taking off, this is it.

If your research shows that your **Site Concept** is not panning out, [loop back to DAY 2](#) and **start over** again. After all, any good CEO will tell you...

“Don't throw good money after bad.”

SIDEBAR

[If you have already registered your domain...](#)



[... click here to skip to DAY 6.](#)

On the other hand, if you get a good feeling now that you have completed preparations for your new site, let's move ahead! **And I really do mean...**



... Move!



Do **not**, I repeat **DO NOT**, feel that you must have your **entire** business worked out “to the nth degree” by working on DAYS 3 and 4 forever. I don't need to remind you that **Rome.com** was not built in a day, do I?

With that perspective in mind, please allow me to remind you of a small business truism. The two biggest mistakes any entrepreneur makes are actually **opposites** of each other...

1) **FIRE-READY-AIM** -- the person who leaps before he looks. If this fits you, I can only repeat Ben Franklin's quote...

“By failing to prepare, you are preparing to fail.”

In other words... ignore the preparation work at your peril.

2) **READY-AIM-READY-AIM-READY-AIM** -- the person who researches, then researches some more, then some more...

If you are this person, I can only offer, with all due respect, **this profound wisdom...**



... that my dear old shadow-icon dad used to share with me...

Fish or cut bait!

Now, I do **not** fish. So I never really understood him... but you don't want me to go into **my** problems here, do you?

So let's use another phrase to make the point, hopefully with Nike's permission...

Just Do it!

In other words, **don't get...**



... **stuck** “perfecting” DAYS 3 and 4.

So... If you have brainstormed a **Site Concept** that **excites** you, picked a good number of **high-profitability** topics, and selected **excellent** merchant-partners who you are proud to represent, then you are ready to roar ahead...

6.6. Goal Wrapup

Have you achieved your Goal-of-the-DAY? Remember?...

Goal-of-the-DAY

Find, research, and select **5** affiliate programs that fit with your **Site Concept**. You must rate these merchants as **excellent**, and you must feel **good** about representing them. Remember, your **recommendations** reflect upon who you are... **your integrity is at stake**.

If you have reached your goal, read your Ongoing Goal below.

If not, please stay with this DAY until you reach it.

Ongoing Goal

Find, research, and select more **POSSIBLE PARTNERS**. Rotate the techniques used (i.e., Search Engines, Affiliate Directories, etc.). Continue to choose on the basis of **fit** and **excellence**. **IMPORTANT... Replace under-performing ones** with new, promising ones. **Continue to build your online integrity.**

What do you mean, you're tired?



... Get back to work!

Oh! Right! It's end of DAY.

Great job! Solid progress!

See you tomorrow.

Bring your thinking cap. You'll be creating your domain name.

...

...

No, you can't borrow the whip!

7. Refine Site Concept Register Domain **DAY 5**



A rose by any other name...



... Would smell the same.

But not a domain!

Goal-of-the-DAY

Goal-of-the-DAY... Narrow or broaden your **Site Concept** until it is, to quote Goldilocks, “just right.” Not too narrow... not too broad. **Then register your domain.**

With this goal in mind...



7.1. Review Your Blueprint

As I've already said (once too often?), your **MASTER KEYWORD LIST** is **literally** your site blueprint. For each of your keywords, it...

- shows you **SUPPLY** and **DEMAND** data -- best idea is to start writing pages about words with the best numbers for **PROFITABILITY**
- contains **SUPPLY SITE INFO...** information from sites that rank well, provides good ideas and starting points for deeper research
- suggests **POSSIBLE PARTNERS**, merchants with affiliate programs that you would be proud to represent
- gives you **IDEAS FOR CONTENT** -- possible topics for you to write about.

Now, is that a blueprint, or what? **Time to start...**



... building!

Er-r-r-r...



... e-building!

I once asked you **how big should you grow your Site Concept?** Now that you have completed your “prep steps” (DAYS 1-4), let’s use the info in your your **MASTER KEYWORD LIST** to refine your concept..



Refine your Site Concept.

Think you have your **Site Concept** all nailed down? **Well...**



... **almost!** It’s time to do some rigorous evaluating -- make any final adjustments, as necessary. Consider the following factors as you **refine/finalize** your **Site Concept**...

1) **Broad or narrow-niche?** The single best recommendation...

As narrow as possible, yet...

... still with lots of profit potential!

Yes, I **do** want to have my cake and eat it, too. Or as Casey Stengel once said...
“Throw strikes but don’t give him anything good to hit!”

Seriously, **every success story starts small, then builds**. And if you’re like most people, you don’t have the time to flesh out a huge concept all at once. And it will actually hurt you at the engines if your concept is **too** broad.

Better to start narrow, but with enough profit potential, and then grow the concept.

2) If you choose to go narrow, **which niche** do you select? Don’t paint yourself into a corner -- choose a niche that you **can** broaden. Remember the future -- you will very likely want to broaden your concept **after you fill your niche**.

3) Your knowledge...



... and passion -- You’ll be much more effective if you stick to what you **know and love**.

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

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

6) SUPPLY SITE INFO and IDEAS FOR CONTENT -- Read what others are writing about, and any ideas that you have had. Do you want to cover similar topics (nothing wrong with that, especially if you do it better!), or do you see a niche or approach that has not yet been done?

7) POSSIBLE PARTNERS -- How many good, solid affiliate programs are an appropriate fit?

8) Search Engine “Winnability.” Two points here...

- It’s hard to win a **Top 10** ranking in search results for broad-concept keywords.
- As we’ll see later, the Search Engines will be concentrating more and more on the **theme** of the overall site. So if you choose to develop a broad concept, with

several major sub-themes, it will be harder to win the war for the sub-themes than if you dedicated a single site to a sub-theme.

In other words... **The nichier, the better.**

9) The amount of content and keywords -- You should have no shortage of **high-profitability** keywords. But if your topic is just too narrow (ex., “Norwegian fashion models from the mid-1700’s!”), you may need to broaden the concept somewhat (ex., “Scandinavian fashion models”).

As you review your **MASTER KEYWORD LIST**, you’ll start to refine ideas for a domain, what your site should be all about, the exact angle you plan to take. And that means it’s time to talk about...

7.2. Your Valuable PREselling Proposition



Develop your Valuable PREselling Proposition.

A **Valuable PREselling Proposition (VPP)** is the affiliate equivalent of a merchant’s “**Unique Selling Proposition.**” A merchant sells goods or services. An affiliate **PREsells** by offering high-value information.

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

- 1) What specific and high-value** information does your site deliver?
- 2) What is your unique positioning** for this delivery (i.e., what is your angle of approach)?

A good **VPP** transmits these answers loud and clear to your visitor. Why does this need to be stated in “very few words”? One **big** reason...

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

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

There’s no room for “OVERcleverness” or subtlety here. Include your **Concept Keyword** in your **VPP** and add a “marketing angle/theme” to it.

That way, your concept is crystal-clear to your visitor, and your **Concept Keyword** is clear to the Search Engines (the engines will rank your site a touch higher for your **Concept Keyword** if it is included in your domain name).



Let's review three examples to see how to choose a domain that combines all the elements reviewed in the previous section into a **VPP** that is “not too narrow, not too broad.” It's...



... just right!

7.2.1. Example One: A Nice, Tight Niche

“Pricing” is a nice, tight concept. If you start with a **Site Concept** like this, you'll find that you've made a good choice right off the bat. Your **Brainstorm & Research** tool delivers many **high-profit keywords** that are directly related to pricing. **And...**

As we saw, you can also develop other **Site Concepts** that would be of interest to serious business people (ex., “fulfillment” or “copywriting” or “product development”). Remember why these “concept-level” keywords should have their own sites?

If you develop many **Keyword-Focused Content Pages** about fulfillment **within** your pricing site, you'll dilute that site's Search Engine effectiveness for pricing issues. It's far more powerful if each concept has its own site, and you cross-link the sites.

The more you keep your theme pure, the better you will do with the engines.

AND...

A site dedicated to pricing is also much more credible to your readers, too!

We saw before that business people who are interested in fulfillment will also be interested in pricing. Well, the reverse is true, also. So your pricing pages can also

refer people to a good fulfillment company... not to mention a company with a good solution for customer support!

Since “pricing” is **wide enough to be profitable** and **narrow enough to be winnable**, make “pricing” your **Site Concept Keyword** for your Theme-Based Content Site.

Now let’s develop your “pricing” Concept Keyword into a few possible **VPPs...**

1) **pricingadvisor.com, or THEpricingadvisor.com**

VPP = “pricing advisor.” It says that you are delivering pricing information (your Concept Keyword must, of course, be included in your domain). And the “advisor” part establishes you as **the** expert -- it tells your visitor that you’ll be delivering some great pricing advice!

2) **pricing-on-the-net.com**

VPP = “pricing on the Net.” Again, it’s clear that you are delivering pricing info. The “on the Net” part says that you are specializing in pricing info specifically on the Internet. Since there is not much info about pricing on the Net and since your potential visitor is certainly there looking for Net-specific info, this is a good approach.

Same idea for “netpricing.com” and “cyberpricing.com.”

3) **perfectpricing.com**

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

Bottom line? Same **Concept Keyword**. But three different **VPPs** that outline three different **Site Concepts**. Which of the above approaches is best? Ahhh... my work is done. You know your prospective visitor best. **So...**



... Which approach do **you** think works best?

7.2.2. Example Two: A Bit Too Narrow

Remember how you are a huge Botticelli fan? Only one problem...You find yourself in a bit of a bind. Now that you’ve done DAYS 3 and 4, you can’t find enough **profit potential** (**high-profit keywords** and related **POSSIBLE PARTNERS**) to make a pure “Botticelli site” sufficiently profitable.

So you keep doing DAYS 2 and 3 on progressively broader concepts until you find enough profit potential to proceed. Work your way up from Botticelli, to Renaissance art, to all artists, to “everything art.”

SIDEBAR

Remember, too, at this stage you have several other options...

1) [Loop back to the DAY 4 to grow your list of POSSIBLE PARTNERS.](#)

2) [Loop back to DAY 3](#) and brainstorm more high-profit keywords, and find more POTENTIAL PARTNERS for those new keywords.

3) [Loop back to DAY 2](#) and develop a whole new **Site Concept**

4) **Recognize** that you’re “in it” more for the **passion** than the money. Botticelli rules!

For this section, we’ll assume that you’ll widen the concept and then brainstorm more keywords, and find more POTENTIAL PARTNERS, for that wider concept.



How broad should you go?

Remember the single best recommendation...

As narrow as possible, yet...

... still with lots of profit potential!

That means... Work your way up from Botticelli, to Renaissance art, to all artists, to “everything art.” **Stop as soon as you find a level that has solid profit potential.** Keep your niche as narrow as possible, so that you can build a site “to fill that glass,” yet still make good profits.



So...

[Review how you widened Botticelli earlier.](#)

SIDEBAR

Stuck for ideas on how to broaden your **Site Concept**?

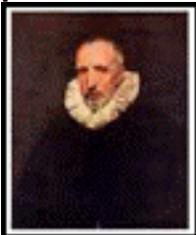
Remember the **General Keywords** that the **Brainstorm & Research** tool discovered? They were less-specific, high-DEMAND words related to your original Site Concept keyword.

These General Keywords will give you good “broadening” ideas.

In the case of Botticelli, a General Keyword like **Renaissance** is very likely to tip you in the right direction, especially after you see what the **B&R** session brings back!

Let’s say that...

As you work up the Botticelli concept, you find that you have **solid profit potential for some broader, related concepts...**



... **“Renaissance Art”** and other **Concept Keywords** at this level (ex., ancient art, cubism, impressionism, etc.).

So you register renaissance-artchive, ancient-artchive.com, cubism-artchive.com, impressionism-artchive.com, etc. And you also register **artchive.com** and **artchives.com**. (Soon, you’ll be able to use **SBI!** to register and “park” domains until you’re ready to use them.)

SIDEBAR

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

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

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

Just one more domain to register -- store-artchive.com. This could either be an affiliate-based store where you’d “sell” the products of your merchant-partners (i.e.,

the product links are really links to the product pages of your merchant-partners). **Or** it could be a true online store. **Or both.**

SIDEBAR

Speaking of online stores...

If you already have an online store, building a Theme-Based Content Site is **the** single best way to drive traffic to it. In other words... **become your own affiliate!**

If you don't have a store **now**, keep this in mind...

We'll be adding this capability to **Site Build It!**

It can be an excellent way to increase the **profitability** of your Theme-Based Content Site. In other words, start by marrying the content of your **Keyword-Focused Content Pages** to well-chosen affiliate programs. Build your initial income through well-chosen affiliate programs. Then...

As you grow, add an online store for extra **profitability!** What should you sell in an online store? Three ideas...

1) Products from other merchants, via affiliate programs. Some affiliate sites are very creative in making an "affiliate store" look like a real online store. For example...

<http://www.Shoesonthenet.com/>

<http://www.fashionmall.com/>

Others are more straightforward...

<http://www.fashionwindows.com/giftshop/default.asp>

2) Products that you source from suppliers -- build a conventional online store that receives traffic from your content site! People who start their stores **first** simply **die** from a lack of traffic. Not you. (More on this in a future Action Guide!)

3) Your own products, especially digital ones like e-books or software -- You don't have to worry about physical inventory and fulfillment is so easy. Writing an e-book about your area of expertise establishes you as **the expert and** adds **another** income stream. For more information about creating and selling infoproducts, please see...

MAKE YOUR KNOWLEDGE SELL!

<http://myks.sitesell.com/>

And a special note... digital e-commerce/fulfillment is coming to **Site Build It!**, too!

OK, back to artchive.com....



... Let's examine it to make sure that this domain name meets our **VPP (Valuable PREselling Proposition)** needs by answering...

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

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

The domain name "Artchive.com"...

- is a smart, but not **too** clever (i.e., so subtle that many visitors would miss the point), play on words that tells the visitor immediately, and with character, that it is a place to come for all things art
- is simple and clear
- contains your **Site Concept** keyword, "art"
- foresees expandability. And each of your "lower level" domains ties into the master one, and contains the keyword relevant to its niche (ex., renaissance-artchive contains the "renaissance art" keyword).



Perfect!!

Bottom line?

What started with Botticelli now has a **clear, do-able step-at-a-time plan** to become an art mini-portal. And you start at a level that you know will be profitable.

Best of all worlds.

OK, we've seen how to handle a **Site Concept** that started **too narrow**. But what if you start **too wide**?...

7.2.3. Example Three: A Bit Too Broad

With “pricing,” we found ourselves at just about the right profit potential level. So it was **not** necessary to grow the concept.

With “Botticelli,” we did need to **widen** the concept to capture more profit potential.

Now, let’s suppose that “fashion” is our **Site Concept**.

As you do your first **Brainstorm & Research** session, **you get a...**



... flood of great keywords, loads of possible topics. **Too many**, actually. “Fashion” is just too broad...

- You won’t be able to develop the unique positioning required by a good **VPP**.
- It will take forever to fill a general fashion site with enough content so it does not look bare.
- Winning the Search Engine wars for a **General Keyword** like “fashion” will be extremely difficult. And even if you do win it for your home page, it’s too **non-specific**. People searching for “fashion” could be looking for so many possible different topics, that your site is unlikely to meet their needs. In other words, the traffic is **non-targeted**.



The only strategy on this congested Net is to target a specific niche with a specific **Site Concept** and a strong **VPP** that tells people quickly what **specific** and **high-value** information you are delivering.

When you start with a wide-open concept like “fashion,” you have two basic choices...

Option 1) Narrow down to a “fashion”-containing **Site Concept** that excites you... something about “fashion design” or “fashion model” or “fashion designer.” It should be a “do-able” yet profitable **Site Concept** that also excites you.

Option 2) Change course somewhat, based the results from your first **B&R** session. A strongly profitable keyword, or a General Keyword related to your initial **Site Concept**, might change your direction.

(In fact, while you'll start with one or the other, you will quickly end up using **both** choices, as we'll see now...)



Let's cover each quickly, from a **VPP** point of view...

Option 1) Narrow down -- Some of the **high-profitability** "fashion"-containing keywords that turn up are...

- fashion magazine
- fashion model
- fashion designer
- fashion design

Let's focus on what **excites** you... designing and publishing. You decide to publish an online magazine about fashion design and designers...

fashion-designers-magazine.com

The domain contains your **VPP**. It says exactly what your site delivers, and that you'll be delivering it through the format of an online magazine/Web site.

No, the name is **not** particularly clever. Using words like Herald or Express **would** sound and look much slicker (ex., FashionDesignExpress.com). But using "magazine" gives you a better edge with the Search Engines, for two reasons...

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

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

Add a byline like...

["The Fashion Design Magazine...
... By, About, and For Fashion Designers"](#)

Include this on every page, under your logo.

Your magazine format gives you the flexibility to cover a wide range of topics related to fashion design and designers. [Techniques described in DAY 3](#) will permit you to generate more and more topics related to fashion design and designers (jewelry topics, famous designer bios, etc., etc.).

Congrats!...



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

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

But...

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

- fashion-models-magazine.com
- fashion-products-magazine.com (your future store?)
- factory-outlet-stores-magazine.com (I'll explain this in just a second)
- And, of course, tie it up all together with a **Master domain**, fashion-magazine.com or THEfashion-magazine.com. This **Master site** will be launched once your other sites are all up and running, much the same way that you did for archive.com above.

SIDEBAR

Do you see the difference between the sharply focused domain names (above) and the following vague, more general, wide-concept, standalone "fashion" approaches?...

- "world-wide-fashion-web.com"
- "fashion-express.com"
- "best-fashion-products-on-the-Net.com"

They are all too generic and fail to capture a useful niche-keyword in the **VPP** (i.e., in the domain name).

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

Option 2) Change course -- **DEMAND/SUPPLY ratio** research may point you towards changing your concept **away** from the “concept-level” keyword of “fashion.” For example, you may find that your most profitable **Concept Keyword** is, surprise!...

discount outlets

or...

factory outlet stores

SIDEBAR

That’s where we got the **factory-outlet-stores-magazine.com** example domain above. I’m sure it would be a highly profitable concept. Think of all the folks who would like to read about the great new e-bargain shops you’ve found... and then visit them. But now I’m getting a bit too far ahead, because we’ll talk about this important concept as soon as we get out of this SIDEBAR!

Sheesh! I’d do this idea myself...



... but then I wouldn’t have the time to help you!

Of course, you also have to consider...

- whether this different direction excites you as much

and...

- the nature of the kind of customer who will search for your keywords. Make sure that you aren’t marketing to a personality type that is hard to convert, no matter what you do... ex., the “freebie-seeking tire-kicker” or the “marketing-phobic tech-type.”

You want to attract a personality that is open-to-buy. In other words, **you want people...**



... who will buy something after reading your content and clicking to your merchants.

With this important “customer mindset” concept in mind, think about this possible new direction...

People searching for outlet malls are certainly doing so for a reason... to save by **buying!** And you find lots of good online malls and other merchants that fit with your **Site Concept**. And you can still marry your concept of fashion to “factory outlet stores” like this...

WORLDBEST-FashionFactory-outlet-stores.com

Geez, if this goes as big as you think it could, you could expand this concept, too! So you also register...

- WORLDBEST-SportsFactory-outlet-stores.com
- WORLDBEST-ElectronicFactory-outlet-stores.com
- WORLDBEST-FurnitureFactory-outlet-stores.com
- WORLDBEST-MusicFactory-outlet-stores.com
- WORLDBEST-WhateverElseExistsFactory-outlet-stores.com

And you'll register a strong **Master domain** to tie all your successful niche sites up into one big mini-portal. **So what** if that's a year or two down the road?...

- WORLDBEST-Factory-outlet-stores.com

VPP = “world’s best factory outlet stores”.

It **says** that you have done all the research for your cost-conscious reader and will be delivering **only** the cream.

And think of all the creamy topics!... Articles on shoes, fur, dresses, etc., etc... leading to great outlet links (and other affiliate links, of course).

Then you do the same for basketball, football, golf, etc., etc. My goodness! You've found a motherlode.

Bye-bye fashion magazine...



... **Hello world of discount malls!**

SIDEBAR

See the importance of not rushing into things? Take your time...

Make the **right** decision for your business, based upon total preparation. Once you do, you'll be solid. And you'll move ahead very steadily from that point on, knowing that you're building on a rock-solid foundation.

7.3. Register Your Domain



Important tip ➔ Let's do a quick recap. A good **domain name** is...

- short and sharp
- meaningful -- conveys a clear message
- easy to spell
- easy to remember
- unique, descriptive, and “you”
- solid, classic, not hokey

And a good domain name ends in .com, .net or .org. The usage of .com/.net/.org is well-established, unlike some new entries -- .tv, for example. Remember your visitor's mindset... which has the most credibility?

Also, your **affiliate business** should really be a global business -- why use a country ending like .ca or .com.au? Naturally, if you have a plumbing business, a local domain is fine. But to maximize **affiliate** profits, think **global**.



SIDEBAR

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

Others feel, however, that the engines don't seem to care one way or the other. So use dashes if it helps readability. For example, which is easier to read?...

pricing-on-the-net.com or... **pricingonthenet.com**

Generally, do not use dashes if your domain name has only two words in it. See how **netpricing.com** and **cyberpricing.com** don't really need the help of a dash?

Do use dashes (even if the domain only has two words) if the non-dash version is already being used by someone else. But be sure that you are **not** violating anyone's trademark (details re: trademark searching are coming).

Note: Since your affiliate business is 99%+ online, the offline issues of dealing with dashes are not so important (i.e., telling people how to spell it, people forgetting to put the dash after reading your print ad, etc.).

Here's the bottom line...

Domain names are so cheap that it's a good idea to **take both** versions (with and without the dash), just to make sure that a competitor does not take names that could be confused with yours. You can always make one domain point to the main one.

7.3.1. A Domain Name That PREsells and Ranks High

In general, if you follow the guideline for creating your **VPP**, you won't need much help coming up with a great domain name. But if you really want to make sure that you've left no cyber-stone unturned, try these sites...

Good brainstormers...



<http://www.NameBoy.com/>

<http://creator.homepagenames.com/>

<http://www.domainsurfer.com/>

<http://www.bestnames.net/cgi-bin/search.cgi>

<https://secure.kudosnet.com/domain/k2/r.dmc/>

<http://www.networksolutions.com/purchasing/nameGen.jhtml>

<http://www.e-gineer.com/domainator/>

<http://www.startstorm.com/>

SIDEBAR

Do not register your domain **at any of these services...**



... you'll do that through **Site Build It!** at **no** extra cost.

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

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

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



<http://www.betterwhois.com/>

Got a great, and available, name? Super! Now use one of these sites to check trademarks...



<http://www.marksonline.com/>

<http://www.nameprotect.com/cgi-bin/FREESearch/search.cgi>

<http://wsj.nameprotect.com/>

<http://trademarks.uspto.gov/access/search-mark.html>

Other countries...

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

Canada http://strategis.ic.gc.ca/cgi-bin/sc_cons/trademarks/search_e.pl

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

SIDEBAR

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

Just before you register, think about “expandability” and “brand.” Generally, you should start **narrow**-niche and **then expand** when all goes well. Don’t mix themes on your site. You’ll dilute its Search Engine effectiveness, not to mention cloud the message to your visitors.

Let’s continue a previous example...

Suppose that you decide upon **THEpricingadvisor.com**. Why not register **THEfulfillmentadvisor.com** and **THESupportadvisor.com**, etc., now, too? Eventually, you’ll link them together through a master site called **THEmarketingadvisor.com**.

Registering domains is cheap. Why not lock them all in right now? That way, your expansion path won’t have pot holes when the time comes for you to grow.

So give some thought to expansion **now**.

SIDEBAR

Soon you will be able to register multiple domains with **SBI!** without purchasing full site-building capabilities. Just **park them** with us until you’re ready to use them. Watch **Site Build It! Xpress** for this upcoming announcement.

7.3.2. Easy-Click Domain Name Registration

It’s easy to register your domain name with **Site Build It!**... click-easy!

SIDEBAR

Be **sure** about your domain name before you register. If you decide to change your domain, we must charge a fee of CAD\$50 (USD\$35). It requires a lot of **manual work** at our end to do this.

Not to mention that the **techs** whine for days after!

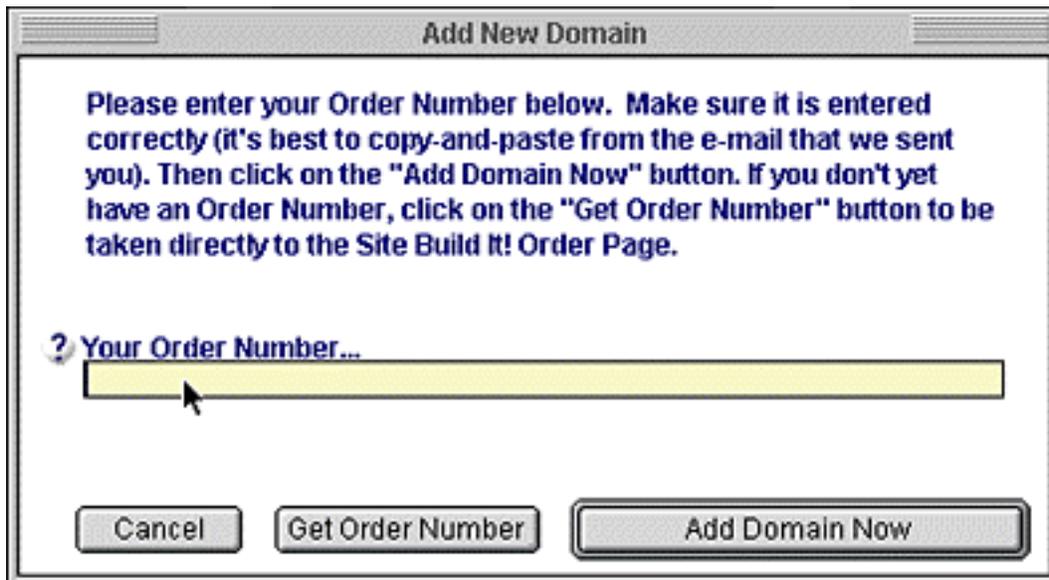


... **Register your domain name**

OK, here’s how to register your new SBI! domain in just a few clicks of the mouse...

CLICK 1 -- In **Manager**, click on **DOMAIN LIST** in the **MASTER KEYWORD LIST** display. This sends you to the **Domain List** display, where you'll register your new domain.

CLICK 2 -- Click on the  button. This sends you to...



Just follow the onscreen instructions from there.



SIDEBAR

If you have shortcut the process and have registered a new domain at the time that you first received your **Get ready for Site Build It!** e-mail after ordering...

Geez!



... I didn't want you to do that!

OK, OK, it's not **that** serious. We'll make the best of it, and maybe you made a great choice without my help <sniff>.

Even if you have registered (or **completed** a domain transfer), still do these steps. This process lists your domain name in the **Manager's DOMAIN LIST**, necessary to do many of the **Manager's** key functions (ex., export all your URLs into mass-submission bids at the Pay-Per-Click Search Engines).

CLICK 3 -- Enter your **SBI!** Order Number (in the Get ready for Site Build It! e-mail that you received right after you ordered **SBI!**) and then click on...



CLICK 4 -- When you are asked whether you want to register a **New** domain or transfer an old one, click on **New**.

SIDEBAR

Please... do **not** transfer an existing domain. It rarely seems to work out. It's **not** worth the hassle... **your** hassle, that is.

Everything is totally **out of our** control. You see, we just sit here and wait for your domain to be transferred.

Nothing we can do. And so many things that can go wrong. **And when they do...**



... somehow I end up getting the blame.

Really, it's far easier, and almost always better, to brainstorm up a brand new domain that best reflects your **Valuable PREselling Proposition**.

Despite my warnings, if you **still** want to transfer a domain...

Click on "**Transfer**" rather than "**New**." The system will enter the domain name into your **Manager's** domain name menu. That's the easy part.

Getting the domain name transferred so that you can actually use the server-side tools to build your site is another matter.

As my mom used to say... "**Don't say I didn't warn you.**" **Funny...**



... she was always right, too.

CLICK 5 -- After the **Site Build It!** server verifies that your Order Number is valid, the **Manager** opens up a browser window for you. Just enter your shiny, newly created domain name and click on the **Set me up** button.

CLICK 6 -- Almost done. **CLICK 5** sends you to the...

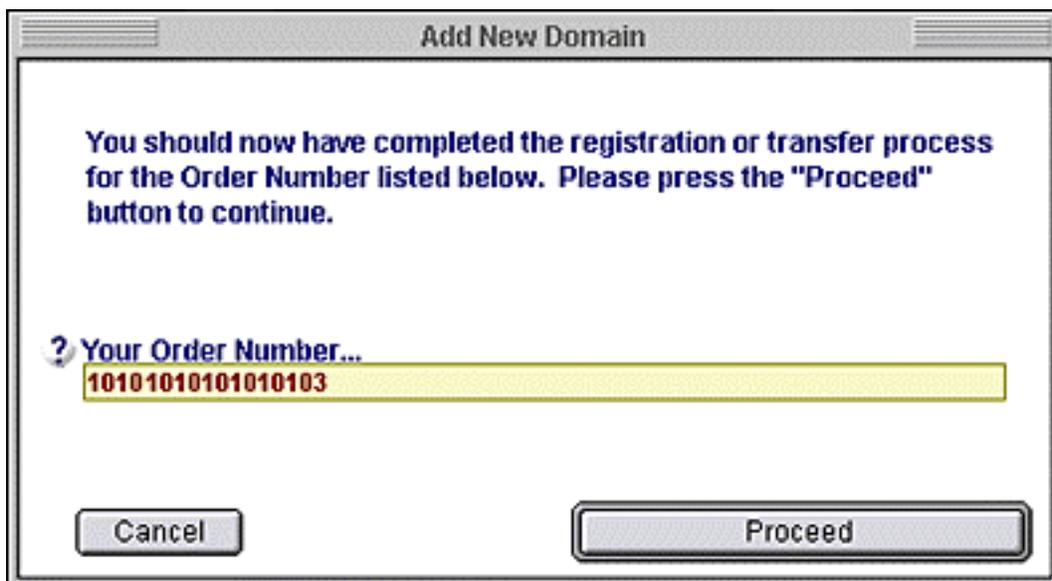


All your info is pre-filled in. So all you have to do is review it, agree to the hosting agreement, and **make your final click...**



The system will register your new domain name on the Internet and with the server-side **SiteBuilder and TrafficCenter** system of tools. Oops, I forgot one last click. Once **Site Build It!** confirms you have your domain registered on the Net, close the browser window and go back to the **Manager** to complete the job...

CLICK 7 -- Return to the **Manager** and you'll see this window...



Click **Proceed** -- this will enter the domain name into your **Manager's** domain name menu.

SIDEBAR

The annual **SBI!** fee includes all upgrades to the **Manager** during the year, too. The **Manager** is **only** for those with active **Site Build It!** accounts -- it checks with the SiteSell servers to verify this.

As soon as **you** have successfully registered your domain, the **Manager** program will ask you if you want to transfer your brainstormed list of keywords **from temporary.com** over to **your new domain**.

Say “Yes.” (You can still use temporary.com as a scratchpad to brainstorm a new MASTER KEYWORD LIST for another **Site Concept** keyword.)

OK! You’ve got your domain, and you’re ready to build a site **and** get/send e-mail at/from your new domain. As soon as you successfully register your domain, **Site Build It!** sends you two e-mails. Check your inbox for them **now...**

1) “Site Build It! is Ready for You!...” -- This one confirms that your domain has been registered. It tells you how to login and use the **SiteBuilder and TrafficCenter** at **Site Central**. You’re all set to build a Theme-Based Content site, full of Keyword-Focused Content Pages. Yes, it’s time to **build income through content!**

2) “Site Build It! Catchall E-mail is Set Up!” -- This one confirms your catchall e-mail address and shows you how to use it.

Normally (99.99% of the time!), you should receive the above two e-mails **within minutes** of registering your domain. If you do **not** get it **within one hour**, contact...

sbi-support@sitesell.com

7.4. So What’s the Point?

Here’s the whole point of DAY 5...

Take your time on the domain name and the concept -- the choice you make here can literally **make or break** your results. **If you still feel like this...**



... **you're not ready** to register a domain. Be **sure**.

If I had to summarize today, and in fact the **entire** 10 DAY process, into just two lines, it would be...



Important tip ➔ **Pick something you know and love...**

AND

... **that has excellent profitability!**

One without the other is much less likely to succeed.

Yes, you **can** win by doing something you don't enjoy doing. But it's a heck of a lot **harder**.

And sure... you **could** just say "to hang with what people will pay for," I want to do what excites me... and that would be OK. You might even "luck into" a winner of a concept. But it **would** be luck. On the other hand, if your payoff is the sheer enjoyment of doing a hobby, that's great, too.

SIDEBAR

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

<http://www.audette.com/tools/principle05.html>

It takes a cold-hearted business person to make money at something that she does not particularly like. Few of us qualify. Of course, if you **do**, don't hesitate to go where the **PROFITABILITY** seems to be, first and foremost!

But, for most folks...

Pick something you know and love...

and

... **that has excellent PROFITABILITY! When in doubt, err on the side of passion.**

I don't know about you, but **I'm exhausted...**



... those seven-clicks-to-register took a lot out of me!

Let's review our goals now, then take a well-deserved break.

7.5. Goal Wrapup

Have you achieved your Goal-of-the-DAY? Remember?...

Goal-of-the-DAY

Goal-of-the-DAY... Narrow or broaden your **Site Concept** until it is, to quote Goldilocks, "just right." Not too narrow... not too broad. **Then register your domain.**

If you have reached your goal, read your Ongoing Goal below.

If not, please stay with this DAY until you reach it.

Ongoing Goal

Ongoing Goal... Now that you have found your perfect, "just right" **Site Concept**, consider the bigger picture. When you "finish" this, your first site, will you broaden the concept until you have your own mini-portal? Or will you start a second, unrelated site?

STOP!...



... **Don't go any further!** We took a gigantic step today. **We laid the foundation.** We'll build upon it tomorrow...

Now that you've got the hang of **naming**, go out for a walk, relax... name a park or a bridge or something. **See you tomorrow...**



... the first day of the rest of your business!

8. Build a Site That Gets the Click! **DAY 6**



Rome.com was not built in a day!

So let's set a nice **DO**-able goal for today...

Goal-of-the-DAY

Build a home page, and one **TIER 2 Keyword-Focused Content Page**. As you do this, you'll also see how to use **SBI's SiteBuilder...** simple as putting one building block on top of the next.

With this goal in mind...

8.1. The 4 Wins That **MUST** Happen

Showtime! Like any great show, whether it's baseball, or the theater, or the Olympics... success is all about preparation. And boy, have you prepared! And **now...**

It's time to build income through content... i.e., to build a site that gets the **CLICK!**



Important tip ➔ The essence of “building income through content” is to...

Deliver valuable content to your readers...

... And tasty content to your spiders.

Your site must be a **Win-Win-Win-Win** proposition for **four** parties...

1) **your visitor**

2) **the Search Engines**

3) your merchants, and...

4) YOU!



Let's look at each **win...**

Win #1) Your visitor must get what she is looking for -- outstanding information. **OVER**deliver with original, **high-value** info. If you don't do this, she simply clicks the **BACK** button to the Search Engine and says...

“Who's Next?!”

Win #2) Search Engines use computer programs called spiders to go out and bring your site back to its home (i.e., the Search Engine's database). Another program decides whether **your** site, or some other one, is more relevant to a search request for a certain keyword.

If a Web surfer searches for “**salami**,” then Excite wants to deliver the most relevant salami sites on the Net. If someone else searches for “**baloney**” over at Google, then Google wants to give that searcher the most relevant sites for that word... even (or **especially** in this particular case!) if they're full of baloney!

You must **honestly** convince each Search Engine that your page is the most relevant (at least in the Top 20, preferably in the Top 10) for each **keyword** that **you** target. If you **trick** the engine, your success won't last long, and when it discovers the trick, it will ban you.

Why?

Because the Search Engines are in business, too. Their product is the **quality of their search results**. **Help them make their product better ...**



... and they'll love you. Tricks, though, hurt the Search Engine's product. What would **you** do if someone tried to sabotage the quality of your product?

So...

Help the searcher, who is your potential visitor and your merchant's potential customer, solve her problem -- deliver what she wants, in spades. Satisfy the

whole reason **why** she is doing the search. If you do this, **you add value** to the Search Engine's product.

And they'll **love** you for it.

SIDEBAR

Tricks are also extremely **time-consuming**. You must invest a great deal of time to stay ahead of the engines. If you work **with** the engines instead of **against** them, your time will be far better rewarded by creating more and more **new content**, rather than on **new tricks**.

OK, on to the third **win** of **Win-Win-Win-Win...**

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

Win #4) YOU must **win**, too, of course. How? Succeed at the **first three wins...**

Overdeliver to your visitor. This ensures repeat visits, confidence and ongoing sales. The Search Engines will never ban you. And, as you become a **super-affiliate**, your merchants will pay you more and more, perhaps even giving you special bonuses and deals!

Let's take a look at the road to how **you** will win. **I call it...**

8.2. Find-Click-Click-CLICK-kaCHING

What the heck is...

"**Find-Click-Click-CLICK-kaCHING**"??

It's what has to happen for **you** to **win...**

- **Find...** Your **potential** visitor must **find** you in the **Top 10** (no worse than Top 20) of the search results for your keyword. If your potential customer does not find you on the first or second page of the Search Engine's search for your keyword, well, you simply don't exist for that word.

Game over.

• **Click...** Your **potential** visitor must read the **Title** and **Description** that the engine uses in the search results, **and** must find it sufficiently compelling to **click** to your site. Compare these two sites, which came back as the #3 and #4 sites for the search term “NASDAQ stocks” at AltaVista...

<p>3. Browse NASDAQ stocks charts by security name Title Click here for advertising information! Please support this free service by clicking on an advertising banner each time you visit. Browse NASDAQ... Description URL: http://www.tradingcharts.com/browse/h-k.php3 Translate More pages from this site</p> <p>4. The MicroCap Investor - Penny Stocks - OTC NASDAQ Stocks - Micro Cap Stocks Title Invest in Penny Stocks with LIMITED RISK. Read Our Common Sense Guide To LOW RISK MicroCap Investing Description URL: http://www.microcapinvestor.com/ Translate More pages from this site Related pages</p>

If you're like me, you're more likely to be looking for a **guide on investing** than for that rare opportunity to **click on an advertising banner!**

Bottom line?

If your Title and Description are boring or tacky, your **potential** visitor will probably not click to your **KFCP (Keyword-Focused Content Page)**.

“Who's Next?!”

Game over.

SIDEBAR

What's that? You don't know how to make the Search Engines show the Title and Description like this?

Relax... **SiteBuilder** is going to enable **you** to create **exactly** the Title and Description you want. I won't repeat myself on this point, so let me just say it here once...

If you're a “know-nothing” newbie the site-and-traffic building tools that you are about to use will scale you up to full-professional level quite quickly. It may all seem like a mystery to you **now**. But we'll demystify the whole thing, one simple step at a time.

If you're already a **Net-savvy pro** (a good one that is!), you'll basically continue to do what you've been doing, with several important additions not available anywhere else, except that you'll be doing it all much **faster and cheaper**.

• **Click...** Your **visitor** finds high value content, learns to trust you as someone honest who delivers, **and so follows your recommendations with interest... click again!** If your page delivers poor, **low-value** info (or even worse, a **sales pitch**), you still get the **click...**



... on the **Back Button** to the Search Engine's results page.

"Who's Next?!"

Game over.

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

Did I just hear a **cash register?**...



... **kaCHING!**

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

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

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

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

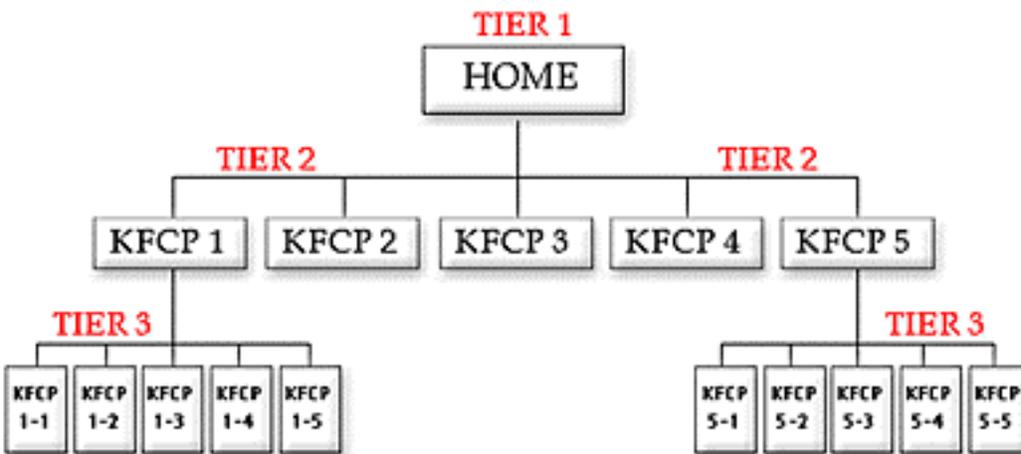
Deliver valuable content to your readers...
... And tasty content to your spiders.

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

8.3. The Structure of Your Site



Important tip ➔ Think of your **Theme-Based Content Site** as a pyramid...



Let's start at the top...

8.3.1. Your Home Page... The Pinnacle

The home page crowns the pinnacle. From that lofty perch, it should link to **5-15** other pages.

Each of these pages **focuses** on **one** topic, based upon a **keyword** that you brainstormed earlier -- that's why we call these pages Keyword-Focused Content Pages (KFCPs). Each KFCP contains content that is about **one** of your **most profitable** keywords **AND** that fits within the whole **Site Concept** and **VPP**.

Your home page is a KFCP, too -- it focuses upon your **Site Concept keyword**. Your home page should **not** link **out of your site** to any of your merchant-partners -- it's too early. Its job instead is to link to the KFCPs **that you expect to be most profitable**.

Which brings me to...

8.3.2. The All-Important Hub... TIER 2

As I was saying... your home page must get the click to at least **one** of your pages that you **expect** to be **the most highly profitable**. Which pages are those? Great question!

Each of these pages should...

- 1) focus on a keyword that has a high **PROFITABILITY** score
- 2) fit with several of your best merchant opportunities
- 3) be a good “hub” page, working well as both a good link **from** the home page, as well as naturally linking **to** several TIER 3s.

TIER 2 links can link to four different destinations...

- 1) **First choice** -- lead to income-generating merchants
- 2) **Second choice** -- lead to non-merchants. These non-monetary links provide you some extra credibility as a true content site, to editors from directories (like Yahoo!) and from Pay-Per-Click Search Engines like Overture. **Don't use many of them**, though, and do make these links pop up into a new window so you don't lose your visitor.
- 3) **Third choice** -- offer the option of linking to related TIER 3 pages
- 4) **Fourth choice** -- provide a link back to the home page.

Why is it important for TIER 2 pages to be highly profitable? Two reasons...

- 1) **Your visitor** hits a “big money page” as soon as possible after the home page -- your **highest-profitability Keyword-Focused Content Pages** weave “**in-context**” **text links** to your merchant-partners while **OVER**delivering great content. This is how you make your income, so we want to lead your visitors to your **highest potential** pages **ASAP**.
- 2) **Your spider-buddy** follows the links, so it brings back (to the Search Engine's database) your most important pages first, and most reliably. The deeper a spider has to go, the more likely it is that he misses and **fails** to bring **your** bacon back to his database home. So structure your site so that the spider **finds your highest-profitability pages right away**...



... and brings that tasty content back home.

Let's call your **5-15 highest-profitability** pages **TIER 2** pages, since they are on a second **TIER** below the **home page**. Each of these pages can themselves link to **5-15** pages (**TIER 3** pages).

3) Because of their position in the “middle of the pyramid,” they naturally send links, and more of them, both up and down the TIER structure. Some Search Engines will give these pages a **slight** ranking edge over TIER 3 pages (small point, though).



*Review your **MASTER KEYWORD LIST** and select one of your best keywords for a **TIER 2** page.*

Select keywords on the basis of **PROFITABILITY** and **merchants** and **hub**. That keyword cannot be your **Site Concept** keyword because that word “belongs” to your home page.

Today...

- you will build a **home page**, and
- you will build one **TIER 2 page** based upon the keyword that you choose now, and
- you will **link your home page to the TIER 2 page**.

Feeling ambitious? Keep your eyes open while you're looking for one good keyword for a TIER 2 page. Make notes in the **IDEAS FOR CONTENT** **column** of your **MASTER KEYWORD LIST** if you spot others that would be right for this job. You'll need them later, as you build up the rest of your site.

Picking your TIER 2s is an important job. There is **no** single, perfect group of selections. Don't concentrate **purely** on the **PROFITABILITY** score of each keyword. As noted above, find the best blend of...

- 1) high **PROFITABILITY** score
- 2) fit with **several** of your **best** merchant opportunities
- 3) good "hub" (both **from** the home page, as well as **to** several TIER 3s).

You likely will **not** pick the **absolute 5-15 highest profitability** keywords for your **TIER 2**. Some will be too close to each other in meaning. Others may not easily lead to a TIER 3. Another may not have many good "merchant fits."

So you pick the ones that are highly profitable, **and that also** make the most sense to form the strongest site overall.

These pages, of course, also link one level down, to our final TIER...

8.3.3. TIER 3... "Make It Up in Volume"

TIER 3 pages are **KFCPs**, too. The topic of each should relate to the topic of the **TIER 2** page that links to it.



For example, let's say that "outlet malls" is one of the most **profitable** keywords that your research has found for your WORLDSBEST-FashionFactory-outlet-stores.com. What do you do?

Create a **TIER 2** page ("outlet-malls.html") called...

[Top Factory Outlet Malls](#)
[Where You Can Shop Via The Net](#)

This page links to **TIER 3** pages...

- a page that ranks the top shoe outlets on the Net
- another that rates the top clothing outlets
- also to the best fur discount malls, and Nike outlets
- etc., etc., -- you could go on for 15-20 TIER 3 pages, different kinds of outlet malls (categories of clothing, brand names, sports fashions, etc.)

See how each TIER 3 fits as a sub-category, or a sub-thought, of its connecting TIER 2 page?

The key point here? Each TIER 3 page may not be as profitable as the TIER 2 that linked to it, but there are a whole heck of a lot more of them. Create enough of these and the traffic adds up pretty fast, thanks to geometric progression (i.e., $1 \times 15 \times 15$).

Or, as my uncle in the outlet mall business likes to say...



... “We make it up on volume.”

8.3.4. SIDEBAR on Orphans

SIDEBAR

A special note on...



... “orphans.” An orphan is a page that has no links **into** it, only **out**. If you were a Search Engine, wouldn’t you wonder why this site did **not** have a single page that linked to it?

I would.

And if I was an engine, I would conclude that no human is **supposed** to link to it from **anywhere** else. They are **obviously** only supposed to find these pages in my Search Engine database of pages, then visit and click somewhere else.

In other words, I’d deduce that you’re just trying to stuff a free ad into my database. That’s why orphan pages have a tougher time to score high. **Not** a good idea.

An engine is happiest when its spider finds your pages by linking to it, especially if it finds it on its own, by linking to it from another site, and especially if that linking site is popular.

But I’m getting ahead of myself again. We’ll cover this when we talk about traffic in the coming DAYS.

There's one exception... An orphan can be useful if you only want to use it as a landing page for listings that you **buy** at the Pay-Per-Click Search Engines. More on this at the right time, too.

Let's leave this topic with this bottom line... **make sure that every page can be reached by a link from another page on your site.** The net result is a clean, **3-TIER** approach that yields an easy, navigable site... for **both** your visitor **and** your spiders...

8.3.5. How to Make Both Humans And Search Engines Behave Properly!

Spiders always come in through the home page -- it's kind of their front door (**SiteBuilder** takes care of all submissions... [more on this later](#)). From there, you've left a nice trail of links for them to follow to gather up your **TIER 1, 2, and 3** pages. So they can easily index the rest of your site.

The computer programs that analyze them are getting **smarter and smarter... and theme-focused.** What does that mean to you?...

1) They'll analyze all your pages in their databases and decide upon the overall theme of your site. So none of your pages should be off-theme, or you'll confuse them. If you have a great idea for a **highly profitable Keyword-Focused Content Page** that is off-theme, save it for your **next** site.

2) Have you already created a bunch of "gateway pages" by simply duplicating one of your pages and then replacing one keyword with a different one? These "almost identical" gateways were successful through 1998-2000. But they are being compressed out of existence by these smart programs that look across all the pages in your site... even across **different** sites!

"Luckily," **Site Build It!** is perfectly in tune with these major new Search Engine directions. They'll be able to pigeon-hole your theme perfectly!

What about humans?



While engines enter through your "front door," humans may find-and-enter your site via any page, **TIER 1, 2, or 3.** So each **TIER 3** page should provide a link back to its related **TIER 2.** And the same for **TIER 2** to **TIER 1.** Otherwise, keep internal linking **only** to what's really necessary and relevant.

Why?

Because your **real** goal is for your visitor to **click through to your merchants!** Think of it this way. Let's say that...

- you are an affiliate for **Site Build It!**
- the commission is \$100 for each sale
- 1% of visitors to the **Site Build It!** site buy.

That means you would generate 1 sale for every 100 visitors (i.e., for every 100 click throughs to the **Site Build It!** site). And **that** means you earn \$100 in commissions for 100 clicks. So start thinking of **each click through** as being worth **\$1** (recurring annually in the case of **SBI!**).

If you start thinking of the monetary value of the **click through**, I guarantee you'll start focusing on **more and better ways to...**



...get the click to your merchants' sites.

SIDEBAR

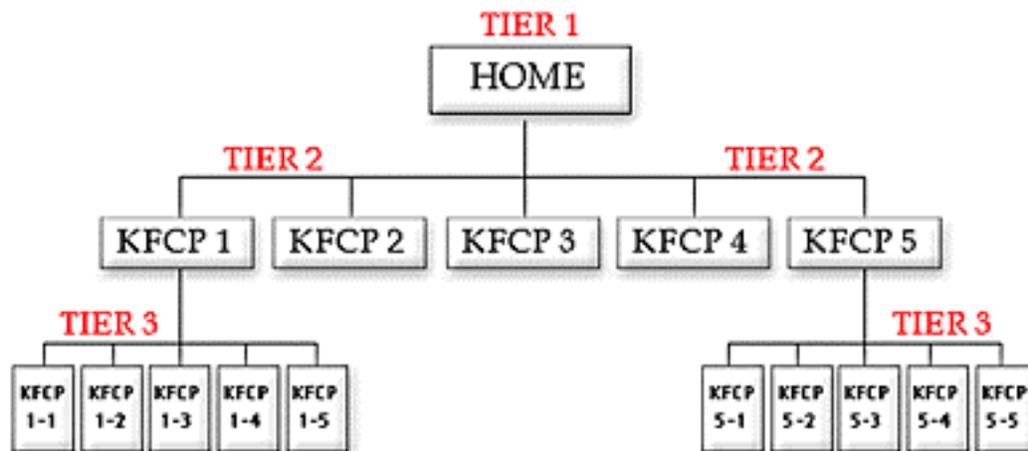
This approach also provides you with a way to measure your merchants. **Drop** the ones that don't make you money.



8.3.6. A Strong Structure To Build Upon

OK, let's boil it down...

Your **TIER 1** home page links to **5-15 TIER 2** pages (not more, because your navbar starts looking pretty congested). And your **TIER 2** pages each link to **5-15 TIER 3** pages. Something like this...



Net result?...

A site that varies in size, between 31 (1 + 5 + 25) pages, and 241 (1 + 15 + 225) pages. After **3 TIERS** and 100+ pages, it gets tougher to get pages indexed at the engines. You won't find many Search Engines that will spider **all** 241 pages!

SIDEBAR

By this time, too, you should pretty much own this little niche. And you'll have exhausted all profitable topics for your site's theme. **By then**, your time will yield greater returns if you set up your **next** niche site, while you leave this one on auto-pilot.

Each Theme-Based Content Site stands on its own. But once you have three sites established, there's one more **TIER**, above all the other ones. Let's call it **TIER ZERO**... This "**super home page**" links to all the other home pages.

For example...

Each of these Theme-Based Content Sites stands on its own...

- WORLDSBEST-SportsFactory-outlet-stores.com
- WORLDSBEST-ElectronicFactory-outlet-stores.com
- WORLDSBEST-FurnitureFactory-outlet-stores.com
- WORLDSBEST-MusicFactory-outlet-stores.com
- WORLDSBEST-WhateverElseExistsFactory-outlet-stores.com

Once you have **three** of them up and running, WORLDSBEST-Factory-outlet-stores.com would be the perfect **TIER ZERO** to tie them all, and all future ones, together into your own mini-portal.

The TIER ZERO page delivers the **VPP** and major benefits of your mini-portal. By now, too, you are likely offering pay-per-click banner advertising and even linking to your own store.

Yup, **you've got a thriving business!**...



... I hope you'll still return my calls!

So much for the **structure** of your site.

Now let's fill that structure with **content** that accomplishes our critical two goals...

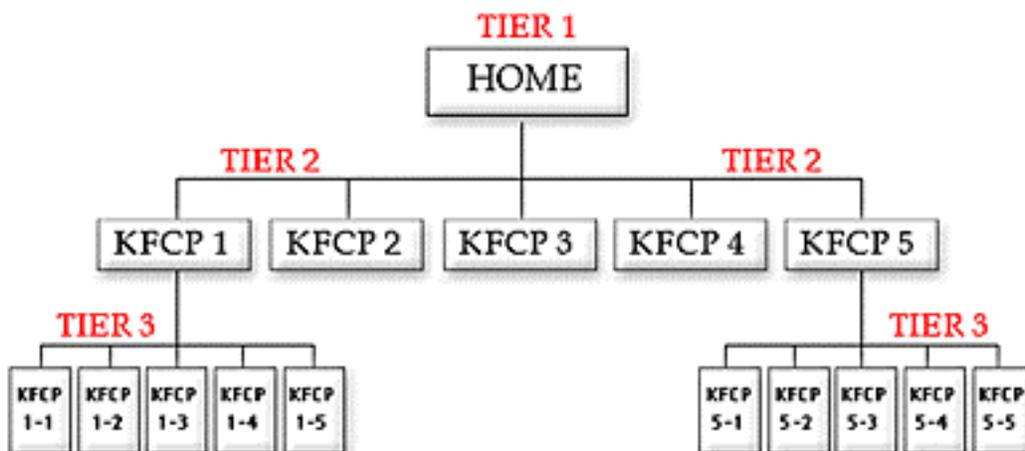
Deliver valuable content to your readers...

... And tasty content to your spiders.

8.4. The Content of Your Site



Just as you did for the **structure** of your site, think of the **content** as a **pyramid**, too...



How can **content** be pyramidal? You start with one page, your home page, that introduces the “big picture” concept. And from there, each **TIER** becomes more and more specific, down to the highly Specific Keywords of the **TIER 3s**.

Let's start at the top...

8.4.1. Your Home Page... Deliver the VPP

Your home page has to do two “content” things well...

1) Deliver the **VPP**

2) Convince the Search Engines that it is the **most relevant page** for your **Site Concept** keyword.



Let's talk about **VPP** first. Remember the **VPP?**...



Important tip ➔ A **Valuable PREselling Proposition(VPP)** is the affiliate equivalent of a merchant's “**Unique Selling Proposition.**” Your **VPP** answers, in very few words and hopefully with just a touch of character, the two critical questions about your **Site Concept**...

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

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

Your home page elaborates on the **VPP** as it delivers the major “**what's in it for me**” benefit statements to your new visitor. A good **VPP** transmits these answers loud and clear to your visitor within seconds of arriving. That does **not** mean that you should start like this...

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

No-o-o-o-o-o...

Keep it fun, bright, intriguing! Bring out the appropriate **emotions** for whatever your topic happens to be. For example...

“Ever been on the road, far from home, when what do you see?...

... a mall jammed with fashion outlet stores!

Clothes outlets by the dozens. Shoe discount stores. Tommy Hilfiger. Polo. Other big names, and some intriguing ones you've never seen before...

Nirvana, right? The pulse quickens in anticipation. The wallet tingles in fright!

Is that you? If so, welcome! You may be reading this at home, but you **are** on the road... a cyber-road to "Outlet Heaven."

Yes, you **can** write like that. Really, it's a snap **because you have lived this stuff**. How do you do it?

First, just feel the emotions that **you** feel. **What** are they? **How** do you feel? **When** do you feel them? Yup... who, what, when, where, why and how -- just apply it to what you know and love!

Now... put yourself into the skin of your reader. **Now... put those emotions into your visitor**.

Establish your **VPP** in your intro paragraphs while quickening the pulse of your reader. After that, deliver the benefits of your site... answer the "**what's in it for me**" question that every visitor asks when arriving at a site.

That's for your human visitors. What about those pesky bots?...

8.4.2. Your Home Page... Feed the Spider



As I said earlier, your home page is a Keyword-Focused Content Page (KFCP), too. A KFCP concentrates on "winning the Search Engine" war for a specific keyword while it delivers the high-value content to its human reader. We refer to the specific keyword of a KFCP as "**Specific Keyword**" (Surprise!).

OK, back to our home page. For your home page, the **Specific Keyword** is, in fact, your **Concept Keyword**... "pricing" or "factory outlet stores" in earlier examples. Your mission is to get your home page to score in the Top 10-20 for your Site Concept keyword.

Don't worry -- it's far simpler than you think. When you use **SiteBuilder**, you'll see how the "**guru-in-your-ear**" **online help** and the **Analyze It!** button put the "black art of Search Engine Optimization (SEO)" within your reach. **So guess what?...**



... **No need to worry** about tech stuff like META tags and the exact keyword density!

Just let me repeat this...

Follow **SiteBuilder's** online help closely. It makes the process easy.



SIDEBAR

Remember, the process is **not** guaranteed to score your page in the Top 10 right off the bat. It **does** make it easy to build a good, **SEO'd** (Search Engine Optimized) page. But it will take some tweaking, and a bit of practice, to start scoring high... more on this later.

And naturally, the more general and in-demand your word, the tougher it will be to rank #1. For example, no matter how good anyone is at SEO, scoring #1 for **mp3** is virtually impossible. Yes, you must have a well-optimized page to have a chance... but after that, you have to be lucky, too.

We'll make our money by focusing on our niche that we know and love, thank you!

I'll give you the **30,000 foot view** of SEO here. As I said, my buddy, the guru, will help you build nicely SEO'd pages once you start using the **SiteBuilder**. Here's what you should realize for now...

As you deliver the **VPP**, you focus upon using your keyword slightly more than your high school English teacher taught was "good English." Blend in your keyword and then sprinkle in synonyms and **variations** (for our fashion example, that would be "outlet stores" and "factory outlets" and "discount outlets").

Work in **General Keywords** that would likely be associated with your keyword (ex., shopping, shops, savings, discounts, etc.). If someone searches with part or all of your **Specific Keyword** and one of these **General Keywords**, you'll have a good shot at being found. **And** you'll have a high-quality, interested and motivated visitor!

SIDEBAR

Many people use **WORD COMBOS** to search. They'll enter a **Specific Keyword** and also a **General** one from your **MASTER KEYWORD LIST**. For example, someone who is looking for information on penny stocks might enter a **Specific Keyword** **and** a **General Keyword** that one might commonly associate with the **Specific** one...

“penny stocks and investing”

or

“+penny stocks +investing”

or

“penny stocks investing”

or

“investing penny stocks”

You'll never win at the engines for the **General Keyword** “investing” -- there is just **too** much competition. In any event, even if you win, the traffic is **too non-targeted** -- it's unlikely to be interested in your specific niche.

But if you include the **General Keyword** “investing” in various parts of your Web page (outlined below), you'll do well when searchers use **WORD COMBOS**. And these are **excellent, highly targeted** visitors!

So...

Blend some General Keywords with your Specific ones. You only need to include them once or twice -- you're not trying to win the war for General Keywords, **just for the WORD COMBOS**. No need to use them nearly as many times as your Specific Keyword for that page.

This is **definitely** worth doing. Why? Let me repeat...

WORD COMBOS bring excellent, highly targeted visitors.

How long should a page be? **Kind of like a piece of rope...**



... as long as it needs to be, but no longer!

As far as the Search Engines are concerned, it's not the length that's important -- it's what you do with it (ahem!). It makes no sense for an engine to score a short page any higher than a long one. If length is of any importance, it's minor (except, perhaps, at the **extremes**).

As I said before, do use your **Specific Keyword** more than your high school teacher would have liked -- this “keyword density” is of some importance.

And so is “keyword prominence” -- make it a point to use your **Specific Keyword** more heavily in the opening paragraph or two (it **must** be in your **opening sentence**), and also in the closing paragraph. And then, like a good chef, sprinkle throughout!

Your “scatter pattern” should look like an hourglass... bigger (i.e., more frequent) on the top and bottom, and less (but still present) in the middle of the page.

OK, now let’s **really** get into the **complicated** stuff and cover where, how, and how often to use your Specific Keyword in all these spots...

- 1) TITLE tag
- 2) META keyword tag
- 3) META description tag
- 4) H1 and other header tags
- 5) Body copy
- 6) Link tags
- 7) File name/domain name
- 8) Image ALT tag and name of image

On second thought...



... **let’s stomp that idea!** As you’ll see when you start building pages with **SiteBuilder**, it’s all built in! Between the “**guru-in-your-ear**” **online help** (which tells you exactly what to do as you create each part of your page), and **Analyze It!** (which tells you what to do better!), you can’t go wrong (unless you totally ignore it, of course!).

You don’t even need to know what a META tag is! Why should you? **SiteBuilder** takes care of all that for you, so you can concentrate on what’s important... building your business.

The online help will show you how to get the best results, with both humans **and** spiders, one little help step at a time, at just the moment when you need to know. The guru will even help you analyze the page, making sure that it meets **30+ Search Engine Optimization Rules** -- if it does not, the guru will even tell you exactly what to do to make your page shape up!

Yes, the guru is very smart...



... but remember who your **best** friend is, right?

OK, time to link to the lower TIERS...

8.4.3. TIER 2 and TIER 3 Content... For Humans



Important tip ➔ Your TIER 2 and TIER 3 pages must do two “content” things well...

1) **OVER**deliver great content to humans

2) **Convince the Search Engines** that it is the **most relevant page** for its Specific Keyword.

Yes, the approach is similar to that of your home page! While the home page, of course, focuses upon the fundamental **Site Concept keyword**, the other pages each focus upon one of the **high-profitability** keywords that your **MASTER KEYWORD LIST** has identified.

Ultimately, you create **Keyword-Focused Content Pages** that...

- concentrate on a **Specific Keyword** that fits within the overall **Site Concept**

and...

- concentrate on keywords with a **good PROFITABILITY** score

and...

- provide you with the opportunity to build good content (**SUPPLY SITE INFO** has sparked good ideas)

and...

- have a good number of **POSSIBLE PARTNERS** (DAY 4).

and, of course...

- you **know** (or can research) and **enjoy**.

Each page wraps a **high-value** topic around each **Specific Keyword**, following the guidelines outlined above.

As I said, the approach is basically the same as for your home page...

Each page must do **double duty** as a **PREselling click through generator** and a **Search Engine magnet**. While emphasizing your keywords, you must build original, valuable information.



Let's cover the "human" considerations in **this** section, **engines in the next**.

Here's the bottom line that each page must deliver...

Meet the needs of a visitor who was searching for that keyword. **OVER**deliver with high-value content. This will convince the reader to click through on your links. Links create the **TIER 1-2-3** structure.

And they belong **right in the flow of the copy**. Text links to your income-generating sites must flow naturally, and beautifully, **within the content**. Don't relegate your income-producing links to a listing at the end of the page.

The page must "read well" and be typo-free. **Re-read each page a few days after you first write it**. Does it read well? Is everything clear? If not, all your efforts to get your potential visitor this far will have been for nothing.

TIER 2

Remember, humans may find-and-enter your site via **any** page...

TIER 1, 2, or 3. It all depends on how they find you.

If they find your home page (fairly common), they'll link to a **TIER 2**. From there, your first choice is to lead them to one of your merchants. So **make your income-generating links the most obvious**, an important part of your editorial content.

Remember... PREsell, don't sell.

TIER 3

These pages are really the "end of the road." Far and away, your **MWR** is to get the click through **to your merchants**. So arrange your content accordingly.

Naturally, if a user is intrigued by a TIER 3 page, and wants to find your home page or the TIER 2 page that leads to this page, you should provide links back, too. However, if you're absolutely determined to get "the click or nothing," many pros would agree with you **not** to provide links up to a higher TIER.

It's your call. If you do provide links "up the chain," keep them **only** to what's really necessary and relevant. Your **real** goal is for your visitor to **click through to your merchants!**

Remember... PREsell, don't sell.

Making it up on volume, PART II...

As I noted above... while TIER 3 keywords are generally not as profitable as TIER 2, there are a whole **heck of a lot more** of them! For example, you might have 10 TIER 2s. **If each of those links to 10 TIER 3s...**



... that means you have thrown a net of 100 keywords over the Net!

Also, it's true that there is not as much **DEMAND** for "fur discount mall." But that does not mean that your "best fur discount malls" page has to suffer. Here's why... Think up a stronger **related** keyword, that is in far more in **DEMAND** (use your  **button** to verify, of course). For example, I would focus on "fur coat."

Offer **great, valuable content** about fur coats. You actually create a Keyword-Focused Content Page that concentrates on winning the Search Engine war for the keyword "fur coat." Your page is discovered by people searching for "fur coats," which is a far more commonly searched term than "fur discount malls."

Of course, you don't mislead. It's natural to talk about fur coats in a page that is about fur discount malls. And you'll talk about the malls, too, leading into the best places to get great bargains on these expensive items (which are, of course, fur discount malls!).

In other words, while you created a TIER 3 page about "fur discount malls" because it fit well as a link from your TIER 2 "Top Factory Outlets" page, your visitor found you because she was looking for fur coats. The best of all worlds, for everyone.

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

Find-Click-Click-CLICK-kaCHING!

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

8.4.4. TIER 2 and TIER 3 Content... For Spiders

We reviewed the “big picture” for **SEO** when we talked about the home page. It’s much the same for the TIER 2 and TIER 3 pages. And the guru **does** show you exactly **how to do it** once you start using **SiteBuilder**.

The guru-in-your-ear online helps shows you how to wring the very most SEO out of every part of every page. And then, just before you build your page (which also submits it to the engines), you can even ask the guru for an SEO analysis of your page!

So, for now and right here, let’s just stress **a few important general concepts...**

Keep your content focused to a single theme per page. Focus on one **Specific Keyword**. Blend in 2, maybe 3, **General Keywords** (that are related to your **Specific Keyword** for that page) to cover WORD COMBOS (multi-word searches). And blend in common synonyms for your keyword... Not too much, though, or you’ll dilute your most important keyword.

Use common sense, and avoid abuse (i.e., no tricks).

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

And that goes for your whole site, too. The more you laser-beam on a single theme, the better you’ll do with the Search Engines. **Engines will focus on themes more and more.** If your site is about “factory outlet stores,” it’s fine to use all the variations that we discuss above. **It all reinforces the main theme.** But...

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

Focus on your theme and stick to it. That's why an ideal site does not require more than **3 TIERS**. That should just about cover any niche. After that, your time will be more **PROFITABLY** spent by building the next content site on your "mini-portal list."

One last important strategy before we actually start building...

Change your **Search Engine Optimization (SEO)** approach somewhat from page to page...

Experiment with different numbers, frequencies and patterns of keywords until you find what works best.

Why?

Because every Theme-Based Content Site competes against a whole different set of competitors. You'll have to experiment a while before you find a certain approach that works the best. By making small changes in the number of keywords that you put into your title, headlines and body copy, for example, you're more likely to generate some pages that score high.

Once you discover which refinements work the best **for your particular theme**, build upon that. Remember, the Net is in constant flux. Experiment to stay ahead of your competitors.

OK, it's construction time...



... Let's start building!

8.5. Let's Start Building!



Build your home page.

OK, open your e-mail with the subject...

Site Build It! is Ready for You!...

This e-mail confirms that your domain has been registered. It tells you how to login (with your username and password) and use the **SiteBuilder and TrafficCenter** at **Site Central**.

SIDEBAR

Remember... while you **can** start building your site right away, it may take a day or two before the Internet actually **knows** that your domain exists. See the **Site Build It! is Ready for You!** e-mail for details about this.

Get your...



... e-hammer and e-nails and let's get started...

[Login to the 5P Club...](#)

Five Pillar Club
AFFILIATE MEMBER

Login

Welcome.
Please enter your username and password in the boxes below.
Then click on the LOGIN button.

Username

Password

<https://secure.sitesell.com/5pillarclub/>

Use the username and password in the **Site Build It! is Ready for You!** e-mail to log into **Site Build It!**.

SIDEBAR

If you are a **5 Pillar Affiliate** for SiteSell.com, simply log into the 5 Pillar Club as usual.

If you are **not** a 5 Pillar Affiliate, we “house” **Site Build It!** in the security of the 5 Pillar Club. This is the home of affiliates of SiteSell.com. We keep **Site Build It!** securely locked away in the Club.

Although you can log into the Club to access **Site Build It!**, you are not considered to be a 5 Pillar Affiliate (because you have not officially registered for that). And, of course, you have **no** obligation to PREsell SiteSell.com products in your **Site Build It!** site.

However, I know that anyone who purchases **Site Build It!** has **serious** intentions and **will** succeed. That’s why I would love to have you as a partner-in-sales.

If you are interested in the 5P Program (many gurus have called it the “best on the Net”) and would like to join, simply select **any other** item on the QUICK JUMP menu (QUICK JUMP is covered in the next instruction below this SIDEBAR), or click on **any other link** into the rest of the 5P Club. Since we already have most of the information we need, it only takes a second for you to join the Club.

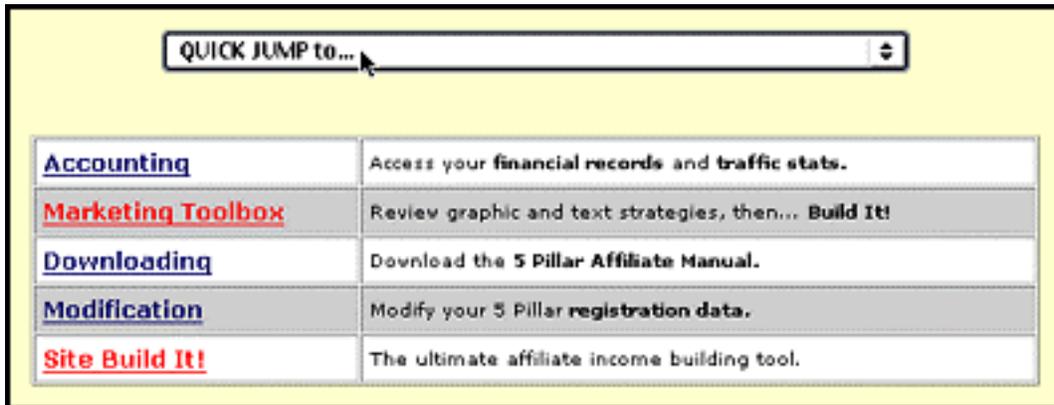
<http://affiliates.sitesell.com>

Geez...



... those **SIDEBARS** throw me off, sometimes. **Where** were we? Oh yes, you have just logged in, right? Next...

Click on the **Site Build It!** link or choose **Site Build It!** by left-clicking-and-holding on the **QUICK JUMP** drop-down menu...



Whichever way you choose **Site Build It!**, you arrive at the **Let's Get Started** page. Read its message carefully -- it's the only time you'll ever see it! Then click on this...



Just follow the onscreen instructions and help from there.



And off we go to choose a **Look & Feel...**

8.5.1. Choose Your Look & Feel and Create Your Logo

Time to choose the style of **Look & Feel** for your site...

Graphic design and look & feel are **not** as important as most people think. It's amazing to think how **much** money companies spend on graphics and how **little** they spend on the words.

SIDEBAR

If you happen to be one of those folks who think that a Hollywood production is essential for Net success, take a look at these highly successful content sites...

<http://www.associateprograms.com/>

<http://www.useit.com/>

Oh, and here are two small sites that have been fairly successful with a 99% text interface -- you may even have heard about them...

<http://www.yahoo.com/>

<http://www.ebay.com/>

Don't be awed by the huge budgets of big companies to put up incredibly splashy sites. It's **words** that will win (or lose!) the day, **not** graphics.

Do you know why **graphics** are not important? Because people are **not** looking for graphics. They seek info.

Never be awed by graphics. Just win with words.

Of course, it **is** important **not** to use 18 garish colors and whirling kabobbies. And naturally, you'd like your look and feel to be **consistent** with the overall theme of your site. And you **do** want to gain confidence by offering a crisp presentation.

A clean and welcoming look and feel **is** a good start. A decent logo is a solid plus. Make it all fast and easy to navigate.

For all these reasons, **Site Build It!** starts you off on the right foot at the **Look & Feel Selector**. Scroll down the page until you find a look and feel that best matches your site's theme. (Or customize your own creation!)

Got one? Great. Let's do **THEpricingadvisor.com** example. We'll chose the **Business and Finance** style...

<p>Style: Business and Finance</p>	
<p>Business and Finance</p> <hr/> <p>Select Color Scheme</p> <p><input type="radio"/> Dark Blue/White</p> <p><input checked="" type="radio"/> Blue/Yellow</p>	<p>Business and Finance Inc.</p> <hr/> <p>Headline in Here</p> <p>And back into in face. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed donec euismod nibh. Quamodiam blandit ut lacus. Donec magna aliquam erat volutpat. Ut nisi enim, sed nunc varius, que lectus enim lacinia ultricies euismod habitant. Sed ut aliquam sit in euismod consectetur.</p> <p>Donec euismod nibh. Quamodiam blandit ut lacus. Donec magna aliquam erat volutpat. Ut nisi enim, sed nunc varius, que lectus enim lacinia ultricies euismod habitant. Sed ut aliquam sit in euismod consectetur.</p> <p>Donec euismod nibh. Quamodiam blandit ut lacus. Donec magna aliquam erat volutpat. Ut nisi enim, sed nunc varius, que lectus enim lacinia ultricies euismod habitant. Sed ut aliquam sit in euismod consectetur.</p>
<p>Create logo for your site: <input type="text" value="THE Pricing Advisor"/></p> <p>(max. 25 characters)</p>	
<p><input type="button" value="Preview"/> <input type="button" value="Select this Style"/></p>	

Here's what to do...

- 1) **Select the color scheme** by clicking upon the appropriate radio button -- we chose **Blue/Yellow** in this example.
- 2) **Enter the name of your site** where it says **Create logo for your site** (we've entered "THE Pricing Advisor" in the example above -- "THEpricingAdvisor.com" would be fine, too). Stay within the maximum number of characters shown for your desired style (**max. 25 characters** in this example).
- 3) **Click** upon **Preview** button to see what your pages will look like -- if logo is distorted, right-click (click-and-hold if Mac) on the logo and then **RELOAD** that image.
- 4) Close the Preview window, and if you liked what you saw, click upon **Select this Style** button. (Don't worry, you can change any time.)

Hey, we're a couple of blooming Michelangelos! Now that we've done the graphics, let's get out of our own way and **let our words do the talking**.

Yup, it's time to build the home page...



... I think you're ready, don't you?

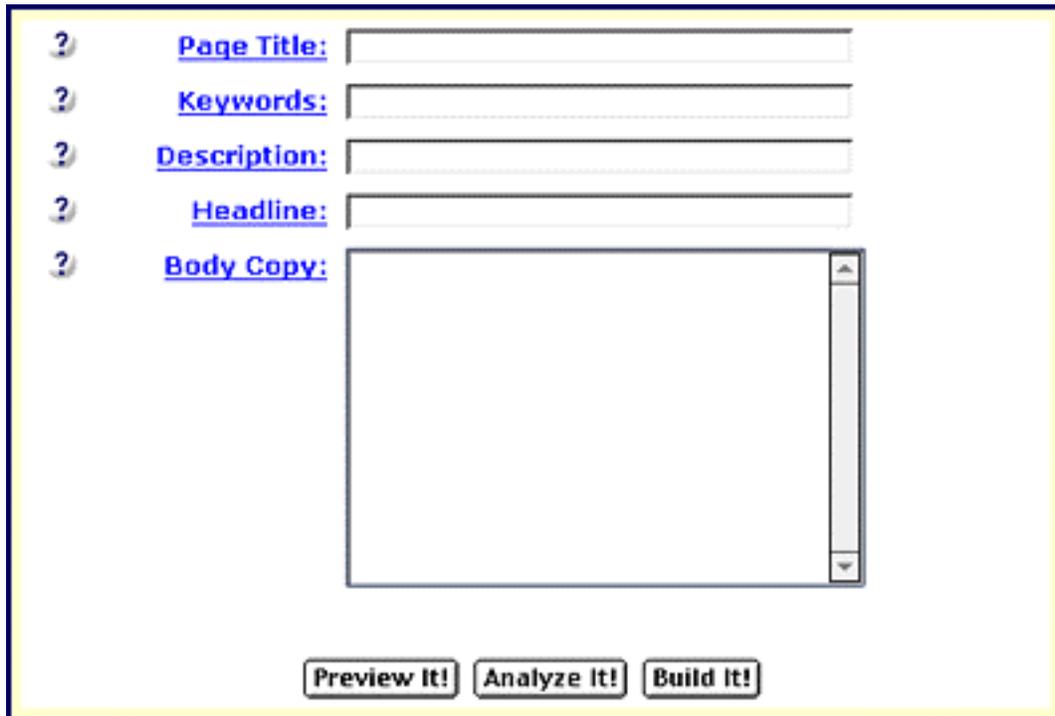
8.5.2. Build Your Home Page

Clicking on the **Select this Style** button takes you automatically to **Build Your Home Page**. This page contains the **Home Page Builder**.

The **Home Page Builder** is different than the builder that you will use for your TIER 2 and TIER 3 pages. It is a simple, inflexible form, while the other page builder uses a flexible, add-a-block approach.

You do not add any blocks when you build the home page.

Here's the Home Page Builder...



The screenshot shows a web form titled "Home Page Builder". It contains five input fields, each preceded by a question mark icon and a label: "Page Title:", "Keywords:", "Description:", "Headline:", and "Body Copy:". The "Body Copy:" field is a large text area with a vertical scrollbar. At the bottom of the form are three buttons: "Preview It!", "Analyze It!", and "Build It!".

Why make it so simple? Because there is **one best way** to introduce your site to your human **and** spider readers.

Simply fill in the five boxes (shown above). It's best to prepare the text for **all** boxes **ahead of time**, especially the text that you will enter into the **Body Copy** box, for a couple of reasons...

1) For security reasons, the **SiteBuilder** "times out" after 30 minutes and asks you for your username and password again. Unfortunately, if you've just spent 45 minutes writing all your content into the boxes below... you'll lose all your work when you time out.

So... **write it all out ahead of time.**

2) It's easier to work in a text editor than in those teeny boxes. Why a **text editor**? Because that's the formatting of HTML.

If you use curly quotes or apostrophes or other word-processor (ex., Word, WordPerfect, etc.) fancy formatting, you'll get weird symbols.

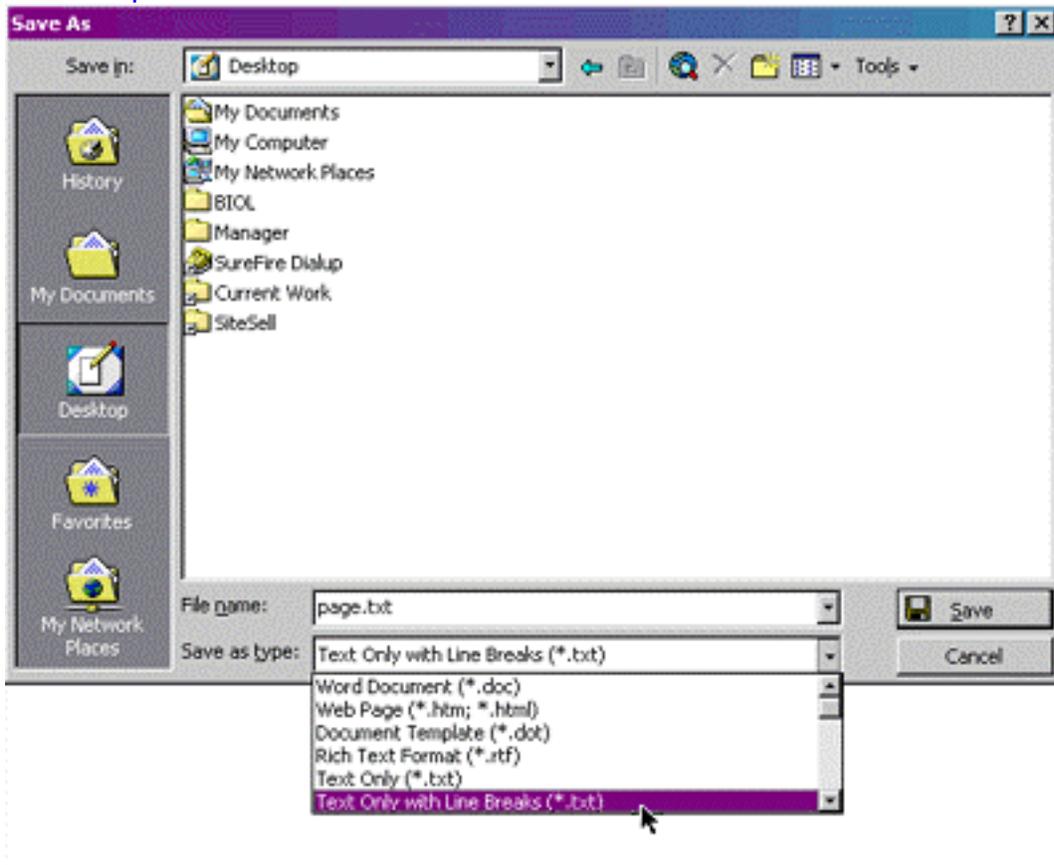
So save your text entries as a straight ASCII **text file** -- you'll see this option when you "FILE > SAVE AS."

SIDEBAR

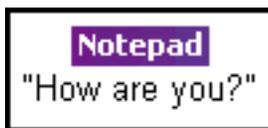
Use a dedicated text editor like Ultra Edit. If you use Word or some other word processor, make sure that you save your document as...

Text Only with Line Breaks (*.txt)

An example to demonstrate...

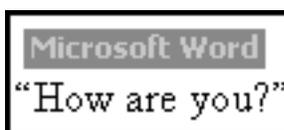


When you do that, you save your file as a text file (ex., Notepad)...



... see how the quotes are straight?

If you save it as a Word document...



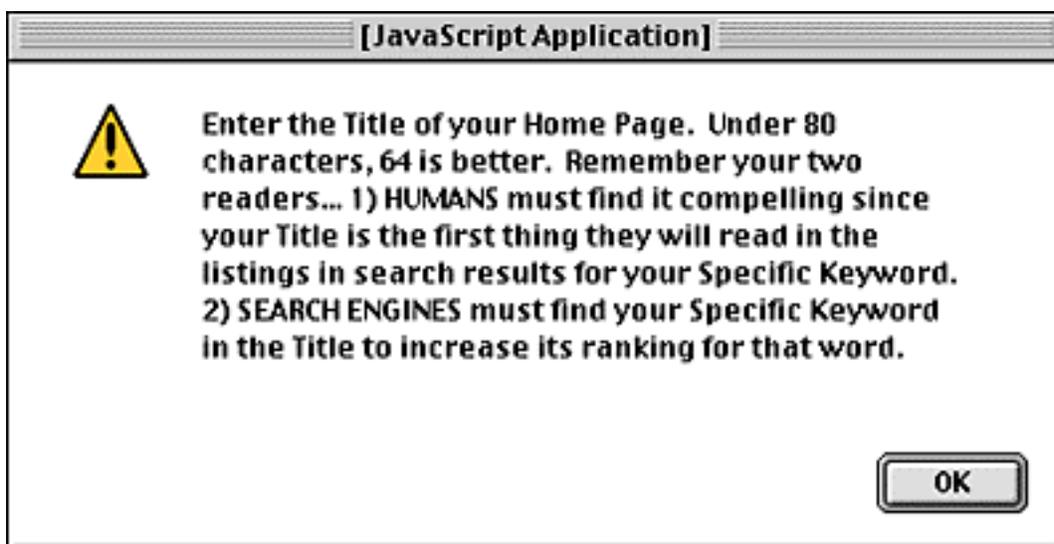
... see how the quotes are curly? Formatting like this can cause problems in an HTML document.

Use straight text like this for all of the **SiteBuilder** boxes and all will be fine.

Bottom line... draft each entry in your text editor **beforehand**. Then just copy-and-paste. Easy as pie.

You get **two** kinds of **Guru-in-your-ear** online help **throughout SiteBuilder...**

1) Practical “do this” help -- If you click on a blue-underlined-linked word (like [Page Title](#) or [Headline](#) -- see above), a small info-box pops up. It tells you what to enter into each box. For example, here’s what the guru whispers in your ear if you click upon [Page Title...](#)



The guru tells you to enter the Title, how many characters is best, the prime goals, and to include your Specific Keyword in the Title. Talk about “all in a nutshell!”

2) Online Help and Strategies -- If you click on the , you get **strategic advice**. For example, if you click on the  to the left of the **Build Your Home Page headline**, a smaller browser window pops up. It reviews the important strategic goals of your **entire home page**. “Big picture” advice like this usually summarizes what you read here, although there may be a few snippets of “just-before-you-enter-you-should-know-this” information, too.

Now let’s get a bit more granular...

If you click on the  icons **to the left** of each **entry box** (ex., [Page Title](#) or [Headline](#)), the pop-up gives **more detailed and hands-on strategic advice**. It tells you how to get the most out of **each** of these important elements of your home page, both for humans and Search Engines. This advice usually builds upon and deepens what I tell you here. **Hey...**



... That's why they call the guru, "the guru!"

Seriously, it's important to provide this kind of detail "on the spot," just before you actually enter the data into each of the boxes.



Important tip ➔ What can I say? When you put "my buddy, the guru" and me together... you can't go wrong. **So please...**

Use the online help and strategies.

Use the online help and strategies.

Use the online help and strategies.

One more time? Ah, what the heck. If it will help you remember...

Use the online help and strategies.

The online help is so important. After all, it's fine to build a site. But if you don't build it so that the engines score it highly, you're losing a lot of business. Good, targeted business.



OK, let's "fill in the boxes" for the home page of THEpricingAdvisor.com...

Page Title -- Search Engines give the Title **special** importance -- so use your **Specific Keyword** (the **Site Concept** keyword in the case of your home page) in the Title at least once, not more than twice. Since people will read this in Search Engine listings, make it compelling -- write it to **get the click**.

Keywords -- Enter your most profitable keywords or keyword combinations, separated by commas. The **first one** must be your page's **Specific Keyword**. Do not enter your keyword, or root of it, more than three times here.

Description -- Enter a description that uses the keywords wisely and that truly describes the page's content in a nutshell. Since people will read this in the Search Engine listings, write it to **get the click**.

Headline -- Enter the headline that will start your page. Make it compelling -- humans see **this** first, not your Title (which only appears at the very top of the browser window). Search Engines also give special importance to the headline. So be sure to include your **Specific Keyword** in this box once, not more than twice.

Body Copy -- **This is your "content."** Pre-draft in a simple Notepad or text editor. Write a draft then revise. Copy and paste your draft to the **Body Copy** field. Even if you feel your content isn't quite perfect... build your home page.

Keep moving forward -- you can edit it at any time later, as we'll see in a few seconds. Live with it for awhile -- you'll get ideas to improve it. If you're a perfectionist, don't be -- you're better off building a page that you'll improve as you go along.

Your content must always be informative and valuable/**relevant** to the keyword that your visitor searched -- it must meet the needs of what your visitor sought at the engines. This makes your content **valuable to the SEs, too**.

My friend, the guru, has included some invaluable strategies on how to get the most out of the Page Title, Keywords, Description, Headline and Body Copy. So no need to repeat it all here.

Just click on the question mark...

 ... to the left of each heading (ex., [Page Title](#), [Body Copy](#)) to get the whole strategic scoop. Then click **on the heading itself** for the Practical "what to enter here" help.

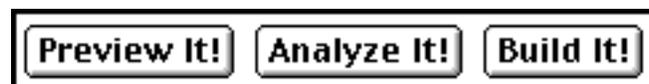
OK, all set? Have you completed the Page Title, Keywords, Description, Headline and Body Copy? Have you reviewed all the online help and made your entries as good as possible?

Yes?...



... Great!

See the three buttons at the bottom?...



Click on **Preview It!** to see what your page will look like...

THE Pricing Advisor

Perfect Pricing Can Double Your Net Profits

"Sophisticated pricing offers opportunities
for extreme profit improvements."

H. Klein, CEO Passenger Division of Lufthansa Airlines

How extreme? Consider this... suppose your net profit margin is 10%. If you could increase the price of your product by 10% without losing unit-sales, you would double your net profit margin to 20%. A 10% increase in price would increase your profits by 100%.

Or let's say that you decrease the price of your product from \$89 to \$79. If that doubles sales, wouldn't that more than make up for slightly lower margins?

No doubt about it, determining the best price is one the most important, yet overlooked of the classical 4Ps of marketing... Pricing, Product, Place, and Promotion.

In this Web site, we'll turn the "black art of setting a price" into a clear science that hopefully shows you how to price your products to yield a maximal return... no matter what your business model is.

It is the author's hope that you enjoy and profit from these articles...

[Sample link to Keyword-Focused Content Page 1](#)
Brief description will appear here.

[Sample link to Keyword-Focused Content Page 2](#)
Brief description will appear here.

[Sample link to Keyword-Focused Content Page 3](#)
Brief description will appear here.

If you're particularly sharp-eyed, you may have noticed a couple of things in the page above...

1) The home page ends with links to articles, even though I have **not yet** built any other pages. These are just sample links -- they will **not** appear on the "live" page. When I build my TIER 2s, those **will** appear as text links at the bottom of the home page.

So... **see how I anticipate the future by leading into the articles** (that are **not** really there yet)?...

"It is the author's hope that you enjoy and profit from these articles..."

2) I have introduced a bit of **ultra-basic HTML** into the entry boxes themselves in order to improve the formatting. It's easy to do. I'll give you the most important tags here, just in case you ever want to use them (purely optional)...

i) See the headline, **Perfect Pricing Can Double Your Net Profits?** I added a **
** tag after the word Pricing to force the rest of the headline to break onto the next line. So what I actually entered into the Headline box was...

Perfect Pricing
Can Double Your Net Profits

This little tag is especially **useful for headlines**. If you have a headline that is long enough to break into two (or more) lines, and if one of those lines is **much longer than the other**, the headline will be more attractive if you “force” a break such that the two (or more) lines are about equal length.

No need to enter **
** tags to create paragraphs in the Body Copy box, though. Why? Because **SBI! recognizes two carriage returns** (in the text that you enter) as a **new paragraph**.

Of course, if you just want to add a single line break inside the Body Copy box, then use the **
** tag. **Just type “
” right where you want to
 break the line.. yes, just like I did here!**

ii) **A center tag is most** useful for Body Copy text. To center text, just turn this...

Sophisticated pricing offers opportunities
for extreme profit improvements.

... into this...

```
<CENTER>  
    Sophisticated pricing offers opportunities<BR>  
    for extreme profit improvements.  
</CENTER>
```

(Note too, the **
** tag after “opportunities.” I did that so that I could force a line break to make the two lines of this text roughly the same length.)

iii) Let’s say that you want to bolden the word “e-commerce.” No problem, just write...

```
<B>e-commerce</B>
```

In order words, put a **** in front of the word and a **** right after it (see the **/** before the **B** in the “closing” tag ****? That’s what makes **** a closing tag. It tells your browser to bolden everything between the **** and the ****.

Simple. Useful to know when you want to emphasize a word in the text by **boldening** it.

iv) In the same way, `RED`

The `` `and` `` tags before and after a word (ex., "RED" just above) turn it red. (Same for "blue, green, purple" and all the basic colors.)



Important tip ➔ Whenever you use tags that have **both** an opening and a closing tag, do remember to use **both** of them. The closing tag (the one with the / in it) tells the browser to **stop** making those words bold, or centered, or whatever. If you don't put it in, the whole rest of your text will be bold, or centered, or whatever.

Happy with your preview?



Just before you build your page, you should **always** hit the **Analyze It!** button for a **complete Search Engine Optimization (SEO) analysis of your page.**

My buddy, the online guru **SEO**-analyzes your page according to 30+ rules. If your page violates any of them, the page that pops up tells you exactly what you need to do...

Ken Evoy's
kenstestsite.com

Site Build It!

Analysis for Search Engine Optimization for Pricing Strategies for Netpreneur

Search Engine Optimization ("SEO") is part science and part art. One of the biggest mistakes that people make, even the pros, is spending too much time chasing a spot in the Top 30 for each and every page.

[Click here for the best way to approach SEO.](#)

Here's how well your page fits a good solid, SEO strategy...

File Name
N/A
Page Title
Good.
Keywords
Good.
Description
Good.

Be sure to read the link that says...

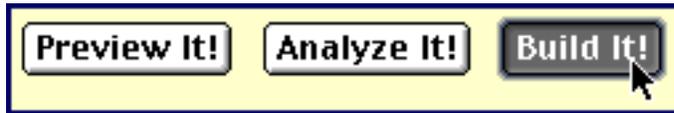
[Click here for the best way to approach SEO.](#) The two most important pieces of advice from that link are...

1) Experiment -- don't be a slave to the SEO analysis. Experiment out of the box to find a "formula" that works best for your particular niche. [See above for more details.](#)

2) Create new content -- as long as your page **passes** the analysis test, or is not far off, you'll get much better results if you spend time creating **new pages** rather than tweaking old ones for Search Engine perfection.

Make any required changes and then **Analyze It!** again. Remember, you can use your own brain here, too. Experiment a little. Your situation is unique. If you try several different formulas, you'll have a better chance of what will work best for your situation.

Hey, we're almost home. Your Preview is great and you have a well-SEO'd page. **Time to do this...**



... click on the **Build It!** button.



Important tip ➔ If you do **not** click on **Build It!**, your page information will **not** be saved.



Once a page is built, the **SBI! WorldSubmitter automatically** submits the page to the Search Engines. Actually, it submits the page to an intelligent system that analyzes whether it should submit the page. It recognizes pages and won't over-submit even if you re-build your page 100 times per day (when you **edit** your page).

When you submit a page to a Search Engine, it will normally check to make sure that your site is up quite quickly. After that, it sends the real indexing spider a few days to several weeks later. So...

It's a good idea to "finish" your page within a day or two of first building it. Yes, I know a page is never really finished, nor is a site. But you want it to be in a good shape for when that **indexing** spider comes knocking.

SIDEBAR

Actually, it's the **scout** spider that usually comes within a day or two (**AltaVista** and **Lycos** send theirs **immediately**). The scout just checks to make sure your page is up.

Each engine follows up with an **indexing** spider that does all the heavy lifting -- that can take weeks. Still, it's a good idea to "complete" the first version of your home page **ASAP** and keep moving forward by creating **more and more** high-value, Keyword-Focused Content Pages.

As you will see, the **WorldSubmitter** even makes submitting to **AltaVista** a snap, despite its dreaded dynamic graphic!

If you have not yet seen how **AltaVista** forces you to submit manually by creating a dynamic graphic, please see...

<http://add-url.altavista.com/cgi-bin/newurl?>

See how the graphic on the **AltaVista** “add URL” page forces you to be there?

Not if you use **Site Build It!** (more on how **SBI!** handles Search Engine submitting, spidering, indexing and ranking later).

And, as the French say...



... **Voila!** Your home page is built and submission to all the important Search Engines is done.

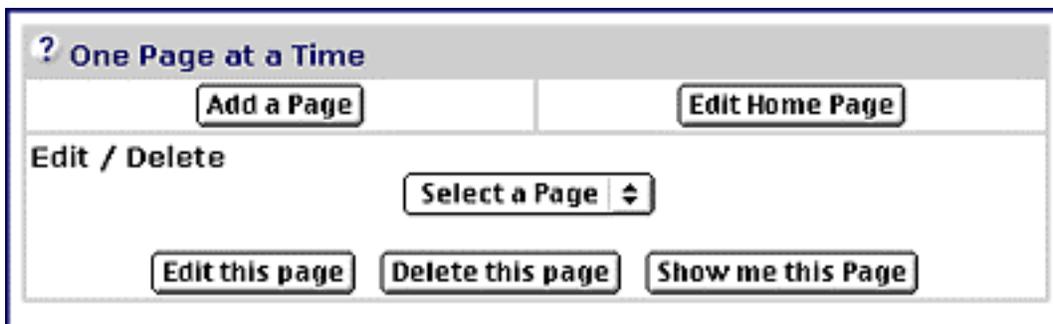
What happens after you submit your home page to **AltaVista**? Great news!...



You now have access to **Site Central**. We'll cover **Site Central** in the very next section, but first let's talk about how to **edit** your home page...

8.5.3. Edit Your Home Page

It's super-simple. Just click on the **Edit Home Page** button in the **One Page at a Time** section of **Site Central**...



That will take you to **Edit Your Home Page**, which except for its name is identical to **Build Your Home Page**. As you can see the five boxes are already filled in for us exactly the way we last left it!...

?	Page Title:	Pricing Strategies for Netrepreneurs
?	Keywords:	pricing, margins
?	Description:	Pricing is the only one of the classical 4Ps that earn you
?	Headline:	Perfect Pricing Can Double Your Net Profits
?	Body Copy:	<p><CENTER>"Sophisticated pricing offers opportunities
for extreme profit improvements."</p> <p>H. Klein, CEO Passenger Division of Lufthansa Airlines </CENTER></p> <p>How extreme? Consider this... suppose your net profit margin is 10%. If you could increase the price of your product by 10% without losing unit-sales, you would double your net profit margin to 20%. A 10% increase in price would increase your profits by 100%.</p>

All we have to do is **make the changes**. If you want to change the longer ones (Description, Headline, Body Copy), it's best to cut-and-paste the text from the box in **Edit Your Home Page**, into your text editor. Make the changes in the editor, and then cut-and-paste it back into the box. Here are the steps...

- 1) Click into the box.
- 2) Press Control+A (command+A on Mac) to select all the text in the box.
- 3) Press Control+X (command+X on Mac) to cut all the text onto your clipboard.
- 4) Open a text editor and press Control+V(command+V on Mac) to paste that text into your text editor.
- 5) Edit it.
- 6) Press Control+A (command+A on Mac) to select all the text in the text editor.
- 7) Press Control+X (command+X on Mac) to cut all the text onto your clipboard.
- 8) Click back into the box and press Control+V(command+V on Mac) to paste that text into the box.
- 9) If you're all done, click on **Preview It!**, then **Analyze It!**, and finally **Build It!** (we'll discuss **Priority Build It!** a bit later).



And that's it! You've modified your home page. Rebuilding it like this automatically submits the page to the **WorldSubmitter**. Depending on the timing and tolerances of engines... if it's OK to resubmit to any engines, it will do it again.

Don't worry -- it's impossible to **oversubmit** to the engines. Here's a typical question that we receive about this...

I edited my page 7 times in the space of 3 hours. I don't know if your algorithms filtered this out, but submitting this many times in the space of 3 hours is enough to get you banned.

No worries, mate (as our Aussie **SBI!'ers** say!). The **WorldSubmitter** maintains a **very** sophisticated **queue** of pages that prevents **any** page from **ever** being oversubmitted to **any** engine. (I'll explain more about this submission queue in DAY 7.)

As I said a bit earlier, once you build your home page, you have access to **Site Central**. It's time to take you on a little tour...

8.5.4. Site Central... Mission Control!

Maybe we should have called it...



... **Mission Control**. It **all** happens here.

This is **your** "master control panel." It has **three** sections...

1) **Admin and navigation...**

Ken Evoy's
kenstestsite.com
[My Account](#)
[SiteSell Support](#)

Site Build It!

Site Central

QUICK JUMP to...

It all happens at **Site Central**, your Site Build It! headquarters. From this page, you can click to every single Site Build It! capability, get that job done, then return here for your next "to do."

Everything you do from here on in relates to your domain, **kenstestsite.com**. If you have more than one domain, and want to work upon a different one, select **Site Build It!** in the QUICK JUMP drop-down menu above.

Click on the the blue question marks (?) for explanations about each section.

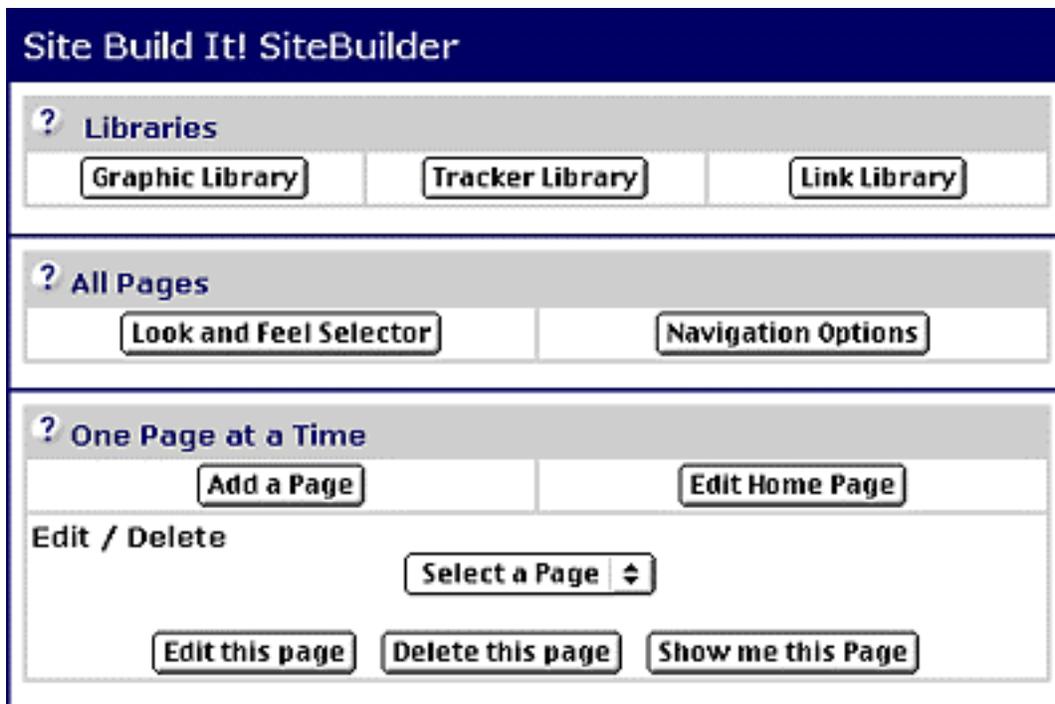
From here, you can...

i) Modify your account info -- Change your username or password, or any other piece of identification information.

ii) Contact SiteSell Support (upper right corner) -- Questions? Just ask.

iii) Take the QUICK JUMP drop-down menu anywhere else in the 5 Pillar Club (for SiteSell's 5 Pillar Affiliates only).

2) The SBI! SiteBuilder...



As you see, the **SiteBuilder** divides into three sections...

i) **Libraries** -- Create graphics, special tracking links, and regular links and store them in these libraries for future use.

ii) **All Pages** -- Make changes that affect **all** pages of your site.

iii) **One Page at a Time** -- Work on a **single** page of your site. So far, you've used the **Edit Home Page** button. In the next section, we'll use the **Add a Page** and **Edit this page** buttons.

3) The SBI! TrafficCenter...



In the TrafficCenter...

i) **SBI! Manager** -- If you ever need to download a new copy, this is the place. As you've seen, the **Manager** helps you brainstorm all those **traffic-building, profitable keywords**. And as you will soon see, its powerful Pay-Per-Click research and submitting tools save you weeks of time as you make **Pay-Per-Click traffic-building** an easy technique to master.

ii) **Search Engine HQ** -- Track your pages' submissions (and automatic resubmissions), spider activities, listing status, rankings for all your Specific Keywords. Not ranking well? **My friend, the guru...**



... comes to the rescue!

iii) **Paid SE HQ** -- Up-to-date info, **and** recommendations, on the burgeoning field of pay-for-inclusion (and other paid) programs of the major engines. No need **for you** to keep up-to-date. We do that for you. All condensed down into the info you **need** to know... and to act upon.

iv) **Pay-Per-Click HQ** -- Same idea as Paid SE HQ, except this HQ covers Pay-Per-Click (PPC) Search Engines like Overture, Bay9, FindWhat, etc. It's the perfect up-to-date supplement for the **Manager's** powerful PPC research and submission tools.

v) **Directory HQ** -- Again, same idea. But watch for **a first...** Directory Submission **and** Tracking tools, too.

vi) **Traffic Stats** -- **All** the info, and **only** the info, you need to know... visits, visitors, page views, most popular pages (entry and exit), referrer URLs and detailed keyword reports about how your visitors are finding you. Invaluable... and distilled in a format for you to make **meaningful, and actionable, conclusions**.

vii) **Click Data** -- Get great insights into the traffic coming INTO and going OUT of your site. Measure the effectiveness of your links **out** (which earn you money), as well as the effectiveness of your promotional traffic-building campaigns.

Visitors are the heart of your business -- this knowledge is **key** to growing your business.

All set? Click on **Add a page** and let's...

8.5.5. Build a TIER 2 Page



Build one TIER 2 page.

Now for the **second** half of your Goal-of-the-DAY...

Build a **home page** ... and one **TIER 2 Keyword-Focused Content Page**.

Time to build your **TIER 2 page**...

Got that highly profitable keyword ready? The one that I asked you to pick, back in the [Action Step in The All-Important TIER 2](#) section?

Terrific! Let's build a **Tier 2 Keyword- Focused Content Page** based upon this word. Your keyword will provide the topic that this page will focus upon.

Before you start, review the research data from your **MASTER KEYWORD LIST**...

- **PROFITABILITY** -- this word might not be the **most** profitable, but it should definitely be a good one!
- **SUPPLY SITE INFO** -- get ideas for content that the **Brainstorm & Research** function has pulled back for you, as well as any additional notes that you have made.
- **POSSIBLE PARTNERS** -- lots of good partners for this word, right? It's important to know, before you create your content for this page, **where your links are going**. Why?

Because these links are your **MWR**. Remember the discussion about the **Most Wanted Response (MWR)** in [“Why Does PREselling Work so Well?”](#)
Your **MWR** is to...



... **get the click, right?** Let the merchant get the sale.

Since your **MWR** is to get the click through **PREselling** via great content, plan your content accordingly. If you don't know the destination of your content ahead of time, you simply cannot, and **will not, be as effective as you should be...**



... **And that will cost you, in both time and dollars.**

One last factor to think about before you build your TIER 2...

Remember that a TIER 2 page is a **hub** page. It not only **receives** the **incoming** link from your home page, it delivers **outgoing** links to TIER 3 pages that are related to it.

As you see, preparation plays a key role, once again -- you know 10¢ of preparation upfront yields a dollar of dividends afterward. You are now **ready** to build a highly profitable, traffic-building, income-generating TIER 2 page.



Let's continue with the **pricing** example. Our MASTER KEYWORD LIST shows us that the keyword **pricing strategies** has a high **PROFITABILITY** score. We've got some good **content** ideas from SUPPLY SITE INFO. And, of course, beside books at Amazon and two other related **merchants**, we've got our very **favorite, #1 merchant as a vendor...**



... **OK, OK, I'm biased!**

SIDEBAR

Seriously, I know you're serious about your affiliate business. So we would be honored if you would consider our program. [I've included a couple of ideas in the Q&A section above](#) about how you could incorporate **PREselling Site Build It!** into your site. [And please click here for more info about the 5 Pillar Program itself.](#)

Anyway, on now to the SiteSell product that fits so well with our **pricing strategies** page...

Price With Complete Confidence...

MAKE YOUR PRICE SELL!

log-in

become an affiliate

contact us

world's most...

order now

Know Your Perfect Price™ in 50 Minutes

"Why is the Perfect Price™ so important?" That depends on whether you are **considering** a new product concept, **launching** a new product, or managing **existing** ones...

Make Your Price Sell!

<http://myspsitesell.com/>

Also, in determining the profitability potential for this TIER 2 page, we take note that SiteSell.com sells this product at a fairly high price (**and** great value!) and that it pays a **30%** commission. So pricing strategies should, indeed, be a good income-generator for us.

Finally, we think about whether the topic of **pricing strategies** is right for a **hub** page. We can see that there are lots of good TIER 3 opportunities that will serve as links from this page. So yes, all the ingredients are in place to build a profitable TIER 2 page.

Let's start...



From **Site Central**, click on "**Add a Page**" button.
([Login to 5P Club, if you have not yet done so.](#))

That brings you to...

 **Add a Page**

Remember! Click on the  for online help from our buddy, the guru. The big question mark to the left of **Add a Page** will give you the **big picture strategies** for building human-and-engine effective Web pages.

Scroll down a bit, until you see...

? Page Information

? **File Name** http://www.kenstestsite.com/ pricing-strategies .html

? **Page Title:** Pricing Strategies to Maximize Margins and Prc

? **Keywords:** pricing strategies, margins, profits, pricing

? **Description:** The correct pricing strategy can literally make c

? **Put this page on your Home Page navigation?** Yes ↕

[Special warning -- click here.](#)

(You might want to click on that **Special Warning** link.)

Notice that the Page Title, Keyword and Description entry boxes were present **also** when we created our home page. But the **File Name** and the **Put this page on your home page navigation** parts are **new...**

1) File name -- Enter the **Specific Keyword** for this page, or some minor variation of it. And if your keyword is actually a two-or-more word phrase, join the words with dashes, underscores, or just run them together. As you can see, I've entered **pricing-strategies** here. That means the file name will be pricing-strategies.html (this is not important for you, but **SBI!** needs it to keep all the pages straight).

Why didn't the home page have a spot to enter **its** file name? Because the home page is **always** called **index.html** -- it's an Internet tradition! You can't name it anything else.

2) Put this page on your home page navigation? -- Since this is a TIER 2 page, we choose **Yes** because we want this page to appear as a link on the home page. If this was supposed to be a TIER 3 page, we'd say **No**. When we build this **TIER 2** page, **SiteBuilder** will also automatically **rebuild** the home page with a link to this page.

This seems like a small point, **but it's critical**. A page is only a TIER 2 page if it can be reached from the home page.

For more linking strategies...

- [click here to review The Structure of Your Site](#)
- [click here to review The Content of Your Site.](#)

As I explained [above](#) for home page, it's best to prepare the text for **all** boxes **ahead of time**, especially the text that you will enter into longer boxes like the Description. Actually, here's a good idea...

[Review the "Build Your Home Page" tips and advice now...](#)



[... so I don't have to repeat myself.](#)

I **will** repeat one important tip. Click on the **two** kinds of **Guru-in-your-ear** online help **throughout SiteBuilder...**

1) Practical "do this" help -- blue-underlined-linked words (like [Page Title](#) or [Headline](#)) make a small info-box pop up. It tells you what to enter into each box.

2) Online Help and Strategies -- If you click on the , you get **strategic advice**, either **big picture** information for page headings, or **detailed strategic info** for individual data entry boxes.

OK, let me repeat this one last (I promise!) time...

Use the online help and strategies.

Use the online help and strategies.

Use the online help and strategies.

One more time? Ah, what the heck. I know I promised, but if it will help you remember...

Use the online help and strategies.

The online help is **so** important. After all, it's fine to build a site. But if you don't build it so that the engines score it highly, you're losing a lot of business. Good, targeted business.

Super! We're all done with the basic page info. You're about to see that the page building approach is much different for your TIER 2 (**and 3**) pages. Basically, you will have to master the **extremely complicated art of...**



... stacking blocks! You'll stack **Headline Blocks**, **Text Blocks**, **Graphic Blocks** and so on until your page is done. Then you'll build it.

What's that? No, I'm sorry...



... Rocket Science 101 is down the hall. You're right. This is most definitely **NOT** Rocket Science!

Basically, just follow the instructions and online help.



Let's start stacking!...

? [Put this page on your Home Page navigation?](#) Yes

[Special warning -- click here.](#)

To insert a block here, choose block and click INSERT-->

See the drop-down menu?...

To insert a block here, choose block and click INSERT-->

Left-click-and-hold on it, until it drops down like this...

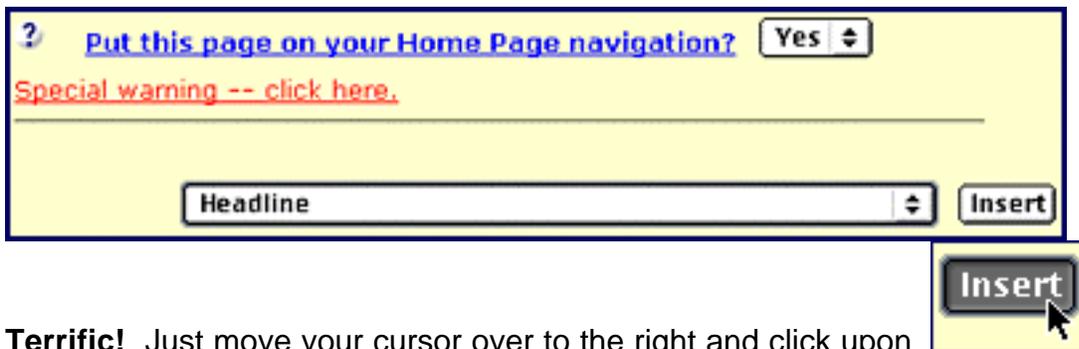
✓ To insert a block here, choose block and click INSERT-->

- Headline
- Text
- Text Link
- E-mail Link
- Graphic
- Divider
- Line Break

Sitesell.com Text Link

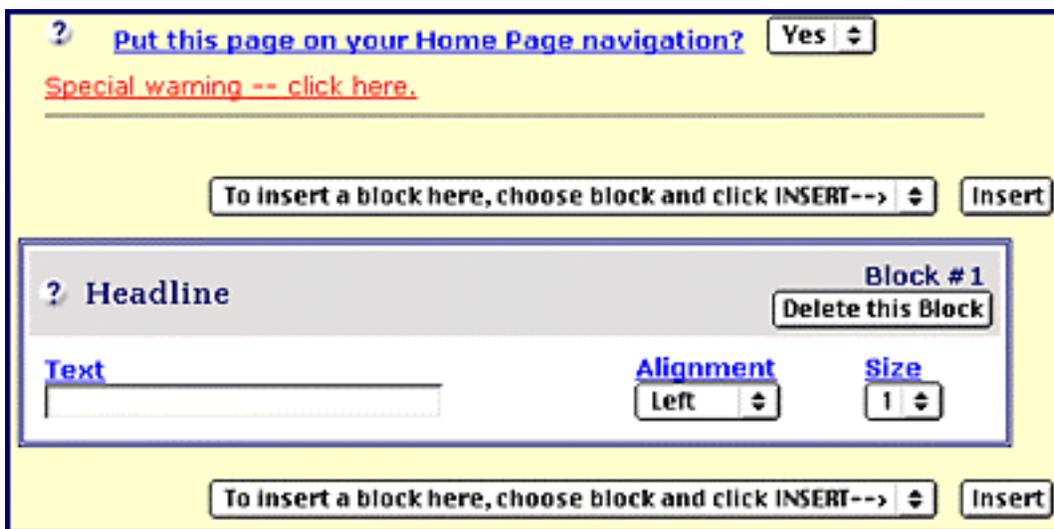
Sitesell.com Graphic Link

As you can see, I've chosen **Headline**. After you select **Headline** from the drop-down, things look like this...



Terrific! Just move your cursor over to the right and click upon

Here's what you see now...

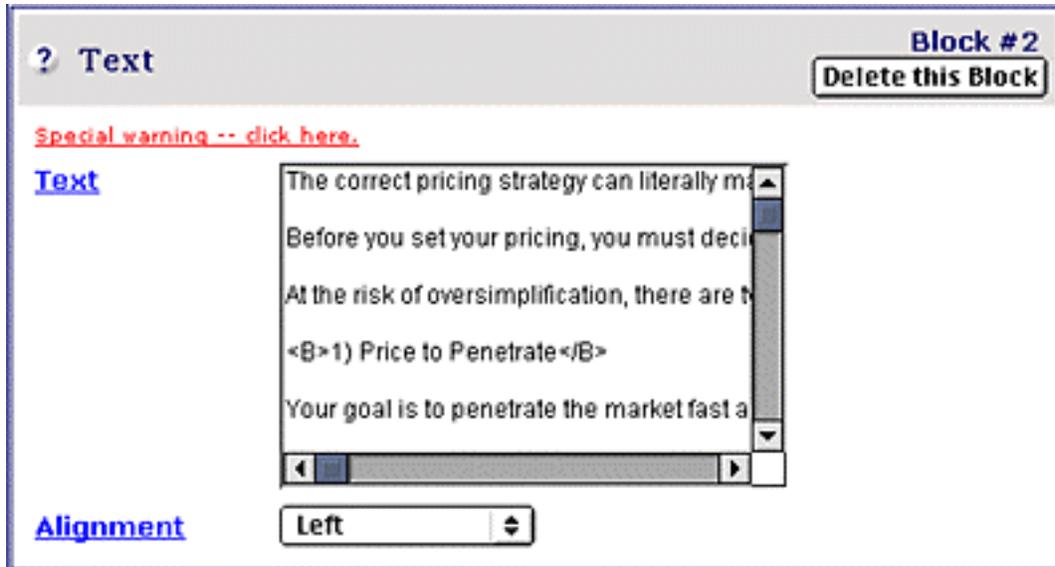


Site Build It! has inserted a Headline Block. Let's do a quick run-through of all the blocks. We have just enough time for a quick explanation of each -- the guru's online help will give you **all the best strategies** for getting the most out of these blocks...

1) Headline Block -- Always **start each page with a headline**. It's the right way to make a strong impression with your visitor (pulling her into the rest of your page) and it will help you at the Search Engines, too.

Again, click on the **?** for online **strategic help** from our buddy, the guru. He'll tell you how to max out the effectiveness of the headline for both humans and Search Engine bots. And click on the blue-underlined (ex., **Alignment**) **practical help** for the nuts-and-bolts instructions of what to enter into text boxes, or how to set other parameters in the Headline Block, and every other block, too, for that matter. Which brings me to...

2) Text Block -- If it's words that win, this is where you win the war. Use the Text Block to enter all your text. Again, it's best to **pre-draft all your text** in a text editor **ahead of time**, especially long passages of text, then cut-and-paste it into the **Text** entry box.



SIDEBAR

Site Build It! interprets two carriage returns in a Text Block as a new paragraph (so it puts some "breathing space" there). In other words, if you enter two carriage returns, as I myself have done here to separate these paragraphs, **Site Build It!** understands that and will create the paragraphs in HTML. Experiment with this when you preview your page.

Using HTML in Blocks for TIER 2 and 3 Pages...

You can use the same four HTML tags to format text in **your** TIER 2 and 3 pages that you used when you built your home page. Use these tags, as needed, when you enter text into Headline Text, Text Link, and E-mail Link Blocks. [Click here to review those four tags now \(in the home page\).](#)



Important tip ➔ Whenever you use tags that have **both** an opening and closing tag, do remember to use **both** of them. The closing tag (the one with the / in it) tells the browser to **stop** making those words bold, or centered, or whatever. If you don't put it in, the whole rest of your text will be bold, or centered, or whatever.

3) Text Link Block -- Use this to set **text links** (i.e., [blue-underlined word links like this one](#)) to other pages within your site, especially **TIER-2-to-TIER-**

3 links. More importantly, use it to **earn income by setting links to your merchants.** This block uses the **Link Library**, which we'll talk about in an upcoming section.

? Text Link **Block # 10**
Delete this Block

Text

Alignment

Choose Link

OR enter a new link below...
Name this link and
Enter URL

MouseOver Text

Open New Window?



Important tip ➡ To prevent typos, copy-and-paste the URL when you enter a new URL. When you preview the page, **test the link** to make sure it goes where you want it to go.

4) E-mail Link Block -- This is similar to the Text Link Block, except it opens your visitor's e-mail software with a blank e-mail addressed to the e-mail address that you specify in the Block.

? E-Mail Link **Block # 11**
Delete this Block

Text

E-Mail Address

Alignment

MouseOver Text

5) Graphic Block -- This block puts a graphic into your Web page. Choose a graphic from the drop down-menu **or...**



... upload a new graphic, straight from your desktop onto our computers!

? Graphic Block #6
Delete this Block

[Choose Graphic](#)

[Alignment](#)

NOTE: If you do not want the graphic to be a link, do not complete the rest of this block. If you want the graphic to be a link, do complete the rest of this block.

[Choose Link](#)

OR enter a new link below...

Name this link and

Enter URL

[MouseOver Text](#)

[Open New Window?](#)

As well, if you want the graphic to serve as a link, complete the second half, with words similar to the Text Link Block (except there's no text).

This block uses the **Graphic Library**, which we'll talk about in an upcoming section.

6) Divider Block -- Insert a divider line. This helps divide blocks of text to be more pleasing to the eye. You can set height (i.e., thickness) and alignment.

? Divider Block #4
Delete this Block

[Width](#) %

[Height](#) pixels

[Alignment](#)



Important tip ➔ If you like, create your own line, one that matches the **look and feel** that you have selected. Upload it into your Graphic Library. Then use the Graphic Block to insert **your own lines** (ex., _____).

7) Line Break Block -- These create the “carriage returns” that you need to insert some vertical breathing space between blocks. You can enter between 1-5 line breaks at a time, creating as much vertical spacing as you need. [More on this just below.](#)

? Line Break Block #3
Delete this Block

How Many? Clear All?

8) SiteSell.com Text Link Block -- This is similar to the regular Text Link Block, except that you choose which SiteSell.com product you want to promote through the drop-down.

SIDEBAR

The two SiteSell.com link blocks are **only** for use by **5 Pillar Affiliates**. If you are not a 5 Pillar Affiliate, please do not use these tools.

[For more information about the 5 Pillar Program...](#)

<http://affiliates.sitesell.com/>

9) SiteSell.com Graphic Link Block -- This is similar to the regular Graphic Link Block, except that you choose **which** SiteSell.com product you want to promote through the drop-down, and then select which SiteSell.com graphic you want to use (from a wide selection of graphics that SiteSell.com has created for you).

Here's how to put the two SiteSell.com Link Blocks together for a quick, snappy result...

? SiteSell.com Graphic
Block #7
Delete this Block

Which Product?

Choose Graphic
[Full-Sized Banners](#) | [Medium Banners](#) | [Small Banners](#)
[Postage Stamps](#) | [Buttons](#) | [Other Graphics](#)

Alignment

NOTE: If you do not want the graphic to be a link, do not complete the rest of this block. If you want the graphic to be a link, do complete the rest of this block.

MouseOver Text

Open New Window?

To insert a block here, choose block and click INSERT-->

? SiteSell.com Text Link
Block #8
Delete this Block

Which Product?

Text

Alignment

MouseOver Text

Open New Window?

Here's how these two blocks **preview...**



Hey, where'd that good-looking face to the right of the **MYPs!** logo come from?

That about wraps up our quick "nickel tour" of the blocks at your disposal.

For more info on each block, **use the online help**. Should I say it another 18 times? Nah, **if you don't have the message by now...**



...you probably have not read this far, anyway!

SIDEBAR

Watch for some great **upcoming** features that will enable...

- **digital e-commerce** -- You'll be able to sell an e-book, or any other eGoods, the way SiteSell.com does.

- **e-zine and mailing lists** -- Host your own!

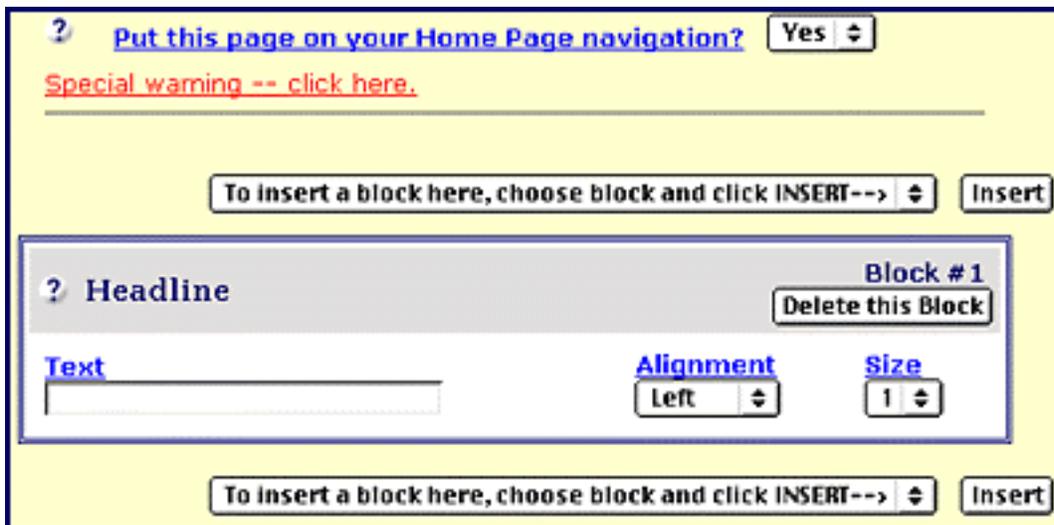
- **affiliate program**—build and manage your own affiliate sales force.

Site Build It! is already **the ultimate e-commerce value bundle, committed to your success...**

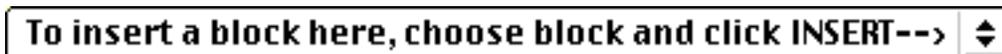


... and it's only going to get "more ultimate!"

Let's get back to building our **pricing strategies** page. Take a look at, and around, the **Headline Block** again...



Notice that there are now **two** of these...



There's one **above** the Headline Block, and one **below**. So you can insert another block **above** or **below** this one.

This will remain true as you build your page -- no matter **how many** blocks your page has, **you can always add another** block above or below any other one.

Let's add a Text Block this time. Just click on the drop-down **insert block** menu that occurs **after** the **Headline Block** and select **Text**, then click on the **Insert button** again.

Here's what your block-stacking page now looks like...

To insert a block here, choose block and click INSERT--> | ⚡

Block # 1
Delete this Block

? ? **Headline**

Text Pricing Strategies to Maximize Margin **Alignment** Left **Size** 1

To insert a block here, choose block and click INSERT--> | ⚡

Block # 2
Delete this Block

? ? **Text**

[Special warning -- click here.](#)

Text

The correct pricing strategy can literally make or break your business. Before you set your pricing, you must decide on your pricing strategy. At the risk of oversimplification, there are two basic pricing strategies:

1) Price to Penetrate

Your goal is to penetrate the market fast and at a low price.

Alignment Left

To insert a block here, choose block and click INSERT--> | ⚡

Notice that your first block is here (with all the info previously entered), as well as the second (to which I have already entered text for you, as well as set the alignment). As you add block after block, all previous blocks are kept, and the new one is added.

Note also that you now see **three of these...**

To insert a block here, choose block and click INSERT--> | ⚡

Yes, you can insert another block of your choice **before or after any block.**

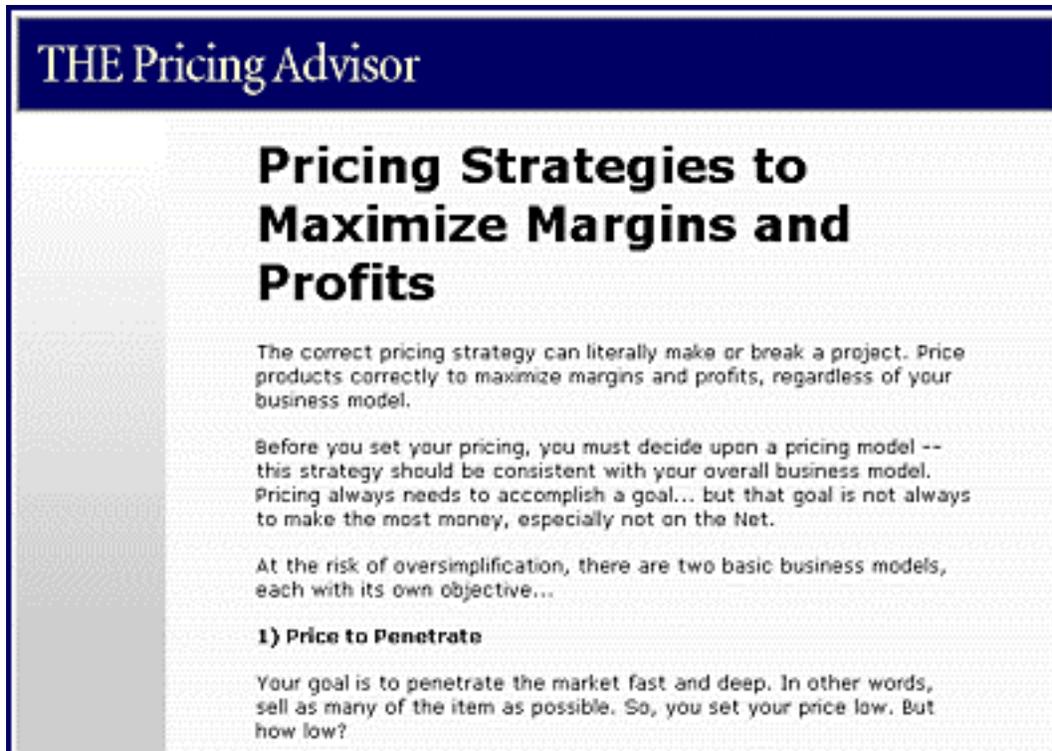
And it's as simple as that. **Just keep adding blocks** as you need them until your page is completed.

Please, **please, PLEASE...** use the online help when you are first familiarizing yourself with all the blocks at your disposal.

Naturally, once you stack a few blocks together, you'll want to see what the page is going to look like when you build it. See the **four buttons** at the bottom of the "block stacking" page?...



Click on **Preview It!** to see what your finished Web page will look like...



Happy with your preview?

Just **before** you build your page, you should **always** hit the **Analyze It!** button...



This will deliver a **complete Search Engine Optimization (SEO) analysis of your page.** [Review this discussion in "Build Your Home Page."](#)

And remember this approach to Search Engine success...

1) **Experiment** -- don't be a slave to the SEO analysis. Experiment out of the box to find a "formula" that works best for your particular niche. [See above for more details.](#)

2) **Create new content** -- as long as your page **passes** the analysis test, or is not far off, you'll get much better results if you spend time creating **new pages** rather than tweaking old ones for Search Engine perfection.

Once your preview is great and you have a well-SEO'd page, it's **time to do this...**



Yup, click on the **Build It!** button (we'll discuss **Priority Build It!** a bit later).



Important tip ➔ If you do **not** click on **Build It!**, your page information will **not** be saved.

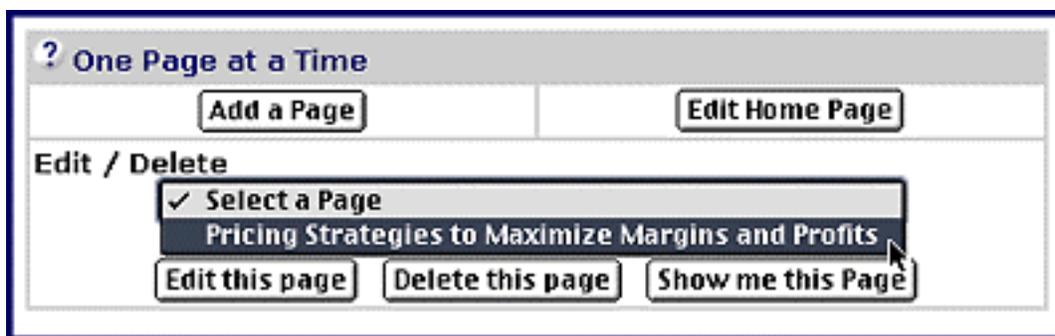
Once a page is built, the **SBI! WorldSubmitter** automatically submits the page to the Search Engines. Again, see above in ["Build Your Home Page"](#) for more information.

After the Search Engine submissions are done, you'll find yourself back in **Site Central**. So now's a good time to show you how easy it is to **edit** our **pricing strategies** page. Here's what to do...

8.5.6. Edit a TIER 2 Page



It's **really** super-simple. Just click on the **Select a Page** drop-down in the **One Page at a Time** section of **Site Central**. Pick the page that you want to edit, like this...



Then click on the **Edit this page** button (not on the **Edit Home Page** button -- we've already been **there**, right?).

That will take you to **Edit this Page**, which except for its name is identical to **Add a Page**. Just like when you edit your home page, the **editing page restores the exact situation**, with all the blocks present and all the text boxes filled in and all the settings done, just as it was when you last built the page.

All **we** have to do is **make the changes**. Remember, it's always a great idea to cut text from a Text Block when editing, paste it into a text editor, then edit, and then cut-and-paste it back into the Text Block. [Review the step-by-step for how to do that by clicking here.](#)

Once you've finished editing, click on **Preview It!**, then **Analyze It!**, and finally, **Build It!** or **Priority Build It!** (we'll discuss **Priority Build It!** in just a second).

And that's it! You've edited your **pricing strategies** page. Rebuilding it like this automatically submits the page to the **WorldSubmitter**. If it's OK to resubmit to any engines (depends on tolerances of engines), **WorldSubmitter** may resubmit the page to some or all of the engines (more on this tomorrow).

Don't worry -- even if you edit and rebuild your page **100 times per day**, you cannot get into trouble with the engines -- **WorldSubmitter** won't permit it. The **WorldSubmitter** maintains a **very** sophisticated queue of pages that prevents **any** page from **ever** being oversubmitted to **any** engine.

When do you edit?...

- 1) when you notice typos
- 2) when you want to improve your Search Engine rankings
- 3) anytime you want to improve your page... add graphics, improve the text, add or delete links, etc., etc., etc.



Here are a few important pointers...

1) Use as few blocks as possible. If you go **over 20** blocks to a page, the block-stacking page itself (i.e., the Web page that displays all the blocks) starts to become pretty big. If you go **over 30** and your RAM is limited, you may have problems actually rendering and completing the block-stacking page. And if you don't have high-speed Net access, a page with many blocks starts slowing down.

Here are some tips for keeping it tight...

- i) Don't use several Text Blocks in a row. You can enter all the text into one.
- ii) Don't use multiple Line Break Blocks in a row. You can choose how many breaks you want **within a single block**.
- iii) Plan the page ahead of time -- you'll find that most pages can be completed in **under 10** blocks and all can be done in **less than 20**. Of course, if you have the RAM and CPU speed and high-bandwidth to handle the bigger pages, you can go over 50 blocks if you like.

2) Realize the following... [Site Build It!](#)'s programming jams all the blocks together, without any spaces or carriage returns.

This gives you total flexibility. For example if you wanted to put a link inside a paragraph, you'd do it by using a Text Block (containing the text **before** the link), then a Text Link Block (with the text that should appear as blue and underlined), then another Text Block (containing the text **after** the link). As a matter of fact, that's exactly how you would create **this** paragraph!

Since [Site Build It!](#) naturally jams the blocks all together, **you need a way to separate them**. Use Line Break Blocks -- they create the "carriage returns" that you need to create vertical breathing space between blocks. You can enter between 1-5 line breaks at a time, creating as much vertical spacing as you need.

HTML spacing tip -- if you want to create some **extra horizontal** space between words in text, you will notice that you cannot just type extra spaces between them. For example, if you entered the following into a Text Block...

"extra space between words"

A browser would show it like this...

"extra space between words"

(This is a normal feature of HTML, not a **Site Build It!** bug.)

Instead, enter this...

** **;

So... to put **two** extra spaces between **each** of the above words, you'd type in...

extra** **;** **; space** **;** **;between** **;** **;words

Each ** **; creates one extra space.

3) As you build your page by adding blocks, the block-stacking page automatically loads to the **bottom**, showing you the last block, since that is usually where a new block would go. So if you insert a block higher up on the page, scroll up to find it.

4) You can wrap text around graphics, both on the left and right. Experiment with different wrapping effects by...

i) setting the alignment in the Graphic Block **Left, Right, or Center**.

ii) setting the alignment of the Text Block **Left, Right, or Center**.

iii) trying Text Blocks both **before and after** the Graphic Block

iv) putting a **Line Break Block** after the Graphic Block and experimenting with the **Clear All** option.

You'll see that you can basically do whatever you want with text and graphics.

5) Delete any block by clicking its **Delete this Block button...**



... in the upper right corner of that block.

That block will be deleted (without an alert warning), and the others will flow in to **fill the gap**. (Note that the blocks are numbered, just above the **Delete this Block** button, for your reference.)

Pretty easy, **eh?**

Now that you've got the hang of it, complete your Goal-of-the-DAY by building your own TIER 2 page. Heck...



... you didn't think I was going to let you count the pricing strategies page, did you?

8.5.7. Build/Edit a TIER 3 Page

OK, OK, I know...

Our "deal" is that today's goal is **only** to build your home page and one TIER 2. And you've done that, right?

Hello?

You **have** done that, right?...



... High Five, if you have.



... **The Whip, if you have not.** Seriously, go back and build your home page, and your first TIER 2 page, if you have not already done so.

Now, if you're feeling really ambitious, do **one more** page before you wrap this DAY up. You're ready to start building **TIER 3** pages.

By definition, you can't build a TIER 3 page until you've built a TIER 2. And now that we've built our **TIER 2** page(the **pricing strategies** page), we're all set. That page can link to pages about penetration pricing, luxury pricing, price point pricing, and several other kinds of pricing strategies.

As we discussed earlier, TIER 3s are the end of the line. Make the links out obvious -- getting the click to your merchants' sites is very definitely your **MWR**.



How do you build a TIER 3 page?

Exactly the same way that you build a TIER 2, **with two exceptions...**

1) Tier 3 pages should not be found in navigation links on home page.

i) As usual, you fill in the basic, initial **Page Information**. But when you come to the home page navigation question, answer **No**, like this...

 Put this page on your Home Page navigation?	<input type="button" value="No"/> 
---	---

This is what makes a TIER 3 page, in effect, a TIER 3 page.

ii) Unlike TIER 2 pages, links from the higher TIER to the lower TIER are not set on the **lower** TIER's page. Set them on the higher TIER page itself, using the Link Block tool. In other words, you would set those links right on the **pricing strategies** page itself, using a series of Link Block Tools to explain to our visitor the various kinds of pricing strategies, with links to each of them.

For more linking strategies...

- [click here to review The Structure of Your Site](#)
- [click here to review The Content of Your Site.](#)

Links are an important part of creating a great content site. Depending on how well you develop your site, you may be seen in one of two ways...

1) Trouble -- If your site has only links to other merchants, directories and Overture could refuse you for just being a "collection of links."

2) Nirvana -- If you have a good number of internal links, non-commercial links to excellent, related (and non-competitive) outside sites, **as well as** links to a variety of merchants (not just one or two), you'll be perceived as being what you truly are...

An OVERdelivering content site!

8.5.8. Priority Build It!

OK, you have waited long enough. It's time to tell you all about that **Priority Build It!** button.

Just like the "**regular**" **Build It!** button, the **Priority button** builds your page, puts it up live on the Web for all to see, and submits it to major Search Engines. What's the difference?

To explain, I need to tell you a bit more about the **submission queue**. We touched briefly on the submission queue earlier, and we'll discuss it more later on.

Right now, though, you should understand that when you build a page, **SBI!** does not submit that page **directly** to the Search Engines. It submits it to a queue of pages, which obeys all the engines' rules for submitting -- and that queue can become fairly long, at times. For example...

If you build five pages today, the queue will spread their submissions out, in general, over the next five days. That keeps some engines from banning you for submitting too many pages in a day. And if you edit the same page again and again, the queue prevents that page from being submitted over and over.

Normally, a newly built page goes to the end of the queue. But what if you are building an **important** page that you want to submit faster than the regular queue will allow? Use **Priority Build It!**...

It submits your page to the engines on a **high priority** basis, so this page jumps ahead of others in **WorldSubmitter's** queue of pages that are waiting to be submitted.

What should you consider to be an "important page"? Great question!...

- **home page**, if it is not ranking highly (if it scores well and you are only making an editorial change, do a regular submission instead)
- **new TIER 2 pages**
- **edited TIER 2 pages**, if they do not rank well
- only those TIER 3 pages that focus upon **highly profitable keywords**.

Use the regular **Build It!** button for **most** pages. **Save** the **Priority Build It!** only for those pages that really **must** be submitted **before** others that are waiting to be submitted.

Why? Well, let's take an example to the extreme to prove a point. What would happen if you submitted **all** your pages on a high priority basis? You'd be back to Square 1, right? In other words...

If you use **Priority Build It!** on too many pages, you'll defeat the whole point -- after all, **if all pages are "high priority," none of them are!**

So save the use of this button for when you truly need a priority Search Engine submission.



8.5.9. Carry Your Theme All the Way Through

Whoa, look at you! Home page is done... TIER 2 pages up and running... and even some TIER 3s. Awesome. Now...

As you know, each of your TIER 2 and TIER 3 pages focus on their **own** topics, keywords that are related to your **Site Concept keyword**. **So**, you wonder...

“If my TIER 2 and TIER 3 pages don’t actually focus on my Site Concept keyword, but instead focus on **their own** keywords, how will the Search Engines know what the theme of my overall site is?”

What...



... you were **not wondering that?** Hmm... my psychic powers need a tuneup! But lean in close... I’ll tell you anyway.

Key point...

You understand that your topics must be related to your site’s theme. For example, if you have a site about exercising, it’s fine to have TIER 2 pages about aerobics and bodybuilding, etc. They are all forms of exercising. And a TIER 3 page about “gyms for bodybuilders” would be a good link from your TIER 2 bodybuilding page.

But don’t include a page about astrology.

OK, we know this, right? But are Search Engines **smart enough** to realize that aerobics is about exercising? More and more, the answer to that is **yes**. The engines will develop a smarter and smarter, more and more exhaustive, set of associations like this. But just to be sure...

Remember to include your **Site Concept keyword** in the body copy of each of your TIER 2 and 3 pages -- once is enough. Also, if it makes sense, include it in the Keyword entry box. For example...

“Aerobics, exercises, aerobic exercising”

When an engine “looks across” your entire site and sees a home page which focuses upon “exercise” **and** also sees that most of your other pages mention “exercise” at least once, it can’t help but conclude that your theme is, in fact, about exercising.

It’s a small point, because if you remember to keep all of your TIER 2 and 3 Keyword-Focused Content Pages related to your **Site Concept keyword**, you really do **not** have to manipulate wording to achieve this -- it should just happen **naturally**. I just thought I’d bring it up anyway... just in case you were wondering.

You were...



... weren't you?

8.5.10. Inserting Your Own HTML... A Caveat

[I gave you a few tips earlier](#) about using some ultra-simple HTML to format your text. If you are an HTML wizard, you can enter more advanced HTML, too.

Yes, **SiteBuilder** recognizes regular HTML. So feel free to enter it, if you know how.

But please note these **precautions...**

- **If your page looks weird** (all bold, all a certain color, etc.), you have forgotten to close a tag. If you ever enter your own HTML and the page looks weird, please check your HTML. People often do this with **bold, color, center, and table tags** -- they all require proper closing tags.
- **If you use FrontPage or any other WYSIWYG HTML editor**, please clean all the proprietary tags or extensions. If you don't, you could drive **SiteBuilder** nuts.

SIDEBAR

Even though we don't advise it, we **will** be adding, due to popular demand, the ability for you HTML gurus to enter a completely customized page shortly. For now, please clean your tags so that **SiteBuilder** can work properly (FrontPage breaks many HTML builders with its proprietary tags and extensions).

- **Do not enter Paragraph tags.** Use a simple double carriage return.
-

8.5.11. Using the Libraries

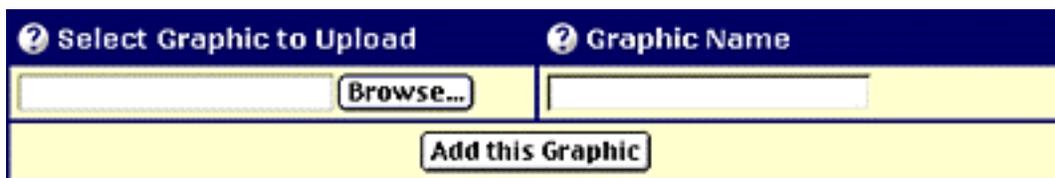


Use the Libraries.

We've touched upon two of these three libraries so far. Now's the time use them all to get comfortable with them...



1) Graphic Library -- This is very straightforward. Create or buy your own graphics. Put them on your desktop. Use this tool to upload them...



It could not be easier. Just click the **Browse** button -- explore to locate the graphic (30 KB max) on your desktop, one at a time. Click upon the **Add this Graphic** button to upload it. Enter a name that will remind you what the graphic is all about.

To work with your Graphic Library, scroll down a bit to this tool...



It's all very self-explanatory -- if you ever have to click the **Show Me** button to remind you what the graphic shows, you might want to click on the **Modify** button and change the name!



Important tip ➔ Upload as many graphics as you'll need to get started, right away. Once you have them in your library, they'll be available to you when you use Graphic Blocks while building and editing pages.

2) Link Library -- It's structured the same way as the Graphic Library. Create links with the top tool. Just copy-and-paste an affiliate URL. You get this from your merchant, or from affiliate aggregator companies like CJ, BeFree, Linkshare, etc. Then give the link a name that will help remind you what it's about (ex., "Barnes and Noble link to Power Pricing book").

<p>Enter Link URL</p> <input type="text"/>
<p>Enter Link Name</p> <input type="text"/>
<p>Test this Link Add this Link</p>

To work with your Link Library, scroll down a bit to this tool...

Link Name	Modify/Delete
To Sitesell Home Page http://www.sitesell.com/	Delete Modify

Again, it's pretty self-explanatory -- you can delete or modify any link.



Important tip ➔ Enter all your affiliate links right away. Once you have them in your library, they'll be available to you when you use Link Blocks while building and editing pages. Yes, you can always add more later, and these will be added to your LL. But it's great to immediately select the right link from the drop-down menu in your Link Block as you build.



Load up the Graphic and Link Libraries now.

3) Tracker Library -- This is a library of links that are OFF of your site, not on. While the links in your Link Library send traffic **out** of your site, these bring traffic **in**. Click on the online help for more details, but the bottom line is this...

When I show you the wonders of the **Click Analysis** tool, you'll see that...

The Link Library enables us to track the performance of **outgoing** links (which **generate** INCOME)... the Tracker Library lets us track incoming links (which **cost us** the EXPENSE of time and/or money). The Tracking Library empowers us to **build upon** our successful promotional efforts, and to **cancel the duds**.

This library is structured in the same way. The first tool builds the library...

Enter URL of ULTIMATE Destination
<input type="text" value="http://www.kenstestsite.com/pricing-strategies.html"/>
Enter Link Name that Explains What this Link Tracks
<input type="text" value="Pricing-Professional-Trade-Magazine"/>
Enter A Special Tracking Word
<input type="text" value="pricing-pro"/>
<input type="button" value="Test this Link"/> <input type="button" value="Add this Link"/>

First, enter the URL where the visitor will ultimately arrive. Next, give the link a name for easy identification (choose a name that will remind you easily). Finally, enter a special tracking word -- the Tracker programing adds this word to the end of a special URL. That's what allows Tracker to do its stuff!

Scroll a bit further down, where you'll see...

Link Name	Tracking URL	Modify/ Delete
Pricing-Professional-Trade-Magazine	<input type="text" value="http://www.kenstestsite.com"/> <input type="button" value="Copy"/>	<input type="button" value="Delete"/> <input type="button" value="Modify"/>

This second tool lets us work with the links. Again, it's pretty self-explanatory -- you can delete or modify any link. Click the **Copy** button to copy the Tracking URL into your clipboard. This is the one that you will enter.



Important tip ➔ Enter the Tracking Links only as you need them. Great ideas include...

1) Track each Pay-Per-Click... Overture, Bay9, FindWhat, etc. Some users have reported greatly differing returns. Another way to do this is to set up a special version of an existing page exclusively for Overture.com. Or do both!

If you do both, you'll know how many visitors clicked in from your listings at Overture -- **and** as you will see when we reach the traffic sections, you will also be able to see how many visitors to your "dedicated-for-Overture page" actually clicked through to your merchants.

2) Track your return on buying ads in e-zines or Search Engines.

3) Track your URL in free e-books.

4) Offline tracking... newspaper ads, flyers, etc.

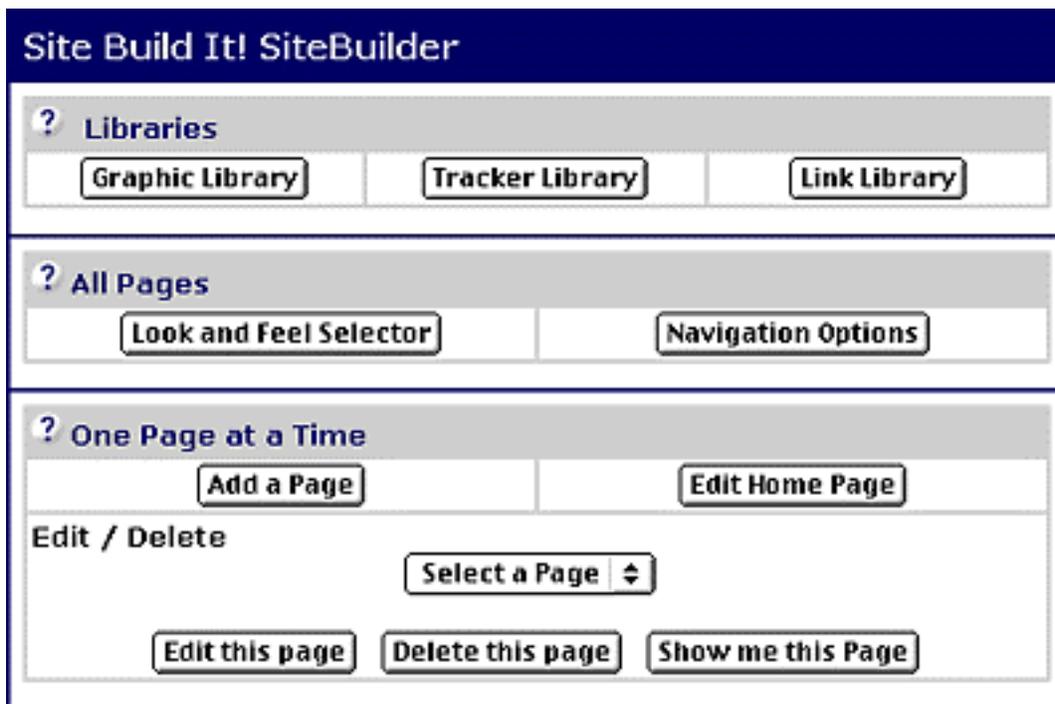
It's almost endless what you can track... even your sig file! More ideas, and details, appear on the site.

8.5.12. The Rest of The SBI! SiteBuilder



Explore the rest of SiteBuilder.

Let's take another look at the SiteBuilder part of Site Central...



What have we **not** covered yet?...

In the **All Pages** section, changes affect **all** the pages of your Web site...

1) Look and Feel Selector -- You chose a Look and Feel when you first logged in and created your home page. If you'd like to change your look and feel, click on the **Look and Feel Selector** button. It's the exact same set up as before - to make a change, [just follow the same instructions.](#)

2) Navigation Options -- Clicking on this button takes you to, SURPRISE, the **Navigations Options** page...

? Page Title	? Preview	? Order in Navigation
Pricing Strategies	Show Me	1 ↓
The History of Pricing	Show Me	2 ↓
Dynamic Pricing	Show Me	3 ↓
Create New Navigation Order		

Use this to re-order the **TIER 1 to TIER 2 text links** that appear at the bottom of our home page. How? Simple -- just set the new order in the drop-down menus in the **Order in Navigation** column.

Then click on the **Create New Navigation Order** button. This rebuilds your home page, with the links now appear in the new order specified.

In the **One Page at a Time** section, operations only apply to **one** page at a time...

1) Delete -- To delete a page, select the page to be axed, and then click upon the **Delete this page** button, like this...



If you delete a TIER 2 page, **Site Build It!** will also rebuild your home page... without the link to the deleted page.

2) Show me -- Suppose you can't remember what you said on a certain page, say **Dynamic Pricing**, in the **Select a Page** drop-down. Select it, like this...



And then click on the **Show me this Page** button. If you're like me, you do **not** need this function because just as the page pops up, it hits you. **Yup, it hits you...**



... a moment too late!

And that's it. You are now an MBA... **Master SiteBuilding Affiliate!**

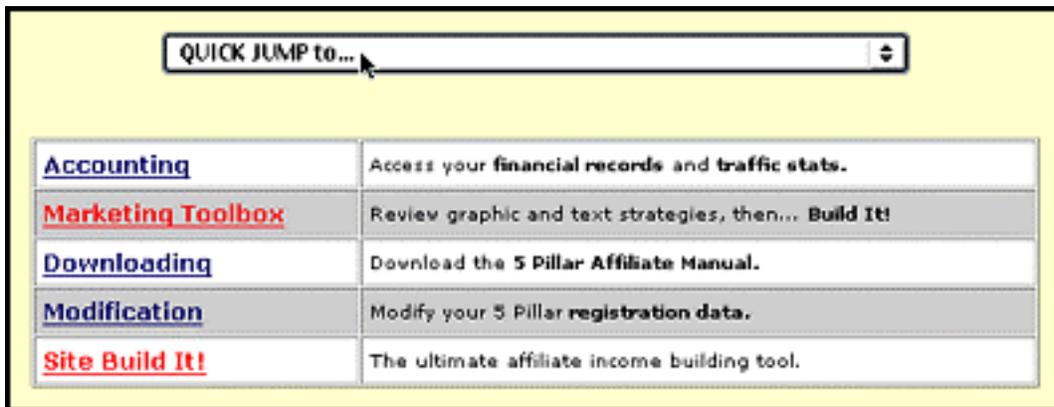
8.5.13. The Next Time You Login...

The next time you login, things happen just a bit differently from your "first-time" login...

[You still login to the 5P Club](https://secure.sitesell.com/5pillarclub/)
<https://secure.sitesell.com/5pillarclub/>

And you still use the username and password that you received in the **Site Build It! is Ready for You!** e-mail to log into **Site Build It!**

And you still click on the **Site Build It!** link or choose **Site Build It!** by left-clicking-and-holding on the **QUICK JUMP** drop-down menu...



Whichever way you choose **Site Build It!**, you will arrive directly into **Site Central** from now on, with the entire **Mission Control** at your beck and call.

This remains the way you login until you have a second **Site Build It!** site. If you have multiple **SBI!** domains, you'll be taken to the **Choose Your Domain** page after you login. Select your domain **from the drop-down menu**, like this...



Click **Build It!** after your choose your domain. You will arrive directly into **Site Central** for your chosen domain.

8.5.14. Keep Growing the Concept



Important tip ➔ As you build your site, **use** your **MASTER KEYWORD LIST** in the **Manager** to decide upon the **most PROFITABLE** topics (i.e., keywords) to write about.

Every few weeks, as the selection of good keywords gets a little lean, you might want to brainstorm and research **more** related keywords.

Naturally, as you develop content for your site, you'll...

- discover great new **POSSIBLE PARTNERS**
- think of new **KEYWORDS**
- come up with some more great **IDEAS FOR CONTENT.**

Research these one-by-one ideas as they occur to you, [as explained above.](#) (Remember, when you were entering your first 15 keywords to figure out your best concept? You've come a long way!)

Enter all the data into the **MASTER KEYWORD LIST**.

As the process goes on, you'll find yourself making your **MASTER KEYWORD LIST better and better...** dropping the less interesting and less **PROFITABLE** words, and brainstorming new ones (either with the **Brain** tool, or one-by-one, as they occur to you -- [see DAY 3 above for details](#)).

And odds are, as your site starts to reach its reasonable limit of 200 or so pages (plus dupe pages), entirely **new** Site Concept keywords will have occurred to you. Brainstorm them and bring them into temporary.com -- **develop your next great concept while you nail down the current one...**



... And so it grows!



Hey, that brings you to the end of DAY 6. Phew! And to think I knew you when you were just starting **Business Basics!**

Time to review goals, right?

8.6. Goal Wrapup

Have you achieved your Goal-of-the-DAY? Remember?...

Goal-of-the-DAY

Build a home page, and one **TIER 2 Keyword-Focused Content Page**. As you do this, you'll also see how to use **SBI!'s SiteBuilder...** simple as putting one building block on top of the next.

If you have reached your goal, read your Ongoing Goal below.

If not, please stay with this DAY until you reach it.

Ongoing Goal

Create one **Keyword-Focused Content Page** per day. Start with the **TIER 2** pages. Then keep adding **TIER 3** pages, 1 per day, 2 if you have the time. After 200 pages or so, you won't build much extra traffic at this site.

Change your Search Engine Optimization (SEO) approach somewhat from page to page. Experiment with different numbers, frequencies and patterns of keywords until you find what works best.

Once you've maxed out on this site, start a **new** Theme-Based Content Site. Improve the rankings at your first site, while you start a **new** one!

Quality counts. Don't just spew out page after page. To **really** be effective, OVERdeliver great content to your **human** visitors. Don't spend all your time impressing the **spiders...** after all, they can't buy anything!

SIDEBAR

If your time is limited, reduce the ongoing goal to a page every 2 or 3 days. Even then, you'll have a traffic-building, income-earning site in three months.

Consistency and discipline are the keys, not speed. It's OK to be the tortoise, as long as you stay the course.

It's true, as I said at the start of this chapter, that...

Rome.com was not built in a day! But if you keep adding one **SiteBuilder** building block on top of another, and **keep adding day after day...**



... you will get results!

All done for today? Terrific. See you tomorr-... Hey!...



... I've got an idea. How about setting the **Site Build It! Login URL** as the **default starting page** for your browser?

Site Build It! Login Page

<https://secure.sitesell.com/5pillarclub/>

It would make a great, regular reminder to... Make another page today! **Little things like this can make quite a difference...**



... Try it.

9. Submit, Spider-Watch, List and Rank **DAY 7**



“Build it and they will come.”

--Field of Dreams (1989)



Talk about a “field of dreams!” If you simply build it, your site **might as well be** in a corn field in Iowa, visited only by ghosts!

Goal-of-the-DAY

Get familiar with the four-step process of **1) submitting 2) spider-tracking 3) list-watching, 4) keyword-ranking.** Then become comfortable with **Search Engine HQ** and its **three reports...**

- 1) Submit-Spider-List Report**
- 2) Keyword Ranking Report**
- 3) Keyword Searches Report.**

With this goal in mind...



9.1. Only One Ingredient Missing...

So far, so good...

Make Your Content PREsell! has shown you how to develop a strong Theme-Based Content Site, loaded with **high-profitability** Keyword-Focused Content

Pages. These pages **OVER**deliver to your human readers, and at the same time, satisfy the Search Engines.

Now that you are creating a high-quality page or so per day, you're way ahead of 99% of e-business people on the Net. Does that guarantee you success?

Sorry to say... nope! Why not? **Because your site is just sitting there...**



... buried in the middle of that beautiful corn field... that field of dreams.

What's missing? What does it take to turn that **corn field of content into income?** How do you make the field of dreams into a reality? Simple.

You need this...



... traffic. Visitors who read your content, click on your links, and then **do** something (buy, complete a form, etc.) that earns you income.

Come with me. **It's time to make that corn...**



... start popping.

9.2. The Best Traffic-Building Techniques



The **best** traffic-building techniques are high-yielding **and** sustained. In other words...

- you must get a **big traffic return** for your time-and/or-money

and...

- it must deliver traffic in an **ongoing fashion**, not just be a one-shot deal.

An example? Sure!...

When you “get it right” at the **Search Engines**, they’ll deliver you traffic for months, even years, without you ever having to tweak your pages again.

SIDEBAR

Don't worry -- **SBI!** makes sure that you get **everything** right.

Compare that with **making a post in an e-mail mailing list**, even a high-profile one. It takes some time to prepare a good post, with great content... great enough to **wow** people into visiting your site. Consider what happens **within two days** of that post -- your traffic falls back to where it was (there's one exception, as we'll see when we talk about word of mouth promotion).



Important tip ➔ So... what are the best **sustained-high-yielding** traffic-building opportunities on the Net?...

- #1)** Work The Free Major Search Engines
- #2)** Bid at the Pay-Per-Click Search Engines
- #3)** List with The Major Directories
- #4)** Seed Word of Mouth Buzz
- #5)** Publish Your Own Opt-in E-zine

Your best “large and sustained” traffic returns will come from this group, the **Big 5**. Since your time is limited, focus on the **Big 5**.

SIDEBAR

I am not saying that you should **not** use other traffic-building techniques. Depending on your situation, some will work very well for you. But...

Start **first** with the **Big 5**. As you do, three things will happen...

- you’ll establish a strong, sustained traffic base
- you’ll start to feel comfortable with what you’re doing, and will view the whole concept of building traffic as a very **DO-able** project
- you’ll come across “perfect fits” for the above, lesser traffic-building techniques (ex., a perfect vehicle for a link exchange, or an excellent e-zine that reaches your target market, etc.)

It is at this point that you can then start using the secondary techniques effectively.



You know, it seems that things always start at #1...



... **What the heck!** Let’s shake things up a bit by starting at the end...

9.3. Big Technique #5... Publish Your Own Opt-in E-zine



... **Hey!** Who’s idea was it to start at the end? Of all the dumb...

Mine? OK, I knew that. Really. Let’s go...

Publish your own e-zine... yes, it’s extremely important. But **not** right now. There’s only so much that you can do in a day, so you have to do things in their proper order.

Remember, at this stage, your site is up, but there's no traffic yet. So **no one is there to sign up** for your e-zine. Here's the correct "**to do**" order after you build your site.

First, get your site up and running. Then work on the **#1 to #3** of the **BIG 5** traffic-building techniques. There will be a lag of several weeks while traffic starts to build.

Then, once your efforts bear fruit and folks start discovering your site, it only takes a day to get an e-zine going.



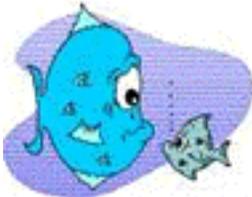
How do you set up and publish your own e-zine?

Not surprisingly, you can go the **free** route, or you can **pay** for list hosting (services that take care of all the technology of e-zine publishing).

Normally, I recommend that you pay for Net marketing products. Because **nothing** is really free. A company like Yahoo! Groups does a great, and free, job...

<http://groups.yahoo.com/>

But they only insert a little ad for you in every mailing. **Do you know what people think when they see that?...**



... **Small fry.**

Your image is worth more than the few dollars per month that a quality list host will charge you. You'll never see e-zine publishers like Ralph Wilson using anything but a top-notch service like SparkList...

<http://www.sparklist.com/>

SIDEBAR

My recommendation? Save the money and go with **free** for now -- hey, you won't hear me say that very often. But the above company's technologies are very good. And the price **is** right. And most importantly...

Site Build It! will offer its own newsletter service shortly (perhaps even by the time you read this), included at **no** extra cost, integrated into all the other tools... and **no ads!**

Either way, paid or free, **remember...**

From the time you decide to do an e-zine, you can be taking subscriptions in less than a day. So there's **no rush** to publish your e-zine now. As I said before, put up your subscription form during the lag period, when you see the first fruit of your traffic-building efforts.

So, **BIG Technique #5** is pretty easy. And so is **#4!**...

9.4. Big Technique #4... Seed Word of Mouth Buzz

How do you get word of mouth? First piece of advice... do **not** bother with those "recommend-a-friend" scripts. Less than one visitor in a thousand fills them in.

SIDEBAR

Action Guide Net Marketing is Life Rule #1: If something promises fast and easy results, if all you have to do is copy-and-paste something...

Don't bother! Why?

Because, even if it works well at first (and usually it won't), it will stop delivering results very soon. Think about the **recommend-a-friend scripts** and **Free-For-All sites** as examples...

They delivered some traffic at first. But the **recommend-a-friend** was just too easy to implement. People started seeing it so often, and started feeling so manipulated, that the response rate soon dropped to near-zero.

And the **FFAs** were so easy to do, that everyone started doing them, and everyone stopped reading the messages. It degenerated into a mess of spam and ignorance.

What works? Techniques that take some time and creativity. **Hey!...**



.... **That's exactly what we focus upon here.** And the tools you have to execute these techniques are not easy (for us) to create, but they are easy (for you) to work with... as long as you bring that one key ingredient to the table...

Motivation. That, combined with **SBI!**, is what separates you from those who fail on the Net.

There's a simple way to get "word of mouth"... **deliver great content.**

Then seed word of mouth buzz.

That's it. That's all. But one big warning...

Average content = near-zero word of mouth. After all, do **you** get excited by "average"???

There **are** many **good techniques** to **seed** word of mouth **buzz...**

- **writing articles** for e-zines, even **buying ads** if the fit is great and the ad is sharp
- **making posts** in forums, discussion groups, mailing lists, newsgroups (depending on your niche and other circumstances, these can be fairly effective... or totally useless)
- **link exchanging**
- and, of course, **your sig file!** 

If your site's content is just so-so, though...

These techniques will **not** deliver **both** big **AND** sustained results. For example...

- **Writing articles or buying ads** in e-zines will bring you a 1-2 day pulse of traffic (that is, if you choose well and write an effective ad or article). But then traffic falls right back down... unless your content is superb!
- Same reality for **posts** in forums, mailing lists etc. Make a great post in a tightly targeted discussion group, and some people will visit your URL. After that, the content must **WOW** them.
- Sure, using a **sig file** is something you **should** do. It's free, and it's sustained. At best, though, you send 40 or so e-mails per day, mostly to people who know you. Not much super traffic-building potential there.

Depending on your **circumstances**, however, **some or all of the above techniques could be fairly effective in seeding word of mouth buzz...**

Circumstance 1) The “nichier” your site, and the tighter the list or e-zine is connected to that niche, the better.

Circumstance 2) Your site should have over 50 pages. There must be substance.

Circumstance 3) Your content should be outstanding, of excellent value to TARGETED visitors.

If all three circumstances are present, making a post or writing an article could be higher yield than a brief one-day spike. Here’s what should happen...

If someone reads your post and visits your site, **your content must...**



... blow them away! You want them to tell their friends, to put a link on their site to yours, to return to the discussion forum and talk about your site.

And how do you make that happen? **Re-read the above three circumstances.**



Want an example? Let’s say that you have a wonderful theme-based site about succulent plants (i.e., cactus, euphorbias, etc.). You have a terrific page about all the tricks you have developed for propagating them...

You start posting in the **cactus growers forum** and in the euphorbia collectors discussion group... good posts with excellent content. You don’t sell... you let your content PREsell (sound familiar?). You let your sig file do the talking, providing a link to your site.

Aficionados visit your site. Do you think they won’t tell friends, or forums, or cactus associations, about this terrific info? Think they might add a link to your site? Sure they will.

And those links to your site will even help your Search Engine ratings. And when more TARGETED visitors find your site through the engines (we’ll cover this soon), you’ll get even more word of mouth. Call all this...

Just one more **huge** benefit of **OVER**delivering!

SIDEBAR

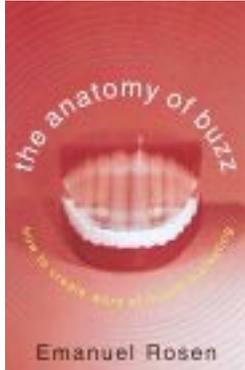
Word of mouth marketing is beyond the scope of this Action Guide -- **OK, OK...**



... I don't know very much about the topic, OK?

But I do know a great book about it...

If you think you have a site (or product) that could really benefit from word of mouth, here's the best book on this subject...



The Anatomy of Buzz : How to Create Word-Of-Mouth Marketing
by Emanuel Rosen
Doubleday
ISBN: 0385496672

OK, we've covered the #4 and #5 of the **BIG 5 traffic-building techniques**. Which leaves the **BIG 3**...

- #1) Work The Free Major Search Engines
 - #2) Bid at the Pay-Per-Click Search Engines
 - #3) List with The Major Directories
-

Let's concentrate on **BIG #1** for the rest of this DAY. First, I'm going to let you in on a little secret -- it's **not** very complicated, if you have the right tools. And **you** do!

9.5. Work The Free Major Search Engines



Here's the **real** secret to building traffic via Search Engines. It's **the** secret of traffic-building experts...



Important tip ➔ **Do** something. See how it works.

Try something else. See how **that** works. And then...

Yup... **experiment** with something else. And see how that works.

Yes, I know that sounds incredibly complicated...



... way beyond the abilities of most folks.



Whoops!...



... Oh yes, the pros have one other secret. They assemble a collection of high-powered, complex (long learning curves), and highly expensive tools from different companies to do the job.

It all becomes very complicated. And tedious. Expensive. And time-consuming.

But the process **is** necessary if you want to win at the Search Engines. You do need tools, two kinds actually...

- **traffic-building tools** to keep “doing things” to build traffic
- **reporting tools** to tell you what’s working.

A feedback loop from **building** to **reporting** and then back to **building** is critical. One of the keys to success, any kind of success, is feedback. **Good** results tell you what’s going right and give you something to build upon. **Poor** outcomes show you what needs to be fixed.

Without reporting (i.e., feedback)...



... **you're shooting in the dark.** Without the ability to take traffic-building **action** and increase or change what you're doing (depending on the **reporting** feedback), you're **not** even shooting!

And... great news! **Site Build It!** provides all the tools the pros use, **plus a couple they can only dream about** (ex., detailed spider-tracking). And here's the best part...

Since **all** the tools come from the same family, they all...

- have the **same** interface
- have the **same** ease of use
- **talk to each other** because they all share the **same** database.

So welcome to the ranks of the pros. You are now on **more-than-an-even** footing... at far less of a learning curve and for a far lower price (especially if you count Web hosting, brainstorming, and all the other **SBI!** functionality).



In short...

You know the secrets, **and** you have the tools to do it! Doing it, though, is part of DAY 8. First, there is **DAY 7** to complete. Let's get to it...

Try not to become **too** excited with all the waiting... yawn...

... watching... z-z-z-z-z. **Then waiting some more...**



... **Geez, it's enough to drive you up a wall,** if you had to do it yourself. **But, as you are about to see...**



... **you don't!**



9.6. Submit, Spider-Watch, List and Rank



OK, do you remember your...

Goal-of-the-DAY

Get familiar with the four-step process of **1) submitting 2) spider-tracking 3) list-watching, 4) keyword-ranking**. Then become comfortable with **Search Engine HQ** and its **three reports...**

- 1) Submit-Spider-List Report
 - 2) Keyword Ranking Report
 - 3) Keyword Searches Report
-

It's time to...

Submit, Spider-Watch, List and Rank!

Geez, sounds like a recipe of some kind, doesn't it? Actually, it is...

First, submit your site to the engines. Then wait.

Second, keep an eye on the spiders. Wait some more. Stir a pot, if you like.

Third, you get "indexed" (listed in the engine's database). Yup, more thumb twiddling...

Fourth, you get ranked. Yay! People can find you. Now **improve** your rankings (in DAY 8).



In the next four sections, I explain what everyone who does **not** own **Site Build It!** has to do. I do this so that **you understand the process** -- read it quickly because **you** won't be doing this. Or skip it all together if you're in a rush -- why?

Because the tools in **TrafficCenter** make all this tedium **disappear**, allowing you to focus on what's important...

Building content and converting it into income.

Let's start at the beginning this time...

9.6.1. Submit Your URLs

Submitting a site's pages to the engines is a **tedious** affair for **most** people, because each engine likes to receive submissions in different ways...

- they each have their own submission pages, so you have to visit them all.
- some only want to receive the **home** page. Some let you submit **every** page of your site.
- some allow you to submit many pages in a day... others only one. And if you **do** submit many-per-day to those who allow you, do they "finger" you as a possible abuser of the system?

Just to make it all nastier... they change policies from time to time!

Now for the good news! If you know anything about Net marketing at all, you know that you really **only** have to submit to a small number of engines. So you know all those submission services that submit to **500+** engines **and** directories for you?

Forget them! Here's why...

First, 99+% of your traffic will come from 7 or 8 major **Search Engines** and the 3 major **directories**. So the other **500** are a waste of time.

SIDEBAR

Directories are a different beast from **Search Engines**. Search Engines spider pages and suck **everything** back into the database for inclusion. What about directories?...

Humans review and **decide** what gets into a directory -- generally, only pretty good sites get in. Think of them as **gigantic bookmark lists**, organized into categories and sub-categories, and sub-sub-categories, etc.

Second, submission software can get you into **more trouble** than help. It's all too easy to happily batch submit your URLs until you run afoul of the engines by violating their policies. There must be a strict control of how many times you submit each page to each engine. If you submit too many pages to them, too often, **you could end up...**



... out of the engine!

Third and most importantly, submitting a site is really **only the first step**. If the software does not also tell you whether you've been spidered, indexed, etc., it's really next-to-useless. And, as far as I know, there is simply no software that does **all** of this.

No, my mistake. There **is** one...

Wait 'til I tell you how **Site Build It!'s WorldSubmitter** works. It puts you **ahead** of the pros!

SIDEBAR

Don't worry about the pros discovering **SBI!** -- they use their own tools. They may even confuse the ease of use of **SBI!** with lack of power. Wrong.

Of course, as you get the hang of it, **you could become a pro yourself...**



... Just don't tell your clients how easy it is to build traffic for them!

The Dreaded AltaVista Graphic

Recently, AltaVista came up with a brutal submission wrinkle. But a perfectly **fair** one.

You see, they've been bombed by automatic submission services. Zillions of page are being submitted by spammers. So AltaVista came up with a creative way to force a human to actually go to the submission page in order to submit. Here's how...

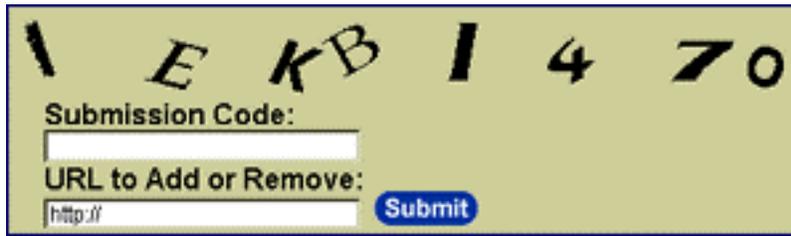
Go to the...



AltaVista Add A URL Page

<http://add-url.altavista.com/cgi-bin/newurl?>

When you get there, you'll see a graphic that looks like this...



Yes, the 8 characters are part of a graphic, **not** text. And it's **dynamically** generated each time you hit this page. And it's **impossible** for any computer program to parse and read, even using OCR (Optical Character Recognition). That's why they use different fonts, at different angles, etc.

You **have** to be there to read and enter the 8 characters into the **Submission Code** box, then enter your URL and press the **Submit** button.

Isn't this all becoming rather tedious. Imagine submitting to all the engines, for hundreds of pages. And what if you had several sites?

I guess I **could** think of a more tedious chore, if you gave me a few weeks to think about it.

So that leads to the next, obvious question...

Is it **really** necessary to submit a site, you ask?

Well, the engines' spiders **would** get around to visiting your site **sooner** or... **later, after you-know-what...**



... freezes over!

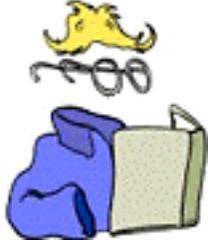
Some experts believe that some Search Engines may give your page negative ranking points if you use their free submission pages. But then why offer this service at all?

One engine has confirmed this possibility, but also said that if their "free roaming spider" later discovered that submitted page on its own (i.e., by linking to you from another site), then it would remove those negative points from the free submission.

In other words, it's **still very much worth it to use the free submission services**. You have nothing to lose... after all, even if one engine might give a few

negative points, your page could very likely still have enough positive points to rank highly. And you still have full points in all the other engines' algorithms.

More importantly, though... you still **must** submit, even if it's true that an engine might give the pages you "free submit" a negative point or two. After all, if you do **not** submit, you won't get into an engine's database **at all**. And, if you're not in a **Search Engine's index...**



... **you're invisible.** That's the ultimate "negative points" experience.

Bottom line?...

Site Build It!'s WorldSubmitter does all this for you. Yes, **even** AltaVista. More on this later, after we finish the **spidering, listing, and ranking** discussions, coming up next...

9.6.2. Watch The Spiders

Many people think they're finished after they submit to all the engines. They think it's all on automatic pilot from then on in.

Nope.

You see, some of the engines take weeks, even months, to send their spiders over to your site to "bring back the goodies." Some just don't get around to it.

Who knows what happens to those lost submissions?

Amateurs can get totally confused, or forget that they even submitted. They don't know how to figure out what's happening.

But the pros don't wait around...



... **with their fingers up their nose**. They submit. Then they use sophisticated software to check their sites' log files, looking to see which of the major engine's **spiders** have visited, and which pages they "took back to their mother ships."

SIDEBAR

Every server that hosts Web sites keeps a **log file** of every hit to every page. This includes HTML pages, graphics, scripts... everything.

If they don't see an engine's spider within a certain amount of time after submitting (varies for each engine), they'll resubmit, according to each engine's acceptable limits.

Yup, it's **very** complicated and tedious, even for a pro. But **Site Build It!** does all this for you... **automatically**...



... **while you sleep like a baby** (thumb in mouth, rather than finger in nose!).

Bottom line?...

Site Build It!'s SpiderWatcher and **WorldSubmitter** take care of all this for you, **resubmitting automatically** (not even the pros do this!) if any Search Engines spider does not show up soon enough. I'll provide some details after we finish the **listing** and **ranking** discussions, coming up next...

9.6.3. Check for Listings

OK, you've been spidered! That means you're in the Search Engine's database, right? Uhhhh... no. Not really. It just means that THAT engine knows about you.

Most engines usually send two spiders out to see you. They send a scout spider first. AltaVista and Lycos send theirs immediately. **The scout has just one job...**



... **check to make sure your page is up.** It fails your submission if your page is not up. Other engines send their scouts within a day or two.

Either way, if the scout finds your page, it comes back to its engine and queues your page for a visit by the indexing spider. The **indexing** spider visits, often weeks or even months later. What does **it** do?

It spiders through some or all of your site's pages. It does all the heavy lifting, bringing back content to its engine's database.

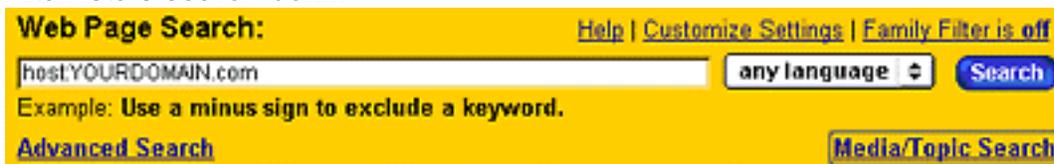
So **how** do you know...

- **when** your pages have been indexed?
- **which** of your pages have been indexed?
- **who** (i.e., which spiders) indexed them?

By now, you know the answer is painful, right?

Non-SBI'ers have to watch for when **each** engine lists **each** of their pages that have been spidered/indexed.

Want to see how they do this at one engine? OK, enter the following into AltaVista's search box...

A screenshot of the AltaVista search interface. It features a yellow header with the text "Web Page Search:" on the left and "Help | Customize Settings | Family Filter is off" on the right. Below the header is a search input field containing the text "host:YOURDOMAIN.com". To the right of the input field is a dropdown menu labeled "any language" and a blue "Search" button. Below the input field, there is a line of text: "Example: Use a minus sign to exclude a keyword." At the bottom of the search box, there are two buttons: "Advanced Search" and "Media/Topic Search".

<http://www.altavista.com/>

Of course, enter **your** URL in place of "YOURDOMAIN.com." This search will show you every page that it has indexed from that domain.

Yes, there **is** a way to check this at **every** engine. Unfortunately every engine has a different protocol. For more info on how to track which pages have been indexed at each engine...



<http://searchenginewatch.com/webmasters/checkurl.html>

Bottom line?...

Site Build It!'s **ListChecker** and **WorldSubmitter** even do **this** for you, resubmitting automatically if any Search Engines don't index within a reasonable amount of time after a spider visit... or if an engine ever drops you from the index.

Just one more step to go, **ranking**, and then I'll tell you more about how **Site Build It!** turns time-sucking tedium into high-yield automation.

9.6.4. Rank Search Results

Great! You're indexed. That means people are finding you, right? Geez, I hate to be a party-pooper all the time, but... no.

Once you're indexed, there's a **lag** before your pages actually show up in search results. And even then, some of your pages will score better than others.

So **now** what do the professionals do? They track their ranking for all their keywords, at each engine.

There are several ways to track how your pages rank. Here's a nice resource, organized to help you do it manually...

Following your rankings for **all** your keywords at **all** the engines manually takes time... **too much time**. To make things worse, as you'll see in DAY 8, you have to do it **over and over** again.

Why? Good question. Bad answer, I'm afraid...

Each time you make a change to a Web page, you must resubmit, spider-watch, index-check, and follow your ranking, for each page, for each engine. All over again.

Heaven forbid if you make another change...



... it could drive you nuts.

Luckily there **are** services or software that will do it for you. But I have not been able to find a service that offers the perfect package...

- **complete** -- it must rank **all** the major engines

- **reliable** -- many of them seem to get it wrong
- **cheap or free** -- these all seem to be come-ons for expensive services.

Wait, wrong again! I have found one. It was right under my nose...

Site Build It!'s Keyword Ranking Report tells you where your pages rank, at each major engine, for each of your Specific Keywords. Hooray!

Geez, I don't know about you. But...



... it makes me tired just to think of all the stuff we have to do!

Hey, wait a second... **WE** don't have to do it at all!



... **Yippee!** Let me tell you how **Site Build It!** turns all this submitting, spidering, indexing, and ranking into a snap...

9.7. Introducing the TrafficCenter



Now it's time to introduce you to one of my favorite spots in all of **Site Build It!...**

The TrafficCenter. Here's how to get there...

Login to the 5P Club at <https://secure.sitesell.com/5pillarclub/>

Use the username and password (from your **Site Build It! is Ready for You!** e-mail) to login. Proceed to **Site Central**, as usual. Scroll down to the

TrafficCenter and click on the  before you jump in. (Hope you've got the habit of using the online help by now.)

The TrafficCenter, surprise-surprise, is the center for all things traffic-related. Explore the variety of HQs and links and functions, now or as we reach them in later chapters. **For now, though...**



Explore the Search Engine HQ. Understand the 3 Reports.

Click on **Search Engine HQ**, like this...

Site Build It! TrafficCenter

SBI! Manager

- Search Engine HQ** (highlighted)
- [Paid SE HQ](#)
- [Pay-Per-Click HQ](#)
- [Directory HQ](#)
- [Traffic Stats](#)

Click Data

Choose either...

Click Through Data **or** Click IN Data

Start Date: Day [dropdown] Month [dropdown] Year [dropdown]

End Date: Day [dropdown] Month [dropdown] Year [dropdown]

Show Me Data

Once you're in **Search Engine HQ**, click on **?** again (please). Read the online **Help and Strategies**. Great! Close that window.

And start exploring, following the instructions and online help...



Then **read-and-scroll down** the **Search Engine HQ** page until you reach the **Submit-Spider-List, Keyword Searches and Keyword Ranking Reports...**

Submit-Spider-List, Keyword Searches and Keyword Ranking Reports

Submit-Spider-List Report	Keyword Searches Report	Keyword Ranking Report											
Page Name	Keyword	Analyze/Edit		Ranking for Keyword at each SE									
				AV	Ex	Fa	FW	GG	GT	HB	Ly	NL	
dynamic-pricing.html	dynamic_pricing	A	E	2	>30	22	2	>30	1	19	1	>30	
index.html	pricing	A	E	6	21	>30	1	16	2	4	11	16	
pricing-strategies.html	pricing_strategies	A	E	9	15	>30	1	7	1	14	>30	10	

Legend: AV=AltaVista; EX=Excite; Fa=Fast; FW=FindWhat; GG=Google; GT=GoTo; HB=HotBot; Ly=Lycos; NL=Northern Light

Click on one of the **Page Name** URLs...

Page Name
dynamic-pricing.html

... like this. **What happens**

next?...



... Let's see!

9.7.1. Submit-Spider-List Report

Clicking on the **Page Name URL** in the **Submit-Spider-List, Keyword Searches and Keyword Ranking Reports** pops up a new, smaller window, which shows the **Submit-Spider-List Report** for that page...

Submit-Spider-List Report for dynamic-pricing.html			
Search Engine	Date Submitted	Date Spidered	Date Listed
AltaVista	2001/04/02	2001/04/02	2001/04/09
Excite	2001/04/02	2001/04/04	2001/06/03
FAST	2001/05/14	N/A	N/A
Google	2001/04/02	2001/04/16	2001/04/29
HotBot	2001/04/02	N/A	N/A
Lycos	2001/04/02	2001/04/02	2001/04/15
Northern Light	2001/05/04	2001/05/16	N/A

There it is, like magic. Dates for submitting, spidering, and listing (indexing). Here's how it works...

By now, you know that **SBI's WorldSubmitter** submits your page to six of the seven major free Search Engines... Excite, FAST Search, Google, HotBot, Lycos and Northern Light.

Actually, it submits the page to an **intelligent queuing system** that analyzes whether it should submit the page, and if so, when. It knows which pages you have submitted, to which engines, and when. So don't worry...

You can re-build your page 100 times per day, if you like (when you **edit** your page). The **WorldSubmitter** will not **over-submit** to any of the engines. It

ignores frequent editing work, only allowing a “page rebuild” to be submitted if an acceptable amount of time has passed since the last submission.

When it does submit a page to an engine, it enters the date of submission into the **Date Submitted** column of the **Submit-Spider-List Report**.

What about the **seventh** major engine?...

Yes... as you will see, **WorldSubmitter** even makes submitting to **AltaVista** a snap, despite its dreaded dynamic graphic! You’ll never have to visit AltaVista to submit, and **SBI!** tracks the **entire** submit-spider-list-rank process every bit as well as the other six.

So much for submitting. What about spiders and listing?

SpiderWatcher checks your site’s log files regularly, looking to see which of the major engine’s spiders have visited, and which of your pages they “took back to their mother ships.”

SIDEBAR

If you’re tech-oriented, this might interest you. The spider-watching uses a world-class spiderbot database. We actually update this database every six hours!

Gone are the days that you could reliably identify when spiders visit you by looking for their names (Slurp, Scooter, etc.) in the “user agent field” of your log files. Nowadays, each could be using any one of hundreds of IP addresses, and not showing you their user agent names... or even mislead you with wrong names!

Why? Spammers read the engines IP addresses and user agent names and try to trick the engines. So the engines change frequently. Yes, we honest people pay the price. **Or, I should say...**



... our database pays that price for you!

Once **SpiderWatcher** spots a bot in your log files, it enters the date that the engine visited that page into the **Date Spidered** column of the **Submit-Spider-List Report**, as you see above. After a page is spidered, **ListChecker** starts checking with the engine every couple of weeks or so (not too often, don’t want to upset the engines!). It verifies if the page is in the database yet. When it is, it reports the date.

SIDEBAR

In all cases, the dates reported for submissions, spidering, and listing are always the **most recent** dates for each. So, if a spider revisits at a later date, **SpiderWatcher** will report that date, overwriting the previous one.

Back to checking when your page gets listed...

ListChecker watches for when each engine lists each of your pages (that have been spidered) -- or in the words of the pros, when you have been **indexed**. At this point, the pages are officially in the database, but not yet ranked. When it can find your URL in the index of an engine, it reports the date that it found it in the **Date Listed** column of the **Submit-Spider-List Report**.

As mentioned in the SIDEBAR above...

The date of submission that you see in the **Submit-Spider-List Report** is always the date of the **most recent** submission. That date may be the date that **you** last submitted it, when you edit a page. **Or...**

It may be the date that **WorldSubmitter** resubmitted it... all by itself! Why would **WorldSubmitter** decide to resubmit your pages? Because it's smart! OK, OK, here's when and why...

- if a page has **not** been spidered within a certain amount of time, **WorldSubmitter** will resubmit it again.

Think of it as...



... **our own little wake-up call** to those sleepy spiders! It keeps resubmitting until a spider comes.

- if a page has **not** been indexed within a certain amount of time of being spidered, **WorldSubmitter** will resubmit that page again.
- if a page was indexed but is **dropped** (this happens to everyone from time to time -- glitches at the engines, usually), **WorldSubmitter** automatically resubmits your page.



...**No other submitter in the world does anything like this!** (OK, OK, call me "proud"!)

Again, **WorldSubmitter** does all this strictly according to each engine's protocol for submissions. Actually, it's more conservative than even the engines suggest. It

won't fall into that "submit as many pages as you like" trap. It stays very conservative, acting like an honest human submitter.

Of course, if **SBI!** only took care of the submitting, spidering, indexing, and resubmitting for you, you would not have the complete package of tools required. Remember?...

- **traffic-building tools** to keep "doing things" to build traffic
- **reporting tools** to tell you what's working.

So let's look at two more powerful reporting tools at your service...

9.7.2. Two Keyword Reports

After a page has been submitted, spidered, and indexed, **Search Engine HQ** will start to report on how that page ranks for its keyword. So it's time to check **two** more reports...

1) **Keyword Ranking Report** -- this is right on the **Search Engine HQ** page itself...

Submit-Spider-List, Keyword Searches and Keyword Ranking Reports												
Submit-Spider-List Report		Keyword Searches Report		Keyword Ranking Report								
Page Name	Keyword	Analyze/Edit		Ranking for Keyword at each SE								
				AV	Ex	Fa	FW	GG	GT	HB	Ly	NL
dynamic-pricing.html	dynamic pricing	A	E	2	>30	22	2	>30	1	19	1	>30
index.html	pricing	A	E	6	21	>30	1	16	2	4	11	16
pricing-strategies.html	pricing strategies	A	E	9	15	>30	1	7	1	14	>30	10

Legend: AV=AltaVista; EX=Excite; Fa=Fast; FW=FindWhat; GG=Google; GT=GoTo; HB=HotBot; Ly=Lycos; NL=Northern Light

This report tells you **how each page ranks during a search for its Specific Keyword**. See the numbers above? The number **2** in the first row means that [dynamic-pricing.html](#) ranks #2 at AV (AltaVista) during a search for "dynamic pricing."

Dashes (-) indicate that a page has not been indexed by a Search Engine yet.

What does **>30** mean? It means that the ranking is beyond the Top 30 for that keyword at the specified engine. If a page ranks **>30** for many of the engines, click

on the **A** button. This triggers the **Analyze It!** function to pop up an SEO report on that page...

- **If it fails** the test, make the changes suggested. **Just click on the **E** button!**
- **If it passes** the test, it's best to leave it alone. Use your time to create **new content** instead. Why? Because if it passes the SEO test, you have a good chance at ranking high the next time the engine shuffles its algorithm a bit.

Still, there might be **one** reason to change your page, even if you pass the **Analyze It!** test... **TO EXPERIMENT!** As suggested earlier, the more different formulas you try, the more likely you are to figure out what works best for your particular theme.

SIDEBAR

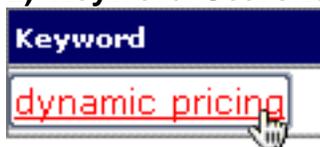
Why do we include Overture and FindWhat.com in the **Keyword Ranking Report?** After all, they are Pay-Per-Click Search Engines. And the **Keyword Ranking Report** is supposed to be for **the major free Search Engines, right?**

Right! But it **is** possible to score highly for a keyword at a PPC **without** bidding. In that case, these engines can be considered **“free.”**

We'll discuss this in detail on DAY 9, when we cover the Pay-Per-Click engines. But if you can't wait until then...

[Click here to read the SIDEBAR on PPCs in the Keyword Ranking Report.](#)

2) Keyword Searches Report -- to get this report...



... click on the keyword that you want to check. You'll get a full report that...

- tells you which keywords people are using (when they search) to find that page
- shows you how many times you were found with each of those keywords
- provides a direct search-link to the engine for each of those keywords, so you can see in real-time how you rank at **that** engine for **that** keyword!

You'll come across **several surprises** here, as well as ideas in **Help and Strategies** for how to use that information.

What does this all mean for you?...

- **Do NOT** lose sleep about submitting, or whether you should resubmit. **Site Build It!** submits by “e-hand” for you.
- **Do NOT** worry about whether the Search Engines “got the message.” **Site Build It!** can tell when the engines send their little “robots” to spider through your newly built pages.
- **Do NOT** check **constantly at the engines** to see when your pages become available in their listings. **Site Build It!** does that for you... and will soon be able to tell you in this report.
- **Do NOT** MANUALLY track how your page ranks for your keywords. Yes, **SBI!** even does this.

So what do **you** do? Simple... focus on what every small business person should be doing... **growing your business instead of fighting technology.**

OK, you understand the process, but you're still not sure about something?...

9.7.3. Good Things Come to Those Who Wait

Earlier, I explained how those poor folks who do **not** have **SBI!** have to work to manage the Search Engines...

Submit, Spider-Watch, List and Rank! Remember?...

First, submit your site to the engines. Then wait.

Second, keep an eye on the spiders. Wait some more. Stir a pot, if you like.

Third, you get “indexed” (listed in the engine’s database). Yup, more thumb twiddling...

Fourth, you get ranked. Yay! People can find you. Now **improve** your rankings (in DAY 8).

Well, I've got **good** news for you, and **bad** news, too...

The good news is that **you** don't have to do any of that incredibly tedious submitting, spidering, indexing, **resubmitting**, or ranking. **SBI!** does **all** that for you.

Now for the bad news. **You do, I'm afraid...**



... **have to do the waiting.** (Sheesh... I **must** have a talk with my graphics department!)

Let's say that you first build-and-submit a page on January 1. Here's a range of possible Search Engine schedules...

- 1) **January 1** -- page is submitted.
- 2) **January 1, 2, or 3** -- scout spider visits.
- 3) **January 15 to March 30** -- indexing spider visits.
- 4) **Your page is officially indexed** within 1-3 weeks of that, and starts ranking shortly thereafter.

So yes... it can take **up to** 3-4 months to start getting traffic from the engines. Some do it all within **2-3 weeks**, others a few **months**.

Sound **too long** to you?

OK, let me finish with more **good** news. You do **not** have to sit around while you wait. As you'll see, there are lots of other traffic-building items on your **to do** list to keep you busy.

But, as regards the free Search Engines, **please remember...**



... **Patience really is** a virtue.

9.8. Why It's **All** So Important...



So **why** do all this?... Submitting, spider-watching, listing-checking, following your rankings? Because it **is** so, so important.



Important tip ➡ **Every situation is different**, including (especially!) yours. You have to get the lay of the land (**your** land) and see where you stand in it, if you plan to move up from there. For example...

You are writing about succulent plants. There is a entire **succulent world** of related Web sites, directory listings, forums and discussion groups, links flying around all over the place, competitors of differing abilities... and this set of circumstances is **different** than the one for “fashion”... or any other theme.

Suppose you wrote two near-identical pages. The only difference is that you replaced the word “fashion” with “cactus” (you should **never** create such “search-and-replace” pages, of course -- this is an example to make a point).

Let’s say that your fashion page ranks Page 1, #1 for every Search Engine. Does that mean that your cactus page will also be Page 1, #1?

Nope. Cookie cutter techniques just won’t work on something as complex as the Web.

You see, the “Web world” for fashion is totally different than that for cactus. The point of submitting, and then **resubmitting** if you don’t get spidered and indexed within reasonable times, is to **get your pages into each engine’s database.**

At that point, you follow how you **rank** for your keywords. **And tracking how you rank is how to get the lay of your land.**

In a nutshell...

You possess the complete set of **reporting tools** that anyone could ever need. Once you see how your pages fit in your particular “Web world” (and it likely will **not** be great at first), you start using your **traffic-building tools** to tweak your pages and build more and more traffic. ([More on this in DAY 8.](#))

And then you use your **reporting tools** again to see how well those changes worked. And so on... build-report-build-report-etc.

Yes, it takes some time and effort. That’s why the major Search Engines are not really “free.” They do cost you something. **Time, after all...**



... **is money**. The great news is that it **only** takes you about 2% of the time it would take most people to do all this. If time is money (and it is!), **Site Build It!** is time... time **saved!**

And the payoff is terrific (once you work out what succeeds for you)... **nearly free, sustained, high and TARGETED traffic.**

It does **not** get better than that!

That's why I recommended earlier that you **experiment** with different lengths of text, different numbers of Specific Keywords, as well as General Keywords and common synonyms in titles, headlines, etc., etc. If you have many **differently constructed** pages, you'll notice which pages rank high and which don't. And that gives you the basis to improve the ones that don't.

So yes, it does takes some time and effort...



... **but it takes you a lot less time to get a lot better results than most folks.**



And that puts a wrap on DAY 7. Let's see if you're ready to move to DAY 8...

9.9. Goal Wrapup

Here's what you've done so far...

In DAY 6, you built a Theme-Based Content Site, full of Keyword-Focused Content Pages. As we've discussed, you've **OVER**delivered on content for your **human** visitors. And, for the engines, you have also experimented with your "formulas" to see what ranks best at the Search Engines for your theme.

Now, before you proceed to DAY 8, have you achieved today's Goal-of-the-DAY? Remember?...

Goal-of-the-DAY

Get familiar with the four-step process of **1) submitting 2) spider-tracking 3) list-watching, 4) keyword-ranking**. Then become comfortable with **Search Engine HQ** and its **three reports...**

- 1) Submit-Spider-List Report
- 2) Keyword Ranking Report
- 3) Keyword Searches Report.

If you have reached your goal, read your Ongoing Goal below.

If not, please stay with this DAY until you reach it.

Ongoing Goal

Follow your **Submit-Spider-List Report** and **Keyword Ranking Report** and **Keyword Searches Report** to track how your pages rank. Do this on a weekly basis. Improve your standings where necessary.

As your site becomes more substantial (say 10-20 high-quality pages), **publish your own e-zine** and **seed word of mouth buzz**.

Well, that was a pretty fast-and-easy DAY. Why not do a second DAY right now -- **join my accelerated student program...**



... which I am offering only to you!

Earlier, we talked about how important it is to have a feedback loop from **building** to **tracking**. Now that you have **feedback** from a state-of-the-art tracking system, it's time to take traffic-**building** action. So let's continue with...

BIG TECHNIQUE #1 Work The Free Major Search Engines

This is **still** the best way to build traffic on the Net, and will be for a long time to come...

10. Build Free SE Traffic **DAY 8**



It's the TWEAKY wheel that gets the traffic!



... Famous saying of your personal Action Guide

Goal-of-the-DAY

No tweaking to do, since your pages are **not** ranking yet. So start working on **link popularity**. Here's how to get started...

When your site has reached 10 pages, link with **Open Directory** (only free directory of the major directories) and with **one** minor directory that is a **theme hub** related to your Site Concept. Remember, links go **both** ways (**in** and **out**).

With this goal in mind...

10.1. Tweak, Link, Re-submit, Track

Web site traffic is **not** like the weather! You can do much more than just watch and talk about it.

You can decide whether...



... it will rain or shine!

Let's review where you're at...

- You've experimented (in DAY 6) with a variety of **"formulas"** to see what works best at the engines, for **you**.

- You are using **Analyze It!** to stay, more or less, within certain reasonable and basic SEO principles, experimenting as you create new pages.
- You know, or **soon** will, how your pages are ranking for your keywords. The reporting tools are giving you the feedback you need.

That means you're ready to act... ready to tweak your pages using the information available in the **TrafficCenter**.



Tweak, Re-submit, Track.

(This is an ongoing task, **only** to be started once you receive ranking results in your **Keyword Ranking Report**.)

Tweak those pages...

Add an extra keyword to the title.

And/or increase the amount of content.

And/or put more keywords in headlines.

And/or blend in extra General Keywords.

And/or etc., etc., etc. -- **Analyze It!** will give you tons and tons of ideas!

The key is to note which pages are doing well, then reproduce those successes. In other words, **keep changing the ingredients...**



... until the soup is just right.

Tweak, re-submit, and track. Then repeat. Sooner or later, you'll start to rank well for more and more pages. Soon after that, you'll start ranking well for **many** of your pages at **many** of the engines.

Bottom line... Be delighted if you get **half** of your pages in the Top 10 in at least **half** of the engines. **Never, ever** tweak beyond this! Don't try to get into the Top 10 for **all** pages in **all** engines...



... you'll get old before you accomplish that. You'll drive yourself crazy **wasting time** like that. Actually, I'd push the envelope on this advice one step further...



Important tip ➔ If you have a spot in the Top 10 of one engine for **any** page, **never** try to make that page better... you'll go backwards more often than not. You'll be far better off creating **new** Keyword-Focused Content Pages than tweaking existing ones!



SIDEBAR

Analyze It! even goes beyond **my** conservative line of reasoning. My friend, the guru, says that if you pass the **Analyze It!** test, it's smarter to create more content than tweaking the same old pages, even if that page does not score for any engine!

As you have just seen, I recommend that you tweak until a page scores in the **Top 10** for at least **one** Search Engine. But the guru goes even further, suggesting that you simply create new content, experimenting with different formulas to see what works best. Experts often split on how much to tweak. Why?

Because if your page passes the **Analyze It!** test, it's only a matter of time before engines shuffle their ranking algorithms a little. And at that time, you may very well find yourself ranking high for pages that previously never scored.

Hmm... the lazy man's approach to SEO...



... ya gotta love it!

What if **none** of your pages are ranking in the Top 30? **Tweak them big-time.** For example, build pages that have **too many** keywords according to **Analyze It!** -- do this in all the areas... title, headline, text, etc. Then try other approaches, different for each page, more keywords in some areas and less in others.

Nothing is carved in stone... **Analyze It!** gives you a great starting point. Experiment from that starting point until you find what works.

Then stick with that.

Why be happy with the goal of scoring each page in the Top 10 in at least **one** of the engines?

I don't mean to imply that you should be **ecstatic**. If some pages are simply off the ranking radar (especially if they don't score well in any engines at all!), do click the  button to **Analyze It!**.

Make sure that you are **not** making any gross errors ([see DAY 6's information about how to write a high-ranking page](#)). If you do make a big boo-boo or two, correct them and then click the  button again. If all is OK, build your page -- that sets the submit-spider-index-ranking process on its way again.

But like I just said, if your page is passing **Analyze It!**, don't feel compelled to improve it. Sure, if your page is just not getting close to the Top 10 on **any** engine, experiment a couple of times to improve it. If you're still without results after that, you're better off creating more **new** content.

Some people have trouble understanding this rather passive concept. **They like to...**



... fix things! After all, "doing something about it" makes us all feel good, right?

Yes, it does. And experimenting can definitely worthwhile. But **continuous tweaking is a big waste of time**. Let me explain why...

Let's say that you write 100 good, solid "one-size-fits-all-engines" pages. Naturally, some pages are winners and some are losers. Overall, your traffic is growing, and that's what is important.

The engines shuffle their ranking formulas every now and then. So 20 pages may drop down in Excite, for example. But 15 others move up! And two weeks later, pages that were #100 in AltaVista suddenly start scoring on Page 1!

Overall, you're doing about the same. The key word is "**overall**." If you had spent a lot of time perfecting all your pages for Excite, what happens when it changes its ranking formula?

Yup, you end up in the same place as if you had done nothing, despite all that hard work. Actually, you'll be **behind**, because you could be creating all sorts of new content rather than tweaking the old!

When engines tweak their ranking algorithms, they can't just suddenly say, "OK, the Title and the headline do not matter any more." The **big picture** has to remain the same. It's the details that they change. So...

Don't sweat it -- it all evens out, in the end. From here on in, your time is best spent creating **new** pages, rather than tweaking. You can write a good new page far faster than the repeated tweaking cycles that each page requires.

Some people go so far as to create a different version page for every engine. Don't bother. First, it's not a productive way to spend your time -- much better to write brand new pages. And second, if you do this, you are no longer writing for **both** humans **and** engines. You are just playing a game. And these kinds of tricks simply do not last for long. This can actually backfire, big-time.



Important tip ➔ **K-I-S-SE!** (Keep It Simple, Search Engines).
Which means **this** bottom line...

Tweak (within reason, and only if really needed) - Resubmit - Track



... Hey, this section is called **Tweak, Link, Re-submit, Track** -- what happened to "**Link**"? That brings me to the next part of this traffic-building process...

10.2. Link Popularity

One **traffic-building action** you should consider at this stage is building your popularity. No, not **you!**...



... **Your site!**

Let's get back to thinking like an engine. Pretend that **you** are a Search Engine... what's **another** way for you to tell whether a site is relevant for a concept?

Well, suppose you have a site that is all about porcupines. Furthermore, you have an excellent page in that site about the **mating habits of porcupines...**



... **a prickly issue**, I agree! (Sorry.) Let's use that site to see how link popularity works...

How could you, the Search Engine, use linking to decide what's relevant? Good timing, because here comes someone who is entering "porcupine mating" into the your search box!...

Let's compare our page about porcupine mating to someone else's Web page about propagating cacti.

Let's look at some possible linking algorithms to help us sort out which page is more relevant for that "porcupine mating" query..

How about if you, the engine, could see that more sites, **all kinds** of sites, link to the porcupine mating site? If you knew **nothing** else at all, I suppose that would give the edge to the porcupine mating page. After all, if you, the Search Engine, knew nothing else, you might as well send the searcher to the more popular page, right?

What about if many of those sites were from zoos? Better. After all, zoos are less likely to be related to reproducing cacti.

What if those sites were about porcupines? Even better! Now we're getting somewhere!

What if the single most important site in the whole world about porcupines linked to that site? Wow, that's the best.

What if 100 of the best porcupine sites **all** linked to it? Whoops! I was wrong -- **That's** the best.

And your page about porcupine sex would **score** (geez, sorry about that!) especially well if many of those links came **IN**to this page from other pages about the, uh, reproductive habits of porcupines, and had "porcupine mating habits" in the incoming links!

Bottom line?



The **more sites** that link to a site, and the **more important** they are, and the **closer** they are to the theme of that site, even to the topic of individual pages, the more "popularity points" for that site (and page).



Popularity, an "off-page" criterion the engines are using more and more, is still not a dominant weighting factor presently. It's worth working on, but don't lose sleep about it.

Why?

Because most sites do **not** have many links to them at all. If all sites had hundreds of incoming links, link popularity would be weighted more heavily in the engines' ranking algorithms. But most sites just do **not** have that many incoming links -- if you weighted linking too heavily, you'd make 99% of the Net disappear.

What does this mean to you? Two things...

1) First, since not many sites have many incoming links, this is an **opportunity for you** to grab an edge. If you're in a tough battle to get into the Top 10 (say you're scoring #11-15 consistently), improving your link popularity might be what you need to tip you onto the first page of search results.

2) Improving link popularity is relatively more useful if you are trying to win for tough words like "e-commerce."

Why?... **Well, it's kind of like...**



... **the golf pros on the PGA Tour**. I'm not sure how, I just like to talk about golf!

OK, here's how...

They are **all** so good, that the difference between them is razor-blade thin. Every little edge is important.

Zillions of sites are trying to rank #1 for e-commerce (a mistake, by the way... the concept is too untargeted -- luckily **you** know to work the niches, right?).

All those experts are working so hard for a #1 ranking. And even for such an in-demand keyword, link popularity is not the "be all and end all." Try this...

Go to AltaVista at <http://www.altavista.com/> -- do a search for "e-commerce."

As I do this now, I see that the **internet.com** wins the #1 ranking -- it might be different by the time that you do it.

SIDEBAR

Do **not** be fooled by the "Featured Site:" that appears **above** the listing. That's an ad.

Now let's analyze the links into the #1 winner, internet.com. Type this into AltaVista's search box, **exactly** like this...



<http://www.altavista.com>

See what I've entered?..

link:internet.com - host:internet.com

What does that mean? The search request is asking AltaVista for all the links that point to internet.com (**link:internet.com**) minus those that link to itself from itself (**-host:internet.com**). Check the link popularity like this, for each of the Top 10 for "e-commerce."

You'll find that they **all** have over 100 incoming links from other sites, most of them have thousands of incoming links (internet.com has over 300,000!). **And yet...**

When I did this little experiment, there was **one** site in the Top 10 that only had a **single** link in! So clearly link popularity is not **heavily** weighted or it would have driven that site out of the Top 10. In other words, that site had enough positive ranking points **from other factors** that its low linking score didn't kill its chances... even for such a highly contested keyword as "e-commerce."

Now... **repeat** the linking research, but this time search for something **much less in-demand**, say for "euphorbias." Do the same kind of link research for the Top 10 for your "euphorbias" search result. You'll see that the number of links to each of these sites is far less... it's at a whole different level, in general.

Also, if you do link research on, say, the **100th** site in the search results, these deeper sites tend to have fewer links to them. But **not** by a heck of a lot.



Overall conclusion?

Yes, link popularity is a factor. And it **is** worth building some into your site, especially if you are annoyingly close to the Top 10 for many of your keywords. But it's not the be-all-and-end-all, especially not for niche sites, which is what you are creating.

SIDEBAR

Watch for this...

As I said above, by the time you run a search for **e-commerce** at AltaVista, internet.com may no longer be #1 -- heck, it might not even show up in the Top 10.

If it does not, you can still check how many links go to internet.com -- my guess is that it's about the same number, or greater.

Why would it drop off the Top 10? Because every engine shuffles its ranking algorithm from time to time. If incoming links are **heavily** weighted, internet.com (with its astronomical number of incoming links) should **not** lose its #1 spot after a shuffle.

So if it has dropped by the time you check this...

How heavily can incoming links be weighted?

10.3. 2 Top Ways to Build INcoming Links NOW

Link popularity **is** expected to grow in importance. So it **is** worth adding a little popularity to your site. Here's what to do, and what **not** to do, to get more popular...



List with Open Directory and a "theme hub."

1) List with major directories like Yahoo!, Open Directory, LookSmart -- Since their standards are high, the engines "figure" that your site must contain valuable content. When you did your link research, I'll bet you found a lot of links from Yahoo! and the other directories -- I rest my case!

Open Directory is free, so start with that one. [Click here for more info on how to list at directories.](#)

By the way, your Goal-of-the-day mentions to do this only after your site has reached 10 pages. Do you know why? Remember those human editors?...

It's pretty hard to impress them and get into their directory if you only have a 4-page site!

SIDEBAR

Clicking on the above link will take you into **DAY 9**, so we're jumping a bit ahead. Still, it's **better to peek into tomorrow...**



... rather than make a big mess of your submission today, right?



Important tip ➔

2) List with directories that are specific to your area of interest. These are niche “hub” sites that offer links for little or no money. You can find directories like this at [AltaVista](#). Enter this into the search box...

+mining +directory

Go ahead... try it. If you draw a blank, don't worry. By now, there is almost certainly a directory related to your theme. To find it...

i) Try different search constructions -- Use different Specific Keywords and different words for “directory.” For example, if you were interested in mining...

+gold +list

+ silver +listing

+ copper +resource

+ mines +association

ii) Try different Search Engines

One way or the other, you'll find a good “theme hub” related to your theme.

Now... do it for your own **Concept Keyword** and **Specific Keywords**.

Those are my **best 2 suggestions** for building INcoming links. Here are a few others...



3) One-at-a-time, site-by-site, link exchanging...

You could spend weeks building a link-exchange program...



i) look for related sites

ii) check the site's traffic using Alexa

iii) compose and send an e-mail (no spam -- you must really visit and send a genuine e-mail)

In my experience, the response rates to friendly, individualized e-mails requesting a link exchange is almost zero. On the other hand, maybe you schmooze better than I do. **After all...**



... I'm just a shadowy iconogram.

Maybe if you show them how it could be mutually beneficial with the engines, and if and if and if... who knows? But somehow, I think your time is better spent elsewhere.



4) Try a Link Popularity Enhancement Program -- OK, this is a bit more experimental. I have not tried this, so I would appreciate hearing about your experience with this. The best of this group seem to be...

<http://www.linktopics.com/>

I have read positive reviews on this, but I tend to think that anything designed purely to fit into an algorithm, and **that is so free and easy to do, probably won't last long.**



... Or is that just me?

However... while I would not specifically set aside time to look for such sites, I **would** e-mail them as I discovered them **in the course of doing other, more productive work.** Not much to lose that way.

SIDEBAR

Site Build It! will release a link-building program when we hit critical mass. It will be multi-faceted, allowing you to link with other **SBI!**'ers as well as linking with other related sites in an intelligent, honest way.

Like all the other **SBI!** tools, it won't be "mindless easy." But it will eliminate the tedium and allow you to focus on the task at hand. You'll use the technology, not fight it.

5) If you have several domains on related topics, interlink them all!

6) What's a definite not to do? Do not do the FFAs (Free-For-All linking sites). If anyone ever tells me that you did that...



... “Geez, where did I go wrong?”

10.4. It’s a Two-Way Street

One more thing... links go **both** ways.

But why would you want to link **out** of your site?

1) **Linkage counts** both ways with the engines, **INcoming** and **OUTgoing**. If your outgoing “linkees” have affiliate programs, even better!

2) **Links OUT count with the human editors of directories, too**. If they see you provide *bona fide* links to other quality sites, your site is more credible, a more valuable resource for their directory. So don’t make all **OUTgoing** links purely monetary affiliate links.

SIDEBAR

Remember to set your Link Block to open a new window when someone clicks on these links. That way, you don’t lose anyone who links out (your page will be there, underneath, when the other window is closed).

When you set these links... to strengthen the impact of those links on your ranking results, include your **Specific Keywords** both in the links **OUT and** in the links that come **INTO** your site.



*Develop an **OUTgoing** link program.*

Here’s the best **OUTlinking strategy...**

Create a links page that sends links **out** to terrific, non-competing, high-traffic (verify with Alexa) Web sites. Link out to...

1) **theme-specific** sections of the **major** directories

2) theme-specific minor directories (“theme hubs”)

3) theme-related, non-competing, sites (as you happen to discover them -- don't spend time searching just for this)

4) links to your other domains (if you have any) that cover related topics.

Yes, this is the flip side of your INcoming link strategy. Reciprocity rules!

So... both linking **in** and **OUT** counts. And, to strengthen the impact of those links on your ranking results, include your **Specific Keywords** both in the links out, **and** in the links that come **INto** you.

Time to summarize the process for building traffic through the Search Engines. As you start getting the **SBI!** feedback reports...

Tweak, Link (achieve your Goal-of-the-DAY), **Re-submit, Track**. Then do it again.

At a certain point... **STOP TWEAKING**. But keep linking, as opportunities present themselves.

Instead...

Yup... back to DAY 6. Create more **high-value** content! And start the cycle over again.



10.5. Goal Wrapup

That wraps up building traffic through Search Engines. As you have seen, there's no mystery or luck involved.

I sincerely hope that you **believe** that you can do this. Because you **can**.

If you follow this honest, high-value, **win-win-win-win** approach...

... if you **OVER**deliver to your readers...

... if you simply write and tweak your **high-value** content pages fairly...

... if you experiment and tweak until you get it right...

... if you link intelligently and without turning it into a make-work project...

You'll do as well as the pros... with far **less** aggravation.

The beauty of this approach, of course, is that every "if" is totally **DO**-able. Although, I must admit that I was not as eloquent as Rudyard Kipling. He wrote an inspiring poem called "If" almost 100 years ago. It still has valuable lessons, for both life **and** your e-commerce ventures...

If

*If you can keep your head when all about you,
Are losing theirs and blaming it on you,
If you can trust yourself when all men doubt you,
But make allowance for their doubting too;
If you can wait and not be tired by waiting,
Or being lied about, don't deal in lies,
Or being hated, don't give way to hating,
And yet don't look too good or talk too wise:*

*If you can dream and not make dreams your master;
If you can think and not make thoughts your aim;
If you can meet with Triumph and Disaster
And treat those two impostors just the same;
If you can bear the words you've spoken
Twisted by knaves to make a trap for fools,
Or watch the things you gave your life to, broken,
And stoop and build 'em up with worn-out tools:*

*If you can make one heap of all your winnings
And risk it on one turn of pitch-and-toss,
And lose, and start again at your beginnings
And never breathe a word about your loss;
If you can force your heart and nerve and sinew
To serve your turn long after they are gone,
And so hold on when there is nothing in you
Except the Will which says to them: "Hold on!"*

*If you can talk with crowds and keep your virtue,
Or walk with Kings -- nor lose the common touch,
If neither foes nor loving friends can hurt you,
If all men count with you, but none too much;
If you can fill the unforgiving minute
With sixty seconds worth of distance run,
Yours is the Earth and everything that's in it,
And -- which is more -- you'll be a man, my son!*

OK, before you move ahead to DAY 9, please grade yourself. **Have you completed your...**

Goal-of-the-DAY

No tweaking to do today, since your pages are **not** ranking yet. So start working on **link popularity**. Here's how to get started...

When your site has reached 10 pages, link with **Open Directory** (only free directory of the major directories) and with **one** minor directory that is a **theme hub** related to your Site Concept. Remember, links go **both** ways (**in** and **out**).

If you have reached your goal, review your Ongoing Goal below.

If not, please stay with this DAY until you reach it.

Ongoing Goal

Keep building your popularity program. Add other links (both ways) with major directories and theme hubs. Trade links with related, non-competing sites as you discover them. Remember, links go **both** ways (**in** and **out**).

As your pages start to rank at the engines...



Tweak, Link Re-submit, Track.

Then do it again. **When a page hits the Top 10 for an engine...**



... **STOP TWEAKING** (but keep linking, as opportunities present themselves).

Track which Keyword-Focused Content pages are doing well and reproduce those successes in your less successful pages.

Return to DAY 6 and create more and more **high-value** content and then...

Yup... **Tweak, Link, Re-submit, Track** the new pages.

Geez...



... **only two DAYS left to go.** I'll miss your smiling face and great questions. I hope you don't forget me, and **do** come back to visit your old friend, the guide, every now and then...



... I'll be here waiting for you.

Tomorrow, we'll cover the final two final two **big traffic-building techniques** (**#2** and **#3** on the Hit Parade, so to speak)...

- **Pay-Per-click Search Engines**
- **the Major Directories.**

Get a good sleep tonight. Tomorrow, DAY 9, is a **bigger** day.

11. Build More Traffic DAY 9



There's more than one way to skin that TRAFFIC cat!



... More hard-earned (for the cat!) wisdom from your personal Action Guide.

Goal-of-the-DAY

Open an account at each of the 8 Pay-Per-Click engines. Create a mass-submission bidding campaign at Overture. Understand how to use directories.

With this goal in mind...

11.1. Big Technique #2...

Bid at the Pay-Per-Click Search Engines

Pay-Per-Click (PPC) Search Engines are **not** your normal Search Engines. You actually have to **pay** to be **found**. Ridiculous? Not really...

It's how things work in the "real world," after all.



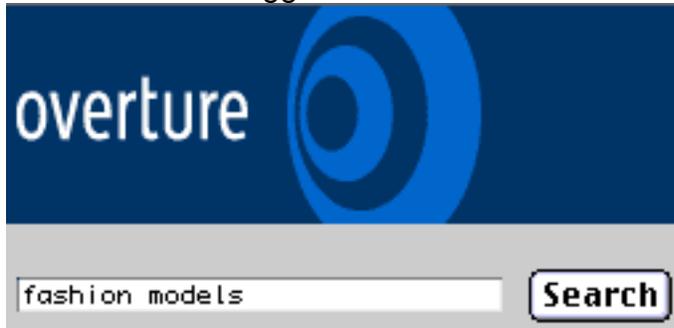
Important tip ➔ Think of PPCs as a **low-cost advertising** method. Use them wisely, and you'll turn your advertising dollars into handsome profits. If they lose you money, stop using them... just like any other advertising.

Basically, you **bid** for keyword positioning. For example, if one of your pages focuses on the topic of "fashion models," you can bid for the #1 placement (or any other # position) on the first page (or lower, but what's the point of being on page two?) of search results.

Each time someone clicks through to your site via the link on the search results page, they charge you the amount that you bid. Bidding starts at a penny at most engines (5 cents at Overture). You can bid for as many relevant keywords as you like.



Overture is the biggest -- so let's use it as our example. Go see for yourself now...



Do a search at Overture for a keyword that is important to your business (“fashion models” in the above example). Here's the top of the search results page...

1. [Fashion, Glamour & Beauty Tips](#)
GeoBeauty is the indispensable first stop for fashion
www.geobeauty.com (Cost to advertiser: ~~\$~~0.06)
2. [Canada's Online Fashion Destination!](#)
Visit Canadianfashion.ca, Canada's online fashion de
www.canadianfashion.ca (Cost to advertiser: ~~\$~~0.06)
3. [Minx Models Modeling Agency](#)
Modeling agency for female fashion models, male, s
GQ and Glamour. New models welcome.
www.minxmodels.com (Cost to advertiser: ~~\$~~0.05)

See where it says “Cost to advertiser” at the **end** of each description of the sites’ listings? These are what advertisers pay whenever someone clicks on their links. You’ll see that each rank lower costs less, of course.

So, in the above example, the highest bidder got the **#1** spot for \$0.06. The second spot also bid \$0.06 (which means that he bid that **after** the first person who bid \$0.06). And the third position bid a nickel. And so on, and so on, until you come to listings without any “Cost to advertiser” comment. These results are powered by Inktomi (a company that also sells its Search Engine technology to Yahoo!, HotBot, etc).

If you do a search for a keyword and you do **not** see any price listing, that means no one has bid for that word yet. The “no bid” search results are also powered by Inktomi.

Don't be surprised to see bids going as high as \$5.00, or even higher. Money talks **loudly** at Overture. To get top positions, you either need **to have...**



... money

or...



... smarts.

Good news! Money and smarts don't seem to co-exist amongst bidders.

Double good news! I'll provide you with the **smarts....**

11.1.1. The #1, High-Yield PPC Strategy

How nice to just bid for whatever position you want!...

Boy, does that save time! No tweaking, submitting, spider-watching, listing-checking, resubmitting, and so on and so on and so on.



Think of Pay-Per-Clicks as a tradeoff -- you pay for the **time and aggravation** that you save. But there's a catch. (Hey! There is **always** a catch!) The **most** popular keywords have become quite expensive at Overture (the first and biggest engine), and are rising at the others.



Important tip ➔ Your **best strategy** is to work the niches. **Bid on hundreds of less popular keywords** related to your Theme-Based Content Site, especially the less-obvious ones which will be quite cheap to buy. This can be an extremely cost-effective way to build a big list of lifetime customers in a hurry.

I'll tell you this -- there's **no** way I'm paying \$5.00 for popular keywords -- not unless I'm selling a product that earns me a commission of \$50 and I have a 10% Conversion Rate! Even then, I just break even! **But...**

There's a **drawback** to bidding on hundreds of words... the time and boredom involved to research and actually bid upon them all. By now, of course, you've guessed that **Site Build It! Manager** takes care of all that, **right?...**



... Right!

So what are we waiting for? Let's get **started...**

11.1.2. The Big 8... Open Accounts

The **Manager** takes care of **everything** at the eight most important PPCs. Don't worry about all the other PPCs -- there is just not enough potential traffic to bother with them, even with automated tools.



Open accounts with all 8 Pay-Per-Clicks. Get mass-submission template for each.



Let me take you on a nickel tour of the **Big 8**. As we touch upon each one, open an account with each one. Download its mass-submission Excel templates -- store for future use. **Let's start our Big 8 Tour...**



<http://www.overture.com/>

Overture started the whole category of PPCs. It will generate more traffic for you than **all** other pay-per-clicks, **combined**. Overture.com is now "**must marketing**." Of course, due to its great popularity, each click from Overture will cost you **more** than from the other Pay-Per-Clicks.

RECOMMENDATION: Must marketing. Open an account at...

<https://www.overture.com/s/dtc/signup/>

SIDEBAR

Each engine has a different signup procedure. Some, like Overture, start you off by asking you to bid right away. Just enter a bid for one keyword for now. You'll use the automated **Manager** tools to bypass their laborious Web-based way of bidding.

Even though the other engines are cheaper, it would **not** be worth your time to prepare bids for them if you did not own **SBI!** Why? Because, even though they deliver **cheap** traffic, they do **not** deliver a **lot** of it! Factor in the cost of your time and it might not be worthwhile.

Now, though, thanks to the **Manager**, submitting bids on the other seven Pay-Per-Clicks only amounts to a few minutes work per engine! Good, cheap, targeted traffic!

Here are the remaining seven...



<http://www.bay9.com/>

RECOMMENDATION: Bay 9 delivers substantially more traffic than the remaining six. If you only have time for **two** engines, make it Overture and Bay9. Open your account at...

<http://www.bay9.com/cgi-local/adsign.cgi?status=newuser>



<http://www.findwhat.com/>

RECOMMENDATION: At press time, they did not have a mass-submission template. E-mail an Overture spreadsheet (as an attachment), per the information in **Site Build It! Manager**. Open your account at...

<https://secure.findwhat.com/signup/signup.asp>



<http://www.7Search.com/>

RECOMMENDATION: Open an account at...

http://7search.com/scripts/advertiser/submit_1.asp?option=Paying



<http://www.kanoodle.com/>

RECOMMENDATION: Open an account at...

https://safe.kanoodle.com/client_services/sign_up/basic.cool



<http://www.ah-ha.com/>

RECOMMENDATION: Open an account at...

<https://secure1.ah-ha.com/logolink/>



<http://www.epilot.com/>

RECOMMENDATION: Open an account at...

<http://www.epilot.com/Backoffice/Members/contactInfo.asp?cn=nm&NewAccount=True>



<http://www.sprinks.com/>

RECOMMENDATION: Open an account at...
http://sprinks.about.com/ad_intercept.htm

SIDEBAR

Some of the smaller Pay-Per-Click have been known to build a campaign for you, charging your credit card without your specific permission. If you don't specifically opt-out, you are considered to want this!

Relax... they likely don't use this technique by now. Just warning you. But if one does, and if you **do** happen to miss this little trick, you can still relax.

Just send them an e-mail saying that you never authorized this, and that you will charge back to your bank if they don't refund your money immediately.

Believe me, they'll refund you. They'd have to be stupid not to.

11.1.3. The Pay-Per-Click HQ



Time to learn a bit more about the PPCs at the **PPC HQ**, which contains more in-depth, up-to-date info...

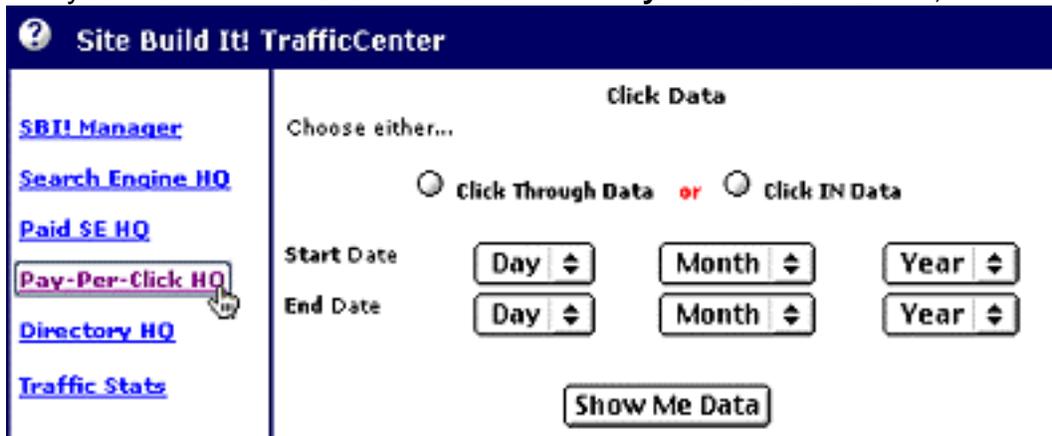


Explore PPC HQ.

[Login to the 5P Club...](https://secure.sitesell.com/5pillarclub/)
<https://secure.sitesell.com/5pillarclub/>

Use the username and password in the **Site Build It! is Ready for You!** e-mail. Then click on the **Site Build It!** link to get to **Site Central**. Scroll down to the **TrafficCenter**.

Are you there now? Great! Click on the **Pay-Per-Click HQ** link, like this...



Like all the other HQs, the up-to-date material is kept here. (That way, we don't have to issue a new Action Guide every couple of weeks!)

For example... **Overture** has a 5-cent minimum bid policy. This recent change affects how you bid at Overture. Up-to-date **changes**, and **recommendations** about how to deal with them, are covered in the **HQ**.

11.1.4. Let's Build a Campaign!

The bottom line for most **non-SBII** people? Bid on a small number of overpriced, common keywords at Overture (which deliver, by the way, **relatively** untargeted traffic). **Then...**



For those poor unfortunates who do **not** own **SBII**, it's just not worth the time and energy to develop the comprehensive mass-submission programs that **we** are about to build.

It's WAY too much **manual work** to research and bid upon hundreds of keywords for Overture, let alone the other engines (which simply do **not** generate enough searches to deliver enough traffic to justify your time spent).

But, as you'll see, it's **certainly worth it** when you use the **Manager**. Why? Because each additional engine **only takes a few minutes**.

Speaking of the Manager... it's time to fire it up, **and** to fire up a highly cost-effective Pay-Per-Click traffic-building campaign. Ready? Great!



Build an Overture Pay-Per-Click campaign.

Open the Manager and...



... let's get to work! (Don't hit your keyboard as hard as I do, though!)



SIDEBAR

[Forgot how to open Manager?](#)
[Click here for instructions.](#)

11.1.5. The 3-Step Quick Start...

You should now be in the **MASTER KEYWORD LIST** of the **Manager**. Here's how to build a comprehensive Pay-Per-Click campaign at Overture, just by clicking a few buttons. Without the **Manager**, this **same** campaign could take you a week or more to put together.

Let's get started...

STEP 1) Click to the **ADMIN AREA** from the **MASTER KEYWORD LIST** of the **Manager**...

STEP 2) Fill in the required info in the **Pay-per-click Accounts** part of the **ADMIN AREA**. Click on the labels for each **column** for precise instructions on what to enter into each box, as shown here...

Pay-per-click Accounts			
	Account Number at Pay-per-click Engines	Username at PPC Engines	Password at PPC Engines
Overture.com	<input type="text"/>	<input type="text"/>	<input type="text"/>
Bay9.com	<input type="text"/>	<input type="text"/>	<input type="text"/>
FindWhat	<input type="text"/>	<input type="text"/>	<input type="text"/>
7Search.com	<input type="text"/>	<input type="text"/>	<input type="text"/>
Kanoodle	<input type="text"/>	<input type="text"/>	<input type="text"/>
Ah-ha.com	<input type="text"/>	<input type="text"/>	<input type="text"/>
ePilot	<input type="text"/>	<input type="text"/>	<input type="text"/>
Sprinks	<input type="text"/>	<input type="text"/>	<input type="text"/>

When you review the account information that you have received from each PPC, you'll see that not all sites give **both** an account number **and** a username -- leave any **unnneeded** boxes blank, in this case.

SIDEBAR

Don't skip this step. **Manager** needs this step to create your mass-submission bidding spreadsheet.

STEP 3) Click on the **PAY-PER-CLICK LIST** button. This will take you to a display of the logos of the top 8 pay-per-clicks. Click on the Overture logo, as shown here...



(The other seven work in exactly the same way.)

Here's where it gets fun...



... get ready to work real hard!

11.1.6. Research in Minutes, Not Weeks...



You should now be at the **BID-FOR-KEYWORD LIST** for Overture...

SIDEBAR

I'm assuming that you know this layout by now. You explored **Manager** back in DAY 2. If it seems unfamiliar to you...

[Click here for "Explore the Manager" instructions.](#)

OK, let's cut straight to the chase. See the  button...

 ... **Click** on it!



Go ahead, what's the worst that could happen...



OK, OK, if you're nervous... Click on the  **question mark** underneath the button for more information. The  button will pull in the **top 20 bids** for all the keywords that you have brainstormed. It will take a few minutes (instead of the two days that it would take to do manually).

Now... open a Net connection. Then get all that bidding data by clicking on that little magnet.

Now go for a coffee. When you get back, it will be done. Or stick around and watch the data flow in... it's kind of the **opposite** feeling of frustration, as you see how much time you save.

Once all your data is in, your **BID-FOR-KEYWORD LIST** looks like this...

BID FOR KEYWORD LIST (temporary.com)      										
#	Keyword (104 in this list)	Price I Should Bid	Buy #	# of Bids	#1	#2	#3	#4		
1	bad cholesterol			8	0.20	0.09	0.08	0.04		
2	baycol			5	0.05	0.03	0.02	0.01		
3	blood cholesterol			6	0.07	0.07	0.06	0.01		
4	blood cholesterol levels			4	0.06	0.05	0.02	0.02		
5	brain			29	0.20	0.16	0.06	0.05		
6	CHD			4	0.02	0.02	0.01	0.01		
7	cholesterol			40	0.40	0.40	0.39	0.39		
8	cholesterol and diet			4	0.04	0.01	0.01	0.01		
9	cholesterol blood tests			3	0.06	0.05	0.02	0.00		
10	cholesterol charts			4	0.06	0.05	0.03	0.01		
11	cholesterol control			11	0.16	0.08	0.07	0.04		
12	cholesterol counts			4	0.05	0.04	0.01	0.01		
13	cholesterol diet			22	0.23	0.16	0.15	0.12		
14	cholesterol drugs			8	0.19	0.09	0.08	0.05		
15	cholesterol foods			8	0.10	0.05	0.04	0.02		

SIDEBAR

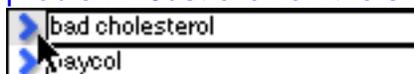
This screenshot cuts out the other 100+ words related to the Site Concept of “cholesterol.” It also doesn’t show you bids #-20. This was done for space considerations -- otherwise, the size reduction to fit the whole screenshot would have made it too small for you to see the results.

What do you notice?

- 1) Yes, you’re right. There is no DEMAND, SUPPLY, etc. here. Why? Because this display is all about **bidding** at Overture.
- 2) The magnet has brought in the top 20 bids for all 118 “cholesterol-related” keywords that you kept after your **Brainstorm & Research** session. That’s 118 x 20 = 2,236 data points.

SIDEBAR

Want to test to see just how good a fetch dog that little magnet really is? No problem. Just click on the small arrow to the left of any word, say...



This opens a page on your Web browser to Overture, with the search already performed for that word. See where it says (Cost to advertiser: \$0.20)? That means that “youngagain2000.com” will pay Overture \$0.20 if someone clicks on the link to their site.

1. [Lower Your Bad Cholesterol Naturally](#)
Beta-Sitosterol: A proven, natural, treatment for high cholesterol taken by 12 million Americans.
youngagain2000.com (Cost to advertiser: [\\$0.20](#))
2. [Natural Cholesterol Busters](#)
Read a brief review of the most common natural cholesterol busters proven best by scientific research.
www.cholesterolbusters.com (Cost to advertiser: [\\$0.09](#))
3. [Soy Protein and Cholesterol](#)
All you need to know about the benefits of soy and soy products and their benefits to women.
www.suprosoy.com (Cost to advertiser: [\\$0.08](#))
4. [Cholesterol Center - HeartCenterOnline](#)
American Heart Association member edited encyclopedia, news, community, animations and more.
www.heartcenteronline.com (Cost to advertiser: [\\$0.04](#))

Follow like this and you'll see that the numbers are the same one that **Manager** went out and got automatically for you. Imagine doing 118 searches like this, and entering over 2,000 data points?!

OK, what else do you notice in the above Overture **BID-FOR-KEYWORD LIST?**...

3) Right! The column under [Price I](#) [Should Bid](#) is empty.

And that brings us to the next step...

11.1.7. Place Your Bids! Get The Best Return

Where were we? Oh yes. We now have the top 20 bids for all of our keywords.

And our [Price I](#) [Should Bid](#) column is empty.

OK, I guess you know **what time it is**...



... yes, but we don't bid like that! Here's how we do it...



Now that you have the bids for the Top 20 spots, and even the number of bids that exist for each of your keywords, you are ready to make an informed decision about how much to bid for each keyword.

We'll cover strategy in a second. First, I'll show you **how** to set your bids in the **Manager**.

Simply enter how much you want to bid for **each** keyword in the [Price I Should Bid](#) column.



In this example...

BID FOR KEYWORD LIST										
overture										
MA										
Visit										
#	Keyword (103 in this list)	Price I Should Bid	Buy #	# of Bids	#1	#2	#3	#4		
1	bad cholesterol	0.10	2	8	0.20	0.09	0.08	0.04		
2	baycol	0.06	1	5	0.05	0.03	0.02	0.01		
3	blood cholesterol	0.08	1	6	0.07	0.07	0.06	0.01		
4	blood cholesterol levels	0.07	1	4	0.06	0.05	0.02	0.02		
5	CHD	0.05	1	4	0.02	0.02	0.01	0.01		
6	cholesterol	0.00		40	0.40	0.40	0.39	0.39		
7	cholesterol and diet	0.05	1	4	0.04	0.01	0.01	0.01		
8	cholesterol blood tests	0.07	1	3	0.06	0.05	0.02	0.00		
9	cholesterol charts	0.07	1	4	0.06	0.05	0.03	0.01		
10	cholesterol control	0.09	2	11	0.16	0.08	0.07	0.04		
11	cholesterol counts	0.06	1	4	0.05	0.04	0.01	0.01		
12	cholesterol diet	0.06	6	22	0.23	0.16	0.15	0.12		
13	cholesterol drugs	0.10	2	8	0.19	0.09	0.08	0.05		
14	cholesterol foods	0.06	2	8	0.10	0.05	0.04	0.02		
15	cholesterol free diets	0.07	1	7	0.06	0.05	0.02	0.01		

Notice that the #1 bid for "bad cholesterol" was \$0.20, while the #2 bid was \$0.09 -- quite a gap! Similarly, there is a "bid gap" between #3 and #4 of 4 cents. So, how much should we bid? (Minimum bid at Overture is now 5 cents.)

Well, let's check out the Overture search results page for a bit of help. While there, suppose we notice **competitors** (i.e., sites offering similar information) at the #2 and #3 spots -- if so, we bid \$0.10. If #2 and #3 are **not** offering similar material, but if #4 **is** a competitor, then we bid \$0.05.

SIDEBAR

As mentioned in the previous section, you can **visit the actual Overture page...**



... **by clicking** on the small button just to the left of each word in the **BID-FOR-KEYWORD** display.

Read the description on the Overture page -- that's what your targeted customer would see. If it does not seem to be a competitor, no need to outbid them. If you're not sure, **visit the actual site** by clicking on the link. If the top bid is only a cent or two, no need to spend a lot of time thinking about it -- simply bid a penny above.

Notice what happens (above) when we enter 0.10 into the Price I Should Bid column. Look in the... Buys # column. The **Manager** tool automatically tells me that I will own the **#2** spot for that bid. Whenever I enter a bid, **Manager** tells me what spot it buys me.

Two other points to note from above...

1) We bid \$0.05 for the #1 spot for "CHD" even though the previous high bid was \$0.02. That \$0.02 bid was placed before Overture announced their "nickel minimum" bid. But we had to bid \$0.05 if we wanted the #1 spot, since that is now Overture's minimum bid.

2) We bid \$0.00 for "cholesterol" -- this word was too rich for our blood (a good analogy, I thought, given the theme!).

SIDEBAR

Special note about when to bid zero... For those keywords that you do **not** want to bid upon, enter 0.00 -- this will tell the **Manager NOT** to submit a bid for this word. There are two reasons to enter 0.00...

1) The word is too expensive -- remember, a word that is too expensive at Overture may be cheaper at some or all of the less used engines.

2) The word is not targeted to your audience. If it's really off-target, what's it doing in the list? Consider deleting it.

And that brings us to a brief discussion on bidding strategy.



Important tip ➔ Here's the best **strategy...**

In general, bid a penny higher than the highest site **that seems to reach your target visitor**. If the descriptions for the first three sites are clearly aimed at someone who is **not** your target, why outbid them?

Stay a penny higher than your **competitors**, as long as that bid makes **financial sense**. You do **not** want to be below your competition... the click through drops off quickly as you go down the page.

Here's how to figure out what your highest bid should be, what makes "financial sense." Work through the same process, from a **profit-making** viewpoint...

Suppose you are paying 2 cents per click for a keyword. That means 1,000 clicks costs you \$20. Suppose you do a decent **PREselling** job and a total of 20% of your visitors click on at least one of the five in-context **text** links on your Keyword-Focused Content Page. That's at least 200 people visiting your merchants.

If your merchants average a 1.5% **Conversion Rate**, that's 3 sales. So, if the average commission is \$15, your \$20 has returned \$45.

Not a bad **ROI** (Return on Investment)!



SIDEBAR

Remember, too, that it's not always necessary to be profitable **immediately!**

Look for affiliate programs that offer **lifetime customer commissions** -- they are not easy to find. But if you find a good company with great products that offer real value, and that offer their affiliates lifetime customer commissions... you've found gold!

Take the above example... if those 3 customers earn you lifetime commissions, **you've gained 3 lifetime customers, ongoing income with no further expense!** I can't overemphasize how important a great lifetime program can be.

See these two articles by affiliate guru Allan Gardyne...

How I achieved 71 sales in 2 days - by doing nothing
<http://www.AssociatePrograms.com/search/newsletter121.shtml>

Did you receive this? Congratulations, another sale!

<http://www.AssociatePrograms.com/search/newsletter153.shtml>

Allan has also created a site about this...

LifetimeCustomers

<http://www.lifetimecustomers.com/>

SIDEBAR

If you are referring visitors to your own online store or sales site, do similar profitability calculations.

A special bidding strategy for Overture...

Overture does more than just provide its own search results at its highly popular engine. It supplies listings for **many major search portals** (such as AOL Search, Netscape Search, Lycos, AltaVista, etc.) and large meta Search Engines.

These search services tend to “cherry-pick” and present only the **top 2 or 3** search results from Overture. So... your very best strategy for **maximal distribution** across all of the Overture search partners would be to make a bid that puts you in the Top 2. Next best is in the Top 3.

But there’s a downside... the Top 2 or 3 are now tending to cost much more than spots #4-10. And the portals often label these results prominently as “Sponsored ads.” So, since it now appears more clearly as an ad, the Conversion Rates of people who click on these seem to be lower than the clicks that come from bids that bought the #4-10 spots.

My recommendation? Buy the Top 2 or 3 only if it makes **strong** financial/business sense. You’ll have to balance the extra per-click **cost** of being in the Top 2-10, and the lower Conversion Rate, against the financial benefit of the extra clicks.

You may even be willing to lose some money, on a per-**first**-sale basis, to gain precious **lifetime customers**. Otherwise, bid to get spots #4 to #10.

Of course, anywhere in the Top 40 puts you on Overture’s first page of results. But you’ll get far less traffic if you appear further down.

As always, your bids must make **financial sense**. **Figure out your ROI.**

SIDEBAR

On **DAY 10**, I’ll show you how to track more than just the clicks to your site. I’ll show you how to track whether those people are clicking on your links to your income-

generating sites. This allows you to keep, and build, the campaigns that are making you money. And drop the other ones.

11.1.8. Optional STEP... Keywords to Bid Upon

You have already entered “0.00” for all the keywords that you do **not** want to bid upon. So, as long as your other bids make **financial sense**, you’re safe.

What if a bid that makes financial sense results in a low spot? Don’t worry about it. If a bid puts you below #10, after all, it’s unlikely to be found, that’s all. So it won’t cost you very much. No need to remove it from your list, though.

Beyond this simple approach, however, there are other strategies that you can use to decide which words to bid upon...

OPTIONAL STEP Decide **which keywords** to bid upon. In other words, figure out which words to include in your **mass-bidding-submission**.

Remember... these keywords represent “search terms” that searchers use on the engines to find information. You want to be found for those keywords, right? (If not, delete the word from the list -- there’s no point in it being there).

There are a few good strategies. Pick the one that fits your own business situation best...

1) Bid on the any word that costs you less than a certain amount. Let’s say that you have decided that words that cost you less than \$0.06 (less than 6 cents) makes **financial sense** for you. Here’s how to find those words...

i) Click on the  button (two buttons to the left of the Magnet button).

ii) Enter “<0.07” into the data entry box under Price | Should Bid column -- the “<” means “less than,” so you you are literally asking Manager to find all keywords that you should bid under 7 cents. At least, you will as soon as you hit the the **ENTER key** on your numeric keypad (or control-ENTER on your alphabetic keypad). This finds bids of 1, 2, 3, 4, 5, or 6 cents.

SIDEBAR

For more help on how to use the  in some really smart ways, click on the  question mark that appears right under it.

2) On the other hand, maybe you want to bid only on words that get you into the Top 5 positions. In this case...

i) Click on the  button.

ii) Enter “<6” into the data entry box under Buy # column -- the “<” means “less than,” so you are literally asking **Manager** to find all bids that buy you the #5 spot or better (i.e., #4, #3, #2, or #1).

3) You can do a **FIND** by clicking on the  and entering your FIND criteria into any of the other data entry boxes -- experiment to find the best set of words to bid upon. Click on the  under the  for more info on how to tailor your FIND requests.

One final note...

After you do your FIND, you can sort the keywords in several ways...

- alphabetically
- by price you should bid
- by position the bid buys
- by the bids for #1 spot
- by the bids for #20 spot.

How? By clicking on the **corresponding blue-underlined column headings**.

So, let's say that you just did a FIND for keywords with bids under a dime. If you sort it in order of price, you can see the all the words that you just found in order of price, with the most expensive ones first -- or you could sort them according to what # spot you would get.

Whatever you like!...



... I aim to please!

You're almost set to submit your bids to Overture. Just one thing left to do. Click the **PAGE SUBMISSION INFO** button to go to the **PAGE SUBMISSION INFO** display of the **Manager**...

This is where you create income. How? By creating smart, attractive listings for the PPCs...

11.1.9. Create the Perfect Listing



Because you **pay** for each click, you want as **few OFF-target** visitors as possible. Maximize **ON-target** visitors for the **least** amount of money. After all, why pay for a click by someone who hits the **BACK** button as soon as she arrives? **I don't know about you, but...**



... I hate watching **my** money fly away!

Now...



... where were we? Oh yes... on our way towards the **PAGE SUBMISSION INFO** display...

PAGE SUBMISSION INFO ? [Navigation icons] [DOMAIN LIST] [MASTER KEYWORD LIST] [PAY-PER-CLICK LIST]
(temporary.com) baycol, # 1 of 2 keywords in this list

IMPORTANT: For best click-through, keyword should appear once in Title and in Description.

Keyword: baycol
File name of Web page: abc.html
URL: http://www.temporary.com/abc.html
Title: _____
Description: _____

# char's	Title	Desc
0		

Below is a list of Descriptions you have already created for other keywords in the "temporary.com" domain. If one of these descriptions fits for the listing that you're creating for "baycol," insert its text into the Description box above by clicking ON it.

First thing you notice?...

All the **other** displays show **lists** of **all** your keywords. But on **this** display, you only deal with **one** keyword at a time. So that means you need a little navigational help...

See the four arrows (2 pointing left, and 2 to the right)?...



These help you move through all the keywords that you want to bid upon. You'll create a listing for each one.

And second obvious feature... the Keyword and the URL boxes are grayed out. That means you can't enter anything into those boxes. The Keyword is, of course, the keyword for which you are creating the listing -- **Manager** enters it for you. And the URL will be determined once you enter the File name of the Web page. And that brings me to...

All set? Let's **create your listing**. You only have to enter **three** pieces of data for each keyword listing that you want to bid upon...



1) **File name of Web page** -- Enter the file name of the **Site Build It! Keyword-Focused Content Page** that you created for this keyword. Enter the **“.html part”** of that Web page's URL only -- do not enter the domain part. For example, enter **“fashionmodels.html”** and **not** **“www.fashion.com/fashionmodels.html.”**

No typos -- just copy-and-paste to be 100% accurate. The **Manager** will automatically create the actual full URL for that page in the URL box just below (grayed out), **“URL.”**

Your page content should be **closely** relevant to the keyword... the closer, the better. As always, presenting solid targeted information that meets the needs of searchers is best for **all** parties... engines, visitors, and **you!** So make sure you are sending people who click on your listing to **the most appropriate** page on your site.

For example... let's say you're bidding for **“fashion models.”** Ideally, you should make a Web page about fashion models using **SiteBuilder**. But if your page is about **fashion modeling**, that's close enough. Overture will probably approve that.

The **Manager** will automatically create the actual **full URL** for that page in the next box, **“URL.”** In this case, it might look like this...

File name of Web page	fashion-models.html
URL	http://www.fashionmodels.com/fashion-models.html

In the case of PPCs, **you** have an even greater vested interest. If your page does **not** deliver the goods that your **visitor seeks...**



... **your visitor delivers the BACK button.** Which leaves **you** a few pennies poorer.

Let's talk about your listing's **Title** and **Description** next...



Important tip ➔ **Write** your Title and Description so that **only** your target market clicks (since each click costs you). An Overture searcher who reads your Title and Description should clearly understand what she gets if she clicks. If your listing at Overture does **not** interest her, she'll give you a pass. Which is **exactly** what you want when it comes to Overture.

Remember these basic rules regarding your **Title** and **Description...**

- i) relate to the keywords that you are bidding
- ii) relevant to your site -- you definitely do not want to trick anyone to your site
- iii) compete effectively against listings before and after you -- beat your competitors and let your non-competitors get their clicks
- iv) shout "Click Me! Click Me!" But only the right customers hear the shout!

2) Title -- The title is the link-headline that people will see in the search results when they find you at Overture (just like for free Search Engines). They click upon this link to go to your site.

Remember this advice for titles for free SEs?...

Since people will read this in Search Engine listings, make it compelling -- write it to **get the click.**

Well, that's **not** true here. **Now** you want to get the **ON-target** click and **stop anyone else from clicking.**

Here's what to do...

Enter the title of the listing -- it does not have to be the title of your Web page. Make it attractive **and** clear. For example...

“Famous fashion models and their money”

Now... see the grayed out box under the Title box? You’ll see the **Manager** automatically “clean up” the title that you entered. So it now looks like this...

“Famous Fashion Models And Their Money”

Why?...

Because it is a **TITLE** -- some engines require that each word should be capitalized, so **Manager** does it for you. It will also tell you if you forget to include the keyword in the title. That’s very important.

3) Description -- Same idea... write it to attract targeted visitors, and **only** targeted visitors. The **Manager** also will warn you to include the keyword in your description if you forget.

Once you enter the Description, **Manager** adds it to a list of possible descriptions in the yellow-and-white box at the bottom. Read the instructions for how to use this to simply insert a Description into future listings, where appropriate.

Once you’re done, what do you have? A listing in the Overture Search Engine that you have written yourself. And talk about **total control**...

i) Each time someone searches for “fashion model,” your listing turns up in whatever position you bid for.

ii) The searcher sees your title, **and** your description, exactly the way you entered it -- Overture will not edit it.

iii) The listing goes to the URL you specify.

Bottom line?

If your listing meets the needs of your ON-targeted prospective visitor, she clicks on your title and visits the URL that you specified. You get only ON-target visitors.

An example...

Let’s say that you have bid five cents for “commercial lawyers.” You want to...

i) attract lawyers who want to sell their services through the Web.

ii) repel people who are looking for commercial lawyers. They're looking for a lawyer, not for ways to sell their legal services on the Web.

So your title (maximum of 40 characters) might be...

[Commercial Lawyer? Sell Your Services!](#)

And the Description could be...

[Are you a commercial lawyer? The Web is the perfect way to build your business. Special commercial niche? Clientele global in nature? Here's how to use the Net to expand your business.](#)

Of course, your **Site Build It!** site should have a "law theme." And the destination page should be about commercial law.



Create a listing like this for each keyword that you'll bid upon. It's a bit of work the first time around. But once you're done, you have a powerful tool at your disposal. It becomes a snap to create mass-bidding-submissions **for all eight** pay-per-clicks, since there's no need to create the descriptions after you've done it the first time -- you don't even have to copy-and-paste them anywhere.

Life's wonderful...



... cheap, targeted traffic!

Well, I **do** believe that we are ready for the final step...

11.1.10. Submit Your Bid

All set to show Overture your plan for world domination?

Great! Click on the **PAY-PER-CLICK LIST** button to return to...



I can't **OVER**emphasize that the key to success is to bid upon hundreds of keywords related to your site. Yes, hundreds. So the mass-submission templates are absolutely essential. Don't let them scare you... they're easy to do...

See the  -- that's the **Create File** button. **Click on it.** The  button creates a "Mass-Submission Tab-Separated Text File" for all the **keywords** that are listed.

Copy-and-paste that text file into Overture.com's template -- just follow the simple online instructions until you've e-mailed the whole kit-and-kaboodle to Overture.

11.1.11. Repeat for the Other PPCs

OK, all done for Overture! Now repeat for the other engines. It's far easier now because you've already created all your listings. All you have to do is **repeat the process for the other PPCs...**



- 1) Click to the **BID FOR KEYWORD LIST** for the next engine.
- 2) Click on the  button.
- 3) Set your bids for each keyword.
- 4) Click on 
- 5) Mail it in.

Fast, fast, fast. And cheap. **And** good! Who says you can't have it "fast, cheap and good"??

Yup, the **Manager** really does automate mass-submissions to **all** the major pay-per-clicks.

And that's it! The **Manager** removes all the time-sucking tedium from this powerful, cost-effective way of building motivated, targeted traffic.

You get all the cherries... and none of the pits!

11.1.12. Track and Repeat... No Sweat!

All done? Have you built a comprehensive PPC campaign? Terrific! Now to get an even **bigger** edge on the competition!

You know how much time and energy you save, right? Well, get ready to save **even more**, each time you **repeat** the mass-submission bidding procedure (**I recommend that you do it every 2-4 weeks**).

Why “even more”? Because all your “setup” is **behind** you...

- You do **not** have to set up accounts at the PPCs again.
- You do **not** have to build all your listings again.

Why repeat the procedure “every 2-4 weeks”? Naturally, the prices that people bid at the Pay-Per-Clicks change. Your competitors spend **days** tracking all this manually (**all** the words, for **all** the bids, at **all** the engines). **You** only need to spend a few **minutes!**

Here’s all you have to do...

- 1) Click on the  -- all the new Top 20 bidding data flows in, replacing the Price I previous bids. But the bids that **you** entered in the Should Bid column remain unchanged. **So...**
- 2) After you have pulled in all the new data, **look in the** Buys # **column**. The **Manager** tool automatically tells you **which position you now own for each keyword**. All you have to do is modify your bids, where necessary, to get the position you want (using the same strategies discussed earlier).
- 3) Click on  and mail your bids in to each PPC.

I must say...



... it does NOT get easier than that! And THAT keeps YOU ahead of your competition...



... without breaking a sweat.

SIDEBAR

As you’ll see in DAY 10, you’ll be able to use **Site Build It!’s** special server-side tools to create tracking links. These links enable you to track the effectiveness of each of your Pay-Per-Click programs.

11.1.13. SIDEBAR on Keyword Ranking Report

SIDEBAR

In DAY 7, I showed you how we included **two** Pay-Per-Click Search Engines in the **Keyword Ranking Report** (where we report on all the **free** engines)...

Submit-Spider-List, Keyword Searches and Keyword Ranking Reports										
Submit-Spider-List Report	Keyword Searches Report	Keyword Ranking Report								
Page Name	Keyword	Analyze/Edit		Ranking for Keyword at each SE						
				AV	Fa	FW	GG	Ov	HB	Ly
dynamic-pricing.html	dynamic_pricing	A	E	-	>30	>30	-	>30	-	>30
index.html	pricing	A	E	>30	>30	>30	-	>30	-	>30
pricing-strategies.html	pricing_strategies	A	E	-	-	>30	-	>30	-	-

Legends: AV=AltaVista; Fa=Fast; FW=FindWhat; GG=Google; Ov=Overture; HB=HotBot; Ly=Lycos

Why do we include two PPCs there? Because it **is** possible for your keywords to score **at or near the top** of a PPC's search results page, **without** bidding. In that case, these engines can be considered **"free."**

When and why would that happen?

Even today, some words, of a highly "niche" variety, are still **not** bid upon. In that case, if your page ranks at or near the top, **why** bid for it?

So we include **Overture.com** and **FindWhat.com** in the free engines' **Keyword Ranking Report**...

... as an **indicator to show you**...



... what you can still get for free at the PPCs.

Why choose **these** two engines among the PPCs? Two reasons...

1) The "underlying engine" -- Overture uses **Inktomi** and FindWhat uses **DirectHit** to deliver its free results. Why do they use other engines to provide "free results"?

Each would have zero credibility as a search engine if it delivered no results for keywords that have no bids, or only a few bids. A PPC simply **must** deliver search results "beyond the bids."

WorldSubmitter does submit to both **Inktomi** and **DirectHit**. And both of these engines power other Search Engines, too. So the **Keyword Ranking Report** gives you **even more** info about how well your “free efforts” are doing than you first realized!

2) Size -- Overture is, as stated, the **largest** PPC, by far. FindWhat gets **much less** traffic, so you would expect more words to be available for free (since they receive far fewer bids).

(Bay9 inserts “non-specific bids” at the top of **every** results page, no matter how rare the word -- so using Bay9 is not as useful, for this purpose.)

Net result?

Between Overture and FindWhat, the **Keyword Ranking Report** delivers a pretty good “**state of the free PPC**” report.

Four down, one to go!

The only **BIG** traffic-building technique left to do is **#3...**

11.2. Big Technique #3... List with The Major Directories



Submit to one or more paid directories (ex., Yahoo!, LookSmart).

(This is an ongoing task, **only** to be started once your site is more substantial, at **LEAST 10-20 HIGH-quality pages.**)

Directories are a different beast from Search Engines. They do **not** spider pages. **Humans** review and decide what gets in -- think of them as gigantic bookmark lists, organized into categories and sub-categories, and sub-sub-categories, etc.

If a directory was a nightclub, the editors would be bouncers. **If you don't add to the scene...**



... **you don't make the scene!** (OK, not all the editors are **that** mean!).

The most important piece of advice that I can give you?...

Except for the Open Directory Project, it costs cold, hard cash to submit to directories. But paying the fee does not guarantee that your site will be accepted.



Important tip ➔ So for the paid directories, **wait until you've built your site up to at least 15-20 pages.** Anything less is likely to be rejected for reasons of insufficient content.

Here are the directories, in order of importance...

YAHOO!

<http://www.yahoo.com/>

RECOMMENDATION: Probably worth the \$199. While you'll build far more traffic through the free and Pay-Per-Click engines, a Yahoo! listing will bring you some traffic. And it **will** help in your link popularity score. Just make sure your site's in top shape, with at least 20 good pages, before you submit.

<http://docs.yahoo.com/info/suggest/suggest.html>

dmoz open directory project

<http://www.dmoz.org/>

RECOMMENDATION: Definitely worth it -- hey, it's free! Again, the traffic will be decent, but less than what you drive through the free and paid engines. And the link **does** help with a link popularity score. Since it's free, and it delivers, it's the no-brainer of the three largest directories (Yahoo!, Open Directory, and LookSmart).

Again, your site must be in good shape. Since it's free, your risk is lower -- so consider submitting once you have 10 good pages up.

<http://dmoz.org/add.html>

looksmart

<http://www.looksmart.com/>

RECOMMENDATION: Unless there's some kind of emergency, take their lowest priced \$99 offering, which guarantees a review within 8 weeks. Probably worth it, for the same reasons as for Yahoo!.

<http://submit.looksmart.com/>



(formerly Snap.com)

<http://www.nbc.com/>

NBCi LiveDirectory section:

RECOMMENDATION: Won't bring much traffic. But do it to increase your link popularity. Submit to their LiveDirectory, which is free (just not enough value to use their \$199 service).

<http://www.nbc.com/LMOID/resource/0,566,-1109,00.html>



<http://www.askjeeves.com/>

RECOMMENDATION: Won't bring much traffic. But do it to increase your link popularity. Send an e-mail to url@ask.com telling them which question that your Web page answers.

What about other well-known directories?

Each of the following directories actually use another directory to supply results. That means that you are automatically listed in the following directories when you submit to the original one, as shown here...

i) AOL Search -- you are listed automatically in AOL's directory when you submit to Open Directory.

ii) **MSN Search** -- you are listed automatically in MSN's directory when you submit to LookSmart.

iii) **Netscape Search** -- you are listed automatically in Netscape's directory when you submit to Open Directory.

So... there is no need to submit to the directories of AOL, MSN or Netscape.



[Learn more about directories.](#)

[Login to 5P Club.](#) Click on “**Directories HQ**” at **Site Central**. Like all the other HQs, it has complete, up-to-date data, including how-to and strategic information for how to maximize your returns from the directories.



11.3. Paid Search Engine Programs

Since Overture established paid listings as a successful business model for engines, the major “free” engines have sought ways to generate income from their search services. This is clearly a burgeoning field that will only continue to grow, for two reasons...

- 1) The advertising bubble has been burst forever -- banner ads don't work
- 2) Search Engines provide real value -- it's logical to charge for it. More than that, the SEs' only other choice is to go bankrupt.

The **Paid SE HQ** provides up-to-date info, **and** recommendations, on pay-for-inclusion (and other paid) programs of the major “free” engines (i.e., AltaVista, Google, HotBot, etc.). No need **for you** to keep up to date. We do that for you. All condensed down into the info you **need** to know... and to act upon.

SIDEBAR

This HQ specifically excludes the paid programs of **directories** and the **Pay-Per-Click** SEs (which have their own HQs).

A good example would be Inktomi's program. Inktomi is the "behind the scenes" engine which powers several Search Engines -- it was the first to offer a "**Pay For Listing/Placement**" program.

Their free submit service remains available -- do it through HotBot (as outlined above).

Now, though, you may pay to be included in Inktomi's listings in greater depth and with greater freshness (i.e., the spider visits you more often). But it does not guarantee that your pages will be ranked well -- pages are still subject to ranking algorithms.

Bottom line for all "**Paid SE**" services... not-ready-for-prime-time.

But it's just a matter of time until they find a model that makes sense. The key will be for them to provide a service that allows us to **beat the wait** ([see Good Things Come to Those Who Wait](#)), at a reasonable price.



Learn more about paid programs.

[Login to 5P Club](#). Click on "**Paid SE HQ**" at **Site Central**. Review the material.

11.4. Winning Take-Home Lessons



So... what are the important takeaways here...

- 1) **Pay-Per-Click** is the best value-for-money "paid option." This yields measurable results. Kill programs with poor results -- more on this in DAY 10.
- 2) **Submit to Open Directory, LiveDirectory, and at least one paid directory**, as much for the link-building factor as for the traffic itself.
- 3) **Watch Paid SE HQ** -- this will evolve.

And never lose sight of this...

If your site is blatantly set up to deliver traffic to **one** affiliate merchant (or **only** to your sales site or online store), it is unlikely to be accepted by the best services outlined here, **paid** or **not**. For example, the directories are unlikely to want to include what is basically one, big ad. And Overture is very conscious about the quality of what it delivers.

This is yet another great reason to focus upon developing a Theme-Based Content Site that diversifies its links to a variety of merchants, in a tasteful, discrete manner by using in-context **text** links.

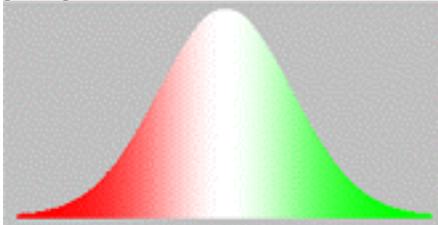


11.5. Goal Wrapup

Time to wrap up DAY 9...

The best thing about the Pay-Per-Clicks is that they are guaranteed, targeted and cheap traffic.

Yes, the free engines **are** a better bargain **if** you can figure them out -- **some people will do better at it than others...**



... **it's the Bell Curve in action.** Naturally, you've been a great student and you'll compete against a lot of people who don't own **Site Build It!**. So you have a great chance to find yourself in the **green part** of that Bell Curve!

But with Pay-Per-Click SEs, there's no Bell Curve. You do the research (a snap). You bid (just as easy). You mass-submit (click-click).

Same goes for the directories -- no Bell Curve. If you build a good site that delivers **high-value** content, you'll get into the directories. After all, that's exactly what they're looking for... good sites that offer excellent content.

Ahhhh...



... **guaranteed**, cheap traffic. Every marketer's nirvana!

OK, let's make sure you've completed your assignment, then we're ready to zoom to the 10th (and final!) DAY...

Goal-of-the-DAY

Open an account at each of the 8 Pay-Per-Click engines. Create a mass-submission bidding campaign at Overture. Understand how to use directories.

If you have reached your goal, review your Ongoing Goal below.

If not, please stay with this DAY until you reach it.

Ongoing Goal

Build your site up to 15-20 pages. Then...



Submit to one or more paid directories (ex., Yahoo!, LookSmart).

Broaden your bidding until you have placed bids for **100 keywords at the 8 biggest Pay-Per-Clicks.** Monitor results and cut the engines that don't deliver.

Consider **Pay for Listing/Placement** programs as they evolve.

Yippee!



... You're on the home stretch, the tenth and final day...

12. Know Your Visitors **DAY 10**



Knowledge is power...
Power to boost income.

Goal-of-the-DAY

Familiarize yourself with the **Traffic Stats Report**, what it delivers and what it means to you. Understand the **Click Through** and the **Click IN** information that **Click Data** delivers, and how it helps you **increase your income** and **maximize returns on your expenses**.

With this goal in mind...

12.1. What Comes IN, Must Go OUT... Understanding BOTH

You have traffic coming **into** your site (from **all** your traffic-building efforts and promotional campaigns such as the PPC SEs). And you have traffic going **out** of your site (links to your income-generating sites -- merchant-partners, your own store, or your own sales site).

It costs you EXPENSES (in both time and money) to generate your **INCOMING** traffic. Your **OUTGOING** traffic generates INCOME for you. As explained way back on DAY 1, **INCOME minus EXPENSES equals PROFITS...**



... duh!

That means that you must be able to monitor incoming and outgoing traffic. But if we just stopped there, your site would be a **black box**. A “black box” is a concept used in physics...

You can measure what goes into the black box, and you can measure what comes out of the black box... but you don't know what the heck is happening inside of that black box. In other words, you don't know **why** things happen.

For your long-term success, you **need** to know **why** things happen. Because if you know more about the nature of your **incoming** and **outgoing** traffic, you can maximize your income, and your returns for every dollar and minute of expense.

And what **do** you need to know?...

- 1) Traffic
- 2) Links in
- 3) Links out



Let's start peeking inside your "black box" by studying your traffic...

12.2. Traffic Stats

Traffic, of course...



... **is your lifeblood**. You need the means to do some **blood tests** to determine your site's health.

Unfortunately, all the traffic analysis packages out there are written by techies... for techies. They give you so much **data...** just because they **can!** But all **you** need to know is... **WHAT you NEED to know!** You need **information**, not reams of useless **data**.



Important tip ➔ The key to traffic analysis is to **simplify**. Forget the 150 different ways that traffic-analyzing software slices and dices hits, visits, pages, page views, and visitors. You simply don't need to know how many left-handed blond Norwegians visit your site between 3-4 A.M. on Sundays.

So let's prune away all the useless **data**, and just keep the "need to know" **information...**

First, the big picture...

Let's define traffic-reporting "**terms**"...

- **Visits** -- the number of visits to your site
- **Visitors** -- the number of different people who visit your site (ex., a visitor could account for 10 visits)
- **Page Views** -- the number of pages viewed by all the visitors during all the visits. A single visitor might view only one page... or twenty.

What about **hits**?

Forget hits. A hit is simply a line in your site's log file. If a page has 3 graphics on it, that's 4 hits (1 for the HTML page itself, plus 3 for the graphics). But if that same page has 100 graphics on it, that's 101 hits!

So why does everyone quote hits, then? Two reasons...

- they don't understand the term

OR...

- they understand it and use hits because **it sounds bigger!**

In any event, "hits" is a useless thing to measure.

12.2.1. The Traffic Stats Reports



By comparing your monthly "big picture" data, you should be able to see steady growth in your site's overall traffic. Ongoing traffic-building is a good idea even if traffic is building nicely -- you can never have too much!



Check out your Traffic Stats.

[Login to 5P Club.](#) Go to **TrafficCenter** in **Site Central** and click on **Traffic Stats**, like this...

Site Build It! TrafficCenter

[SBI! Manager](#)
[Search Engine HQ](#)
[Paid SE HQ](#)
[Pay-Per-Click HQ](#)
[Directory HQ](#)
[Traffic Stats](#)

Click Data
 Choose either...
 Click Through Data or Click IN Data

Start Date: Day [dropdown], Month [dropdown], Year [dropdown]
 End Date: Day [dropdown], Month [dropdown], Year [dropdown]

Show Me Data

From there, follow the links and online help.



You'll get the monthly **big picture** data in the **Summary by Month** report...

Summary by Month						
Month	Daily Avg			Monthly Totals		
	Visits	Visitors	Pages	Visits	Visitors	Pages
Apr 2001	182	171	253	3637	3313	5165

By comparing your monthly “big picture” data, you should be able to see steady growth in your site’s overall traffic. If not, the “patient” needs a good dose of traffic-building medicine (luckily, that medicine is nearby... just above, actually!).

Ongoing traffic-building is a good idea even if traffic is building nicely -- you can never have too much!

Now that you have the big picture, it’s time to delve inside. If you click on the monthly links ([Apr 2001](#) in the above example), you will get the following helpful information...

- **Daily statistics** -- visits, visitors and page views on a day-by-day basis, in both absolute terms and as a percentage of the total (ex., percent of total visitors). If you do a special traffic promotion on a certain day (ex., run an ad in an e-zine), this is an easy way to gauge the response.
- **Most popular pages** (ex., **Top 20 of 20 Total Pages**) -- delivers page view stats on a per-page basis, with the page generating the most page views reported first (ex., **Top 20 of 20 Total Pages**). By understanding which pages are most popular, you understand better the needs of your visitors. Correlate this with your link-tracking data (more on this below) to make sure that your **most popular pages...**



... **get the click** to your income-generating programs. Also, use this data to get a better feel for what your market wants... and, just as important, what it does **not** want.

- **Most popular entry pages** (ex., **Top 20 of 20 Total Entry Pages**) -- tells you which pages are the most popular “**entry**” pages. A page counts as an **entry** page when it **starts** a visit. Correlate this with how people find you (referrers and keywords, discussed just below), and you have a wealth of insight into how your site is being discovered, and what people **want**. Use these conclusions to give you ideas for other related, profitable areas for content development.

- **Most frequent exit pages** (ex., **Top 15 of 15 Total Exit Pages**) -- shows the pages from which people **leave** your site. Some people look upon high numbers for a given page as “bad.” But you have to correlate this with other data... If a “high entry” page is also a “high exit” page, that’s not really a surprise. If a “high exit” page is also generating tons of links **out** to your income-generating programs for you, that’s not so bad either, is it?

- **Referrer URLs** (ex., **Top 41 of 41 Total Referrers**) -- this tells you where your traffic is coming from... Search Engines, other Web sites from link exchanges, and so forth. Extremely useful info!

- **Keyword search** (ex., **Top 21 of 21 Total Keywords**) -- identifies which keywords people are entering into engines to find your site. Super-valuable.

Taken together, **referrer page and keyword search data** tell you where and how your visitors find you, which **gives you a base...**



.... **to build even more traffic-building ideas!**

Traffic analysis is the **base**. It tells you what you need to know about quantities of visits, visitors, and page views. It shows you where they come from (if via the Web) and what words they used to find you at the Search Engines.

But you need more...

12.3. Click Data Analysis



Important tip ➔ Now that you understand traffic flow, you need to be able to see exactly what's working in the two bottom-line areas that matter most...

- **how you SPEND your traffic-building time and money** -- what's working, and what's not. Spend only on the techniques that bear fruit.

and...

- **how you MAKE your money** -- gear your content more and more towards what **gets the click**. Because that's what builds your **income**.

So **how** do we get this information? Through **two** forms of analysis that are specialized for your Theme-Based Content Site...

- **Click IN Analysis**

and...

- **Click Through Analysis**



Before we go further, let's talk about **two different kinds of links**...

- **OFF-SITE** links that bring traffic **IN** to you.

and...

- **ON-SITE** links that send traffic **OUT**

OFF-SITE links do **not** appear on your Web site. People will **not** actually click upon these links while they are **ON** your site. Rather, your potential visitors see these links **OFF** of your site... in e-zine ads, or offline print ads, in flyers that you distribute at trade or hobby conventions, or in your sig file (at the end of your e-mail). And they'll click on these links to come **INTO** your site.

In short... **OFF-site** links build **traffic**.

Since you spend time and/or money on these traffic-building activities, you need a way to measure this, to track **what off-site promotions are working**, and which ones are not. Once you know which of your EXPENSE-generating activities work and which ones don't... you know **where to spend** your promotional time and money! And **where to stop!** You build upon your successes and fix your weaknesses.

Let's contrast that with ON-SITE links...

ON-SITE links appear on your site, and send visitors OUT of that page. These links all go to income-generating sites (merchant-partners via affiliate programs, your own online store, or your own sales site for products that you have developed).

In short... ON-site links generate **INCOME**.

So...



... how do we track these two kinds of links?...

It all boils down to this. We track how to best SPEND our traffic-building time and money via **Click IN Analysis**. We track what's generating INCOME by **Click Through Analysis**.

Let's talk about Click IN Analysis first...

12.3.1. Click IN Analysis

In order to do **Click IN Analysis**, create special tracking links. [Earlier, we talked about how to use the Tracker Library to set up special tracking links.](#)

Create these links specifically to track the success of your **off-site** promotional campaigns. Place a different link in each of your promotional campaigns, so that it's easy to track.

When the user clicks on your special tracking link, she first goes to a computer program that **records** the click, and where it came from. Then the program sends the visitor to the page in your site that you had specified.

Remember... Click INs occur when people click on an OFF-SITE link and come into your Theme-Based Content Site. You can track a Click IN if that OFF-site link is a special tracking link. **Click IN Analysis yields the following...**

- total Click INs coming in for **all** your special links, and also the number of Click INs for **each** special tracking link that you create
- “first-time vs. repeat” click INs, for **all** click INs, and also on a link-by-link basis. In other words, has the person who is clicking on a link clicked on it before?

What does it mean to know this? You **now** have a way of measuring the exact traffic-building success of every off-site promotional campaign, whether you’re...

- bidding for keywords on Pay-Per-Click engines
- buying ads in e-zines
- posting an ad on the bulletin board of your local grocery store
- no matter how you promote!



Important tips ➡ Here are some of the uses and advantages of **Click IN Analysis...**

1) The Untraceable Link -- Some links have no Referring URL, so it’s impossible to know where they came from through regular **Traffic Stats** analysis. But geez, you **do** need to know this data. For example...

i) links from a free e-book that you are using as a promotional tool.

ii) links from e-mail of any kind... sig files, links in mailing lists, autoresponder campaigns, links in the e-zine that you publish, ads that you buy in e-zines.

iii) links from non-Web based newsgroups (ex., anything you read with your newsreader -- but if you read newsgroups via deja.com and your browser, this does not apply since the **Traffic Stats** section will report on any visitor that arrives via a Web site -- you could, of course, still use a tracking link for this if you want to).

iv) links that are simply typed in, often due to offline exposure (especially targeted print media). Tracking links are great for any kind of offline promotion.

By creating a special tracking link for each of these “untraceable links,” you’ll **know** what has been previously impossible to know.

2) TESTING e-zine ads -- set a different tracking URL for each ad that you write. That way you can measure which ad generates a better response. Here’s how...

Run Ad #1 in E-zine #1 and Ad #2 in E-zine #2, then switch a month later. Which ad got more responses overall? Stick with what's profitable. Drop the rest.

E-zine advertising becomes very cost-effective when you can drop the dogs and increase your budget for the winners. I cannot OVERemphasize how useful this can be.

3) Test Web-based advertising -- Use your special tracking links to track the performance of banners, Pay-Per-Click Search Engines (not all permit redirects, though), even posts to forums and discussion groups.

So far, we've talked about tracking the various possible **origins** of the tracking links (i.e., the **OFF-site places** where potential visitors **see** and click on your tracking link... e-zines, Pay-Per-Clicks, etc.). And we've assumed that the ultimate **destination** of those links is to your Theme-Based Content Site. But you have **several** options for the ultimate destination of your off-site tracking links...

i) Your Theme-Based Content Site -- Let's say that you have a terrific page about a special kind of flower. That page has several in-context **text** links... links to books, growers, ClubMom, etc, etc. You take an e-zine ad. Where should the ultimate **destination** (of the link in that ad) be?

Easy... to your **Keyword-Focused Content Page!** Since you have worked so many in-context **text** links into your **OVER**delivering copy, you have a whole bunch of chances that a sale occurs on at least one of your merchant-partners' sites.

ii) Straight to a merchant-partner -- On the other hand, suppose you write a wonderful article about this special flower as content for a prominent e-zine published by a third party. Your "payment" is that you can include your URLs. Where should these links point?

Easy... work your special tracker links into the content of the article, and point the destination straight to your merchant-partners. One link for each merchant. Since anyone who clicks passes through the tracking script first, you'll see exactly how many people clicked on each link! No point in directing them to the same info on your site, right?

iii) A free trial download -- Even a download URL can be the **destination**. Offering a free e-book on that special kind of flower? Take an ad in an e-zine, offering the link straight to the download. Naturally, the e-book will have links to your various merchant-partners, and to your Theme-Based Content Site. Every one of those in-book links should be special tracking links, too! This can be a powerful income-generating concept, especially if you track what works!

SIDEBAR

When **Site Build It!** offers eGoods e-commerce, you'll be able to set up free downloads. For now, though, use your ISPs' free space to offer free trial downloads. How?

Most providers of Internet access (dial-up, cable, etc.) offer some free disk space to upload files. If yours does, upload your trial download, and set that URL up as a link in your **Link Library**.

iv) Your online store -- same idea. If you have an online store that needs traffic, and if the situation dictates that you're better off by sending visitors "directly" to your store (after passing through the tracking script, of course), then do that. Same goes if you have a site that sells single products or your services. If an ad costs you \$100, and if your Click IN Analysis shows that it generated 500 visitors, and if you know that 2% of your visitors buy... it's easy to figure out whether your ad is profitable!

Bottom line?...

Click IN Analysis is vital for anyone **building income through content**. No matter where these visitors originate from, and no matter where you send them to, **Click IN Analysis** reports how well each promotional effort is working.



Explore Click IN Analysis.

Here's how to get your **Click IN Analysis...**

In the **Click Data** part of the **TrafficCenter**, select the date range (from the Day - Month - Year drop-down menus) for which you want click data, like this...

Then...



The **Click IN Analysis** will, indeed, show you the data! Just click on the  question marks for clear help.. and strategies for how to interpret and use...

- First-time vs. Repeat Click IN Totals
- Breakdown by link

From there, follow the links and the online help.



Now let's look at the "better half" of Click Data Analysis, the part that makes us money. Which brings us to **Click Through Analysis...**

12.3.2. Click Through Analysis

Click Throughs occur when people click on a link **on** your Theme-Based Content Site and leave it (they don't actually leave since you pop open a new window for them!). We should actually call them "click **outs**" -- but since the industry uses the term "click through," we're stuck with that!

Remember...

Click throughs **earn** you income. Why? Well, it all depends where those click-throughs are going...

- **affiliate programs** -- a percentage of those turn into sales or leads (or whatever action your merchant-partner pays for)

- **your own online store** -- a percentage will buy, yielding you a profit
- **your “sales site”** that sells an e-book or software that you developed, or even your services.

So the idea, of course, is to maximize click throughs. To do that, create high-value content that **OVER**delivers what your visitors were looking for. Blend “in-context” **text** links into your copy to get the click through.

Once you’ve done that, of course, you need a way to know what’s “getting the click”... and what’s not! And that’s where **Click Through Analysis** comes into play.

Click Through Analysis is even easier to do than **Click IN...** no need to set up any special tracking links since they are all on your **Site Build It!** site.



Important tip ➔ **Click Through Analysis** yields the following...

- total click throughs for **all** your **ON-site** links, as well as number of click throughs for **each ON-site** link (i.e., on a link-by-link basis)
- “first-time vs. repeat” click throughs, for the total of all click throughs on **all** your **on-site** links, and also on a link-by-link basis. In other words, has the person who is clicking on a link clicked on it before?
- and, of course, the click throughs divided by the page views, which gives you your “Click Through Rate” for all your links as a group, and also on a link-by-link basis.

It also gives you...

1) Link-by-link data, broken down for every page that each link appears upon (in other words, if **LINK A** appears on Pages 1, 2, and 3, it shows you how **LINK A** performed on **each** of those pages)

2) Page-by-page data, broken down with the performance of every link on each page (in other words, if Page 1 contains LINKS A, B, and C, it shows you how each of those links performed on that page).

3) Gives you all this data for any time span that you request!

Bottom Line?

With **Click Through Analysis**, you have an exact success rate of every single **on-site** link. And THAT, my accomplished protégé, measures INCOME... YOUR money.

You know exactly what people are clicking upon... and what they are not. From there... it's just a question of building upon your successes and fixing your weaknesses... which maximizes your INCOME.



Explore Click Through Analysis.

Here's how to get your **Click Through Analysis**...

In the **Click Data** part of the **TrafficCenter**, select the date range (from the Day - Month - Year drop-down menus) for which you want click data, and click the **Show Me Data** button, like this...

From there, follow the links and the online help.



The **Click Through Analysis** will, indeed, show you the data! Just click on the  question marks for clear help... and strategies for how to interpret and use...

- Total, First-Time, Repeat Click Through Totals
- Breakdown by Page -- Click upon each page for the detailed link-by-link breakdown of that page. You'll know exactly how every link on each page is performing. Like I said, build upon success, and drop the failures.

- Breakdown by Link -- Click upon each link for the detailed page-by-page breakdown of that link. Different ways of looking at the same data provide you with clear insights on how to get better and better.

Power-User Tip...

Want perfect tracking of how effective your e-zine ad is? Combine **Click IN Analysis** and **Click Through Analysis!** Do this...

- 1) Place ad in an e-zine, or bid on keywords from a Pay-Per-Click Search Engine. Use Tracker Links, if possible, to send prospective visitors to a special, dedicated page on your site. About that page...
- 2) Set up a page on your site that is **only** for this promotion (i.e., do not link to it from any other page on your site, and do not use it for any other promotion) -- the only links into this page are from your promotion. It can be a simple duplicate of one of your site's pre-existing pages. But remember... it should **not** receive links from anywhere else, including from your own site.
- 3) On that page, create **new tracker links** to your affiliate programs (or other income-earning sites), links that are **just for this purpose**. You should **not** use these tracker links anywhere else.
- 4) Use your page by page, daily Traffic Stats, Click IN Analysis and Click Through Analysis to totally track the effectiveness of your ad... from the click into your site right through to the click out of it. Total control -- you'll see exactly how many of those folks coming IN actually go to your income-generating programs (or your sales site, online store, etc.), and which ones.

You'll know exactly that...

"This e-zine ad on this day (or this Pay-Per-Click listing) brought in this many visitors of which this many clicked on to this and that merchant."

Since you know the **Conversion Rate** for each of your merchant-partners (or your sales site/store), you know whether it makes sense to keep advertising, or to find more targeted e-zines (or more targeted keywords on the Pay-Per-Clicks).

This technique works for e-zine ads, opt-in mailings, article submissions that direct readers to your Theme-Based Content Site. And it can be very helpful to test the cost-effectiveness of the Pay-Per-Click Search Engines.

As I said, though, this requires a fair degree of savviness and some work. Definitely for power users only.

And, if it's more appropriate to send readers **directly** to your merchants (**instead** of a page **on your site**), then this extra stop would not be a good idea.

Still, a power tip to keep in mind.

12.4. Goal Wrapup

Bottom line for DAY 10?...

Know your visitors -- they are the heart of your business -- by following traffic stats. Beyond that, tracking links **IN** and **THROUGH** is the key to maximizing **INCOME** while getting the most return from all your traffic-building **EXPENSES**.

Have you achieved your Goal-of-the-DAY? Remember?...

Goal-of-the-DAY

Familiarize yourself with the **Traffic Stats Report**, what it delivers and what it means to you. Understand the **Click Through** and the **Click IN** information that **Click Data** delivers, and how it helps you **increase your income** and **maximize returns on your expenses**.

If you have reached your goal, read your Ongoing Goal below.

If not, please stay with this DAY until you reach it.

Ongoing Goal

Review **Traffic Stats**, and both **Click IN Analysis** and **Click Through Analysis** regularly. Watch for trends. Build on your successes, and either drop or improve what does not work.

Create one off-site promotion with 2-3 special tracking links per week (or whatever fits for you).

Well...



... I've whipped you.



... I've worked you.



... I've had ideas with you. You took it all and kept on coming back for more. And now..



... it's time to celebrate with you.... because you're **done!**

Congratulations! That's it. 10 DAYS finished! You're ready! You're **more** than ready. By now, you have erected the core of your site. It's starting to build traffic. And you know what to do from here...

More of the same!

And, of course, go after your Ongoing Goals, in a regular, ongoing fashion!



No, you still can't borrow the whip!



13. Keep On Keepin' On...

Well, that's it. You now know enough to...

- look deep within yourself and find your passion/knowledge
- create a site based upon that knowledge, full of **HIGH-PROFITABILITY** topics
- find affiliate programs that fit with what **you** know and love
- write content that **PREsells** and gets excellent **CRs**
- write content that **also** acts like honey to the "Search Engine Bears."
- build traffic through a variety of strong techniques.

You stand at the start of a trend that will grow geometrically over the next three years... "**building income through content.**" The affiliate model of product distribution is set to explode.

Now it's in your hands. Ultimately it all comes down to what one of my favorite entrepreneurs once said...

"How to succeed? Try hard enough."

-- Malcolm Forbes (1919-1990)

There's nothing else. Go get 'em.



Send me a post card every now and then.

14. Frequently Asked Questions

This **FAQ** answers the most frequently asked questions that we receive.

[Q.1 I assume that there are no restrictions with adding links to my other sites or to other affiliate programs?](#)

[Q.2. Do all of the sites have about the same layout?](#)

[Q.3 What is a catchall e-mail address?](#)

[Q.4 How many pages are allowed?](#)

[Q.5 Can I use my own log file analyzer to track my Web activity?](#)

[Q.6 What will the renewal cost be at the end of my full year?](#)

[Q.7 Will my visitors be able to order and download my digital product?](#)

Q. 1 I assume that there are no restrictions with adding links to my other sites or to other affiliate programs?

Correct. Link to the URL of **any** Web site on the Net (except for hate, pornography, or other such objectionable sites).

Q. 2 Do all of the sites have about the same layout?

Right now, you have a choice of different styles and colors. This range will increase, as will the creativity of the LogoCreator. In the near future, **two** customizable templates will also be available.

Q. 3 What is a catchall e-mail address?

It is called "catchall" because **it literally...**



... “**catches all**”! Let’s say that your domain is TVfishing.com (first thing that came into my head!). Your e-mail address ends in... @TVfishing.com. Here’s what a catchall does...

No matter what word **precedes** that ending part in your e-mail address, it will get to you! Yes, no matter what people enter...

cod@TVfishing.com... or...

halibut@TVfishing.com... or...

sales@TVfishing.com... or...

anything-at-all@TVfishing.com

They all get to you. It’s like having **thousands** of e-mail addresses. Depending upon your e-mail software, you can even set filters to file all incoming e-mail according to how they were addressed!

And for outgoing e-mail, you can even make it look like you are sending e-mail from several different accounts...

With Outlook and some other packages, you can simply set up several e-mail addresses on a single e-mail account. For others, you may to have to create several accounts if you want to appear to be sending from different addresses -- not a problem, just a bit more of a bother.

It will come in extra-handy when we add a newsletter subscription capability. But even now, it’s nice to have an e-mail address that is **yours**, and that has so much flexibility.

Q. 4 How many pages are allowed?

No limit. Make sure each page covers a topic that relates to the theme of your site, your **Site Concept**. Also, after about 100, and especially after 200 pages, you’ll have trouble getting the spiders to index all your pages.

Q. 5 Can I use my own log file analyzer to track my Web activity?

You know...



... I've been thinking and thinking on this. But I can't think of a truly useful stat that we don't provide. But if you can, please let us know at sbi-support@sitesell.com. We'll add it.

Q. 6 What will the renewal cost be at the end of my full year?

The renewal costs have not been determined...



... but knowing SiteSell, they will be very affordable. Likely the lesser of whatever the dynamic price happens to be when you renew, or what you paid at the time of purchase.

Q. 7 Will my visitors be able to order and download my digital product?

This will be possible in the near future. You can upgrade to include order processing and delivery for digital goods, exactly the way that SiteSell.com does now. All at no extra charge, except for a small % fee on each transaction -- that way we only succeed if you succeed!

This, and other ground-breaking extensions, will be announced in upcoming issues of **SBI! Xpress**.

15. E-commerce Primer for Newbies (Not Dummies)

Fairly new to the Net? Does that term “e-commerce” leave you feeling left out? Do you want to know all about...

“This Internet thing”

and...

“Can my business get on it?”

or...

“How can I make a business on it?”

Relax...



... We'll whip the Net down to byte-sized chunks...

15.1. Byte 1 -- The Internet is Just a Network

Think of all your friends and associates. You talk to some people, who talk to others and so forth and so forth. **All together, you form a network.**

Guess what? The Internet is exactly the same, **except the “friends” are computers...**



... and they are all over the world.

See each of those computers in the illustration above? Well, those are not **your** computers. They are **servers**.

Uh-oh, what's a **server**? A server is more powerful computer that forms part of the actual “net” of the Internet. **Think of a server as...**



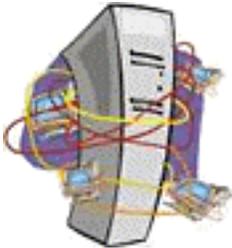
... the place where the “strings” of the Internet meet. And think of the strings as those high-speed lines that transmit all the data of the Internet. Yes...

I know I’m oversimplifying a bit. **But do you want it simple...**



... or do you want my techies to e-mail you **their** explanation?

OK, so where was I? Oh yes, servers! **See this big computer...**



... with all the little ones connecting to it? The big one is a **server**. One of the little ones is **yours!**

No matter how you “get on” on the Internet (or Net), you go...

- 1) through a “line”** (whether it’s a phone line, cable, even satellite!)
- 2) to a server**, which is connected to rest of the Net through all those “strings”
- 3) and then you’re ready** to do, well, whatever you **want** to do!

And what **do** you want to do? Well, the two most common uses of the Net are **getting/sending e-mail** and **surfing the World Wide Web...**

15.2. Byte 2 -- Get and Send E-mail

What happens when you send an e-mail to your friend, Betty, whose address is **betty@wherever.com**?

Well, that domain, wherever.com, is an address that is registered as being at a certain place on a certain server. When you send an e-mail **to betty@wherever.com...**



Net...

... it goes to the server that Betty uses to access the



server.

... and into the betty “e-box” of wherever.com, on that

Your e-mail sits there until Betty chooses to get her e-mail. Betty, of course, has entered her address into her e-mail software so that her software knows where to go to get her mail. She has also entered her unique username and password so that **only she** can get her mail.

The same thing happens when someone sends **you** e-mail.

By the way, **wherever.com** could be the domain name of your **Internet Service Provider (ISP)**. An **ISP** is a company that provides your “on-ramp” to the Internet (via dialup, cable, DSL, etc.), so you can get and send e-mail, and surf the Web. In this case, your e-mail sits on their server.

Or **wherever.com** could be **your own** domain name that you have registered. In this case, your e-mail sits on the server of the company that hosts your domain name. The company that hosts your domain name will also host your Web site -- so it's called a **Web host**.

These two kinds of services, **ISP** and **Web host**, might be provided by the same company. Or not. It does not matter, because the two functions are independent of each other. Many people get this confused, so let's restate this...

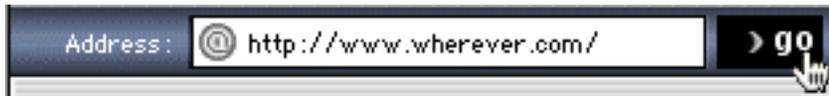
- Think of an ISP as an **on-ramp** to the Net. **An ISP** provides **access** to the Net so you can surf the Web and get/send e-mail (through an address that ends in “@**TheirDomain.com**”).
- Think of a Web host as a **commercial realtor** who rents you space for your e-business. **A Web host** rents space on its server...
 - for **your** Web site (so that folks can see it as they surf the Net)
 - to get e-mail at “@**YourDomain.com**”

15.3. Byte 3 -- Explore the World Wide Web

The **World Wide Web** is **not** the Internet. Like e-mail, it is just **another way to use** the worldwide network of servers that make up the Internet.

Basically, a **Web site** is a collection of **HTML documents, graphics, and programming** that sits on the server of a Web host. Each Web site has a domain name (ex., abc.com or xyz.net). That domain name is the **address of that site** on that server.

So when you enter **http://www.wherever.com...**



... into your browser's address bar and click **go**, your browser "goes" to the corresponding HTML document on that server and **reads** the document, then shows it to you.

The backbone of any Web site is the HTML document. This is a text document that uses a very simple language to tell your browser software what the Web page should look like... how to lay out the text, graphics etc. It can also contain javascript, receive cgi programming, etc., that delivers special functioning to the browser software.

And presto... after your browser interprets all that stuff on the HTML document, you see a **wonderful,informative Web page...**



... if they're using Site Build It!, that is!

So a Web site is really nothing more than its collection of HTML documents, graphics, and programming. Of course, it would be tedious for you to enter each address of each page over and over again. And that's where the hyperlink comes in!

All **you** have to do is **click on a link**, which sends your browser **to the address of that link**. Your browser reads the **HTML** of that page, and you see **another** Web page. This simple concept makes it as easy to click from one page of a site to the next one **on the same site...**



... or to a page on a different Web site that sits on a server on the other side of the world! Click... click... click...



... you're surfing!

How do you find Web pages about certain subjects? **Ahhh...**



... a topic dear to my heart!

15.4. Byte 4 -- Seek and Ye Shall Find!

The Internet is often called "The Information Highway." But once you find a site that delivers what you want, there are so many links that take you down so many side roads, it would be more appropriate to call it "The Information Byway."

It's amazing how you link from one site to the next, to the next, **until finally you find yourself asking...**



... "How the heck did I get here?"

But, before you get lost, you have to **start** somewhere. And **that** begs the question...

"How do I find a site that delivers the information that I want?"

And **that** is where **Search Engines** and **directories** come into the picture. Search Engines and directories are **the most common resources that surfers use to find sites**. They are themselves Web sites. **Here are three examples of Search Engines...**


altavista
THE SEARCH COMPANY
<http://www.altavista.com/>



<http://www.google.com/>

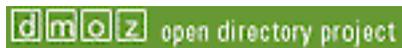


<http://www.lycos.com/>

And here are two examples of directories...



<http://www.yahoo.com/>

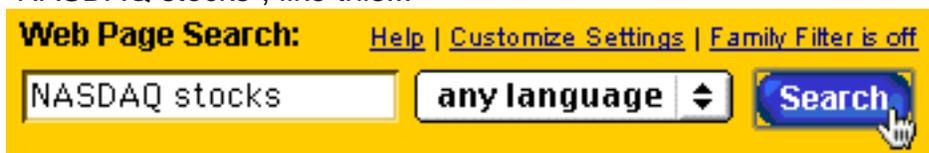


<http://www.dmoz.org/>

So... back to the question...

“How do I find a site that delivers the information that I want?”

Once you visit a Search Engine or directory, all you have to do is enter your topic and hit the Search button. Want information about **NASDAQ stocks**? Enter “NASDAQ stocks”, like this...



... and hit the

Search button.

What’s the **difference** between Search Engines and directories? It lies in **how** sites become listed with them. Let’s start with Search Engines...

Each **Search Engine** sends a computer program called a **spider out onto the Web...**



... **Spider? Web?** Get it? Hey, no one said techies were the most imaginative types!

Anyway, this spider visits heaps of sites every day. It “reads” each Web site, much like your browser does, and sucks all the information home, into its Search Engine’s database.

Directories are a **different** beast from Search Engines. They are sort of like the **Yellow Pages** of the Internet.

They do **not** spider Web sites. **Humans** review and decide what gets in -- think of them as gigantic bookmark lists, organized into categories and sub-categories, and sub-sub-categories, etc.

Naturally, since humans have to choose, and since that takes time, directories contain far fewer sites than Search Engines, but they are usually of a higher quality.

What does that mean to you, the searcher?

Well, if you are looking for a **highly specific, unusual topic** (say “cactus propagation”), I’d use a Search Engine -- they are more likely to provide you with a good variety of sites about rarer information. But if you’re looking for rather **common, generic information**, a directory might serve you better since human editors have already done some sifting and chosen the higher quality sites from thousands that deliver content on that common topic.

15.5. Byte 5 -- Do Business on the Net

Now that you know how to use the Net for e-mail and surfing and searching, you’re ready to do business on the Net. And that, my dear protégé, is **all that e-commerce really is...**



... **business on the Net.**

What kind of business? Any kind...

- **sell stuff...** books, CD-ROMS, cement mixers, whatever
- **sell eGoods...** e-books, music (MP3, RingTones for cell phones, etc.), graphics (cartoons, photos, etc.)

• **sell your services...** bookkeeping, database programming, consulting in any of a zillion possible fields.

So please... don't get overwhelmed with that term **e-commerce**. It's nothing more than...

STEP 1) Merchant erects site that is selling hard goods, eGoods and/or services.

STEP 2) Prospective customer finds that site.

STEP 3) Customer buys.

STEP 4) Customer pays, usually by credit card.

STEP 5) Credit card clears and merchant receives money.

STEP 6) Merchant delivers whatever was sold.

STEP 7) Merchant supports customer.

Most **small businesses** get stuck right after STEP 1. They can't build traffic in a cost-effective manner. They **do** spend a lot of money to build a store, stock inventory, **and then...**



... they wonder where the orders are.

What about **big companies**? Well, they understand the need for traffic. So they blow millions on Super Bowl ads. One small problem... people have to write down the URL and visit later... after the show.

Not.

Oh yes... this need for traffic brings up one more thing you **can** sell...

Your traffic. Since so many sales sites need traffic, why not build a site that generates targeted traffic and then sell that traffic to sales sites that sell products are related to the content on your traffic-generating site?

And **that** brings us pretty close to how **you** are going to succeed at **your** business on the Net.



15.6. Byte 6 -- The Affiliate Business

In 1997, Amazon.com launched the concept of affiliate programs into prominence (they weren't the first, but they were the first to do it big-time!). Amazon, of course, sells books (and tons of other merchandise now) online... and **only** online.

Books, of course, offer information on millions of different specialized subjects. And there are squillions of Web sites out there, on an incredible variety of subjects.

So Amazon figured...



... “Why not convert those sites into specialized, niche book shops for us? We'll pay a commission when a site refers a customer who buys a book.”

And that's how Amazon started one of the first affiliate programs (AKA associate or referrer programs).

Here's how an affiliate program works, using Amazon as the example...

The affiliate provides links from her site to certain books on the Amazon site, books that are related to the affiliate's site content. Amazon uses special software that tracks who sends each visitor. If and when the visitor buys, Amazon pays the affiliate a commission.

The affiliate **never** has to...

- write a book
- process an order
- ship a book
- answer customer support e-mails from angry customers who wonder where the shipment is.

And the same applies to any product that is sold in this way... **CDs, travel, domain names...**



... even sheep!

It's the best opportunity for the average person interested in e-commerce, and for small businesses that want to build **targeted** traffic to their main sales site.

But...

Affiliates are **not** immune to the standard rules of the business world. Those who work, and work well, succeed. Those who are looking to “get rich quick” are once again heading for disappointment.

Let's forget about the “get rich quick” types -- even **hard-working** affiliates have trouble. Only sophisticated professionals generate thousands, or tens of thousands, of dollars per month. As a matter of fact, hordes of affiliates give up on one program and try another, and then another... over and over again.

Why?

Because things are just **too darn complicated...**

- The average person simply does not know **HTML**, and never will.
- **FTP?** Nope.
- **CGI** programming? **Javascript?** Ha!
- Master the challenge of causing a site to be found by the **Search Engines?** All of a sudden, that **burst of enthusiasm has changed...**



... into a feeling of defeat and fatigue.

So people start. They try. They quit.

But **everyone** knows **something** about **something!** **You** have knowledge that other people don't. Information that other people would love to have.

You just need a tech-free way to **get it onto the Web**, to be **found**, and then to **convert** that traffic into income. That's why **Site Build It!'s** byline is...

Building income through content.

Let's look at how **Theme-Based Content Sites** accomplish this, and at how **Site Build It!** puts you on an equal playing field with the pros....

SIDEBAR

P.S. I made the part about “sheep” up. But just about every **other** product that you could imagine is, or will soon be, sold via an affiliate program.

15.7. Byte 7 -- The Theme-Based Content Site

What exactly is a **Theme-Based Content Site**?

It is a site that is based upon a theme (duh!). Each and every page of that site focuses upon a **single topic** that is related to that theme. For example...

Your theme is **golf**. Topical pages would include...

- the Masters
- the British Open
- Tiger Woods
- etc., etc.

We call each topic a keyword, and we call each topical page a **Keyword-Focused Content Page**. This site could easily grow to over 200 such pages, **each** of which focuses upon a different topic, **all** of which are related to your theme. **The net sum of all the information on all your pages forms the CONTENT of your site.**

Taken all together, this tightly focused, themed site scores well at the engines for hundreds of golf-related terms. And that brings you lots and lots of **TARGETED** traffic.

The two big keys are...

- **create content that pleases your visitor**, warming her up for the sale at merchants who you will recommend
- simultaneously **score highly at the Search Engines** for all your keywords/topics.

Remember this...

If your site **cannot** be found, it's much like that proverbial **remote tree in the forest...** If it falls, but no one knows about it, **does it even makes a sound?**

Your site, for all intents and purposes, does **not** exist if it **cannot** be found.

OK, OK... that's not strictly true. There are several **other** ways to promote your site, and we'll cover all the important ones. But Search Engines and Directories are **the** most important. And that brings me to how **Site Build It!** provides you with the vehicle to drive to success...

Site Build It! provides you all the tools necessary so that you do **not** have to fight technology. All the complexities **disappear**. All the mind-numbing, time-sucking tedious jobs are **automated**. From brainstorming and researching profitable topics to building elaborate Pay-Per-Click traffic-building campaigns, **Site Build It!** delivers **all** you need to build a successful affiliate business.

In short...

All **you** have to do is focus on what you already know and love... create content about a variety of topics related to the theme of your site.

When that happens, money is made. Let's track how...

15.8. Byte 8 -- Follow the Bouncing Buck

Let's start with a Web surfer. You'll never actually meet this person, but the two of you are about to cross paths and do some business together.

She lives thousands of miles away, on the other side of your continent. And she's doing a search right now at a Search Engine, **something that interests her...**



... **bodybuilding**. She finds your Theme-Based Content Site, **bodybuilding-for-show.com**.

SIDEBAR

This is a great example of what I call **targeted** traffic. Obviously, someone who is searching on the term "bodybuilding" is going to be interested in your content. This is someone who has a good chance to become a customer!

She reads your content. She finds your page about **the use of handweights during aerobic conditioning** to be especially interesting. You weave several links to merchants into that content, recommendations for...

- a book called **Aerobics and Handweights**, available at Amazon.com
- a retailer who sells **HeavyHands**, special hand weights that are easy to hold for just this purpose
- two videos that employ this technique.

She clicks to visit the HeavyHands retailer. She purchases. The money goes into your merchant-partner's bank account. Your merchant's affiliate software also identifies that order as being referred **by you**.

KAching! Commission goes into **your** account.

Yes, **the two of you have done business...** in a sense, the customer has paid for your content with a percentage of the cost of those handweights that she bought.

There are millions of consumers out there, **waiting to discover your Theme-Based Content Site...**



... and I'm right here to help you build it, every step of the way!



“Best On the Net”

If you would like to become a valued partner-in-sales, please investigate our **5 Pillar Affiliate Program (5PP)**.

The **5PP** was named “**The Best Program on the Net**” by affiliatesdirectory.com, a directory that tracks thousands of programs!

And #1 guru Allan Gardyne has said that the **5PP** is “**where other programs will be in 18 months**” -- he has also, on more than one occasion, proclaimed it to be “**the best program on the Net.**”

Mr. Gardyne was “wrong,” actually...

... 18 months later, other leading programs had **still** not caught up to the **5 Pillars!** And the **5PP** has since moved even farther ahead. No program offers the unique tools, quality e-zine training support, and generous lifetime **and** 2-tier commissions that the **5P Program** does.

How “cutting edge” are the tools? Here are just two **Site Build It!** examples...

1) The Affiliate Masters Course is a powerful **PREselling** tool that **PREsells** your prospective customer with outstanding content. All **you** have to do is encourage your visitor to register for the course by sending an e-mail.

The course **PREsells** for the next 10 days with excellent material. When your student buys, you get the commission!

2) The SBI! Sweepstakes is a “refer-a-friend” sweepstakes, or at least that’s the way it looks, right?...

<http://sweeps.sitesell.com/>

Yes **and** no. Yes, the potential customer sees a “refer-a-friend” sweepstakes. **And...**

It is **also** a powerful traffic-multiplier for **5P** affiliates. Each person **who you send** to this page refers friends, who refer friends, etc., etc. And they **all** get “cooked” to you! When **any** of them buy, you get the commissions!

The **5 Pillar Program** offers its **2% Solution** to get you up and running with the **most** powerful of all its tools **quickly**. So I’ll skip the details of **how** to set up and use them for now.

The **5 Pillar Program** pays a generous commission on...

- 1) the first order by a customer who was referred by you
- 2) **every** subsequent order (for other products) by that customer... forever!
- 3) sales generated by affiliates who were referred by you.

Consider also...

- the non-terminatable, transferable agreement
- and the limited number of affiliates -- to prevent affiliate over-competition, we'll be closing this program soon.

Together with lifetime commissions, 2-tiers and a limited membership, **this program builds equity for the affiliate.**

Who's the **right type of person** for the **5P Program**?

People who want to **build equity**, not just join an income-of-the-day program... people who will form a Web-based group of sales professionals.

These people will have **more** than income... they will have a business that **can be sold** because it really is worth something.

Unlike most other programs, your **5P** business **cannot** be terminated without just cause. And, once the program has developed a critical mass of seasoned online sales pros, the doors close to future applications.

And that spells **equity, true value** for your business.

The bottom line is simple... empower the motivated to **build true equity.**



The 5 Pillar Affiliate Program
<http://affiliates.sitesell.com>

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