

THE DEFINITIVE GUIDE TO \$200 PER DAY

By Tristan Bull

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This book is intended solely for dispensing of information of an educational value for the purpose of helping you understand key steps and tactics in the development of an internet based income stream. It is recommended that the application of the information contained be performed in line with a rational and responsible approach to your individual circumstances. The author and publisher assume no responsibility for the results of your actions.

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Introduction

The online money making industry is one full of hype, so let me begin by setting a balanced perspective; there is no such thing as a magic book or system that will guarantee you'll become a billionaire in a few short hours. Despite the promises of many gurus, markets change, methods change, consumer sentiment changes, products come and go, and so on. Rather than hype, the ever changing landscape of the online money making industry is one that relies on principles and experience for success rather than systems or methods that, eventually, will become outdated.

Consider how this guide fits into such a philosophy. You purchased it *because you want to learn from my experience*. But, since your success hinges not on what I do but on what you can do with what you learn, this book fulfills the role of being just a few steps on your overall path to online riches. Rather than see it *as the way*, see it as a piece of the jigsaw puzzle that will become *your unique way*. This is how you should view everything you do with your online business. It is, after all, *your online business*. True money making leaders are exactly that - leaders. Aim to be a leader at what you do and remind yourself that to achieve such an aim you must view everything you learn as "guidance" to help you develop your own personal and unique approach to the task at hand.

You may find this book a little wordy at times because I have attempted to write it in a way that delivers such guidance conversationally. My goal is to share my insight on how to *find your unique way* in the exact same way I would if you were sitting here and talking to me. In doing so you'll find the content transitions from more theory to more practical application as the guide progresses. I have done my best to write this guide so that you can fully understand the material before taking any action. While the information is organized to step you through setting up your first money making enterprise as fast and easily as possible, I highly suggest you read the book in its entirety BEFORE taking any action. Doing so will give you an excellent overview of what you're about to undertake. You should then be able to put everything into action holistically without the need to revisit the book, but if not you'll know exactly how and where to find the reference material you need as you need it.

First Things First

Managing Your Expectations

There are a lot of people making enormous amounts of money online every single day. On the flipside, there are a lot of people who aren't despite their best intentions. What is the one thing that separates the success stories from the failures? You might be surprised to learn that it isn't business acumen, it isn't experience, it isn't knowledge and it isn't skill or luck. The one thing that separates success from failure is *perseverance*.

If you think of all the online money making success stories you've ever heard about, you'll quickly find that each of them can be attributed at their core to perseverance.

With this in mind, before you take your first step towards making money online I want you to think very seriously about how you intend to manage your expectations going forward. If you make \$1000 in your first week of trying to make money online, that would be great, wouldn't it? But what if you don't make any money at all in your first week? In this circumstance will you give up trying again in your second week? If you only make \$1 in your first two weeks, will you give up on trying for a third week? If you make only \$100 in your first three months, will you give up then? Or what about if you only make \$1000 in your first year - will you quit on trying for a second year?

Your answer should be an emphatic "no way" to all of those questions!

You see, most people tend to fail at making money online because they allow themselves to get disheartened way too easily. It is very easy to start out with lofty goals and high expectations, only to find the reality isn't always as easy to create as the dream. Many people become quickly disillusioned when the task before them turns out to require more effort and perseverance than they originally believed. Yes, there are even people who have such high expectations that they'll excitedly start their "massive online empire" one day and give up on it the very next.

If there is "one key" to success it is to be careful in how you manage your expectations. By this I'm not suggesting that you need to set goals and measurements and benchmarks that you want to adhere to that are small or incremental, thereby being easy to achieve. I'm not suggesting that you forget about becoming super rich. I'm not suggesting that you shouldn't dream big and I'm not suggesting that you can't make it rich overnight, or that pulling in millions of dollars in due course is out of your reach. In fact the reality is the very opposite; *pulling in a ton of money online is inevitable IF you never give up.*

So how do you manage your expectations? What should you expect?

Some people will tell you that the way to manage your expectations is to set small goals over longer periods to ensure that you are able to achieve them more easily. Others will suggest that you need to have a comprehensive and detailed plan that guarantees you are aware of every possibility that could happen and when it will occur. Some say just take action and see what happens. Some say plan every action you take to the finest detail. All viewpoints carry some merit, but in the end managing your expectations about what you can and can't achieve isn't about setting milestones, measuring achievements, recording results, or treating your online business like an exhaustive exercise in project management. Those that treat it this way will, inevitably, fall prey to the very same issue of failing to meet their expectations!

No, the way to manage your expectations is extremely simple. All you have to do is make a personal resolution that no matter what, you will push on. It is as simple as promising yourself that no matter what results you get, *you will never ever stop striving to succeed.* In other words, you'll persevere through thick and thin, through success and failure, and you'll keep on working to make your online empire get bigger, better, and more profitable day by day.

The internet is the world's largest marketplace. There is more money floating around the web than any other market in the world. You can access it from anywhere and you can run virtually any kind of business worldwide, also from anywhere. While some people fail to persevere, fail to stick it out

for the long haul, and allow their achievements to fall short, always keep in mind that *many people are making a ton of money as we speak and the reason they are is because they've never given up.*

I've seen people make a million dollars in a single hour with a strategically planned online product launch. I've seen people take a whole year to make \$100. But I've never seen anyone fail to pull in great money from their web based business after having stuck at it, day by day, week by week and year by year.

Right now you could do a Google search about a particular affiliate program, such as Amazon, and I guarantee you'll be able to find numerous stories from people who say you can't make any money with Amazon. I'll also guarantee that you'll also be able to find stories from people who tell you they're making a six figure income purely from Amazon or that Amazon has changed their life forever. The difference that separates the former from the latter is one thing and one thing only: perseverance!!!

I feel it is very important to raise this issue at the outset because I want to guarantee that you'll be extremely successful with your online business ventures. Yes, I'm going to give you the information you need to start the process, but in the end the one thing I can't give you is your resolve - but I can emphasize its importance!

Remember, while the internet offers you a world of opportunity the likes of which have never been available to the average person in the past, you must still take constant action to achieve your goals. Sometimes what you do won't work as well as you'd hoped. Sometimes it will. But in both cases you must always evaluate the results and learn from them so that next time your actions produce better results. Success is more often than not a process that involves gradual improvements in results.

Once you decide to build an online business you must commit yourself to it. *Intend to be successful and persevere until you are.* When something doesn't work know that you haven't failed, you've learned. When something works better than expected know you haven't succeeded, you've learned. In the case of the former you've learned a new way not to

do things and perhaps a new way to do it differently. In the latter, you've learned a new way that works and perhaps a way in which you can develop an all new, even better way to do things. You can never fail if you think of every outcome as giving you results to learn from!

There is always room for improvement, regardless of the results. Even the most successful of online entrepreneur's don't stop just because they made a million dollars in a single hour. They look at what they did right to make their million dollars, and next time they shoot for two million dollars in half an hour! Successful business people don't lose themselves to thoughts of success and failure - they remain focused and continue to apply everything they learn, day after day. It is this philosophy that, in the end, enables you to experience such monumental achievements that to the average onlooker seems like "amazing luck". Funny how luck tends to increase with dedication and experience!

How many actors do you think became worldwide box office stars overnight? The vast majority of actors have had to work hard, very hard, to develop their craft and get their name out there. Many famous actors have spent time being homeless, living in cars, struggling with night jobs trying to put food in their mouths as they worked hard by day taking screen test after screen test, getting knocked back time and time again, sometimes year after year. Some of the best actors in the world spent decades living very difficult lives through very tough times to become the "overnight success" the rest of the world sees them as. I like to remember the stars when I think of online business. Yes, you could hit the money making jackpot from day one - and I hope you do. But I can guarantee that you will *eventually* hit the jackpot if you tell yourself at the outset that no matter what happens you'll just keep on applying everything you learn until you do, whether it takes a day, a month, or many years.

***SUMMARY: Realize that the only way to fail is to give up.
Commit for the long haul and you are guaranteed success.***

Markets, Niches and Where to Start

Understanding the Market

In simple terms, a market is where people gather to buy, sell and exchange goods or services. It primarily consists of the Marketer - the person with goods or services to sell, and the customer - the person looking to fulfill their needs or wants by acquiring goods or services. The customer goes to the market because that is where they have the best chance of acquiring the goods or services they need or want. The Marketer goes because that is where the customers who will purchase their wares can be found.

The effectiveness of how a market operates depends on the interplay of certain forces. Usually a customer won't buy what they don't want or need, and usually a Marketer won't try to sell what nobody wants or needs. In economics this interplay is referred to as "demand and supply", where typically what the customer demands drives what the marketer supplies. Without going into too much detail, the price of the supplied goods or services is largely influenced by the level of demand, the volume available for supply, and of course the level of competition from other Marketers.

To be as successful as possible, the marketer must not only identify where there is great demand for a particular product or service but where there is also limited supply or low competition from other marketers. The more demand he can meet with little competition from other marketers, the more sales he will make. The more demand the marketer meets in comparison to his competitors (or lack of), the greater the marketers "market share". Once the marketer secures a large market share they gain even more "power of influence" over how to generate even more sales. They may also gain greater flexibility in how they set the price markups on their goods and services, enabling them to increase their margin and make even more money, a point where the marketer is said to have "cornered the market."

SUMMARY: To make as much money as possible you must corner as much of a particular market as possible.

Many Markets Containing Many Niches

There's no arguing that the internet is the world's largest marketplace. Yet, although you will often hear the web referred to as such, from a practical perspective it is best not to view the web in such a singular fashion. Rather, think of the internet not so much as a single marketplace but as *many market places*. Or, to be even more specific, the internet is *a doorway through which you can gain access to many market places* and the products and services within them.

A basic understanding of how these "many market places" work is essential to making money online because you need such an understanding if you to profit from working towards cornering a market, a market segment, or a particular niche. One simple way to gain this understanding is to draw an analogy with something you are already very familiar, such as your local grocery store.

Think of your grocery store as a very broad marketplace. It is "broad" in the sense that it sells a lot of different types of products. But when you go to your grocery store you want to find specific products. To help you do this, the grocery store specifically orders its products according to groups. Some aisles are dedicated to a particular type of product, such as meat, while others are dedicated to stocking only cleaning products. If you want to buy fruits and vegetables, you must head into your grocery store and then make your way to the area or segment of the grocery store dedicated to fruits and vegetables. But what if you want Apples specifically? Then within the fruits and vegetables segmented area you have to zero in specifically to the shelf dedicated to Apples.

In this analogy you could say the grocery store is the "overall market", fruits and vegetables are a "market segment" within the overall market, and Apples are a "specific niche" within the fruits and vegetables market segment. Naturally Apples are just one niche. Oranges are another. Bananas are another. From this loose analogy, you can easily see there are many different market segments available to you, and even more niches within those segments to choose from too.

As you can see a "niche" is a more specific subset of a market segment, while a market segment is a more specific subset of a broader market or industry. In the world of online marketing the term "niche" is arguably the most common term you'll hear and for very good reason. Since a niche is a more specific area of a market segment, it is in turn easier to promote to because the target audience (the customer) is more clearly defined. And the more specific the niche, the more watered down the competition becomes.

SUMMARY: The more specific a niche, the fewer competitors there will be and the easier it is to target.

The Importance of Market Selection

Locating, tapping into, and capitalizing on a lucrative market is without doubt the only way to make money in any business enterprise. Unless a market exists for your product or service, or unless you can create one for it, you will never make any money no matter how good you think your product or service might be.

It is true that choosing the right market is of paramount importance but when you are first starting out don't get too hung up on trying to pick the perfect, most lucrative market right off the bat. It is very difficult to pinpoint exactly where you'll make it big and doing so is at its hardest when you first start. Remember, perseverance that leads to experience is the surefire way to online success. Don't expect to get it perfect the first time and, with that in mind, don't waste time trying to get it perfect the first time.

I've seen plenty of excited beginner online marketers spend way too much time worrying about which market and which niche to target. I've seen them spend days - even weeks - researching historical trends, plotting potential winning promotions, and spending money building online business enterprises around their assessments and estimations - only to see

them do no better and in many cases worse than the entrepreneur who just takes massive action with little or no research. Over-analysis of your potential market when you are first starting out is something to be avoided. Direct your initial efforts more towards learning your trade than expecting to become instantly rich and the best way to do that is to weigh the scales in favor of more action and less theory.

Consider this. Few online marketers will tell you that the first idea they had was the one that made it big for them. Most will tell you that they tried this, they tried that, they targeted here, tested this, promoted that, until eventually one of the many things they tried made them a lot of money. Unfortunately, many experts in this field will then tell you that to be successful you need to do exactly what they did *for the one thing that was successful for them*, while ignoring that it was the entire process behind what led them to that *one thing* that actually worked - with no guarantee that the timing remains ideal for that one thing to work again, just as it did before. And rest assured, the more a particular system is seen to work, the more people will jump on the bandwagon. Over saturation in anything ultimately reduces its effectiveness.

Consider your online business efforts as being similar to investing on the stock market. Intelligent investors don't pour all of their hard earned cash into a single investment expecting that investment to make them millionaires. They know that some investments, no matter how attractive, will lose them money, others will completely fail, while others that often appear to have no potential may one day skyrocket in value. They also keep funds spare to invest in new high potential companies that get listed in the future that they can't possibly know about right now.

In the online business world, success is determined by a broad range of factors just like stock market investments are influenced by a broad range of factors. It's the "don't put your eggs in one basket" rule, but rather than applying as a way to mitigate your risk, you should apply it as a way to broaden your success potential. With this in mind, don't get too hung up at the outset about picking the exact right market that will make you rich. Don't waste days, weeks or even months researching a particular market or particular product attempting to evaluate whether or not there is market

potential there. It is highly likely the area in which you will make the most money in the future is an area that you won't even be aware of right now. It is also possible that this particular area doesn't exist at this time, has yet to trend, isn't a fad, or perhaps relates to a product or service that you yourself will create once you gain enough experience to pinpoint an area in which a need is present and no one is fulfilling it.

SUMMARY: When first starting an online business don't waste time over-analyzing the market.

Identifying the Niche that Works Best For You

So what is the best way to go about picking a market to start in that helps you avoid extensive market research? The answer is simple. When you are first starting out it is very important to get involved in a market segment or promoting a particular product/service that you will be more likely to stay interested in for the long haul. There are a few reasons for this but the primary two are that 1) web profits more often than not result from traction gained over time and 2) gaining traction over time requires your consistent involvement with the object of your promotion. If you are completely disinterested in your market or product then remaining excited and keeping actively involved becomes a chore. As I've emphasized, success comes to those who *stick with it*, so the less of a chore it is in the beginning the more likely it is that you'll make a go of it in the long term.

Note that I say "when you are first starting out" because once you gain more experience and knowledge you will find it is the process of making money online rather than the specific product, service or market that consumes your interest and activity. You may think that is the case right now - and I have no doubt that it is - but here I would draw a parallel to working in a job you hate for the purpose of earning a wage. The purpose of the job is to make money, but if you don't like what you do, then the job is likely to make you miserable even if it puts food on your table and helps you pay the bills. When it comes to starting your online business I don't

want it to be a miserable process for you because if it is you are likely to become discouraged very quickly.

The simple fact of the matter is we tend to enjoy things more when we are good at them. If two people play a game the winner will usually enjoy the game far more than the loser. I've seen many people give up on their online money making goals because they've embarked from the outset trying to learn the process of making money at the same time that they're trying to learn about an industry while also trying to learn about a market segment and learn about a niche and on and on. Starting an online business in this way can quickly become very overwhelming. The more you have to learn the slower will be your ability to take massive action, and the slower your results will be - a recipe that makes it very easy to start disliking the whole process.

The solution is to begin by attempting to make money from products, services or industries in which you hold at least some kind of background, experience, or at the very least that you have an interest in. You don't have to bind or constrict yourself to these products, but they are certainly the best way to start the ball rolling.

At this point I should emphasize I'm not suggesting that you have to be fully interested in absolutely everything you promote or could possibly make money from to be successful in the long run. What I am saying is that beginning with something you are familiar with will absolutely help you get up and running faster and get you where you ultimately want to go faster than any other way.

The greatest actors are experts at what they do. The greatest marketers are experts at what they do. The best salespeople are experts at selling. Professional athletes are so because they are the best at their game. In other words, the most successful in their fields *are the best at what they do because they are experts in their subject matter*. The rare exception to this rule are the Henry Ford's of the world - the generalists at everything who are fantastic at bringing the specialists together in a way that they can capitalize on. But even expert generalists begin with a specialization.

The online money making world is kind of unique in that you have to be both a generalist and a specialist at the same time. The degree to which you'll specialize in any one area or not will vary depending on the niche or market segment in which you're playing and the product or service that you are pushing. Some products or services require far more specialization than others. Some approaches towards gaining competitive advantage require inspiring consumer confidence by demonstrating special skills or knowledge that validates your unique ability to solve the consumer's needs. But when you first start out there are so many different aspects to making money online to learn that you literally cannot become a specialist overnight in any of them. You'll primarily be a generalist and, if you choose market segments, niches or products you're already familiar with, you'll also be part specialist and definitely in a better position to gain that competitive advantage faster.

In regards to those areas of online business that you have no experience in, don't worry. The good news is when you start all you have to do is become a generalist at those things. Often it is merely the basics that you will need to know in order to start generating good cash flow. Then, as you learn from your results, you will discover step by step where to direct your attention more for better results, and where directing your attention is a waste of time. It won't take long for your experiences to naturally guide you to becoming an online business specialist such that your knowledge of any one particular niche will be irrelevant to your ability to capitalize upon it. I say this because I understand the way to make *the most* money online is to make the best possible use of your personal strengths. In the beginning online business is not your strength, so your initial approach is to effectively capitalize upon what are your areas of expertise until such time as online business itself becomes your primary skill-set.

The trick is to start out in areas that you're familiar with or are interested in. Pick products, services or industries that you have a basic idea about. This will save you a great deal of time on learning about the specific product or service that you are promoting and free up your mind to focus on becoming more knowledgeable about the tools of trade that you'll use to actually generate interest and therefore money. I'll go into those tools of trade shortly.

Are you interested in the spiritual side of life? Then perhaps targeting the New Age market might be a great start. Have you spent the last ten years working in a bank? Then perhaps your financial knowledge might make the financial market the perfect place to start. Have you worked in the fitness industry? Then perhaps health and fitness is the ideal niche for you to start learning the ropes with. What do you like to do as a hobby? Etc.

If you start with something you're good at, understand, are familiar with, or love, that's a great place to begin and will help you more easily concentrate on those areas that you are about to learn from scratch. Take the time right now to brainstorm all the things you have experience with, are knowledgeable about, or have a strong interest in getting involved with. Write down everything you can think of no matter how obscure it may seem; as you do be sure not to waste time wondering if you can make any money with the things you are brainstorming because right now you probably won't know one way or the other what possibilities exist. In other words, don't ignore anything, just brainstorm everything and write everything you think of down.

SUMMARY: Narrow your initial niche choices by brainstorming everything you are already familiar with.

Choosing Your Core Business

Common Affiliate Programs

Just like in the real world, making money online involves the act of profiting from the sale of goods or services. Most online entrepreneur's make their money as "affiliates". An affiliate is someone who gets paid a reward in return for helping to sell or create interest in somebody else's product or service. Becoming an affiliate is also the easiest way to begin earning money online because the product or service already exists and the business that supplies it already has the relevant infrastructure in place. With everything already set up, your task as an affiliate is simplified; all you

have to do is promote the product or service in the way the affiliate program wants you to, which is usually to drive interested potential customers to where they may purchase the product or service.

Earlier when I suggested that you don't need to get too hung up on market research when first selecting a product to promote I wasn't also suggesting that you perform zero market research prior to selecting it. If you perform no research at all then you could end up wasting your time promoting something for no return. Yet the opposite is also true. Despite tons of research you could still end up wasting your time promoting a product or service *where there is demand*, perhaps due to over-saturation or perhaps due to existing demand that has already been cornered. The difference between a successful choice and an un-successful choice just as often hinges on how you go about marketing your choice rather than the choice itself.

Some people complain there is no market in the "dating industry" because they themselves have been unable to make sales in that industry. But there are million dollar enterprises that exist solely within that industry and new players making good money every single day. To a certain extent you should forget what other people say about what is a strong market and what isn't. Ultimately how successful you will be will depend largely on *how you do what you do* and not how *they did what they've done to get their present opinion*.

Fortunately, there are ways to perform suitable market research quickly that removes all of these types of concerns. When we talk about market research we are actually talking about investigation to determine whether or not demand exists or is likely to exist for the product or service you'll be promoting. Solving this riddle is one of the great benefits of starting out as an affiliate. There's no point researching a market, niche, product or service if there are no affiliate programs through which to make money promoting it. So the first point of call is to investigate what affiliate programs are available to you and, in turn, what products/services they actually have as part of their program.

There are many different affiliate programs all over the world. If you can think of a particular industry, market, niche, or product and service, you can probably find an affiliate program for it somewhere. However, not all affiliate programs are reputable, so you should check out any that you want to join thoroughly before joining.

For now, I don't want you to worry about trying to find reputable affiliate programs. When you are first starting out I highly recommend that you stick with those that are not only easy to get started with but that are also common, popular and known to be reputable (especially for honoring payment!). Below is a list of exactly those kinds of programs. As you check them out take the time to read the terms and conditions of any you want to join thoroughly before you sign up. Check that you are eligible to join AND eligible to receive payment. Some affiliate programs operate worldwide but are restricted by local state laws here and there; double check that you are not subject to any restriction. Some allow you to join but place restrictions on how and when they'll pay you. Reading the terms and conditions of an affiliate program will also help you to become familiar with the requirements of the program, such as what the business will and will not allow when it comes to promotion tactics and how they expect you to present their product.

Rule: Never join an affiliate program without first fully reading the terms and conditions of the program!

Common & Easy to Get Started With Affiliate Programs include:

[Amazon Associates](#)

[Ebay Partner Network](#)

[iTunes, App Store, iBookstore and Mac App Store program](#)

[Clickbank](#)

[Google Adsense](#)

[Sideshow Collectibles](#)

[Entertainment Earth](#)

There are many more affiliate programs than the handful listed above. Perform a search in Google for "affiliate networks" and "affiliate programs"

and you will find many directories dedicated to listing the plethora of programs available to you. However, for our purposes this list is large enough to not only get you started but to also offer massive potential affiliate revenue for the long haul! You may find that you never need to search for another affiliate program aside from the ones listed above.

SUMMARY: Identify the affiliate programs available to you. Familiarize yourself with their guidelines. Verify you are eligible to join them.

Become a Master of Promoting Other People's Products

The next step is to determine which of the products/services available through the affiliate program you've chosen offer enough demand and enough potential to be worth your time and effort promoting. Before we start with that, I wish to emphasize that ultimately the trick to making a lot of money online is to be able to lead the pack by spotting which products or services are going to be hugely popular in advance. Once you learn to spot (or set) trends, then the world becomes your oyster. However, it takes a great deal of experience to be able to do that.

So how can you get that experience?

Start working with what's hot right now and what has consistently proven to be popular. Once you gain experience with those things, and see first-hand what works for you and what doesn't, and how what works changes over time, it becomes no more than a single step to put your experience to work to spot those upcoming trends. In fact, the more you grow your experience the easier it becomes to spot potential trends that no one else sees coming!

Further, sometimes products come out of nowhere and are instant hits. These are the kinds of things that you can't predict and couldn't possibly become aware about in advance no matter how hard you try. But the more

experienced you get, the more you'll find yourself actively involved in those "circles" where the buzz for these "instant hits" first begins to generate. When you're at the forefront of such knowledge you can jump on board with new popular promotions as and when they emerge.

People who are currently making a ton of money online are *constantly remaining vigil* for the next big thing and, as soon as something emerges, they jump on it. 90% of the time the promotions they jump on perform average at best, but by remaining actively involved it is the 10%, or sometimes the 1% that become huge. All you need is one profitable promotion to make all the money you will ever need.

Of course, as long as you're promoting products that are produced by somebody else, you will be limited to the sources through which you can get the right to promote. That's ok for now as there is a lot of money to be made there. In time you may decide to utilize your experience to launch your own completely original product and recruit affiliates to sell it for you, or you may start up a membership site in which you become the supplier of numerous different products each month to a base of ongoing paying members. Ultimately the big money is earned by being the marketer who all the affiliates are working for. But you have to lay the groundwork first, and getting familiar with promoting somebody else's products and services is the best way to start.

SUMMARY: Mastering the promotion of other people's products will give you the experience you need to successfully create and market your own.

Selecting Your Area of Focus

At this point you should already have a list of those things you are experienced with, familiar with, and have an interest in. If you didn't brainstorm them earlier, please do so before proceeding further. You'll want to use the items on your list in a moment to get ideas for what your online business will be primarily focused on.

We've already discussed the concept that a key aspect of making money online is the ability to drive traffic, and therefore potential customers, to the product or service you are promoting. Later in the guide we'll discuss tactics for driving traffic, but for now know that a laser-targeted website filled with specific and relevant content that is directly related to the core market, niche or product you are trying to promote is an absolute must for maximizing your traffic potential. The reasons for this will become more apparent when we discuss traffic driving methods, but in a nutshell the more your content relates to SUBJECT X, the more relevant to SUBJECT X you will appear, and thus the more people interested in SUBJECT X you will be able to attract.

It is hear that I would impress upon you the idea that there are many different ways to approach the subject of making money online. You are not limited to a single website, you are not limited to affiliate programs, and you are not limited to the tools and techniques that I'm giving you in this guide. But when first starting out there can be a lot to learn, so it makes a great deal of sense to start with one website, to start with one particular area of expertise, and to learn all those other potential ways of making money online through the experience you gain working on ways to make more and more money with your single site and selected market.

To get up and running, gaining experience, and of course making money in the fastest possible way, the first step is to decide what your SUBJECT X will be. No doubt it will relate to one or more of the items you've already brainstormed. But rather than arbitrarily choose one, before you start building the infrastructure of your online business you need to verify that there are in fact products or services related to that subject that offer you potential revenue. The process for doing so is the exact same process that

you can use to perform fast market research on a particular market or niche, and it's the same process for determining whether a particular product is worth promoting or not.

In simple terms, you need to first find out if people are searching for SUBJECT X or not.

The simplest way to do that is to use the world's largest search engine, [Google](#). There are many search engines but you don't need to test them all. As the world's largest search engine, Google offers you an excellent snapshot that is indicative enough to gauge whether or not your chosen subject may offer potential.

I love movies and without doubt would include movies on any list of things I'm familiar with. You can select any item from your list for this step, but for example sake I'll select movies. If I do a search in Google for "movies", immediately below the search bar I see 1,700,000,000 results. That's a lot of results, and potentially a lot of competition. But it also is a definite indicator that with so many search engine results for movies, there is a sizeable industry there.

Depending upon what you searched for results can vary greatly. The broader your search, the more results you'll get. The narrower your search, such as for a specific product, the less results you'll get. There's no perfect rule that says X number of results = good, and Y = bad. The smaller number of results you receive the more you should think a little harder about potential, but certainly don't discount anything based purely off this type of a search. There are many factors involved in determining the size of results that would offer "potential" in your chosen subject matter, which is why the volume of results is an indicator only to proceed to the next step. For instance, if I do a Google search for "Silver Dog Collar" (in talking marks to ensure the exact phrase is searched) I receive 829,000 results. That seems low, but then how many people want to buy silver dog collars? A lot less than want to buy cheap leather dog collars! If competition is low, and the margin I can make on the sale of each silver dog collar is high, a low level of results could still offer plenty of earning potential. That is just one example, of course.

Despite what I have just said, for your first outing I want you to specifically select a subject, market or niche that is delivering substantial results. At a minimum look for 10,000,000 results for your broad search term. For example, "Eco friendly" delivers 59,200,000 results. "Health and Fitness" delivers 31,900,000 results. "New Motor Vehicles" shows 10,100,000 results. Ok, you get the drift.

There are a few reasons why I want you to focus on larger markets to begin with. One of those reasons is you're going to attract traffic to your website by making it a great information resource (and thereby very relevant to search engines!) and to do that you need access to plenty of information that you can utilize. Another reason is that your first website needs to provide you the greatest scope possible to try out different ways of building content, marketing content, and promoting your affiliate programs. The greater the scope of your site, the greater your ability to try a wider variety of marketing angles will be. Note that all of these will be confined to your specific, originally chosen subject matter.

In my example, I originally chose "movies". There were more than enough results to indicate there's a large industry there. Now I want to find out if there are any products that I can sell related to that industry. To do this we need to visit the websites of the affiliate programs that we have joined (or intend to join). Since Amazon is the world's largest online retailer, we'll start there.

Upon visiting Amazon type the same term you searched in Google into Amazon's search bar. Take notice of the suggestions that appear in a drop down list before you click 'Go'. Those suggestions will give you further ideas regarding your chosen market. Once you click 'Go', if your search term is broad Amazon will take you to a page comprised of all the related results that it can offer you. This page will include lists of categories, editors suggestions, popular sections within Amazon that relate to your search, as well as various recommended or popular specific products. Take the time to peruse the page and if it is filled with all kinds of information then you already know there's plenty to promote there. If you are unable to find any results, you may need to pick a new subject.

Play around with Amazon's search to become familiar. Search for "movies" and see what you get. Search for "health and fitness" and see what you get. Etc. Compare the results of broad searches like those to the search you performed for your own specific subject matter to see if you can spot any differences in the volume of related categories and available products.

In a nutshell, if you can find enough related categories and enough products within your subject matter, you have something to start with. Of course, how much money you can make and whether there is any demand remains to be seen. A quick way to do this is to see if a few of the products in your chosen market or niche are receiving search volume in Google.







I recommend finding five products on Amazon within your niche to check. Now, there are two ways you can do this. First, you can select products with a minimum sale price of \$100-\$200. Doing so ensures if you can find such items and can sell such items your affiliate commissions will be pretty good per item. Some affiliate marketers won't touch any products with a sale price less than \$100. However, you can also make a lot of money with high volume/low commission sales. In the "movies" category, for example, DVD's and Blu-ray's are prominent, but they aren't highly priced (some are less than \$10). However, there are many of them and they are regularly released, so what they lack in pricing they may make up for in volume.

Of course, just because I'm choosing "movies" doesn't mean I'm limited to DVD's or Blu-ray's. I can also include products such as Home Theater systems, projectors, soundtracks, related books or comics, toys, action figures, collectibles, and so on, where each item can relate directly to the "movie industry". Can you see how you don't have to be limited by what your search results bring! Searching for "movies" on Amazon would never have displayed "home theater" systems. Think a little outside the box when attempting to determine what products or services you can promote related to your industry.

Once you have five products that you know you can promote from within your chosen area of focus go to Google's [AdWords keyword tool](#). Type the details of one of your products in the "Word or Phrase" section of the "Find Keywords" window. To make it easy, you can copy and paste an exact

product name from Amazon into the Adwords tool. Doing so will tell Google you want to know what type of searches people are performing in relation to every single word/term included in the product name. Make sure the "Only show ideas closely related to my search terms" box is unchecked (for now). If there is a tick next to it, the Adwords tool will only search for the specific term you have pasted in.

For example, on Amazon I find there is a product that fits my industry titled the "Sony BDV-E580 Blu-Ray Disc Player Home Entertainment System". I paste that in without editing and, with the "Only show ideas closely related to my search terms" box checked, I see no one has searched for that term at all AND I get no other results at all. In reality such a result is not unexpected since it is a very, very specific term for people to type in word for word. However, when I uncheck "Only show ideas closely related to my search terms" Google Adwords shows me what loosely *related searches* have been performed, and shows me the search volume.

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/> ☆ sony bdv-e580 blu-ray disc player home entertainment system	-	-	-
<input type="checkbox"/> ☆ blu ray disc player		90,500	60,500
<input type="checkbox"/> ☆ blu ray player		1,000,000	450,000
<input type="checkbox"/> ☆ blu ray disc		301,000	110,000
<input type="checkbox"/> ☆ blu ray dvd player		74,000	40,500
<input type="checkbox"/> ☆ sony blu ray player		110,000	60,500
<input type="checkbox"/> ☆ blu ray dvd players		74,000	49,500

As you can see, there are three major areas to look at: 'Competition', 'Global Monthly Searches' and 'Local Monthly Searches'.

Competition: The 'Competition' bar acts as an indicator of how many advertisers are competing by paying to advertise for these keywords. If you place your mouse over a competition bar graph it will tell you whether it considers the competition volume related to these key terms to be low, medium, or high. Treat it as a general gauge as Google keeps its calculation algorithms very, very secretive. Further, don't be quick to think high or low competition is automatically good or bad. Low competition can mean there is scope to lead the pack, but it can also mean that there's no money being made there and hence no one is spending their advertising dollars there. High competition can mean you have a lot of competitors and it is difficult to make money as a result, or it can mean a lot of people are advertising

there because those key terms are continuing to bring revenue. Evaluating competition can get quite complex when you consider every result you see is relative and related only to paid advertising. But there is a simple way to overcome worrying too much about it - aim to provide high value, highly sought after content that sets you apart from the pack. Since you're already picking an area you feel comfortable with to start your business, you already have a head start in expertise and knowledge. Your goal should be to use this to help make what you offer to the online world really stand out. Attracting traffic is more about offering great information than anything else. When you do it better than your competitors they will be the one's worried about you and all the pay-per-click analysis in the world won't change that fact!

Global Monthly Searches: This shows you the total monthly volume of searches per month, taking an average of the total search volume of the last 12 months.

Local Monthly Searches: This shows you the total volume of searches in your local area, also taking an average of the total search volume of the last 12 months. Google sets your local area by default. You can amend your area of search by clicking on the "Advanced Options" section, if you want to.

Now, your industry, niche or product may determine whether you're more interested in a local search or a global search. If your product is such that you can market and sell it worldwide, then you will be more interested in the global results. However, bear in mind that you may also receive more local traffic to your promotions than worldwide because many of the search engines serve up local results with more of a priority than worldwide results. They do this, for the most part, based on where the information of your website is hosted. If your site is hosted in the U.S., you'll likely receive more U.S. based traffic, for example. It isn't that black and white, but as a general rule of thumb, it is important to realize this is the case so that you don't ignore the information in either of the two search columns.

In the example screenshot for my search result on "Sony BDV-E580 Blu-Ray Disc Player Home Entertainment System" you can see the results are somewhat haphazard. You can click on the column headers to sort the

information of your results. If I click on "Local Monthly Searches" I can now see search results in order of most volume to lowest:

Keyword ideas				
<input type="checkbox"/> Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?	
<input type="checkbox"/> ☆ blu ray		11,100,000	2,740,000	
<input type="checkbox"/> ☆ players blu ray		1,220,000	550,000	
<input type="checkbox"/> ☆ blu ray player		1,000,000	450,000	
<input type="checkbox"/> ☆ player blu ray		1,000,000	450,000	
<input type="checkbox"/> ☆ player for blu ray		1,000,000	450,000	
<input type="checkbox"/> ☆ theater system		246,000	165,000	
<input type="checkbox"/> ☆ home theater system		246,000	135,000	

As you can see, there appear to be plenty of searches for "blu ray" "players blu ray" "blu ray player" and so forth. These are all terms I can target to help bring people to my promotions for related items that I might be able to sell via Amazon.








However, the truth is the search volume in reality will be much lower than what is displayed here. The reason for this is that Google provides a very broad search to any Adwords search unless you specifically tell it not to. By that I mean it will group lots of different related searches in a number of ways and thereby skew the results. For example, you can see that "blu ray" has 11,100,000 searches, while "blu ray player" has 1,000,000 searches. You could easily mistake that for 12,100,000 searches in total, but the truth is the results for "blu ray" include the results for "blu ray player" as well as any other search term that includes the words "blu ray".

To get around this issue and get a more realistic idea of the search volume for a particular phrase, look to the left column of Google's [AdWords keyword tool](#) for this:

Match Types ?

☒ Broad
☐ [Exact]
☐ "Phrase"

You'll notice 'Broad' is ticked by default. Uncheck 'Broad' and check '[Exact]', then repeat your search and you'll notice a significant drop in the reported search results for your specified terms. In the case of my search, you can see "blu ray" dropped from 11,100,000 to just 368,000:

Keyword ideas				
<input type="checkbox"/> Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?	
<input type="checkbox"/> ☆ [blu ray]		368,000	90,500	
<input type="checkbox"/> ☆ [blu ray player]		110,000	40,500	
<input type="checkbox"/> ☆ [best blu ray player]		14,800	9,900	
<input type="checkbox"/> ☆ [sony blu ray player]		18,100	9,900	
<input type="checkbox"/> ☆ [sony blu ray]		14,800	6,600	
<input type="checkbox"/> ☆ [blue ray player]		33,100	5,400	
<input type="checkbox"/> ☆ [blu ray dvd player]		8,100	4,400	

Clearly there are plenty of searches that I might be able to capitalize on to bring traffic to my promotion for the "Sony BDV-E580 Blu-Ray Disc Player Home Entertainment System". There are also plenty of other Blu-Ray players on Amazon that I can also promote, not to mention a high number of other types of products and merchandise. I would now check a few of those different types of products to gauge their potential also, as you should with your chosen subject matter.

Now, there are many factors that go into analyzing whether or not search volume is too low for your chosen market, niche or product. But the reality is the question of "how low is too low?" needs broader thinking. For example, if a certain DVD has less than 1000 searches per month, I could be fooled into thinking it would be of no value to me to write up an article promoting the DVD. But, what if I wrote up 1000 articles promoting 1000 DVD's each with 1000 searches per month? The combined value of those articles adds weight to my relevance for the search term 'DVD', in effect helping me to tap into potentially 1,000,000 searches. Further, one of the people searching for the DVD may find their way to my promotion and upon doing so may notice I also have information on Blu-ray players, which they are thinking of buying. I may then in fact find myself selling a \$300 item as a result of what I originally thought was an unpopular \$10 item.

In other words, use your searching to give you information but never allow the results to narrow your thinking. Great online money makers always consider every possible angle to bringing traffic and potential buyers, not just the most obvious ones.

One of the reasons I like to utilize Amazon as my first port of call is because Amazon is also an outlet for nearly any kind of product or service you can

think of. Even if you plan to utilize a different affiliate program other than Amazon, you can still use Amazon to determine what kind of products and potential exists. In fact, Amazon is often an outlet for the goods that are sold via other affiliate programs, just as Ebay is often used as an outlet to sell goods that are sitting on the shelves of real world stores!

The Google Adwords tool is something you'll become very familiar with, not just as a keyword research tool to find out how many people are searching for what you are considering selling, but also as a means to gain new ideas about what to sell. It is primarily a tool to aid with pay-per-click marketing on Google, so you'll also use it later on to decide how to go about placing ads on Google to bring even more traffic.

Of course, you don't have to and shouldn't limit yourself to Amazon or Google for your research. I highly recommend doing your homework by, at a minimum, performing searches across all the affiliate programs that might offer you something different to promote within your chosen subject matter. Sometimes you'll find a product with another Affiliate program that is also sold on Amazon. If both are reputable and known to pay out, you may choose to use the affiliate program with the highest commission payout to promote the same product! If the prices are different, you can promote both, informing your readers of the pricing across the board, thereby ensuring that instead of focusing on your commission you are instead trying to guarantee that you get the sale, one way or the other.

For example, you've Google searched your product, investigated it on Amazon, and checked out the search volumes on Adwords. But have you checked to see if you can sell more products related to the subject than what you can find on Amazon?

Go to the [ClickBank marketplace](#) then perform the same search you did on Amazon or in Google using the 'Find products' search bar. If I search for "movies" I find there are 86 pages of potential movie related products I might be able to sell via a movie themed promotion. While ClickBank is a digital marketplace, in that it only sells E-Books and Software, it is known for paying very high commissions on those sales. Take the time to examine the results you get and whether or not the results are suitable and relevant

to your subject matter and chosen site focus. Many people do nothing but promote ClickBank products for great returns, but even just one or two specific products can make you a lot of money.

The way to tell if a ClickBank product could be worthwhile is via a concept called 'Gravity'. The higher the gravity of a particular product, the better it is selling and therefore the more money affiliates are making. You can sort your search results by highest gravity score to lowest. While in the ClickBank marketplace, choose a Category from the left menu. Within that category you will see a "Narrow Results by" window and within that you'll see the "Sort Results by" drop down menu. Select 'Gravity' in the drop down menu and your results will auto sort (the 'high to low' radio button is checked by default).

Be sure to search all the affiliate programs you intend to utilize prior to taking the next step. Make sure you have plenty of scope to promote products within your designated area of focus. Your very first online business will take the approach of grouping all of your content together, and that includes multiple products (in the same market) from multiple affiliate programs where possible. Doing so expands the level of content you can produce, maximizes your income earning potential, and paves the way to create a content heavy, revenue rich business that can continue to grow larger and larger.

SUMMARY: Verify if enough people are searching for information relative to your chosen subject matter/market/niche/area of expertise, and that enough products exist in that area to populate your promotions.

Setting up Your "Shop Front"

You Need a Website

It is true that you don't specifically need a website to make money online. There are ways to utilize various online tools such as free publishing services and social networks to generate buzz for products that will earn you commission. However, in my experience I've never known anyone to make the kind of money online that I'm sure you're hoping to make that haven't, at least at some point, utilized one or more websites of their own to do it.

Further, if you're going to try and make money online without a website that typically means you'll spend a lot of time publishing and promoting your products and services using alternative methods that ultimately take the control of the work you do out of your hands. For now, let's keep that control completely in your own hands.

If you've never set up or run a website the prospect may feel somewhat daunting to you. Yes, you have a learning curve ahead of you but let me be perfectly honest with you - websites are so easy to set up and start working with that it's ridiculous. In years gone past they perhaps weren't so easy. There was a time when if you didn't understand HTML code you'd have very little chance of producing and maintaining a professional website. In fact, it wasn't that long ago that even if you could code in HTML that the chance of setting up a dynamic website capable of managing the kind of content needed to generate lots of traffic and lots of money was very hard indeed. Not so anymore. Now absolutely anyone of any experience level can get a website up and running within minutes, populated with content in hours, and generating money within days (sometimes on the same day).

Why is it important to have a website? Think of a shop front. People drive and walk past constantly. Signs and display information grab their attention so they go in to the shop to take a closer look. From there, sales people help them and walk them to the cash register! Think of your website as a shop front. Once you get people in, you have a chance to get them to buy!

Web Hosting

Every website on the planet is basically comprised of information in the form of data. Images, text, videos - it's all information in the form of data. That data must be stored somewhere. Just as you store information on the hard drive of your computer, the data of your website must be stored on the hard drive of a computer somewhere that can be accessed 24/7, 365 days a year. There are specific businesses dedicated to hosting these types of computers. They have specific "servers" to store and "serve up" your website data to internet visitors. Because they are specific, they have stringent controls in place to protect your data and keep the servers your data is stored on running fast and smooth. These businesses are called "Web Hosts".

There are numerous different types of web hosts available for you to choose from. Some are free, some are not. Some provide certain "back end" services that will help you manage your site, some do not. Some provide great customer support, some do not. There are a lot of factors that go into the effective selection of a good web host - they are not all equal in their quality.

The problem is you will read positive and negative reviews about every single host on the planet. It can be very difficult to sort through the truth from the fiction. For this reason you should stick with a web host that offers the perfect marriage between quality, price, features, and support. I utilize [HostGator](#) and so I am more than comfortable to recommend them. You are welcome to shop around, but given there are ways to get started with HostGator that cost you virtually nothing, I highly recommend setting up a HostGator account first, and looking around later. Further, HostGator offer some specific features that you'll need later on. There is nothing to stop you moving your website from one host to another in due course.

So head on over to [HostGator](#) and set up an account. Although their plans are very cheap, you can also search Google for "Hostgator \$0.01 coupon code" to find a site offering you a code that will get you your first month of hosting for only one cent.

To start with you can sign yourself up for the most basic plan HostGator offers, which at the time of writing this guide is the Hatchling Plan at \$3.96 per month. As soon as you click "Order Now" you'll be taken to a screen that asks you to either *Register a Domain Name* or *Use an Existing Domain Name* before proceeding. A domain name is the fancy name for your website address (such as <http://www.yourbusinessname.com>). DO NOT register your domain name at this point. Simply choose the domain name that you intend to use and type that into the area that says *Use existing domain name*. Make sure before you type in the domain name you intend to use that it is available for you to register, which you can do at [Namecheap](#) (the same place I recommend you register it later). Refer to the next section on how to choose your domain name correctly!!!

Once you've confirmed your domain name is available to register, come back and continue the rest of HostGator's setup procedure. Remember, you only need to set up their most basic hosting account for now. In time you can upgrade it later if you need to. If you get stuck at any time during the process, HostGator offer online live support. Just click the "Live Support" icon at the top of the screen to get their help (but don't let them talk you into registering a domain with them!). It is best to keep your hosting and your domain registration separate.

Once registered, HostGator will provide you (via email) with all of your hosting account details. Included in those details will be information that you need to use when registering your domain name. Just keep them handy for the next step.

How to Choose and Register Your Domain Name

There are a few different schools of thought when it comes to choosing the right domain name, aka "web address", for your website. This is because there are different factors at play for how the structure of your web address influences the volume of visitors to your website, including how memorable your address is to the average person and how keyword rich it is to help search engines rank its relevance.

Of course, most of the intricacies of choosing a web address are now relegated to the history of the internet. Due to keyword spamming of domain names, search engines apply less relevance to the words in your domain name than ever before. Some people will argue they don't apply any relevance at all (which is utterly incorrect). The best approach I can recommend is to include keywords in your domain name if they are relevant to your domain, but not to labor over it.

Your domain should consist of no more than 2-3 words. Any longer and it will be too long to remember or convey to the average person. It should not include any hyphens or be a combination of letters that are difficult to remember. Always aim for a .com extension. For best ranking, forget virtually any other kind of domain except perhaps a .net or .org.

<http://www.johnsmith.com> is a good domain name.

<http://www.johnsmithsfavoritewebsitewithstuffonit.com> is not.

There is a market for buying and selling domain names and so many two word combination domain names are already taken. Just keep playing around with ideas until you can get the shortest domain name possible. If I were trying to find a domain name for my "movie" related website, given the volume of results found on a Google search it is likely most two word combinations that include "movies" will probably all be taken. However, I might find something available like movielovercentral.com or manicmoviemaniac.com (at the time of writing these two domains are actually available!).

Think about the suitability of your domain name, the readability of it, branding, and whether or not it contains keywords. But most of all keep it short and easy on the eyes. Play around with name ideas but I also recommend doing so only at [Namecheap](http://Namecheap.com). I have witnessed issues where typing in name ideas has led to someone else immediately registering those names mere hours later. Yes, some sites are unscrupulous like that. I have not witnessed this occur at Namecheap.

As you register your domain name you'll be asked to enter in "Name Server" information. This is information HostGator will have supplied you

when you set up your hosting account. Your name server info will look something like this: 2000.Hostgator.com. Entering this information tells Namecheap where to send anyone who types in the domain name you are registering. Once set up, Namecheap will direct all visitors typing in your domain name to your HostGator account, or whatever host account you specify a name server from.

Also, you will be offered various other add-on services that you can purchase with your domain name. I recommend NOT adding any other service except one: Whoisguard. The Whoisguard service is very cheap (an extra \$2.88 at the time of writing this guide), but what it does is invaluable. It protects your personal information from anyone who wants to check into the owner of a domain. By adding Whoisguard to your purchase, you prevent people from spying on your personal details which may include your name, your email address, your phone number - basically details that enable marketers, spammers and others to see your private details and perhaps use them. No one can see your private details unless you want them to when you take advantage of Whoisguard.

Once you register your domain, with your hosting already set up, you are now ready to set your website up.

Install Wordpress

[Wordpress](#) is an open source blog publishing platform that is extremely popular for its ability to manage content (it is, in fact, a "Content Management System"). Wordpress is free and extremely powerful but most of all it is the easiest way to get what normally would be a complicated website up and running rapidly, easily and professionally.

Many web hosts offer automated Wordpress installers and that includes HostGator. To install it, you need to log into your hosting account using the details HostGator supplied you; then navigate to your Cpanel. Click on the icon titled "Fantastico" and then click on "Wordpress" in the window that opens. Then click "New Installation." You will now see a "Wordpress" installation options screen which at first glance looks a little complicated, but you don't have to do too much on this screen. First, make sure your

domain name (that you registered at Namecheap) is in the "Install on domain" field. If not, click the drop down arrow and select it. Now all you have to do is type in an administrator name and password into the "Admin access data" fields. Be sure to choose an admin name and password that you'll remember!

The "Base Configuration" area is self explanatory but here's a little more information on the fields to help you:

Admin nickname: The name that shows up on your posts when you post something to your website. If you want people to see "Posted by Jack", then type Jack in this field.

Admin e-mail (your email address): This is the default email address associated to your user account. It doesn't get used for much and can be changed later. For now, I recommend using your existing email address. If you don't have one, go to [Gmail](#) and create one. I like to use Gmail as my central email address for everything. However, you may set up a dedicated email address with your blog name (such as jack@mydomain.com) later if you want.

Site name: Type (without the www) your web address here. EG. yourdomain.com

Description: Your subject matter/what your site is about. EG. Mine might be something like: "Dedicated to Movies and Film." Yours might be something like: "Health and Fitness News."

With all of these fields complete, you can now just click "Install Wordpress" and once it is installed click "Finish Installation".

Now your Wordpress site is installed. You can view it by typing in your domain name into a browser. You can also log in to the content management area (where you'll manage your site) by visiting: <http://www.yoursitename.com/wp-admin> and then typing in the admin and password you used during your setup. Note: It may take a few minutes or hours to take effect. If you don't see your site immediately, wait a little.

Quick Customization

Now that Wordpress is installed you have the platform upon which your website can be built. Your initial installation of Wordpress will have installed a very basic looking website. This is actually the Wordpress default "theme". At the time of writing this guide, the default theme was the 2010 theme. You can view the [2010 Wordpress Theme here](#).

Obviously you won't look as professional as you want to look or unique if you don't change it, but changing it requires installing a new theme. There are plenty of ways to get a new theme for your site. There are numerous websites that offer free Wordpress themes, such as [Free WP Themes](#), and numerous websites that sell custom (tailor made) Wordpress themes designed to look professional and perform a specific purpose, such as [Theme Forest](#).

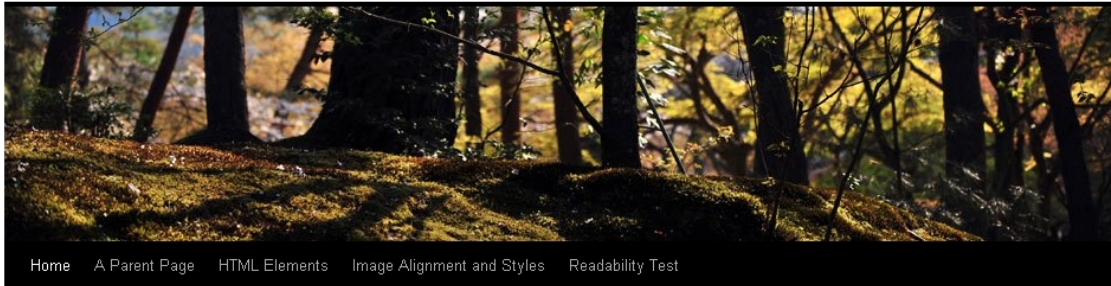
To stamp your mark on the online world a custom theme that is completely unique - designed for your purposes and to your specification - is ultimately the only way to go. You can normally get a graphic designer to design a professional theme for a few hundred dollars and a coder to code it up for a few hundred more via the [Warrior Forum](#) (or a few thousand, depending on where you look). But I suggest you do this later once you get more familiar with operating your website and become fully aware of what you do want and don't want in the design to suit your unique approach to marketing online. Again, it pays to have a little patience.

The difficulty with selecting a Wordpress theme at this point of your website setup is that you probably don't know exactly what you want your site to look like AND function like at the same time. Even if you think you know, chances are within a very short space of time you'll change your mind and think of something different, or you'll find different products that make you think differently about how to present your site. I definitely recommend NOT investing money in a new theme or a custom design just yet as it will save you time overall later.

Instead, let's take a simple approach. The first thing most people see when the standard 2010 Wordpress Theme loads is the header image since it's the only large image at the top of the screen:

Twenty Ten

Just another WordPress theme



Two ways to make a large impact in changing the "default" appearance are to add more images to your site and, of course, change the default header image. As you populate your site with content you'll have plenty of images to display. So for now, let's deal with the header.

In the Admin panel of Wordpress, click the "Header" option under "Appearance". Doing so will take you to the screen where you can change your header, either using one of the default images already pre-loaded, or where you can upload your own. In this case, you don't want one of the pre-loaded images; you want to upload your own. Obviously this means you'll need your own header design to upload.

Creating your own header image

You'll need a graphic design program to design your own header, such as Photoshop or Fireworks. If you don't have such a program there is an excellent free alternative that you can access online through your web browser at Pixlr.com. When you visit Pixlr click 'Open Image Editor' and then 'Create New Image'. It is important to choose a height of 940 and 198 pixels respectively as this size will match the pre-set header image size in Wordpress. If you don't specify the correct height and width your image may appear distorted once you upload it because Wordpress will tell it to

display at 940x198 pixels, regardless of the actual size of the image you create.

Note: There are other ways to change the display size of a header image but for now we are taking the easy approach to get you up and running fast. In fact, to be clear, you can change ANYTHING about the look, feel and layout of a website that you want, if you want to. Usually, however, it takes a little coding knowledge to do so.

You'll need to become familiar with Pixlr's tools to design a look for your header, but taking the time to learn Pixlr's various functions will be time well spent. Using image editing software is a valuable skill when managing a website and the better you get at it, the easier and more professional you can make your site look. Even if you intend to hire graphic designers in due course, it is still a valuable skill to have because you can't hire graphic designers nor want to for absolutely everything you might want to do on your website, such as adding custom images to any of your articles. Besides, doing so isn't cost efficient!

If you don't want to spend a great deal of time creating a custom header image, then an alternative solution is to find an image you do want to use and adjust it to suit the size of the Wordpress header image. You have to make sure that you have full rights to use any image you take from elsewhere, but there are plenty of royalty free image services available to get restriction free images from, such as [StockXchng](#).

Once you find an image you want to use you'll need to save it to your computer. Then you can return to [Pixlr](#) to edit or resize the image. If Pixlr seems a little daunting, there are plenty of alternative and easy solutions. You can edit and resize your image extremely easily using the free online image editor [Piknik](#). Piknik also provides easy tools to make changes to your original image, such as adding text etc.

All of these online tools are fantastic and by getting used to them now you'll be able to make great use of them later too. Online tools are, however, not your only option. You can also download some great free software to help resize and make basic adjustments to images. Doing so isn't a bad idea either, since sometimes you may want to batch resize images or perform adjustments to images while offline (such as while on the train to work or while sitting at the coffee shop). I highly recommend

the free program [Faststone Image Resizer](#) for this purpose. It is free, very functional, easy to use, and perfect for basic offline image editing.

Once you've obtained or created a header image you'd like to use on your site, click the "Choose File" option in the *Appearances>Header* section of your Wordpress Admin panel. Locate your file and then click "Upload image". That's it!

Now your new header image will be displayed instead of the default Wordpress image. If it doesn't display straight away this will probably be due to what is known as "caching". Caching is when previous information is stored in memory. To make surfing the internet faster, information - particularly images - gets cached so that you don't have to re-load the same image every time you visit a page. Even though a new visitor might be seeing your new header image, you might be seeing the old one. Just refresh the page a few times to force your browser to reload everything on the page from the beginning and you should see your new header graphic appear.

Changing other attributes of your site

Now that I have helped you install Wordpress and have shown you the easiest way to adjust your header image to make your site a little more unique, you'll probably want to make it even more unique. Here I must point out that this guide is not a guide to using Wordpress. There is much more to Wordpress than I can even begin to touch upon here. I recommend that you take the time to familiarize yourself with official Wordpress documentation that you can find here at [Wordpress.org](#). (Note: Don't try to find the help you need at Wordpress.com as the help there does not relate to self hosted websites like yours). I also recommend that you search Google and check [YouTube](#) for tutorials on anything specific you'd like to do with your Wordpress theme or installation. In fact, I usually check YouTube first as often I find exactly the kind of tutorial I need almost straight away.

Wordpress plug-ins

As you familiarize yourself with Wordpress you'll learn that one of its great features is the ability to make use of "plugins" to achieve virtually any function that you can think of. When it comes to running your blog/website for business purposes, there are a few specific plugins that are essential and a few that make life a lot easier, such as those that help you post and track your affiliate promotions.

Essential plugins

Absolute essential plugins are those that protect your interests. I suggest immediately installing the [Secure WordPress](#) and [AskApache Password Protect](#) plugins. In combination, these two plugins help to protect your site from hackers.

Invaluable plugins

An invaluable plugin is one that isn't essential but is nonetheless highly valuable in helping you utilize your website to make money. I suggest installing [WordPress.com Stats](#) to track visitor statistics, [All in One SEO Pack](#), [Robots Meta](#) and [Google Sitemaps](#) to improve your search engine optimization, and [TinyMCE Advanced](#) to add additional functionality that makes posting content much easier.

Affiliate Income Plugins

There are plugins for virtually anything you can think of. When it comes to affiliate income, you don't need a plugin to earn money. You can simply paste in your affiliate links as you get them from your affiliate program and they'll work. However, there are also plugins that make this job much easier. For example, [Amazon Product in a Post](#) is one you might want to make good use of if you are posting a lot of Amazon links. [Advertising Management](#) is another plugin that makes it easy for you to add advertising to your blog that can generate you money, such as ClickBank ads or Google Adsense. Neither is essential but just like most plugins, familiarizing yourself with them and utilizing them can save you a lot of time and effort.

Populating Your Website

An Overview of Managing Content

Although you will want to perform a lot more customization to your Wordpress website than you have up until this point, as I earlier suggested you should leave that until such time as you've gained a little experience adding content. As you proceed to add articles, advertising, and develop the structure of your website, the kind of presentation and functionality you want will become clear to you. So now your job is to focus on content and content alone.

One of the reasons we've chosen to use Wordpress as your Content Management System is because Wordpress is extremely flexible. There is very little you can do with your website that you might later consider a monumental mistake. Wordpress as a management system allows you to manage your content in a variety of ways and that includes changing the structure of your website down the track. In other words, don't worry right now about making mistakes!

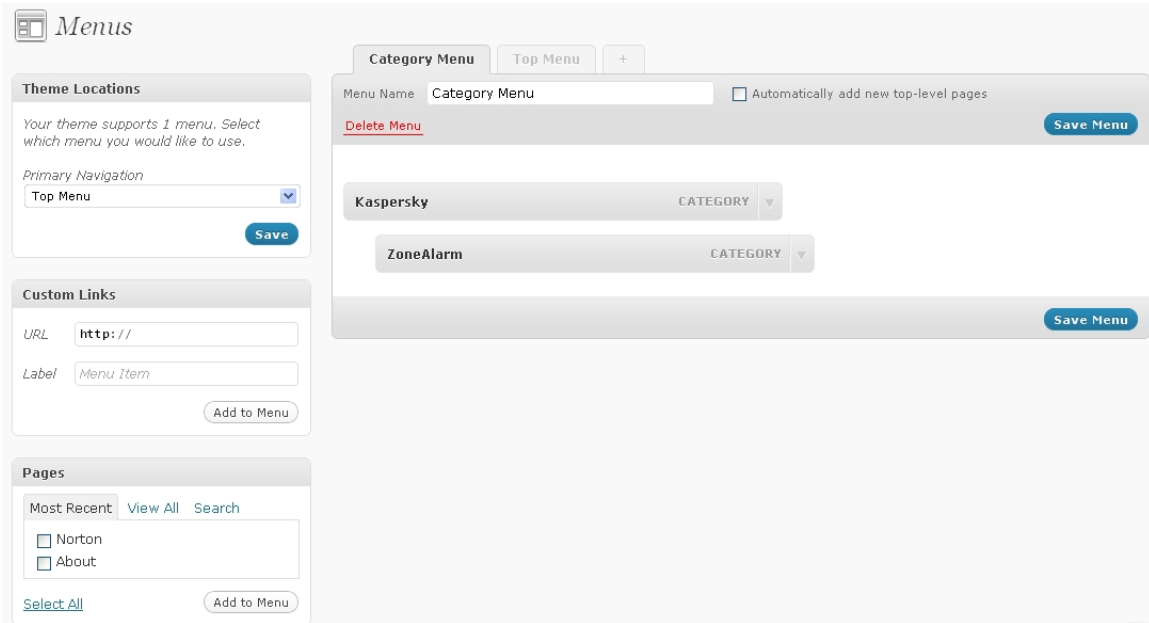
Of course every change you make takes time, so the more you get it right now the less time you'll have to spend later. For this reason I highly recommend taking a little time to forward plan the structure of your website. By that I mean how you will specifically create terms and categories in which you'll save the information you post to your website.

To understand this, go to your website right now and take a look at the menu. As you can see, next to the 'Home' button is 'A Parent Page'. When you hold your mouse cursor over it, you'll see a drop-down menu with 'First Child', 'Second Child' and so forth. Naturally this won't suit you and you'll want to change it straight away. You do this in your Wordpress Admin panel. Under the "Appearance" section click "Menus".

Again, this is not a Wordpress tutorial guide, but I want to give you quick tips on using the custom menu functions you find on the "Menus" page as a good understanding of using this will help you in setting up the structure of your site exactly how you want to from the get-go.

Using the custom menu function

After you click *Appearance>Menus* you'll see a menu screen like this:



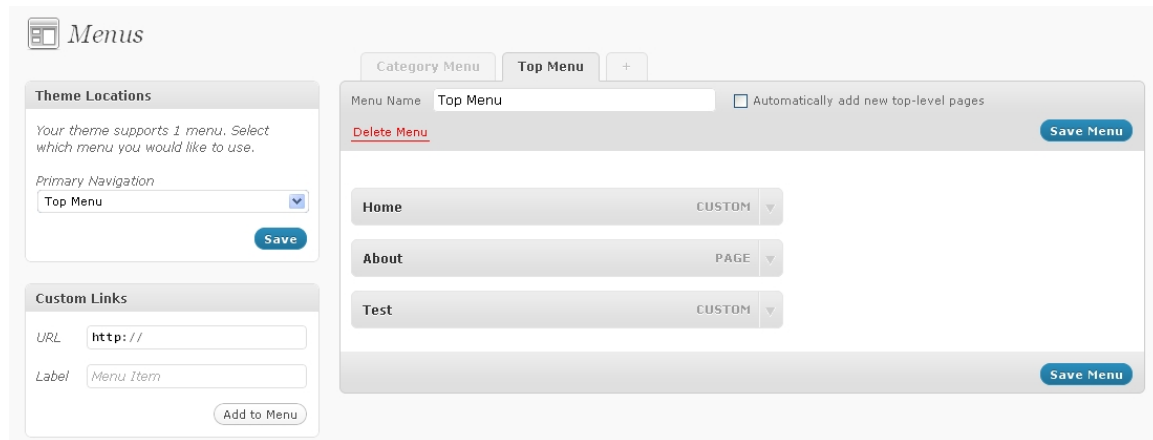
The three main aspects of this screen are the "Theme Locations" panel in the top left and the two tabs to the right titled "Category Menu" and "Top Menu".

Go to "Theme Locations" and click on the drop down menu arrow. You'll see two items titled "Category Menu" and "Top Menu". When you select one of these two types and click 'Save' it means you've told your Wordpress installation to treat that particular Menu type as the main menu on your website.

For example, select "Top Menu" and then click Save.

Nothing will appear to change, but it actually has. Now your website will be utilizing the "Top Menu" as its main menu when people visit it. To understand what this means a little better, click on the "Top Menu" tab (the one that appears grayed out next to the "Category Menu" tab).

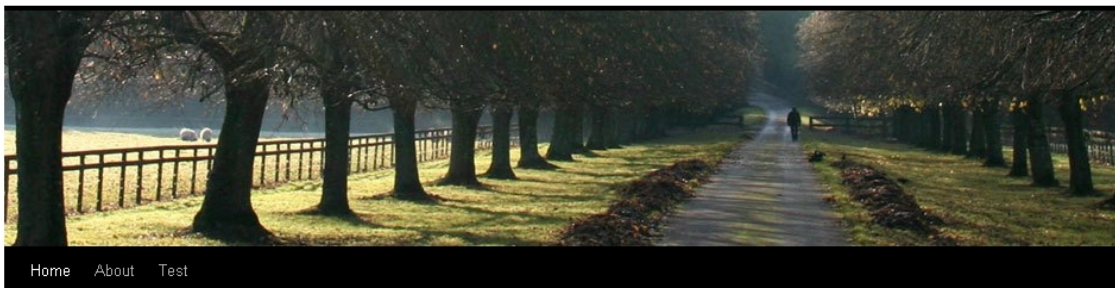
You'll see something similar to this:



The items listed under this menu will be the items displayed on your menu bar on your website. In the above image those are "Home", "About" and "Test". If I then look at my website, I see those items on the menu bar as follows:

Design Custom Wordpress Themes

Using One Simple Tool, No Coding Required



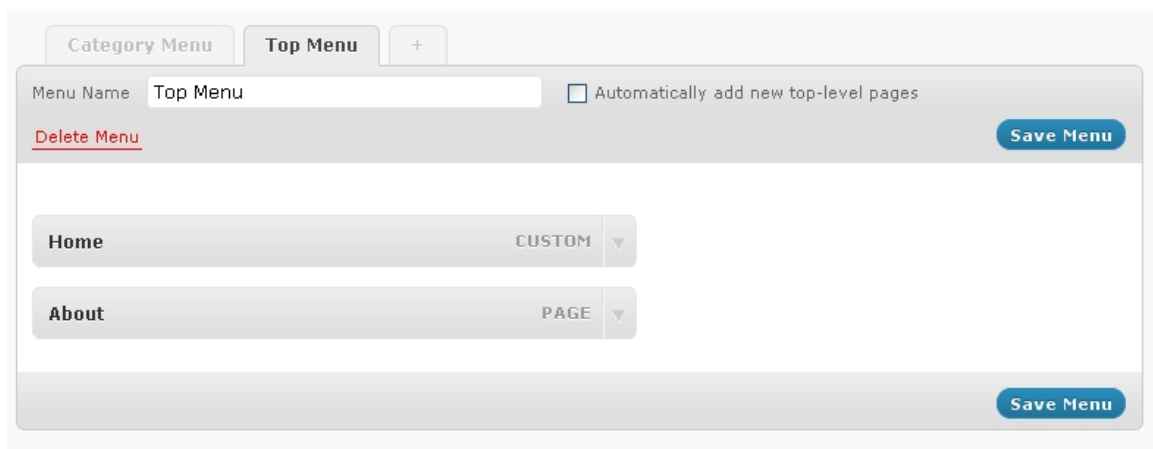
Now I want you to go back to the "Theme Locations" panel and click on the drop-down menu, then select "Category Menu" and click Save. Now return to your website and refresh it and you'll see the menu items have returned to match those listed under the "Category Menu" tab.

As you can see you have complete control over your website menu from this area of your Wordpress Admin panel. There are various ways to use the custom menu functions and I urge you to play around and search for tutorials on different ways to make use of it. But I want to get you started with adding content so I'll show you how to use it in a way that enables you to get started fast and manually put in your menu items as a mix of the

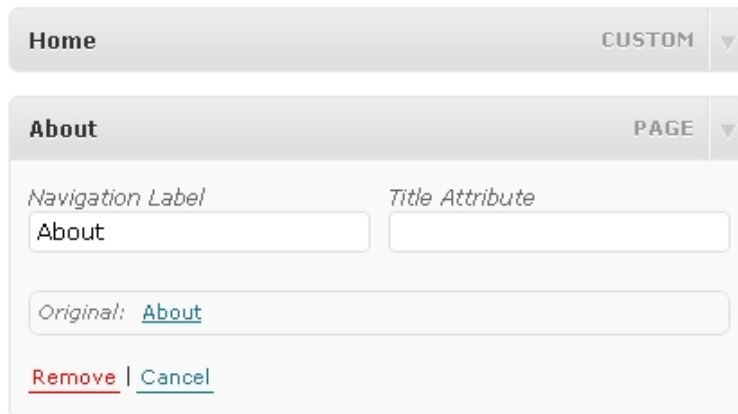
categories (the high level headings you save your content under) and pages (single web pages that deliver information that don't need sub-categories or sub-pages, such as an "About Me" page, for example).

Setting up your menu

In the "Theme Locations" panel click "Top Menu" and Save. Then click on the "Top Menu" tab. Now your website menu displays anything and everything included in this panel:



In my example, that means I have a "Home" button and an "About" button on my menu. You can change the name that appears on the button, where it links, and also remove it if you don't want it on your menu. Just click on the down arrow to expand the information and amend it as you see fit:



Note that in the example image above I have expanded the "About" button information. In that you can see *Original: About*. That is telling you that the original link is to a page titled "About". So, the button will link to my About page when clicked. You can find existing pages and add new pages under the "Pages" section in your Wordpress Admin.

Now, every single piece of content you add to your website must be added under a particular category. You might want to add news items to your post, so you might create a category titled "News". You might regularly add videos to your site, so you might want a category titled "Videos". And so on. This groups all similar content into their relevant sections.

Earlier I mentioned my website would be focused on movies. So, for example sake, let's say I want a category specifically so I can write about *DVD & Blu-Ray Releases*. I do that by going to the "Posts" section in the Wordpress Admin panel and clicking on "Categories". There you will see the "Add New Category" window.

Add New Category

Name

The name is how it appears on your site.

Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Parent

None

Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.

Description

The description is not prominent by default; however, some themes may show it.

Add New Category

Bulk Actions

<input type="checkbox"/>	Name	Description	Slug	Posts
<input type="checkbox"/>	Uncategorized		top-10-antivirus	1

Bulk Actions

Note:
Deleting a category does not delete the posts in that category. Instead, posts that were only assigned to the deleted category are set to the category *Uncategorized*.
Categories can be selectively converted to tags using the [category to tag converter](#).

Note you can also add a new category while writing your post, but for the sake of this exercise, let's do it the long way. All you have to do is type the category name you want and click the "Add New Category" button. You

don't need to fill in all of the information in that window apart from the title, unless you specifically want to.

Now you will see the category included in the list of categories:

Bulk Actions ▼ Apply			
<input type="checkbox"/> Name	Description	Slug	Posts
<input type="checkbox"/> DVD & Blu-Ray Releases		dvd-blu-ray-releases	0
Uncategorized		top-10-antivirus	1
<input type="checkbox"/> Name	Description	Slug	Posts
Bulk Actions ▼ Apply			

Return to *Appearances/Menus*, go to the "Categories" window and click "View All". You will now see the category just created in the list of available categories to add to your menu:

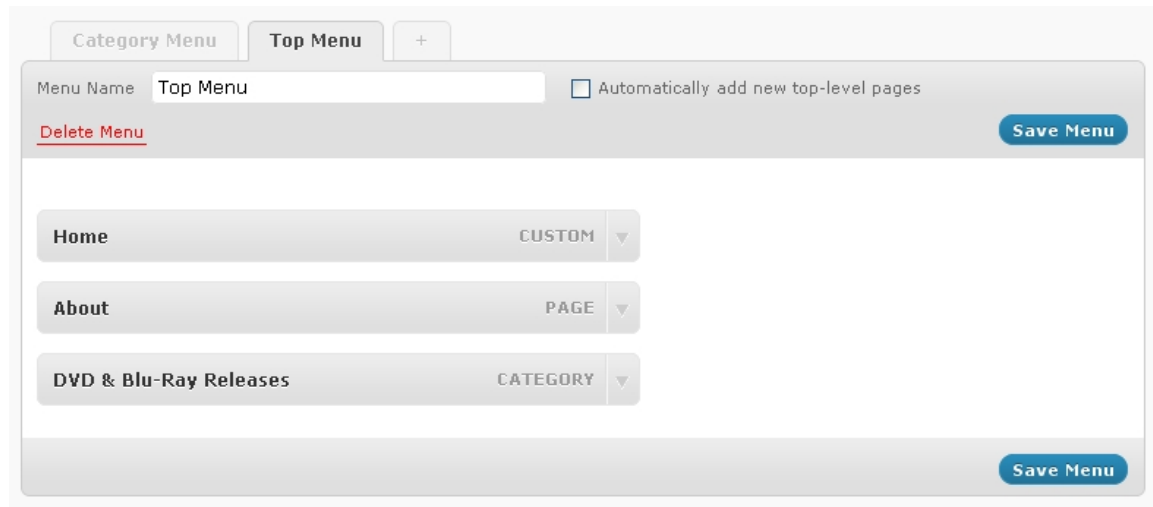
Categories

[Most Used](#)
[View All](#)
[Search](#)

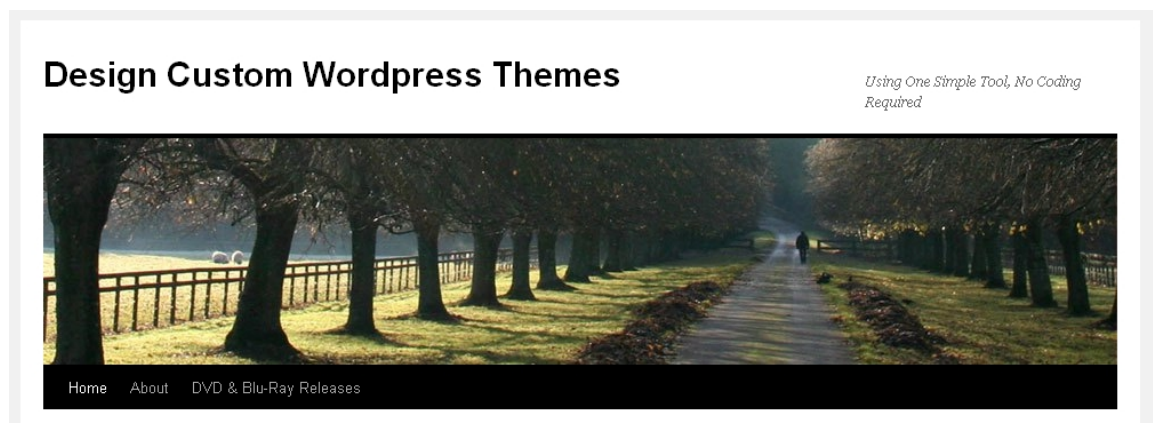
☐ DVD & Blu-Ray Releases
☐ Uncategorized

[Select All](#)
Add to Menu

Check the box next to the category you created (in my case "DVD & Blu-Ray Releases"), then click the "Add to Menu" button. You will now see it in the list of menu items:



Click "Save Menu", and you will now have updated the menu on your site with the new category:



That's really all you need to know to start adding categories and including them in your top level menu and is definitely enough for us to get started with adding actual content that will generate you money.

Remember, these tips are "quick tips". There is a lot more you can do with custom menus than I'm showing you here. Simply decide what you want to achieve and search Wordpress.org, Google or YouTube for a tutorial to help you do it.

Now it's time to make use of your first menu item by adding content that is relevant and that can generate you money. But before we do, let's discuss how to think about the content itself.

The Right Way to Go About Producing Content

I want to get straight to the point here. Forget trying to create a website that does nothing but present products for people to buy. You know the kind. All of the text is spammed with product related keywords. The left or right column is filled with senseless advertising. Many or all of the articles are fake reviews. Those articles that aren't fake reviews are barely readable because they've been auto-written by article re-writing software purely for the purpose of trying to convince the search engines that the content is original. Or, most of the articles are one or two line excerpts from an original article from somebody else's blog, included by a feed that exists solely to get people to visit and hopefully click on the advertising they see before they head off to read the article that they really came for.

The truth about the online marketing world is that there are many seedy players who offer nothing of value but plenty of spammed buy-links and stolen content. The problem of seedy marketing has become so prevalent that Google is actively taking steps to completely change how their search engine algorithm works in an effort to stamp out the low-grade, low-value marketing websites that have flooded the internet in the hope of making money. After all, Google wants to offer its users quality search results.

While some online marketer's are worried about the effect that these changes (many of which are still on their way) will have on their business, you won't be. Why? Because your mission is to deliver REAL value to anyone who visits your website, whether they buy anything you are promoting through an affiliate program or not!

One of the best tips you'll ever hear about managing an online business is the same tip that you'll hear about managing a physical real world business: you will achieve greater success if you can retain your existing customers than if you have to find a new customer for every sale you make.

You must apply this principle to how you view your web traffic and the way to do that is to make your site of high value to anyone who visits it. If a person finds what they are looking for when they visit your website, next time they are looking for something that they found on your site before,

they'll return. If they didn't find what they're looking for, they won't return. It's that simple and in a very real sense it is that type of an approach to examining websites that Google's new search algorithm is aiming to replicate. They'll examine the value of your content and, if they determine it to be of low value, you'll get ranked poorly, regardless of how many buy links or related keywords to a subject you've plastered all over your site.

Later in the book I'll discuss the subject of bringing traffic to your website by using backlinks. But here I think it is timely to discuss the subject of links going out of your website rather than in to it.

There is a school of thought that suggests you should have no links leaving your website because every link out of your site is a link that sends a customer away. I want you to ignore this type of thinking! First, if your site is to offer high value content then you will need to find valuable information on other websites. You should never steal content as that can get you in all sorts of trouble, but referring to content elsewhere with appropriate links of credit will not. When a visitor comes to your site in search of information, they'll STILL love your site even if you use a link to send them off elsewhere. More to the point, they'll respect your site AND be willing to return next time they want to find information that they know your site has plenty of - or can help them find.

The trick with making money from a website is not to try and constrain your site so that a visitor has no choice but to click a buy link. As long as you back your visitors into a corner of "click this or go nowhere" they'll choose to go nowhere. Closing the window that they're browsing your website in is easy, but it's a lot harder when your site adds real value to their quest for information and offers clear expertise on a given subject.

In sales it is a well known philosophy that the art of making sales is not just skill, it is a numbers game. Good salespeople know that the more people they can put their wares in front of, the more sales they will make. You must apply this principle to your website. The higher quality you can make the information you give your visitors, the more people will visit and the higher will be the percentage of returning visitors (those who subscribe to your website feed and those who bookmark your site for later use). Using

the "selling is a numbers game" philosophy, the more people you get visiting your site, the more sales you will make *by default!*

Don't set out to try and sell anything. Set out to present information. Within that information include your buy links. By all means make those links stand out (such as bold orange text in amongst the black text of the content). In fact, studies have shown people are often more willing to click on bold and colored text links than they are banner advertising! So once again, there exists good reason to provide high quality content that includes money making text links than trying to display actual advertising!

So how can you decide what is and what is not good quality content? Well, there's an easy, fast way, and there's a slower, more methodical way - and I suggest you use both ways, all the time. Let's take a look at them.

The easy, fast way

Look at the product that you are planning on promoting and ask yourself, "What would I want to know about this?" Then write down the answers to every question you can come up with in the form of an article. For example, I've created a *DVD & Blu-Ray Releases* category. Let's suppose the movie *Inception* is one of the movies I decided to try and sell on the site. Simply posting a link to the product on Amazon won't do me any good, either in the eyes of people visiting or in the eyes of the search engines. Instead, I need to write something about the movie that will make people interested to visit, read, and then follow the link.

I might choose to write a review. I could write the title, "Inception: The Best Movie Ever Made, a Review". I can then write why I think the film is the best movie ever made, justifying all my points, and including links to the movie on DVD and Blu-ray in the body of my content. Or, I can include links to buy the movie at the end of the review, and just keep the content centered on reviewing the film.

I might choose not to write a review of the movie, but a review of the Blu-ray instead. I might write about all the special features that are on the disc

and I might include pictures of the disc, the images from the cover, as well as images of booklets included with the disc. I might also search YouTube and find one of the special features uploaded there, and include it in the post so people can watch it. I might title the post, "Watch the Inception Blu-Ray Special Feature X". Then, when people come to watch it, you've targeted people who obviously haven't already seen it and therefore don't already own the Blu-ray. From there, they may become so interested thanks to your information as to click on your links to go buy it.

In other words, the quick and easy way is to write about what you know and/or to write/post information that you would want to know yourself.

The slower, more methodical way

The slower way to write good quality content involves one thing: research. Google is your friend here. Again, it involves asking yourself questions, but not just about what you'd like to know about the product your offering, but about what other people want to know. To find out what these questions are, you must search Google to find articles on other sites about the very same product. By reading those articles you are able to collect more information, come up with more questions, and discover more answers.

A great way to find out information that you can turn into good quality content about a product is to read other reviews of it and then peruse any comments readers have made. Usually a combination of a reviewers take on a product and commenter's responses will give you all the information you need to produce the kind of article people will respond well to.

Don't forget the affiliate programs that you are a part of too. Many of those, such as Amazon, offer detailed write ups of products and allow users to post reviews. Amazon in particular is a great source of review information. Users often post lengthy reviews that you can use. You can take the information from those reviews and rewrite it to suit your own site, or you can even take full excerpts and quote them on your site. In fact, one great way to build content is to quote numerous excerpts from various sites, reviews, and discussions regarding a particular subject. Doing

so makes your site the central hub for all the others, and it doesn't take long for people to start posting links to your site from their own because yours is seen as the best place to find all the information there is about a given subject in the one place.

Many websites position themselves as leaders in their field without offering anything original except a compilation of all of the other information out on the web. By compiling information you save people time. Saving people time is the name of the game. If people get to know your site as the one that saves them time finding what they want, they will return again and again and the higher become the odds that they'll translate into buying customers now or in the future.

Obviously the slower and more methodical approach is the most time consuming method. It can take many hours to fully research and present information on a subject. This is why I suggest you need to take both the fast and slow approach. With the fast approach your articles can be anything from one to a few paragraphs and you can produce them quickly. Producing content quickly is necessary in order to keep your site updated regularly (regular updates make search engines happy). With the slow approach your articles might end up many pages long and not be as regularly updated. But, with a mixture of both, your site will be seen by human and search engines alike as a site that is regularly updated AND that contains tons of high quality information.

Later I'll be discussing using social networks to help drive traffic to your website, at which time you will further realize the importance of high quality information. With social networks, word of mouth can travel much faster than it can in the real world, and as you know word of mouth can make or break a business!

Personal, professional or confronting?

There are a few different schools of thought when it comes to deciding the best tone to present information. Should you attempt to write about your information impartially, much like a journalist who just presents the facts? Should you present your information personally, much like a person who is

an expert in their field, giving your visitors insight into your personal thought processes about the information? Should you present your information in a way that is deliberately confronting, such that you inspire debate and a lot of return traffic that takes part in the debate?

There are many different reasons why all of these methods are ideal and why none of them are in isolation. In the end, the truth about the tone you should apply to your site comes down to choosing the way that is the easiest to write for you; the way that works best for you personally.

In my experience, I've found the websites that continue to attract repeat traffic are those with a personal edge to them. I believe visitors who think you are a real person will respond to you better than if they think you are just an information resource. This becomes even more apparent when you begin utilizing social networks to enhance your reach. If you are not personable on social network services, most people will treat you as a professional organization and communicate with you less. What happens when people communicate less? They forget about you; the exact same thing that happens if you don't update your site regularly.

I also personally find it much easier to write what I'm thinking than to have to pause and second guess the impartiality of what I'm typing. If you plan to include reviews of products on your site, you'll definitely want to take a more personal approach to your writing. Whichever approach you take, always be honest with what you write and how you present it. NEVER lie to try and make a sale and, if taking the personable approach, be thoughtful but honest with every opinion you offer to ensure that not only do you maintain good credibility; you maintain the respect of your readers.

SUMMARY: The art of making money online is the art of providing high quality content that IS NOT focused on selling but on providing detailed information related to the product to be sold. Thus, high quality content is the art of presenting detailed information honestly, and you should do so in the tone that best suits your writing style.

Adding Your First Content

Useful and Important Information

Before you add your first post you should consider adding three specific pages. You can add a page by clicking "Add New" under the Pages section in your Wordpress Admin screen. Adding a page is very simple. All you have to do is type a title and then in the body of the "Add New Page" screen type the content you want displayed.

The two specific pages you should add are "About" and "Privacy Page". Start with the "About" page, as this one will be easy. All you have to do is write up a little bit of information about what your site is about, who you are, what visitors can expect, and so forth. There is no hard and fast rule to the type of content that should appear on an "About" page. In my case, since I've chosen "movies" as my subject, I might choose to write a few paragraphs about how I've loved movies my whole life and as a result started the website so I could share related information with other movies lovers.

The best way to get ideas for what to write on your "About" page is to visit a few of your favorite websites and see what they've written on theirs, then just replicate them with your own style and flavor.

The same can be said for the second page I want you to add. While it is helpful but unimportant to include an "About" page, it is very important to include a "Privacy Policy" page on your website. Many search engines apply lower rankings to websites that do not have a page that informs visitors about the type of information the website collects from their computers when they visit. To begin with I suggest you can start with a free template of a Privacy Policy. You'll find plenty on the internet if you search for "free privacy policy template", such as this one at [Perfect Privacy.com](http://PerfectPrivacy.com). I do, however, recommend you research and investigate the importance of a Privacy Policy from a legal perspective prior to including one on your site. Including one is not only for the benefit of search engines, but for the benefit of your own protection and that of your visitors. For now, however,

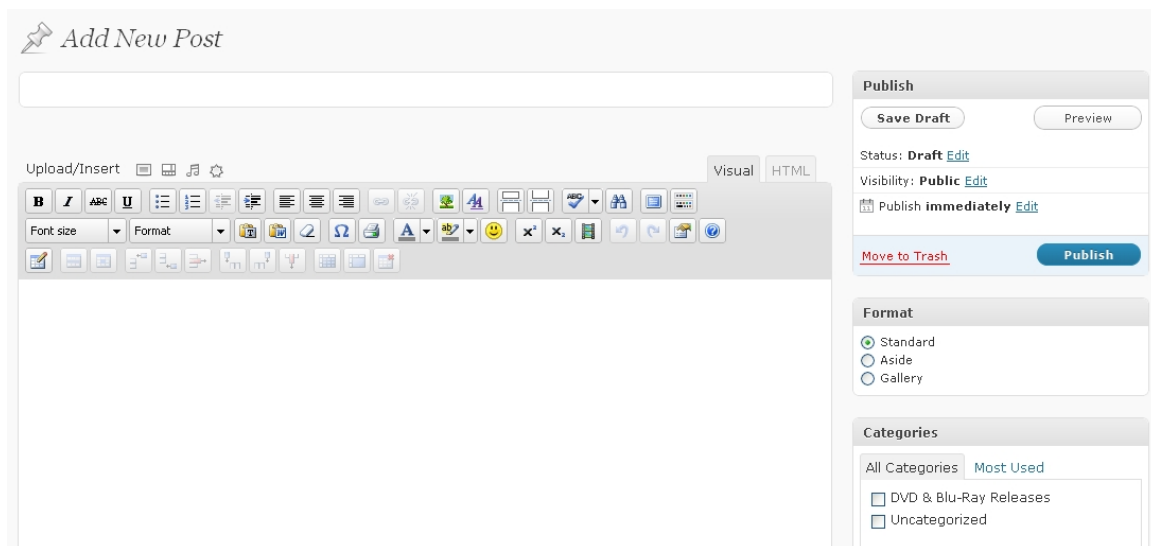
it is simply important to get one on your site, and a default template will do the job to get your started.

The third page I want you to add is a "Contact Form". This is a form that visitors can fill in to email you. You can do this easily. First, install the [Fast Secure Contact Form](#) plugin, activate it, and then follow the [installation instructions](#) to install the form on a Page. The beauty about using this plugin is it makes setting up a form simple and, better yet, the plugin blocks spam from being sent to your email address via the form.

Your First Money Making Content

Your website should now be taking shape. You have your own graphic or custom designed header graphic at the top, an "About" page, your "Privacy Policy" and your "Contact" page. That's enough basic information to get started with adding actual content that will begin to earn you money.

Wordpress offers two primary ways to add content: Pages and Posts. You've already added pages, but from now on most of the content you'll be adding will be Posts. Adding a Post is similar to adding a Page, except there are a few extra things to think about. I'll discuss these as we work through adding your first post. Go to the "Posts" section of your Wordpress Admin panel and click "Add New". You'll see a window that looks like this:



Naturally you'll need something to write about. To make it easy, I want you to pick a particular product within your chosen niche that you found on Amazon. Next, I want you to choose a slant regarding the product. By "slant" I mean what your specific focus will be in the article that you think a potential visitor may be interested in reading.

Follow me as I demonstrate how I might do this within my chosen niche of "movies" and "DVD & Blu-Ray Releases".

When I visit Amazon, I select my category from the drop-down menu, which is "Movies and TV". Right now I'm not really sure what I want to write about, although I know my category is "DVD & Blu-Ray Releases". Here's where it gets interesting. When I begin to type my category into Amazon's search bar, a drop-down menu of items displays, as follows:



These suggestions are not arbitrary. In fact, what you're seeing here are some of the top search terms that people are *actually searching for*. This is important information as it helps me narrow my search for a product to something people are actually looking for and are interested in.

While I can follow any of these suggestions, I see that "dvd blu-ray combo" is a commonly searched for term, so I click on that. You can click on any suggestion you like that you've received for the term your searching for.


Here is what I get:

Movies & TV > "dvd blu-ray combo"

Related Searches: [dvd blu ray](#).

Showing 1 - 12 of 847 Results


Sort by Relevance

- 

Tangled (Two-Disc Blu-ray/DVD Combo) Starring Mandy Moore and Zachary Levi (2011)

★★★★☆ (388 customer reviews)

Blu-ray
[Buy new:](#) ~~\$39.99~~ **\$24.99**
 Get it by Wednesday, May 11 if you order in the next **17 hours** and choose one-day shipping.
 Eligible for **FREE** Super Saver Shipping.
[56 new](#) from \$17.93
[15 used](#) from \$13.98
 Trade in this item for an Amazon.com Gift Card

amazon instant video
[Rent:](#) **\$3.99**
 Watch **instantly** on your PC, Mac, compatible TV or device.
- 

Beauty and the Beast (Three-Disc Diamond Edition Blu-ray/DVD Combo in Blu-ray Packaging) (2010)

★★★★☆ (862 customer reviews)

Blu-ray
[Buy new:](#) ~~\$39.99~~ **\$19.99**
 Get it by Wednesday, May 11 if you order in the next **17 hours** and choose one-day shipping.
 Eligible for **FREE** Super Saver Shipping.
[68 new](#) from \$15.70
[19 used](#) from \$12.56
 Trade in this item for an Amazon.com Gift Card

Now, I can pour through the 847 potential results here, or I can narrow my search further. See the drop-down menu on the top right. It currently reads "Relevance". Use this drop-down menu to narrow your search to popular products. You can sort by those that sell the best, by customer ratings, and by price. Any of these search parameters will help you find a valuable product. In my case, I would probably want to choose "Release Date" so that I can get the benefit of writing about a newly released product. However, in this case I'll take a different approach. Since I don't have much on my website right now, I'm going to try to find those products that offer higher commission. To do that, I need to sort by Price: High to Low.

The first result I get I can't work with. It is not a DVD or Blu-ray release, but a 3D starter kit.

Movies & TV > "dvd blu-ray combo"

Related Searches: [dvd blu ray](#).

Showing 1 - 12 of 847 Results

Sort by Price: High to Low

- 

Panasonic TY-EW3D10MK1 3D Starter Kit

★★★★☆ (10 customer reviews)

[Buy new:](#) ~~\$349.99~~ **\$299.99**
 Only 4 left in stock - order soon.
[7 new](#) from \$299.99
[2 used](#) from \$249.99

This gives me the idea that perhaps I need a "3D Starter Kit" category on my "movies" website. It certainly fits with my niche and I know 3D is getting

more and more popular. I could create that category right now and immediately write up an article on this particular product. Given it is priced at \$299, the % of commission I would receive if I sold one of these kits would be pretty good.

However, when I check the second item in the list, I see it is also a 3D starter kit but this time it includes the movie *Avatar* on Blu-ray (in 3D!).

2.



Panasonic TY-EW3D2MMK2 Ultimate 3D Starter Kit (*Avatar* 3D + 2 Rechargeable Glasses)

★★★★☆ (49 customer reviews)

Buy new: ~~\$399.95~~ [Click for product details](#)

Get it by Wednesday, May 11 if you order in the next **12 hours** and choose one-day shipping.

Eligible for **FREE** Super Saver Shipping.

[17 Used & new](#) from \$249.99

Avatar is a very popular movie, and so I know this is a product that could do very well. Further, I've seen there is another 3D starter kit available. So I could write an article on this particular product, and include it in two different categories (*DVD & Blu-ray releases* AND *3D Starter Kits*).

When a search engine visits your site it indexes not only the title of your site and the title of your posts, but also the keywords of your Category names. If I write one article on this product but include it in two different categories, a search engine will realize that the article is relevant to both *DVD & Blu-ray releases* and *3D Starter Kits*. It knows this because the search engine will see I've created specific categories for the information, thereby telling it that I feel those category terms are specifically important.

Remember, you can rush off to write up some articles and post some affiliate links to these products right now, or you could conduct further research to see if anyone is actually searching for the terms "3D Starter Kits" like we did earlier, such as by using Google's [AdWords keyword tool](#). You can also go and read a few reviews and see what people are saying about the product before deciding. Personally, I won't bother too much with the additional research. The more content you add, and the more regularly you add it, the more relevant your site will be treated by search engines and visitors alike. You may not make any money from some products by performing scant research, but the cumulative value of your posts will certainly work in your favor in the long run. Remember, selling is

a numbers game so the less time you spend laboring over whether or not to take action and just take the action, the better.

That said, I also want to demonstrate how it can be important to think through what you want to post a little deeper because it is also important that every action you take should be action that has lasting potential. So with this in mind, I'm going to examine a few more of the results Amazon has given me. As I scroll down the page of results I notice this product:



It is a little difficult to see in this image, but I notice that the release date is September 16, 2011. It has yet to be released. Clearly *Star Wars* is very popular, and this is a new Blu-ray product that has yet to be released. If I do a write up now, the odds of it gaining search engine and link traction may be higher than if I take the time to post about a product that has been available for some time. Further, many people may be unaware that the entire saga of Star Wars is coming to Blu-ray, so it also makes sense why I might, once I've posted an article, go out and about to social networks to let people know. It might be news to them and that would be good!

Ok, I think I've chosen my product. But have I? What am I going to write about it? First, I must look at what details Amazon has included for the product. When I visit the product, I see that there are plenty of technical details and, amazingly, 195 reviews. How can there be reviews when the product has yet to be released? The reason is people are very opinionated about the things they like and often they'll post commentary on upcoming products just as much as they will on products they've actually tried. Amazon actually has a dual review system, one that allows for people who have actually purchased the product to write "Verified" reviews, and the other which allows any kind of opinion piece to be posted as a review.

Obviously there's plenty of information among all that for me to draw from. I can see, for example, that some of the reviewers are complaining that the

release includes the versions of the Star Wars movies that have new special effects added and not the originals. I could write an article about that. Since the product hasn't been released, I could do a search in Google and find a press release or other news information to see if I can find something that's not on Amazon's page, such as more detail on special features or, perhaps, extra images or artwork not shown on Amazon. (Note: When I do a search for this I find that 20th Century Fox has launched a dedicated website for the release, so now I can write an article that reads "Star Wars: Complete Saga Website Launched"). I could write a short paragraph about what's on the website and include links where to get the Blu-ray in the paragraph or at the end (preferably within).

There are so many different ways to generate a slant on a particular subject that I could write a whole book on that subject alone. Here's another one, and it's one that I commonly use to gather attention, and one that many visitors to a website appreciate being informed of.

As soon as I load up the full product page, I notice that Amazon is offering a huge 36% discount on pre-orders:



Star Wars: The Complete Saga (Episodes I-VI) [Blu-ray] (1977)
[Mark Hamill](#) (Actor), [Hayden Christensen](#) (Actor), [George Lucas](#) (Director) | Rated: PG-13 | Format: Blu-ray

★★★★☆ (195 customer reviews) | [Like](#) (1,909)

List Price: ~~\$139.99~~
 Price: **\$89.99** & this item ships for **FREE** with **Super Saver Shipping**. [Details](#)
 You Save: **\$50.00 (36%)**
 Pre-order Price Guarantee. [Learn more.](#)

This title will be released on September 16, 2011.
 Pre-order now!
 Ships from and sold by **Amazon.com**. Gift-wrap available.

Customers Who Pre-ordered This Item Also Bought

	The Incredibles (Four-Disc Blu-ray/DVD Combo + Digital Copy) \$24.99 In Stock		Austin Powers Collection: Shagadelic Edition Loaded With... \$29.99 In Stock
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Click for larger image and other views

Now I have a very good reason to write an article, the title of which can read:

Get \$50 Off the Upcoming New Release of "Star Wars: The Complete Saga" on Blu-ray

With such a title, I can write a quick post like this:

Get \$50 Off the Upcoming New Release of "Star Wars: The Complete Saga" on Blu-ray

On September 16, 2011 20th Century Fox will release, for the first time, Star Wars: The complete Saga on Blu-ray.

The release will contain 9 Blu-ray discs featuring not only all six Star Wars movies, but also tons of special features including audio commentaries, documentaries, and even an 84 minute fan tribute film titled "Star Warriors" that takes an inside look at the 501st legion, a global Star Wars fan club.

This is a not-to-be-missed Star Wars collectible, but if you ever want to order it, now is the time. Amazon are offering a whopping \$50 off the \$139.99 price tag if you pre-order now in time for the September 16 release.

Full details here:

[include the title of the product with a link containing your affiliate code]

It took me no more than 5 minutes to write this article using nothing but the information I could see on the product page at Amazon. Notice also how often I've managed to squeeze in the product name and the key term "Star Wars" without it coming across as unreadable garbage or appearing like spam. Between the title and the post the product name appears 3 times, and "Star Wars" appears 6 times, all in only a few paragraphs. Note also that the term "Blu ray" appears 4 times. When I add this post to a category with the term "Blu-ray" in it, and tag the post "Blu-ray" (we'll talk about this in a moment), the search engines will apply a lot of relevance to the terms "Star Wars" and "Blu-ray" to this post.

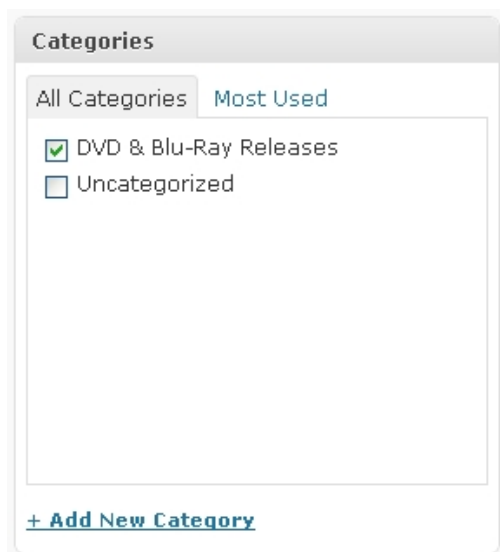
I do not suggest spamming articles needlessly with keywords. Your key terms, and product name, need only appear once. But, if you can weave them in more often without it seeming like that's what you're doing, then it is definitely beneficial to do so. But don't go overboard, search engines and human readers alike don't like to read the same term over and over again without good reason. In fact, search engines will penalize you for using

particular key phrases over and over again. A few times, like the above example, is more than enough.

Now, take the time to write a similar kind of post for the product that you've chosen that is relevant to your category. Type the title of your post into the Title area of the "Add New Post" screen and the body of your post into the text area. Don't worry about your affiliate link right now; we'll get to that in a moment.

Adding categories and tags

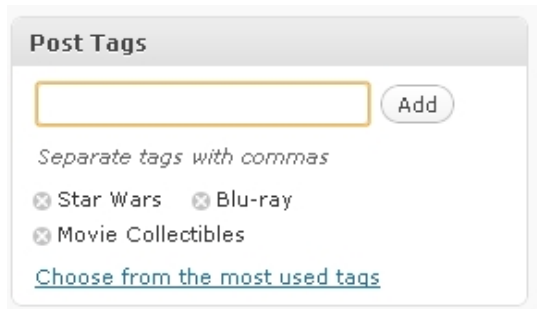
Now, go to the right side of your screen and in the "Categories" pane tick the Category that you want to save your article in:



If you haven't set up the Category yet, you can click the "Add New Category" link and set one up right now, from within the post. Remember, you'll then need to add that category to your menu from the *Appearance > Menus* screen later on or it won't display on your menu bar. But for now, just tick or add the category that you want your article to be saved in.

Under the "Category" pane you'll see a "Post Tags" pane. Tags are keywords that you want to associate to your articles that your visitors can use to find similar articles. For example, in my case I'm writing about Star Wars, so

"Star Wars" would be a definite keyword. To add it, I simply type it into the "Add New Tag" field and click "Add". You can associate an unlimited number of tags here, but you don't need to do it right away. Tags can be managed, added, edited and removed at any time. I'll also add the tag "Blu-ray" since my category is a general "DVD and Blu-ray" category while my visitors might just want to find Blu-ray's, and this can be how they'll do it. I also add "Movie Collectibles" as a tag. I could add more tags too, such as the name of each of the Star Wars movies that is in the box set, the stars names, and so on. But for now just a few tags will do so that you get the general idea. My three tags are now visible:



Post Tags

Separate tags with commas

✕ Star Wars ✕ Blu-ray

✕ Movie Collectibles

[Choose from the most used tags](#)

Now that our categories and tags are set up, our title and post details are typed in, we can preview the post to see how it will look. Click "Preview" on the top right of the "Add New Post" screen, and the preview will open in a new Tab in your Browser. Here's what my example article looks like so far:

Get \$50 Off the Upcoming New Release of "Star Wars: The Complete Saga" on Blu-ray

Posted on May 9, 2011 by admin

On September 16, 2011 20th Century Fox will release, for the first time, Star Wars: The complete Saga on Blu-ray.

The release will contain 9 Blu-ray discs featuring not only all six Star Wars movies, but also tons of special features including audio commentaries, documentaries, and even an 84 minute fan tribute film titled "Star Warriors" that takes an inside look at the 501st legion, a global Star Wars fan club.

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Full details here:

This entry was posted in [DVD & Blu-Ray Releases](#) and tagged [Blu-ray](#), [Movie Collectibles](#), [Star Wars](#). Bookmark the [permalink](#) [Edit](#)

Of course, there are a few extra things to do before we can publish the post for the world to see. I have yet to put in my affiliate product link and I feel the post isn't very exciting to look at and won't attract the attention of casual visitors. That's something I want to fix.

The importance of adding images to your posts

If someone visits my site, and I have a few articles on it, what specifically will drag their attention to any one article? If, for example, someone is interested in Star Wars, what would ensure they would spot the Star Wars article and not miss it? If all my articles consist of black and white text they'll all blur into one another and much of my hard work may go unnoticed by the eyes of people who I really could make a sale or two from. The solution is to add relevant and catchy images to your articles.

Be careful when adding images that are not product related. You have to make sure you have the rights to any image you post. However, adding a product image is perfectly acceptable. On the Amazon product page, click on the image at the top left of the product page to enlarge it, then once enlarged, right-click your mouse on it and save the image to your hard drive. In my case I'm using [Google Chrome](#) as my web-browser, so I right-click and choose "save image as". Make sure you save the image using a file name that can be recognized and indexed clearly by search engines. This is VERY important because many people underestimate the power of driving traffic via images.


In my case, I'll save the image as *star-wars-the-complete-saga-blu-ray.jpg*. This way I know the search engines can find the keywords "star wars", the full product name "star wars the complete saga" and "blu ray" in the image. When search engines index images, they look for the file name and the image description to determine when they'll show your image in relevant searches. Image search is often overlooked by marketers, but you won't. I suggest including an image with EVERY post you make, and make sure you label the file name and the image description clearly every time. You can add the description when you upload your image.

There is a problem with images, however, and that is aside from self-hosted video, they can slow down how fast your site loads. They also add bandwidth usage to your site statistics. Now, most hosts, including HostGator, tell you that they offer unlimited bandwidth. In reality they don't, but they can get around the truth of the matter by including a clause in their terms and conditions that is a "fair use policy". Under that they state that they can shut your site down if you are using too much of their CPU power. This tends to happen once you get a lot of visitors and your site is serving up a lot of information, especially images. At that point most hosts will try to get you to upgrade your website to a plan that allows for more CPU usage, a disguise for "more bandwidth".

Right now you don't have to worry too much about this issue. It will take a little while for you to get the volume of visitors and the volume of bandwidth taxing images for this to be a problem. However, the solution that delays the issue is actually one worth mentioning right now.

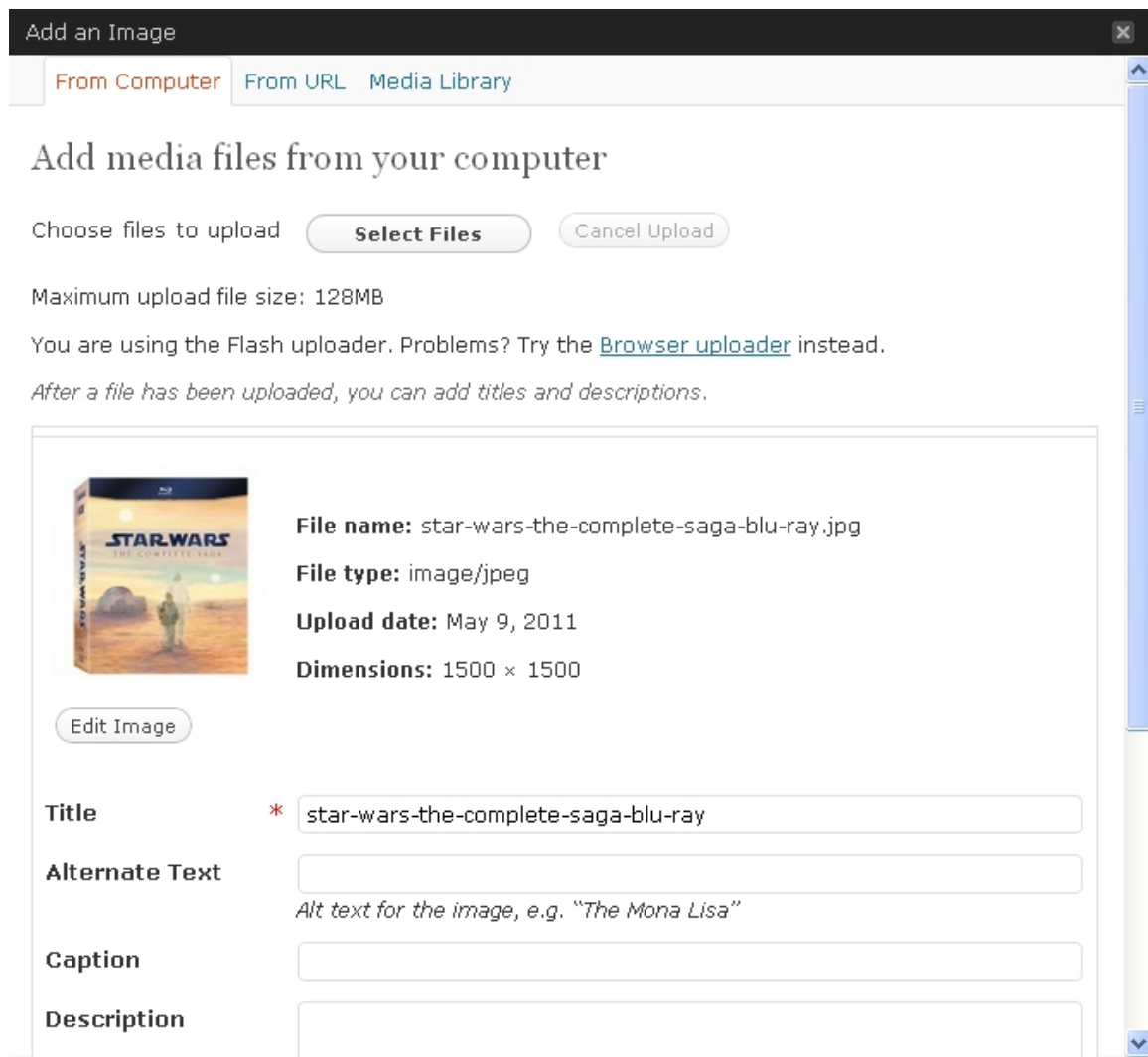
There are many services that will host images for you completely free. They specialize in hosting images and images alone, such as [Image Shack](#), and many do so with absolutely no bandwidth restrictions. You can host your images with these providers, and then "embed" them in your posts. What this does is reduces the load on your own host to serve up the image (as another server is displaying the picture to your visitors) and thereby reduces your bandwidth and CPU usage. But there's another benefit in hosting images elsewhere. You can use those services to drive even more traffic to your website both directly from the provider by tagging your images with relevant keywords.

For now we'll take the standard approach of uploading an image using Wordpress. It's the easiest way and the image will be stored on your host's server. Doing so will also help you understand the process of embedding images from an external host, when you come to do it later on.

By now you should have saved the image of your product from Amazon. Go back to the browser tab that has your post open. You previewed it a moment ago so it should still be open. If not, open it again to edit it. Place your cursor at the start of your article, and click the  button. You'll find

this button under where you typed your post title, next to the text "Upload/Insert". You'll be presented with the "Add New Image" window. Click "Select Files" then locate the image file you just saved to your computer. Left click on it to highlight it then click "Open". Doing so will upload the image to your Wordpress directory.

You'll now see this screen, in which you have the opportunity to type a title and description of your image:



Add an Image

From Computer From URL Media Library


Add media files from your computer

Choose files to upload **Select Files** Cancel Upload

Maximum upload file size: 128MB

You are using the Flash uploader. Problems? Try the [Browser uploader](#) instead.

After a file has been uploaded, you can add titles and descriptions.



File name: star-wars-the-complete-saga-blu-ray.jpg
File type: image/jpeg
Upload date: May 9, 2011
Dimensions: 1500 × 1500

Edit Image

Title * star-wars-the-complete-saga-blu-ray

Alternate Text
Alt text for the image, e.g. "The Mona Lisa"

Caption

Description

In my example you can see the dimensions of the image are 1500 x 1500. That is too large for the size of the web page that we're using. To solve this you can resize the image before you upload it. A size of 640 pixels wide or less is ideal for the default Wordpress theme. Fortunately, if you haven't

resized it already, you can do so now. In the same image uploading window you already have open, select the radio button of the size you want (in my example, the "Large (640 x 640)" button):



Doing this doesn't resize your image, but it does resize how your image is displayed. This is an important point. You can't just keep uploading large images and display them at a smaller size as this will slow down your website and contribute to your web host's CPU usage. So it is best to resize your images first, but this is a quick solution if you have forgotten to do so. Note that large images are excellent for search engine indexing. Many sites resize their images before uploading them to make them smaller, and so the competition to rank with larger sized images is less. Bear that in mind once you start using free image hosting services as you won't need to resize them before uploading to those.

You will also see a "Link URL" field. This is pre-populated by Wordpress with the file address of your image on your server. Some marketer's make the mistake of changing this link to their affiliate product link, ensuring that anyone who clicks on the image gets immediately taken to the product sale page. Don't do this! This is a monumental mistake for two major reasons. I have found that the images I keep linked to their original location rank better in search engine image searches, while those with affiliate links don't rank at all. Second, people visiting your website will often click on images to see a larger version, and will get very annoyed if doing so inadvertently takes them to a sale page. Keep your site standard - if someone clicks on an image, let them see the image - that's what they want. Allow the search engines to index images with links to your site. Don't underestimate how much traffic you can get by keeping your images and their links all pointing to your website.

Now, click "Insert Image" and your image will be inserted into your article:

Get \$50 Off the Upcoming New Release of "Star Wars: The Complete Saga" on Blu-ray

Posted on May 9, 2011 by admin



On September 16, 2011 20th Century Fox will release, for the first time, Star Wars: The complete Saga on Blu-ray.

The release will contain 9 Blu-ray discs featuring not only all six Star Wars movies, but also tons of special features including audio commentaries, documentaries, and even an 84 minute fan tribute film titled "Star Warriors" that takes an inside look at the 501st legion, a global Star Wars fan club.

This is a not-to-be-missed Star Wars collectible, but if you ever want to order it, now is the time. Amazon are offering a whopping \$50 off the \$139.99 price tag if you pre-order now in time for the September 16 release.

Full details here:

This entry was posted in [DVD & Blu-Ray Releases](#) and tagged [Blu-ray](#), [Movie Collectibles](#), [Star Wars](#). Bookmark the [permalink](#). [Bill](#)

Finally, we need to add our affiliate link. To do this you'll need to be signed into your Amazon Associates account. If you haven't set one up yet, you should do so now. When you visit an Amazon product page at the same time that you've logged in to your Associates account, Amazon places a "Site Stripe" at the top of the page. It looks like this:

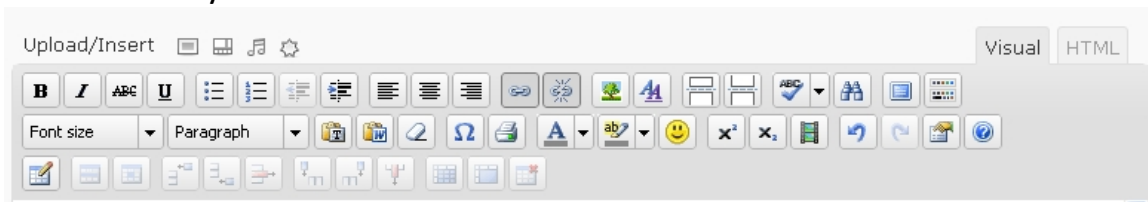
hide [Link to this page](#) [Add to Widget](#) [Add to aStore](#) [Share on Twitter](#) [Your Earnings Summary](#) [What's New](#) [Discussion Boards](#) [Settings](#)

The site stripe is your easy-access point to gathering (and even spreading) links to Amazon products. You can [learn more about the site stripe here](#).

While on the product page for the product you are posting about, click the "Link to this page" link on the site stripe and a window will open through which you can get your affiliate link. There are three ways you can display Amazon links using this system: Text and Image, Text Only, Image Only. As we've previously discussed, the most effective way is Text Only. So click on the "Text Only" tab.

The window is self-explanatory, but all you need to do here is copy the HTML code presented (easy way to do this is to click the "Highlight HTML" button, then press CONTROL-C to copy the code).

Next, go back to your post editing window. At the top right of your content area window you'll see a VISUAL and HTML tab.



You are already in the visual editing mode. To paste your code, you need to be in the HTML editor. Click the HTML tab and your editing view changes to the code behind your article. Don't worry, you don't need to know html code. All you have to do is paste in your affiliate code where you want your affiliate link to appear. In my example I've typed the words "Full details here" at the end of the article, so I'll paste my code right at the end of all the code and text I see. Then, click the VISUAL tab again to return to the visual editing mode and see the result.

Your link will now display in the location that you pasted the code. Note, just like Microsoft Word, you can cut and paste your code while in the visual editor mode, making it easy to reposition it anywhere in the body of your article that you would like. Next, preview your article again to make sure you've got everything looking just how you want it:

Get \$50 Off the Upcoming New Release of "Star Wars: The Complete Saga" on Blu-ray

Posted on May 9, 2011 by admin



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This is a not-to-be-missed Star Wars collectible, but if you ever want to order it, now is the time. Amazon are offering a whopping \$50 off the \$139.99 price tag if you pre-order now in time for the September 16 release.

Full details here:

[Star Wars: The Complete Saga \(Episodes I-VI\) \[Blu-ray\]](#)

This entry was posted in DVD & Blu-Ray Releases and tagged Blu-ray, Movie Collectibles, Star Wars. Bookmark the permalink. [Bill](#)

Everything looks good with my example. Your article should also look similar. Your title should be clear, catchy and contain keywords. Your article should also contain keywords and a clear affiliate product link. You should have your category and tags included, ensuring they are keyword relevant. And you should have an image with a title and description added (you won't see the image title and description on your post). Now go back to your article and click "Publish". That's it; your first money making article is now live to the world!

Driving Traffic

Before You Actively Drive Traffic

Having taken you through how to pick a product and write an article about it that contains a link that can make you money, the next step is to bring traffic to that link. Now, there's not a lot of point in trying to do that just yet with only a single article on your website and very little of anything else. You'll end up wasting a lot of time and effort, and most probably not make any sales. Your visitors will see there is only one article and will conclude all you're trying to do is sell a product. They probably won't click on it, and they definitely won't be back.

For now, your mission is to start populating your website with as many articles as you can, long and short, with product affiliate links in each article to capture sales from those who view them. Once you get your site to a point where you feel there's a enough good content on there to keep someone interested for a little while (and I suggest this is at least 30 articles), then I recommend it's time to ramp up your online operation by kick-starting the process of attracting traffic. If you're inclined to take a short cut I highly recommend that you reconsider. Once you start bringing traffic you'll want to do your best to get people hooked on your site, and that means being able to keep your article posting regular. By gaining experience and getting familiar with posting, you'll have no problem doing that. If you try to drive traffic first, and gain experience later, you're sure to lose the potential that repeat visitors offers.

Furthermore, in a guide such as this I can only give you the basics, the principles, and rudimentary tutorials to help get you started fast. But as you work through posting articles, you'll start to want to do things your way or in ways that you see working well on other sites, or in new ways that emerge to capitalize on the changing online landscape. If you've kept a low profile for your site, this gives you opportunity to stop posting articles and start tweaking site functionality. You'll probably want to install some fancy plugins, such as a [Lightbox Plus](#) to make your images shine when clicked on, [Viper's Video Quick Tags](#) to make it easy to insert videos from all the popular video hosting services like [YouTube](#) and [Vimeo](#), or even [Wordpress](#)

[Stats](#), a popular plugin for tracking how many visitors you're getting and where they came from. Before you start driving traffic you might even decide to get your custom wordpress theme after all. In any case, it is prudent practice to concentrate on adding content, learning the ropes, and refining what you do before you start trying to change your financial world by targeting traffic. In the real world you wouldn't pay for a ton of advertising if your shop was largely empty, now would you? So don't. Build up what your shop has to offer first!

Basic Search Engine Optimization (SEO)

Site Title and Tagline

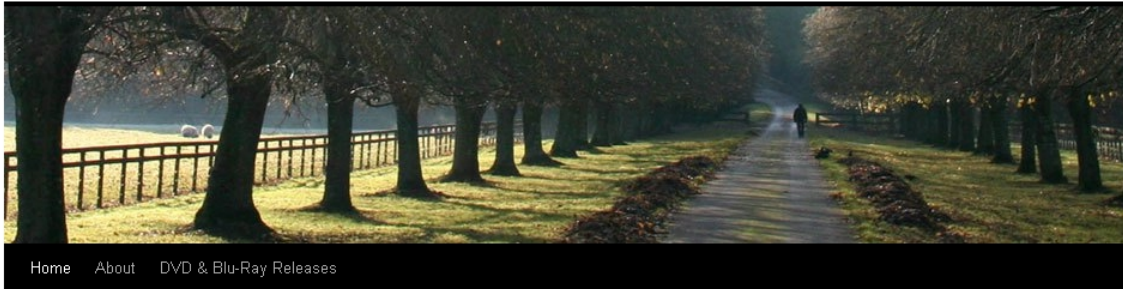
Although I'm recommending you add content and don't go out actively trying to bring visitors to a barely populated site yet, that doesn't mean you can't make any money yet or that it's not possible for visitors to find you as a result of your articles appearing in search engines. You've probably heard the term SEO, which means 'Search Engine Optimization'. Sounds complicated and in consideration of the various expert techniques available for SEO, it can be. However, we're going to keep your SEO work very simple for now, but we're going to do it now because as you add your content, you want to make sure the search engines can index it well, even if you're not actively promoting it yet.

You are already achieving good SEO by keeping your mind on the use of key terms in the body of your articles, by using key terms in your category names, and by attaching key terms to your articles in the form of tags, and in the Title of your website and its Tagline. If you haven't changed the Title of your website or Tagline, you can do so under *Settings>General* in your Wordpress Admin area.

When a search engine visits your website one of the first things it sees is the Title and Tagline of your website, just like a human visitor will. In the default 2010 Wordpress theme, the default title is "Twenty Ten" and the default tagline is "Just another Wordpress theme". It looks like this:

Twenty Ten

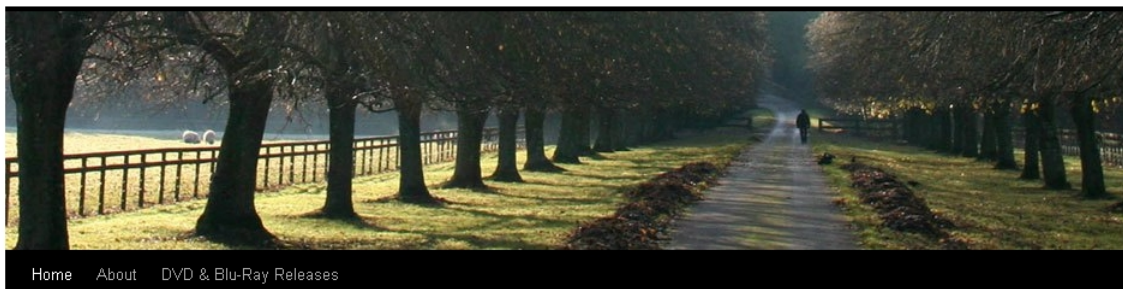
Just another Wordpress theme



When you change your Title and your Tagline, the object is not to spam it with keywords, but to keep it relevant. Remember, humans and search engines see this, so you need to find a balance between readability and keyword relevancy. My example site is about "movies", and I've already suggested I could write articles and promote products on "DVD and Blu-ray" releases and "Movie Collectibles". So I'll try to incorporate that into my Tagline. I will, however, use a Title to match my website, as while the Title helps indexing, I also want to brand my site well. People will remember my brand if they can associate the Title of the site to the web address of the site. I mentioned earlier ManicMovieMan.com was available at the time of writing this guide, so let's say that's my domain, so that will also be my Title. In *Settings>General* I add the new Title and Tagline and click "Save Changes". Now, when I refresh my site, this is what I, visitors and search engines will see:

Manic Movie Man

All the latest on Movies, DVD & Blu-ray releases and Movie Collectibles.



Changing your Title and Tagline effectively is an important part of SEO. It informs your readers what your site is about, and informs search engines the same thing. Now, when a search engine sees "Movie Collectible" in one

of my articles, it is able to match it to "Movie Collectibles" in my tagline, and knows immediately to rank that article and my site for that term. Note also that the term "movie" appears in both my Title and twice in my Tagline. That tells the search engine that the term "movie" is also highly relevant as a search term for information on this website.

SEO for each article you post

Earlier in the guide I recommended you install the [All in One SEO Pack](#), [Robots Meta](#) and [Google Sitemaps](#) plugins for extra SEO functionality. This is where I want you to start using [All in One SEO](#) specifically. Note: there are two versions of All in One SEO; a free version and a Pro version. I recommend purchasing the Pro version purely as a way to send some thank you money to the author. However, in my experience you only really need the free one to achieve great results (you can still donate to the author!)

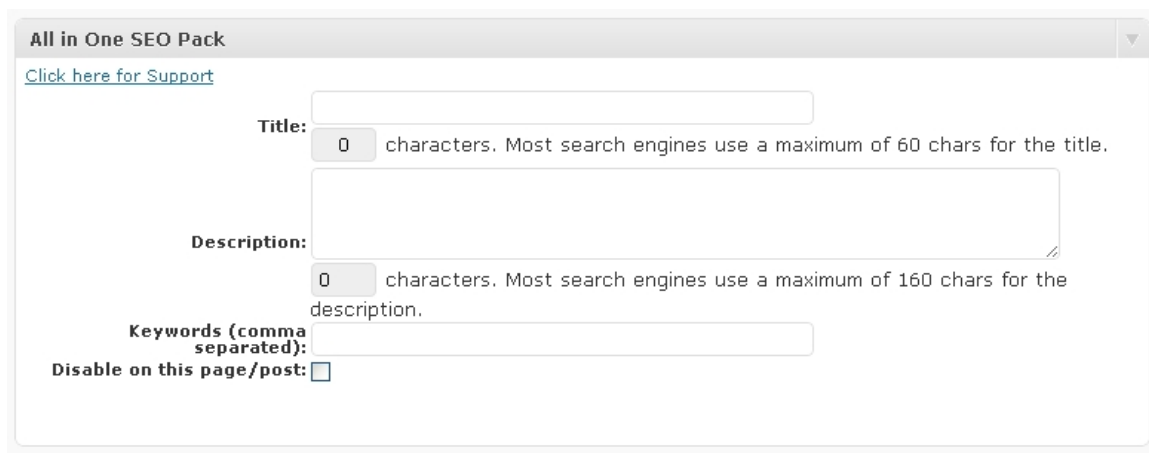
First, under *Settings* you'll find *All in One SEO*. Clicking on it will take you to the plugin options screen. You will need to check the "Enabled" radio button to make the plugin work. Next, complete the 'Home Title', 'Home Description', 'Home Keywords' fields. Don't worry, these won't affect the Title or Tagline you just updated from the *Settings>General* screen. What happens here is that the information you include gets written into the code that sits behind your website. This gives extra information to search engines to help them rank your website and deliver information from your website to people who search for related information to what you include here. Once you've enabled it and completed the three fields mentioned, click 'Update Options'.

What you've just done is create a general title, description and keyword list for your site. But the beauty about All in One SEO is that it adds the ability to your Wordpress Admin for you to do that individually for every article you add. This is HIGHLY important as it can be the difference PER ARTICLE between getting found in a search engine or not.

It is here that I must emphasize search engine ranking is not about getting your website ranked highly, it is about getting your individual articles

ranked highly. Time and time again I have witnessed websites that don't rank in the Top 100 for their niche getting No. 1 rankings for specific articles. For example, given the volume of competition on "movies", it will be a tough ask for me to get a high ranking for the general search term "movies". However, if I write a great article on "Star Wars: The Complete Saga on Blu-ray" and perform my SEO on that article, it is possible I could get ranked No. 1 for that specific search term. Get the picture?

In your Wordpress Admin area, go to *Posts>Posts*. Here you'll see a list of the articles you have posted. Right now only your first one should appear in the list, but as you write more, they'll appear here. Hold your mouse cursor over the title of your article and a sub-menu will appear. Click 'Edit'. Here you can make changes to your article. If you scroll all the way down to the bottom of the screen, you'll see the additional fields supplied by "All in One SEO" as follows:



The screenshot shows the 'All in One SEO Pack' meta box in a WordPress admin interface. It contains the following fields and text:

- Title:** A text input field with a character count of 0. Below it, text reads: "characters. Most search engines use a maximum of 60 chars for the title."
- Description:** A larger text input field with a character count of 0. Below it, text reads: "characters. Most search engines use a maximum of 160 chars for the description."
- Keywords (comma separated):** A text input field.
- Disable on this page/post:** A checkbox that is currently unchecked.

The best way to think about what you're looking at here is to think of it as what you want the search engines to display in their search results about your article. When you search in Google you get results that show titles and descriptions of articles that match your search. This is where you tell the search engines what to display about yours.

Obviously it can be time consuming to think of a new title so I suggest pasting in your original article title in the Title field. I also suggest using the exact same keywords as you've targeted in your article in the Keywords field, with perhaps the addition of one or two (but don't go keyword crazy). Doing so further adds relevance to those key terms. For your description

you'll also include keywords, but you must write it in a way that will attract a human reader who sees it in a search engine.

For example, don't just write "keyword this, keyword that, keyword and another keyword" in the description field as this will appear to be like garbage to anyone reading it. Write a description that tells the reader what to expect when they click on the link. Here's an example using my first article that I could write:

Star Wars: The complete Saga hits Blu-ray September 16, 2011. Get a \$50 discount here. This is a new release Star Wars Blu-ray that will contain all six Star Wars movies on Blu-ray for the first time.

Can you see how I've made it readable but made sure to include the key terms a couple of times to emphasize how relevant they are to the search engines? And I've also thrown in a reason why a human reader should check out the link - because it could save them money!

You must populate "All in One SEO" fields as you add your article. We didn't the first time as I wanted to take you through the process of editing an article and it seemed a good fit, and at this early stage it doesn't matter. But as you ramp up your traffic driving practices you'll find the search engines will begin to index you as soon as you post your articles. When that begins to happen you'll want to make sure your SEO work has already been done for best results.

The Basics of Traffic

Attracting web traffic to a website is a very complex art form. There are so many ways to do it that specialist businesses exist and charge for the service! It would be impossible for me to give you the complete traffic driving solution in this guide. In fact, I don't believe any such guide exists. Sure, there are web traffic guides out there, but just as soon as they are written the online landscape changes, rendering some of their techniques useless, and allowing new and previously unheard of techniques to emerge.

When it comes to driving traffic the only real solution is to keep up to speed with what's going on in SEO circles by remaining active online and seeing how what you do influences how your articles gather traffic. As an online business owner this won't be a problem for you because it's what you do! It might sound daunting now, but the more you work with your website and the methods I'm about to give you, the more you'll find yourself naturally being exposed to the information you need to know. For now, however, what is important is that you know the basics and have a few tools up your sleeve to get the traffic ball rolling.

The basic principle of driving traffic to any promotion you have to offer, whether it is a single page on your website, a single post, or your entire site, is the same one: you need to get users to click on the links that take them to your promotion. To achieve this, you need to gain exposure to those links. We've already discussed the basics of ensuring each article is SEO friendly for both search engines and humans. That's a great start. There is one more aspect about article writing that I want to emphasize as it is very important for search ranking, and then we'll move on to how you can go out into the online world and take actions away from your site that will drive traffic to it.

Cross linking and Related Posts

The purpose of every article you post is to gather interest from the outside in (from outside of your website into your website). Of course, once you gather that interest you've already secured the eyes of a visitor interested in "a particular" subject matter. Once you get them "in", you may not necessarily sell them a product from the first article they read. It is thus very important to give your visitors a higher chance of finding an article that matches their interests through which they may still buy a product or service if the article that brought them to your site wasn't what they were looking for.

The trick to doing so is to cross-link your articles. The principle here is to create a CHAIN that links all of your related articles together, making it easy for your visitors to find other related articles of interest. Your categories

help do this, as do the tags on your articles (visitors can click on the category or tag and read similarly categorized or tagged articles). But, such an event requires the person to make a decision to do so, and usually categories and tags are displayed around, or outside of the body of the article that has the information in it that the visitor wants. So the trick is to create a chain within the body of the article. The way to do this is to find nifty ways to make text in one article link with relevance to the content of another article.

For example, I have written an article on my new site about *Star Wars: The Complete Saga on Blu-ray*. One of the Star Wars movies is "Empire Strikes Back". So, I could write a review of "Empire Strikes Back" as an article. In that review I could mention that the version of the movie with modern special effects is the version that will be included in the *Star Wars: The Complete Saga Blu-ray*, and in doing so link that to the original article. As the person reads, they will see the link and if they are interested will be compelled to click on it to read more about it. This way, although it's not an affiliate link, it's providing real value, real information, and giving the visitor more information through which they can find your actual affiliate links.

The more you can interlink your articles in this manner the better. Not only is it good for your visitors, but it's great for search engines. The more interlinking you do the more the search engine bots will crawl through your links, making a record of all the associated links and how relevant to each other they all are based on the similarities of content between each. Interlinking helps search engines raise your ranking for those articles because not only can it more easily detect relevance, the search engines also know that visitors will appreciate those links because they offer plenty of depth related to their search. In other words, a search engine is more likely to serve up a search result that has many related links than one that has none.

In addition to linking, you should look to install a "Related Posts" plugin such as [Wordpress Related Posts](#). Doing so adds another link to the chain for your visitors to navigate around information of interest to them on your site, and the likelihood of making a product sale thereby increases.

By now you know all the basics of structuring your content into categories and tags. You know the principles of writing with two audiences in mind (search engines and human), and you know how to SEO your posts as you write them. Although we've only covered Amazon so far, the principles discussed apply to any affiliate program you can think of. The only difference between them is the link you use to send your traffic off to the product page. In fact, you can write one article and include multiple affiliate links to multiple products throughout one article if you want to! As it stands, you are now quite capable of adding many different articles, posts, and affiliate links to your website. From here we'll be proceeding on the basis that your site now looks pretty busy and that you've managed to add quite a few dozen posts, and that you're ready to start bringing more people to your site.

Backlinks

Commenting on relevant content

Backlinks are links that exist externally to your website that people can find and follow to come to your website. There is a perception among many marketers that the reason for getting a lot of backlinks is to raise your sites relevancy profile in the search engines, since once upon a time the volume of backlinks linking to your site was considered a primary indicator of how popular your site was. Those days are (largely) over.

These days backlinks only really offer two primary values: one, they are the means through which a potential visitor can find you, and two, they will raise your relevancy in search engines *only where the content surrounding the backlink is of direct relevance to the content to which it links*. In other words, if I managed to get a backlink to my *Star Wars: Complete Saga on Blu-ray* article in the comment section of a Bicycle website, that would do virtually nothing for my search engine ranking as the two types of content are not related and, since people visiting a Bicycle site are more than likely not there to check out Blu-ray's, it probably won't send me any traffic either. The keyword here is: related.

There are many automated programs for pimping backlinks to your website into the comments section of other people's blogs. Forget about them and absolutely do not use them. First, you'll be quickly marked as a spammer. Once your web address gets included in a list of known spam sites, consider all of your commentary backlinks gone forever. And once the search engines think the same, consider your rankings gone too. It's not worth the risk to run such software, so don't.

These days backlink quality matters more than quantity. If you can engineer a high quantity of high quality backlinks (that is, your backlinks are all on web pages with related content to where they link), all the better. But a high quantity of low quality backlinks is useless.

How do you do this? It's easy. All you have to do is become familiar with your chosen niche. It doesn't matter if you're an online entrepreneur or real world entrepreneur, you'll never succeed unless you know your industry. In the online world knowing your industry is simple and it more or less occurs by default. As you research each article you write, you will by default discover other related websites and articles. *Those are the ones you want to put a comment on.*

But here's my warning. Don't blunder in and post, "Hey guys, great, here's a link to my article about this stuff" and then move on to the next blog to do the same. That's a great way to get added to a spam list! Instead, keep a list of all of the websites you visit and/or that you can find that deal with the subject matter that yours does. Rather than abusing them, participate with them. Each time you visit them to find information or to get ideas for what to write on your own site, take the time to interact with the community there. Each time you do you'll get a valuable backlink from related subject matter, and that's worth its weight in gold. Further, if you are perceived to be contributing and to be genuinely interested in the field, you'll find other commenter's will be more interested in following your links to learn more about you. If not, they won't bother. These days authors and commenter's are very adept at spotting the spammers, so be very careful to interact rather than just post a comment for the sake of a backlink. Make sure any comment you post refers to something in the body of the article or

something another commenter has said, proving that you are an actual reader of the site and not an automated comment spam-bot!

The easiest way to keep a list of all the websites you visit - and keep up to date with the information they too are posting - is by using an RSS reader. I highly recommend [Feedly](#) as the RSS reader of choice. You can install Feedly as an "add-on" to your web browser of choice. Doing so places a little transparent icon in the lower right of your screen anytime you are on a website with an RSS Feed that you can subscribe to. Simply click the icon then click on the name of the site in the window that pops up, and you'll be subscribed. Once you have dozens of websites with subject matter similar to yours added to Feedly, you can see at a glance every single article getting posted usually within minutes of it being posted. In doing so you can find all the information you need to post to your own site, plus all the articles that you need to go post comments on to get high quality backlinks.

Social Media Tools

Social networking

In addition to commenting on relevant articles on related websites, another popular method of gaining high quality backlinks is via social networks. While the relevancy of the backlinks won't contribute to your ranking as much as a comment on a related content article will, they will contribute to your ranking in a variety of other ways. Popular social networks are considered to have high "page rank". Page Rank, or PR, is an indicator of how popular a particular web page is on the internet. Since social networks are popular, if there are links in them to your site, then those too are seen to be popular.

Obviously that's a very simplified way of explaining a process that has a lot more complexity to it (search engine algorithms are known to be complex and how they work specifically is a closely guarded secret). However, the various factors that come into play when your back links begin to appear on relevant websites AND popular social networks without doubt raise your ranking. Not only that, but the more links you get out there, the more likely

it is someone will find the link and click on it and, therefore, the more likely you'll get visitors who might click on your affiliate links.

You should attempt to set up social networking accounts that match the name of your website. For example, my fictional website is Manic Movie Man. Therefore, I should aim to get www.ManicMovieMan.com, set up a Twitter account named @ManicMovieMan, create a Manic Movie Man Facebook page, and so on. The reason why this is important is, once again, relevancy.

Let's now take a quick look at the various social networks.

Twitter

[Twitter.com](https://twitter.com) is perhaps the easiest of all social networks to get started with. You can start an account in seconds. It may take you a few minutes to explore the settings and customize the look of your Twitter page just how you like it but nonetheless you can be using Twitter in about two minutes from now.

If you think Twitter is just some silly platform for writing 140 character messages about what you are doing, you're wrong. Twitter is an EXTREMELY powerful social networking tool for business. However, most business owners don't know how to utilize it correctly.

Many online marketers spam Twitter with links to articles. They post silly messages like, "Wow, check this out:" with a link to their article. Do not do that. The Twitter community hates spammers. In fact, Twitter's algorithm regularly checks accounts to see if every "tweet" posted includes a link. If a new account posts nothing but a stream of links, the account will probably get suspended pending review to confirm it's not spamming the service.

Marketers use automated software programs to send tweets and to gain followers. Do not use any automated software. You don't need it.

First of all, Twitter is a platform for interaction. Like it or not, the most powerful way to use Twitter is *to actually use it*. Amazingly, Twitter is actually difficult to use if you try to use Twitter.com itself. The only way to utilize Twitter to its full potential without it being a time sucker is to use an application that speeds up the process.

Enter [Tweetdeck](#), an application that brings Twitter to your mobile phone, your web browser, or to your desktop in such a way as to make the service very flexible, very powerful, and extremely easy to interact with the community without it being a drain on your time or energy.

I will categorically state that without Tweetdeck Twitter is largely useless. Without Tweetdeck or similar programs it is hard to interact easily with other members of the Twitter community and escape the appearance of being a spammer who only uses the service to create backlinks. Take the time to learn how to use Tweetdeck properly; it will be one of the best things you can do for social relevance and for creating backlinks and for attracting new visitors to your website.

With Tweetdeck you can set up searches for people tweeting about your subject matter or niche. You can follow them, or you can retweet the messages they tweet (retweeting is arguably the greatest way to make friends, gain followers, and gather exposure). You can answer people's questions when they post them, or just interact for the fun of it. The more you do all of these things, the more followers you'll get. Yes, it can take a long time to get quality followers on Twitter. I've seen good marketers take over a year just to get 1000 followers. I've also seen bad marketers get 30,000 followers in one month. Yet, it is the person with fewer but higher quality followers that benefits the most. Don't be tempted to get followers just to look popular. This is a mistake on many levels. In some cases, people won't follow you JUST because you have too many followers.

There is another reason why Tweetdeck should be used for your Twitter management. Twitter is limited to 140 characters, Tweetdeck isn't. While typing longer messages isn't necessarily a great thing, Tweetdeck's longer message functionality serves a very real purpose for marketers - a long message actually creates two backlinks. The first is the short message

Tweetdeck posts to your Twitter account. The second is the longer message will be posted as its own webpage via Tweetdeck's own servers. This page contains your full message with your article link, your twitter post link, and your Twitter account link. So, a long Tweetdeck message is like posting an article and a Twitter post all at the same time!

In my fictional movie website, if a search engine like Google can easily tie in the ManicMovieMan.com website with the @ManicMovieMan Twitter account, it will help with search rankings for content appearing on both platforms. Further, if a search engine identifies that the @ManicMovieMan Twitter account is regularly posted to, and that it is connected to the ManicMovieMan.com website, it will apply greater ranking to both - usually even if the website is receiving less updates than the Twitter account!

Google has even started including active, popular Twitter account feeds in its Top 10 search results for related information. So, if someone searches for "DVD & Blu-ray Releases" and my article ranks in the Top 10 for that, it is possible my Twitter feed will also be displayed. The more popular you make yourself on Twitter the more popular you also make yourself in primary search rankings.

I am not a fan of automated tweeting, although don't be afraid to set up auto-tweets of your articles (so that when you post your article, it auto-tweets a link out using your Twitter account). My only caution here is if you're using auto-tweets make sure you're active on Twitter whenever you post an article. Twitter users will often respond to your tweet because they won't know it's automated. If you're not around to respond back, and your followers begin to think your account is auto-tweeting, they'll give up on interacting with you.

Whether you want to auto-tweet or not, I recommend manually using Twitter while building your account, and utilizing Tweetdeck to make the job easy. Set up auto-tweets only once you have a ton of followers.

You can also make use of your Twitter account to post regular Amazon affiliate links. If you return to an Amazon product page while still logged in to your Amazon Associates account, the site stripe will appear at the top of

the product page. In the middle of the stripe you'll see a "Share on Twitter" link (the big blue t).



If you click on that, Amazon will automatically post an affiliate link of the product you are viewing to your Twitter account. Be aware, however, that Amazon has a standard way of wording the message of each tweet it sends. Fortunately, before it gets sent you are given the opportunity to edit it. Make sure you do. Twitter users are well aware of what kind of tweets are just "push button" and which tweets are people trying to give them good information. They'll ignore any "push button" tweet, typically.

I suggest making each tweet from Amazon's site stripe more personal and often opinionated. If I were to click the "Share on Twitter" link for the *Star Wars: Complete Saga on Blu-ray* product, I might edit the tweet to read: "Waiting until September to get the Star Wars Complete Saga on Blu-ray sucks!" I'm sure some Star Wars fans would retweet such a message and write "Agreed!" thereby helping to spread the affiliate link.

Of course, you'll probably only make use of the "Share on Twitter" function for Amazon's daily specials that you don't have time to write an article on. Otherwise, I recommend not using it and writing an article on the product you want to tweet about, then tweeting a link to the article instead.

Be aware that the more you use Twitter to post your thoughts and enter conversations, the easier it will be to post links to your articles without the community viewing you as a link spammer. The more you can post your links without concern, the more backlinks you'll generate to your website. It all adds up, so be sure to tweet daily without fail. Keep Tweetdeck open!

Facebook

Given [Facebook](#) is now one of the biggest online companies and is considered to be the number one social media platform on the planet, you probably don't need me to tell you much about it. What I will say is that like

Twitter, Facebook is more than just a platform for bored people to share their interests - it is a very powerful business tool.

I recommend getting a [Facebook Vanity URL](#), as having one not only makes it easy to share your Facebook address, it makes you look more professional. You can also purchase [Facebook ads](#) to purposefully advertise specific promotions that you're offering instead of merely hoping to get clicks on links via standard posting.

The trick with Facebook is, like Twitter, to interact. To share thoughts, post links and articles, to populate your Facebook page AND the pages of others, while going out of your way to request friends in likeminded niches and so on, making sure that your own page has plenty of information for people to read about you and what your subject of interest is.

It is here, however, that I'm going to break from the norm. Despite the popularity of Facebook, I have found that the results I can get from a Facebook page that I allow to auto-update can perform just as well as one that I spend a lot of time managing. This isn't accurate for everyone, of course, but I also suggest marketers don't have the time to interact on every possible social platform, and in my view Facebook is the least likely to channel people to your website than a platform such as Twitter *without a great deal of personal interaction*. For this reason, I recommend Twitter to be where you spend the majority of your personal interaction, and Facebook where you send your auto-updates. If, however, you have plenty of time to devote to personal interaction on both, then clearly that is the best method.

We'll look at efficient methods for how to farm out Facebook and other social networking auto updates in a moment.

Squidoo

[Squidoo](#) is a great platform for creating effective backlinks to your website. It's also a platform in which you can get paid for what you do once you establish a reasonable amount of popular content there. Unlike other social

networking platforms, Squidoo can be time consuming to use as it is a service that looks for quantity and quality in its posts. But you can post irregularly and still gain plenty of benefit so it is well worth making use of.

In fact, I'll go as far as to say Squidoo is of more value to you than Facebook. The reason I say that is Squidoo is a service that is known for applying a tight focus to the subject matter that appears on it. Squidoo uses a concept called a "lens", where a lens is basically a single web page that contains everything there is to know about the subject of the webpage. Because it is highly focused, the search engines treat any outbound links from a Squidoo lens as having high relevance to the content those links are sending traffic too. It is perhaps the next best thing to getting outbound links on [Wikipedia](#) to your site only unlike Wikipedia you get complete control over any Squidoo lens you set up.

Here's an example of how to use Squidoo. *Star Wars: The Complete Saga on Blu-ray* is one of the products I want to promote, and I have written an article about it on my site. Now, I can head on over to Squidoo and set up a lens that focuses on Star Wars. Perhaps I could start the, "Complete Star Wars Movie Guide" lens. In that lens I could write a review of each Star Wars movie, post video trailers, clips and so forth, and use reference links to articles on my website. I could also include my Amazon affiliate links on the Squidoo lens as Squidoo loves it when you do that (as it is also a platform for making money for its writers). I could apply the cross-linking principles here. On my own site, I could write reviews on each of the Star Wars movies that are different than those I've included on the Squidoo lens. I can then link my article to my Squidoo lens for more information, and vice versa. All of these cross links add relevancy to the articles, and within all of those articles are affiliate links.

There is really no limit to the number of Squidoo lenses you can set up and it is easy to use, although it does take time to learn how to set up your first few lenses properly. Once you get the hang of it setting up and maintaining a Squidoo lens not only helps with promoting traffic to your website, it helps the overall process of generating affiliate revenue, either from your own website or via the Squidoo page itself. Squidoo also pay commission via [Paypal](#), which is very handy.

Tumblr

[Tumblr](#) is another social networking platform that, for the most part, is completely underestimated by the average online business. Tumblr is kind of like a hybrid between Twitter and Tweetdeck's longer message function, although it is also much, much more than that.

In some circles Tumblr is seen to be the future of speed blogging - the ability to post about the things you like quickly and easily and with credit links to the source. In fact, it is already that.

Tumblr boasts a huge and unique community, but it is a good one. It isn't one that wants to see spam affiliate posts, but it is one that will appreciate good information and good articles. It is also very easy to publish to and write to. If you write an article on your website you can literally also publish it to Tumblr in a few seconds if you know what you're doing.

I suggest using Tumblr as a second website. It's a free platform which takes what it stores out of your hands, so the work you do there could disappear at a moment's notice if Tumblr closed, had an issue, or just shut you down. But the potential risk of losing your Tumblr content is worth the effort and reward to be gained by participating there.

Tumblr is so easy to blog with it is almost ridiculous. But it gets even easier. You can install a Tumblr bookmarklet as an add-on or extension to your web browser. Using a bookmarklet you can publish any video, photo, or text article to your Tumblr website within a few seconds without ever having to visit Tumblr itself. The benefit of this is if you've just published a new article to your website, while on your article page you can click your Tumblr bookmarklet icon and publish your article immediately to your Tumblr blog too. When you do, a source credit link is immediately placed into your article by Tumblr, and thus you gain an immediate backlink to your website.

You can see an example of a mainstream website utilizing Tumblr for additional promotion by taking a look at [Total Film's Official Website](#) and [Total Film's Tumblr Website](#). You will notice that Total Film utilize a custom

Tumblr website to look and feel similar to their main site. You can do the same, however to begin with you really only need to select one of the many [free Tumblr themes](#) to get your site going. One of the great things about Tumblr is you can install your new theme from the screen you find it on with a single click. Too easy!

I absolutely guarantee that between Twitter and Tumblr your social relevance will sky rocket when you begin to utilize both services properly. I have witnessed many successful marketers utilizing only Twitter and Tumblr for their social networking, purely because both services are the easiest and fastest to work with, but are still highly regarded by the search engines. Throw in Facebook and Squidoo and you've almost got it covered.

Additional social networking

Social networking doesn't have to be just about websites and personal interaction. You can take advantage of popular social networks for both backlinking and gaining new traffic in the blink of an eye. I recommend establishing accounts with [Stumble Upon](#), [Digg](#) and [Reddit](#) as a minimum.

All of these services offer bookmarklets, so you can utilize them all on the fly with just a push of the button, but beware: a user on any of these services who only book marks his own web articles is viewed as a spammer. Once you have bookmarklets added to your browser remember to utilize them to promote EVERY SINGLE WEB PAGE you visit that you like. Doing so spreads your own links in amongst all the others and will cover the fact that you are really utilizing the services for self promotion. Of course, like many others, you may find yourself enjoying participating on these services too, and I would hope that you do because you have to have fun too!

I also suggest that you take a close look at [Stumble Upon Paid Discovery](#), Stumble Upon's system of paid advertising that allows you to pay to get your articles discovered by users of the Stumble Upon service - and there are many! It's a great way to buy quality, relevant and highly targeted traffic.

Video Services

A fantastic way to generate traffic is by making good use of videos. Irrespective of the nature of the products or services you are promoting, you should nearly always be able to find a reason to produce a video that includes information relevant to any article you write. If there's information for an article, there is also information for a video.

Don't fall into the trap of assuming because you have no experience with producing video that you won't easily be able to produce videos and upload them to video hosting services to gain interest in your website. Believe me when I say within an hour from now you could produce and upload a video that runs for a few seconds or a few minutes, easily, painlessly, and in a way that would be guaranteed to start raising your profile.

There are many different hosting platforms available to you. Some allow any kind of video to be uploaded, some place restrictions on commercial videos, some are dedicated to budding film makers, and so on. I'll leave it up to you to research the different platforms available to spread your videos - and you should try to spread them as far and wide as you can. However, there are three particular platforms that I consider you **MUST** utilize in order to gain the **MAXIMUM** benefit of producing your own videos.

Those are [YouTube](#), [Screenr](#) and [Twitvid](#).

Unless you've been living on Mars you will already have heard about YouTube, but if you don't have a YouTube account you should set one up right now for your new site. You can then download the free and open source [CamStudio software](#) to learn how to easily produce videos, export them, and then upload them to your YouTube account.

Or you can take the extremely **EASY** way and use Screenr. The results will be the same as if you produced your own CamStudio videos, at least from the perspective of your intended audience, but with one slight exception - Screenr has a **HIGH** Page Rank and so any Screenr video you produce will

contribute more to increasing your search engine ranking than producing videos with CamStudio will.

Screenr is unbelievably simple to use. When you visit [Screenr](#) all you have to do is watch the 1 minute tour video and you'll be off and running. The program itself is a screen capture tool. If you have a headset with a microphone plugged in you simply run Screenr and chat your way through what you're doing on screen, and Screenr captures it all. You can also do it without a microphone, although in doing so you'll have to be pretty inventive with how to retain the interest of your viewers. You can pause along the way so that you get things right. Screenr only captures 5 minutes of video so you don't have to try and create epic movies!

What kind of videos can you make with Screenr? Aim to create information presentations. You could make a video where all you do is read out the article that you wrote, perhaps navigating to the source material as part of your video so that people watching it get to hear you speak while seeing where all your info came from. Or, you could open up all the source articles about a subject and then read out snippets from each, providing an information video that has nothing to do with your own article. Later, when you publish the video, you can auto-publish it to your YouTube account and link the video on YouTube back to your original article on your website.

Screenr makes creating an information video easy. At the time of writing this Screenr.com has a very high page rank which means any link from Screenr to your website articles improves the ranking of your own (a link from a site with high page rank is an indicator that a popular site considers information on your site important, which in turn is given more credibility by the search engines). What do you think will happen when you produce a Screenr video for all or many of your articles? You'll get many of those "credibility" links!

Further, each video you produce on Screenr can be uploaded to your YouTube account without you having to do a thing. You simply press a button on Screenr to upload directly to your YouTube account and Screenr does the rest. All you then need to do is head on over to your YouTube account and add any links or extra information you think necessary to help

channel people viewing your video on YouTube to your actual site or article where your affiliate links are present. You can, of course, include those affiliate links on your YouTube information for that video.

Like Screenr, Twitvid also offers the ability to gain more traffic and valuable page ranking links. Twitvid is, as it sounds, a video version of Twitter. You won't create anything there, but you will upload your videos there. Simply upload your Screenr videos to Twitvid. All you have to do is install an extension or add-on to make sure that you can download YouTube videos. Once you download your Screenr videos from your YouTube account, you can upload them anywhere because YouTube's system is cross compatible. I recommend using [FastestTube](#) for this purpose, an extension that works with all Web Browsers.

Additionally, you can embed your videos via any of these services into new articles on your website, and then you can cross link those video articles back to the original articles for extra SEO depth. I do, however, suggest the way to go is to embed the YouTube version of the video. The reason for this is I have noticed that Google, the owner of YouTube, seems to give favor in their rankings to sites that frequently embed YouTube videos over any other. You'll notice yourself that when you search in Google it often displays video related results near the top of the overall search results and these are usually YouTube video results. Not always, but there's a definite preference there.

With some of the sites I've operated I've noticed a clear difference in ranking between those that I embed YouTube videos on and those that I don't, and that's enough for me to decide to keep using YouTube videos as my preferred embed. But there is another. YouTube videos often play perfectly with no lagging or bandwidth issues. Some other video sites suffer delay from time to time or play very chopply due to poor performing servers. You don't want videos on your site to play poorly, so using YouTube is the best way to ensure you get the best possible video performance. And don't forget, earlier I recommended you install the [Viper's Video Quick Tags](#) plugin. Using this plugin makes embedding YouTube videos a simple click of a button.

Article Directories

Another common method for raising your search engine ranking, increasing credibility, gaining additional exposure, and ultimately for driving extra targeted traffic to your site is to make use of article directories and free article publishing services.

You've already been introduced to one of these, namely Squidoo.com, but unlike Squidoo which is very specialized, most article directories offer the simple ability to publish a single text based article designed to impart information and knowledge about a given subject. Most article directories offer a wide range of categories - you're sure to find plenty that meet with your particular subject matter or niche.

With article directories you have to be careful that what you submit for inclusion about a given subject offers real value to the reader. But the good thing about article directories is they provide the opportunity for you to include a backlink to your own website as part of your author credentials. The more articles you have published around these different services, the more exposure you will gain, and its good search engine exposure too as most article directories enjoy a healthy page rank. Some of them also allow you to include your affiliate links directly in the article, but usually this is not the case.

Popular article directories include [Ezine Articles](#), [GoArticles](#), [Articles Base](#), [iSnare](#), [HubPages](#), [Buzzle](#), [Article Alley](#), [SearchWarp](#) and [Article Set](#).

Buying Advertising Space

Nearly every single web page that exists is a form of virtual real estate. The value of that real estate depends on many different factors, such as whether the site is monetized, how much traffic it receives, its page rank, the number of incoming links from external sites, and so on. In the end, however, the real value of a website is in how much revenue it can generate.

Some websites offer great potential to generate revenue for your own, purely by the nature of their traffic. If a particular site receives a lot of traffic from visitors interested in the type of information you have to offer, you can capitalize on that fact by placing advertising on the website designed to funnel its visitors over to your own.

Many websites offer advertising space. Some won't openly advertise the fact, but if you send an email asking if you could put a banner ad on their site, most site owners will react receptively since it is a chance to help them monetize their own site. Many sites will openly share their advertising plans, you need only pick one.

You can also take advantage of advertising brokers, such as [Project Wonderful](#), who offer all kinds of different advertising strategies to help you draw traffic and monetize your website. I recommend testing out Project Wonderful as the service gives you complete control over how you manage your advertising, and through using it you will gain a good understanding of what to look for when you approach larger advertising brokerage services.

I do, however, caution you. Don't be quick to sign on the dotted line with a professional advertising revenue service. Many of these offer the world and deliver very little, but you are guaranteed to be approached by one or more of them once your site is seen to be getting a fair amount of traffic. In my experience they are like leeches, attempting to bind you into a contract that takes control of your advertising away from your own hands and places it in their hands, under contract. I've seen great sites that were making good money in their own right sign away their advertising space to companies promising the world but that deliver very little. I'm not saying avoid them altogether, but I am urging caution. Should you find yourself in a position where a company wants to sign you onto a contract to control your advertising space, remind yourself that there's a reason they want you on their books and that reason is *your website is worth money to them*. Ask yourself how much involvement they had getting your site to the point that it is, and then answer whether or not they'll be needed in the future either.

Fortunately you don't have that worry with services like [Project Wonderful](#).

In the beginning you won't have a lot of need to buy advertising. Your initial strategy should be to gradually grow your website with content and expand your reach with social networking. Things may seem slow at first, but remember at the beginning of this guide when I talked about perseverance? Online success is more often than not exponential. By that I mean it seems slow and arduous at first, but eventually your volume of content and back links catch up to your dreams, and one day you wake up to find that what seemed like a trickle of sales has become a waterfall.

Often it doesn't happen because of anything you are doing new, but because time has raised your profile. Search engines most definitely give preference to websites that have been around for a while than those that are brand new. If a search engine algorithm assesses that your site has been around for a while, has many incoming links, delivers real content, is spread across many popular social networks, and is updated regularly, there comes a point when it decides you are worthy of promoting. I've monitored websites that over months have moved maybe one or two places in their overall ranking, gradually edging their way into the Top 300, then Top 200, then Top 100, then, all of a sudden, jumping to rank number 1. I've also seen general websites rank higher than specialized sites based purely on how well targeted a particular article is to a particular specialized subject. So don't ever despair that you can't find your site in the Top 10 when you search. Aim to make your articles count more than your site, and you'll find that even when your site is ranked number 100 for your subject, you can have many articles ranked at number 1 for their specific search terms.

Google Adwords

Once you have a lot of relevant content to a specific niche, product or service on your site, there will come a time when you want to test out the impact of paid advertising on bringing quality traffic to your site. When the time comes, I recommend beginning with the most common and most popular of all, Google Adwords.

The Google Adwords advertising system enables you to advertise yourself with the key search terms you want via Google's advertising network. If you've spent any time online at all you will have seen Google's ads already, and probably have clicked on them numerous times. You may have seen an ad on a website, like this:

[Search Engine Submission](#)

Free Search Engine Submission Want more?
Cost Effective Solutions
www.roi.com.au

[Have You Written a Book?](#)

Publish With the Industry Leader Get Your
Free Book Publishing Guide
www.Xlibris.com.au/Write&Publish

[Visa Business Cards](#)

More Small Businesses Around the World Go
Forward with Visa. See How
www.Visa-Asia.com/AU/Business

[Want your site to be #1?](#)

It's all in the words. Optimise your web copy
today!
www.melbournecopywriters.com.au



Ads by Google

Or you may be familiar with seeing the ads next to Google's search results:

Ads

[Make \\$100k From Home](#) 🔍

Free Home Study Course.
Will Show You How To Get Started!
www.myautoincomesystem.com

[Eliminate Cash Problems](#) 🔍

We've helped over 29000 Australians
reduce their debt. 15 min approval.
www.debtrelief.com.au

[Make Money Online](#) 🔍

Make money with Advanced Trading
Platform 1:400 instant leverage
www.forexct.com.au

[Get paid for your opinion](#) 🔍

Register & earn up to \$50 each time
you take part in our paid surveys.
www.valuedopinions.com.au

[3,000,000,000,000 A Day](#) 🔍

Daily Turnover in The Forex Market
Take Your Piece of the Action Today
www.easy-forex.com

All of those ads are a part of the Google advertising network, and you can get your website or product/service pages gaining plenty of exposure from exactly these kinds of ads.

At this early point of your online business setup you don't really have enough valuable content to warrant spending money on Google Adwords, although that said Google's system allows you to put a cap on how much money you spend on your ads, so you may want to throw a bit of cash away to the limit you set just to see what type of results you get. It's up to you - it's all experience - but what I personally recommend is continuing to build your content before worrying about paid advertising.

There's a benefit in following my suggestion that can save you money. Google also offer a web-based analytical service designed to provide in depth statistics about the web traffic that your site is receiving. This is known as [Google Analytics](#) and I HIGHLY recommend that you sign up for a Google Analytics account immediately. With a Gmail account as your operating email address, with [Google Sitemaps](#) already installed on your site, and with Google Analytics monitoring your site, you have essentially set your site up to be noticed more by Google. It won't take long before an email arrives in your inbox from Google offering you FREE credit (sometimes up to \$100 worth) to start playing with Google Adwords. When that happens, the time will be right to test out their advertising service and draw even more traffic to your site without it costing you a cent. Perfect!

SUMMARY: Attract traffic to your site through a combination of site-wide and article specific SEO, high quality cross-linked content, active participation in discussions on websites with related content, social networking on the major social networks, use of video services, article directories, efficient promotional tools such as quick publish bookmarklets, advertising on similar websites and via dedicated advertising networks.

Advertising on Your Own Website

Despite getting plenty of visitors to your website, there remains the possibility that those visitors won't click on the affiliate links you've included in the body of your articles. Studies have shown that text links are the best way to generate affiliate revenue, and in my view incorporating them into the body of all of your content should be your primary focus - but not your only focus.

Just as you can pay for Google Adwords advertising on other peoples sites and via their search results display, so too can you display those types of ads on your own site. Google's program for this is known as [Google Adsense](#), a system that places contextual ads on your site by analyzing the nature of the content on your site.

When a visitor to your site clicks on one of your Google Adsense ads, you get money. It is referred to as pay-per-click advertising because you're getting paid for each click you generate from the ad you're displaying. Since the ads are highly targeted as a result of Google's advertising algorithm crawling your website to determine what people visiting it are most likely interested in, the odds increase that you'll generate revenue from them. In other words, Google Adsense ads are served up based on your content.

Obviously this is great for your visitors, but it can also be detrimental to you. You stand to make less money from a single click on a Google ad than you might by getting paid commission on selling a complete product through your affiliate links. Sometimes it can work in the reverse, but most often it doesn't. So you should choose wisely as to whether or not you want to display Google Adsense on your site, and where you want your Adsense ads to display.

Another detrimental aspect of Google Adsense is that since the ads work off your own content, they may actually serve up links to every single competitor you have with the same content. If your competitors are running Google Adword campaigns, you might find their ads popping up on your website. Clearly this is not a good thing, even if you stand to make a little pay-per-click advertising revenue from them.

For these two reasons I recommend being selective about the type of advertising you place on your website. Ideally, I suggest placing graphical advertising that links through to actual products that you can earn decent commission from. Doing so also helps you to target those kinds of people who prefer to click on images than text links (and they do exist!) that otherwise might slip through the cracks if all you ever offer are text based affiliate links.

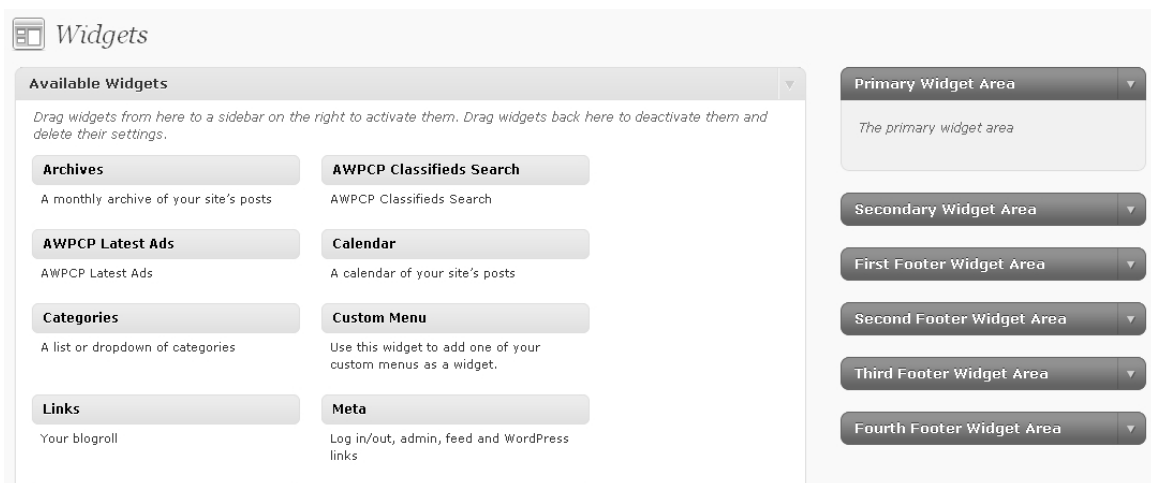
There are two ways in which you can manage either image based banner ads or Google Adsense, or any advertising for that matter, on your site (outside of your actual article content, such as in the right sidebar of your present Wordpress theme). Both are done via the Wordpress Admin panel, but each in a slightly different way.

The first way that I recommend is to make use of the [Advertisement Management](#) plugin. This plugin enables you to administrate all of your onsite advertising from a single interface.

But for now I'm going to run you through how to place advertising on your site using the basic [Wordpress widget system](#).

In your Wordpress Admin area, go to *Appearances>Widgets*.

You'll see this screen:



From this screen you can administer your sidebar content. Let's use it now to quickly put an ad in your sidebar that a visitor might click on to generate you money.

You can apply this procedure to any type of banner code you get to display ads on your site, but for our purposes here we'll stick with our original Amazon example product. The two ways you can get code to place an Amazon ad for a product in your sidebar are found on the Amazon site stripe. You can click either "Link to this page" or "Add to Widget". Adding a widget is a little more difficult, but not much, so for now let's take the really easy approach that you are already familiar with. Click "Link to this page".

Text and Image

Text Only

Image Only

1. Customize Link

☒ Open link in new window
 ☒ Show border
 ☒ Use larger image

Price Options: Show All Prices

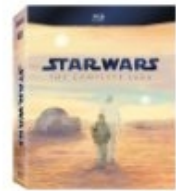
Background Color: FFFFFF

Text Color: 000000

Link Color: 0000FF

2. Live Preview

This link is served by us. You do not need to download the graphic. Just highlight and copy the HTML code to the left, then paste it into the code for your Web site.



[Star Wars](#)
 Mark Hamill, Hayde...
 Best Price ~~\$89.99~~
 or Buy New ~~\$89.99~~
[Buy from amazon.com](#)
[Privacy Information](#)

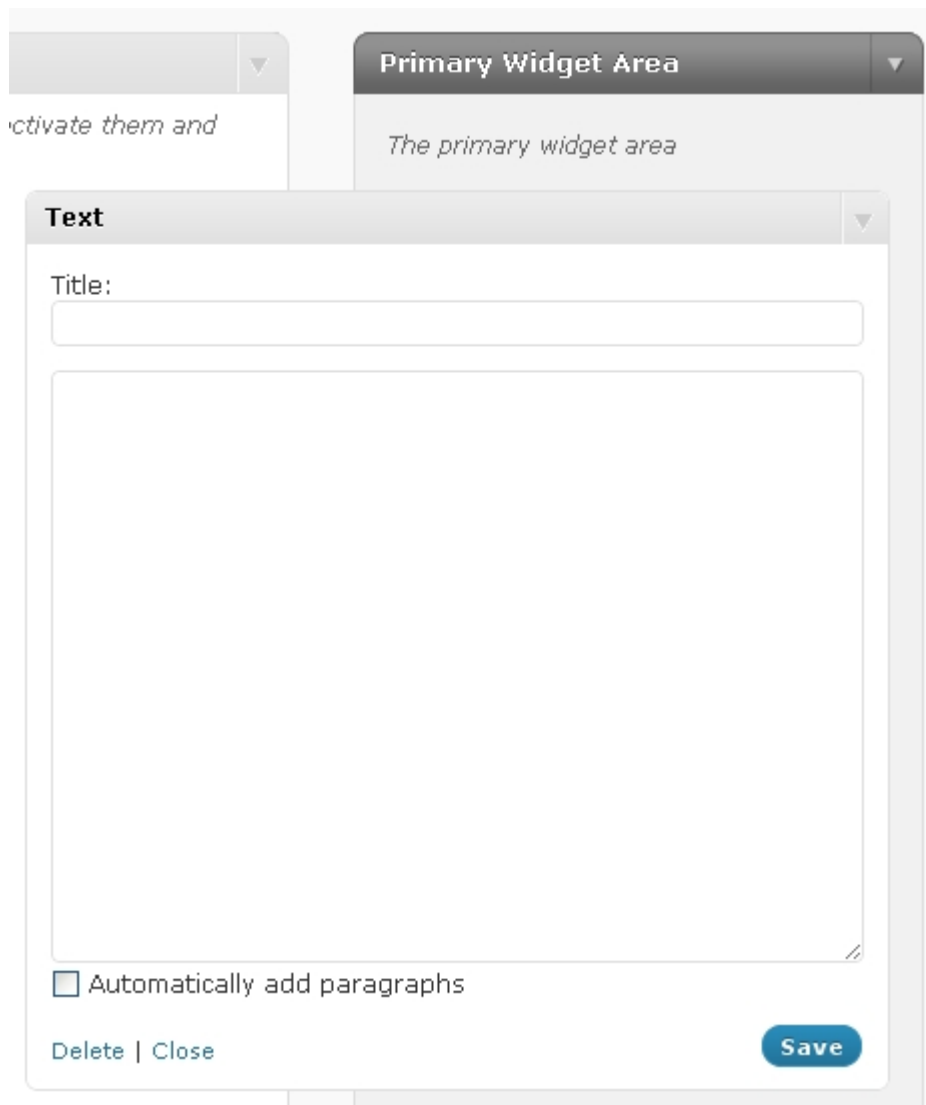
You've been here before, right? Under this window you'll see the "Get HTML code" section. Click the **Highlight HTML** button and press CONTROL-C to copy the code.

Back in your Wordpress Admin *Apperances>Widgets* screen, look for the Text (Arbitrary text or HTML) button in the list of Available Widgets. It will look like this:

Text

Arbitrary text or HTML

Place your cursor over the Text gray bar, hold your left mouse button down, and then drag the Text bar to the right, holding it over the "Primary Widget Area" panel in the sidebar area. Then let go of your left mouse button to place it in. You'll see this:




You can type a Title for your ad if you want, but let's leave it for now. All I want you to do is paste the ad code you copied from Amazon into the blank area beneath the Title field. Then click "Save". That's it!

Now, if you go back to your website and refresh the screen you'll see your Amazon ad is now placed in the sidebar like this:

Manic Movie Man

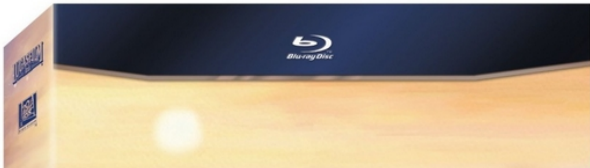
All the latest on Movies, DVD & Blu-ray releases and Movie Collectibles.




Home About DVD & Blu-Ray Releases

Get \$50 Off the Upcoming New Release of "Star Wars: The Complete Saga" on Blu-ray

Posted on [May 10, 2011](#) by [admin](#)





[Star Wars](#)
Mark Hamill, Hayde...
Best Price \$89.99
or Buy New \$89.99
[Buy from amazon.com](#)

[Privacy Information](#)

You can repeat this process for any type of ad code that you want to display. Bear in mind that as long as you're using the default 2010 Wordpress theme the right sidebar is limited to 200 pixels wide. That means you'll want to put ads in it that are no wider than 200 pixels. Any height is fine.

If you have a banner that is wider, you will still be able to use it so long as you resize the image of the ad to 200 pixels in width or less before using it. You can do that either by resizing the image prior to upload or, if you're using HTML code and the image is stored on your affiliate program's own server, you can add your own HTML code snippet that forces the image to display at a particular size. The code to ad is this:

height="X" width="200" where 'X' is a height in pixels that is set to make your image display proportional.

For example, if an affiliate program provided you the following code:

```
<a href="http://youraffiliatelink.com" target="_blank"></a>
```

You would need to change the height and width. You can do that easily by typing in the size of the image into a proportion calculator like [Proportional Scaler](#) and recalculating what the height should be if you adjust the width to 200 pixels. In this case I get the new dimensions of 200 wide and 166.67 high. You don't need to worry about decimal places, so just round that off to 167. You can adjust your affiliate code now so it reads:

```
<a href="http://youraffiliatelink.com" target="_blank"></a>
```

And now the image will display at a width that suits your site. Note: If your affiliate code does not specify the width and height but you notice the image is too large for your sidebar, simply save the image and open it in your choice of image editing program to find out what the image dimensions are. Then you can adjust them accordingly and add the code you need to display the image correctly (just paste in the image size display code so it looks exactly like the examples above.)

Now that you've been introduced to Wordpress widgets and how to add banner ads to your sidebar, I suggest playing around with the available widgets to see how good you can customize your existing site design. I recommend using the "Recent Posts", "Recent Comments", "Tag Cloud", "Categories" and "Search" widgets to get started. You can also place banner ads in between each of those to spruce up your site and draw your visitor's eyes to the ads as they look at your sidebar navigation. Note, however, that while I recommend this as your starting point, I also recommend the longer

you operate your website the more time you take to analyze what is and what is not working to attract clicks from potential buyers.

At this stage it is a little early to analyze any such data in relation to your own website, and you'll probably want to wait until you have decided on a custom theme for your site to do so. But, when it comes to selecting a custom theme, I recommend researching the concept of "Heat Maps" before making a decision on the layout of the theme you want. Heat Maps are charts that demonstrate where visitors interact most with the information they see on the web page. You can read a [comprehensive explanation of Heat Maps here](#) (and in doing so gain more experience with Squidoo lenses!).

The value of a Heat Map is readily obvious. It is also a great indicator for why you should never choose a definitive site layout from day one, and why I suggested learning the ropes with the default Wordpress theme first!. Your preferred design should be fluid enough that you can shift with the flow of where your site is making money, and use the knowledge of that flow to improve the monetization of your website going forward.

Other Ways to Earn

Earning from indirect sales

Another tip I want to add is that most affiliate programs utilize "cookies" to help determine whether or not a sale is creditable to you. A cookie is a small file stored on the visitor's computer that contains data about the web history of the user. Affiliate programs don't only use affiliate links to determine if one of their customer's came from your site - they also use cookies to determine if they came from your site *and then purchased something different*.

When you're aware of this, volume really does make a BIG difference. The more links to affiliate programs that also support cookies, the more money you can make even if the products you're writing about specifically are not selling. For example, a person might visit my movie site and click on my link to the *Star Wars: Complete Saga on Blu-ray*. They may then see the box

that reads "Customers who pre-ordered this item also bought:" and see a few other products that might catch their eye. If they head off and buy one of those, you'll still get the commission. Different affiliate programs offer different lengths of time for which they will honor a related purchase. Amazon offer 24 hours, so if a customer clicks an Amazon link of yours, anything they buy within 24 hours will be credited to you. Other programs offer 48 hours, and some 30 days. Bear this in mind if ever you find yourself wondering if a particular product will sell or not. Sometimes just getting the click-thru can be all you need.

CPA Promotions

So far we've covered the basics of building content with affiliate product links, focusing mainly on those affiliate programs that pay commission when you are able to generate a sale as a result of a visitor clicking one of your links and then buying the product in question.

There also affiliate programs that pay commission even when a sale isn't made. These programs pay *per action*. That is, the affiliate program wants you to get a potential customer to take a certain action, such as signing up to a mailing list or complete a survey, and for getting them to take that action you get paid. Such programs are commonly referred to as Cost-Per-Action or CPA for short.

You may wonder why a business would pay you even when no sale has occurred. The reason is the business factors into their marketing budget the potential of retaining the customer for more than one sale. Rather than paying commission every sale, they only ever have to pay you once for bringing the customer's business to them. Further, since they only have to pay you once the action has been performed, they can more accurately plan their marketing budget in a way that links every dollar spent with the acquisition of a customer. It is good for them, and it is good for you.

Sometimes CPA offers work just like your standard affiliate program where you only get paid if the customer ends up buying something, but for the most part it is about you organizing the customer to do something rather

than creating a sale. Some marketer's refer to such a program as CPL (Cost-Per-Lead). However you want to refer to it, you get paid for getting the customer to take a specified action, so for our purposes referring to this type of affiliate program as a CPA program is good enough, especially since CPL's and CPA's are all made available through the same CPA Networks.

You may be wondering why you wouldn't just start your online business promoting CPA offers, since on face value they sound like they can make you money even if you don't make a sale, and therefore sound easier to make money from. The primary answer to this question is that all the good CPA offers are accessed through a CPA Network, such as [Never Blue](#), an intermediary that manages CPA offers between both the business that offers it and the business/individual that actively promotes it. It is important that a high standard of business professionalism be maintained in the management of this process, and as a result most CPA Networks provide stringent controls over their processes. One aspect of that is they won't let just anyone gain access to these promotions, for to do so could allow unscrupulous promotions to take place that would tarnish the reputations of all involved.

In order to maintain these reputations, good CPA Networks require an application process be fulfilled before you can join and, typically, that process includes a telephone interview. The interview is used to gauge not only your experience and intentions but also to verify that you are a real human being who is willing to provide contact details, and not some fly-by-night spammer who will tarnish their reputation.

Each application process usually requires that you demonstrate ownership and management of a website. The CPA Network will review your website to ensure that it is of a quality that matches their requirements and those of the business offering the CPA promotion. Before you set about attempting to gain access to high quality CPA offers you will need to have spent a little time getting your website populated with quality content and in a way that delivers a professional appearance. I earlier recommended getting a custom website designed once you've had time to gain experience with what you specifically want to achieve from your site and have a better understanding of how the layout is working (or not) with your chosen niche

and type of visitor. Once you've built this site you'll be ready to apply to join a CPA Network. When you do I recommend starting with [Never Blue](#). They are a professional CPA Network but their application process is arguably the easiest. By joining Never Blue you'll be able to gain plenty of experience with marketing CPA offers through which you'll be well placed to nail the application process of more stringent CPA Networks.

You may decide never to touch CPA offers if your affiliate income is growing nicely without them. However, a lot of money can be made with CPA offers that will compliment your standard affiliate revenue stream. I also suggest taking the time to gain experience with CPA as your online business progresses because once you finally gain access to the more stringent of the networks you also gain access to the best, most profitable offers. It is with those that the real CPA money is made.

Going Forward

Membership Sites

When it comes to affiliate revenue, your income stream can fluctuate greatly. You might be able make \$1000 in a day from affiliate revenue only to find that the next day you make just \$20. If there's one thing that is accurate about affiliate revenue it's that it can fluctuate by enormous amounts day to day, week to week. But if there's another thing that's true it's that as your site begins to accumulate great content and your traffic continues to increase, you'll become both a subject matter expert by trade and in the eyes of your visitors. You can capitalize on this, make even more money, and bring more consistency to your affiliate revenue stream by adding a members area to your site.

A membership site is as it sounds; visitors must become members to access certain benefits that you can offer them. Those benefits might range from the supply of privileged information to the supply of products (perhaps created by you, perhaps created by others). Many membership sites offer what is known as PLR (Private Label Rights) products. These are products members can take to sell on their own site and thereby make 100% profit

on the proceeds rather than mere commission. Some membership sites offer information on how to build a membership site!

There is a lot more to a membership site than I can cover here, however you should keep the idea in mind for the future. There are also plugins that you can use that will switch your Wordpress theme into a fully functional membership site, such as [S2 Member](#). I highly recommend taking the time to review S2 Member and other membership plugins to gain an overall understanding of the type of functionality required to maintain a member site. But once you are able to offer something of real value to a potential member, you should definitely consider adding it as an extra layer to your website because recurring monthly or annual member fees are a great way to earn more money and stabilize your income.

Getting more efficient

So far the entire process I've taken you through has been quite labor intensive. As you will be discovering, managing a very active website that is largely manually driven can be very time consuming, although I hasten to add that the more you add content and manage your backlinking the faster the job becomes. Eventually it becomes such second nature that you'll be able to do much of it on autopilot.

A single website like the one you are now running will be enough to generate you all the money you want. The more quality time you put into building its content and promoting it the more revenue it will generate. That being said, it is a simple reality that the more websites you are able to operate the more money you can make via the process of compounding, so the less time you have to spend on any one website the better.

You have a number of options for how you can proceed going forward. You can work towards shifting your existing site away from relying completely or manual work to where content is added automatically by a feed, such as can be achieved with the [Feed Wordpress](#) or [WP Robot](#) plugins. You can use a feed to help generate content and publish it automatically. Feeds can bring in external content then save it as a draft, enabling you to edit it and

make it original before publishing. Be sure, however, that if you do this you give appropriate credit for your source material. WP Robot is a very handy tool for this purpose as it also allows you to automatically post articles and advertisements on products from major affiliate programs like Amazon, Ebay and Clickbank.

You can radically enhance how efficiently you are able to publish your article links to the various social networks by taking advantage of a plugin like [Only Wire](#), which offers you and your visitors the ability to bookmark your articles across many social networks with a single click.

Selling and Flipping Websites

Another option that enables you to improve how fast you're able to generate revenue is to sell your websites or buy other people's websites, improve them, and then sell them for a profit. This is known as "flipping" a website.

Once you've learned the ropes with managing your online business and have demonstrated your site's revenue potential with real earnings, your website can be valued. The moment it has a monetary value it can be sold. If you decide it's not earning the kind of money you want, or if you get bored with your subject matter and decide you'd rather manage a website about something else, or if you change your online money making method direction completely, you can sell your site to gain an immediate injection of cash. You can use that cash to fund your next project or you can use it to purchase an existing website with the intention of flipping it.

Many online marketers start websites with the sole intention of selling them after 6-12 months, or buy websites with the plan of flipping it within a month, or as soon as they remodel the site or improve its earning capacity. You can decide to sell your site for a quick cash injection the moment you have a record of earnings, or if you're capable of demonstrating earning potential (which requires more planning). This is always a great option because often you can net the next 6-12 months worth of income in a single day.

There are many aspects that enter into the valuation of a website, such as how long it has been operating, custom design, how good the domain name is (is it memorable, is it well branded?), traffic volume, how many of its pages are ranked highly in search engines, how highly ranked the overall site is, page rank, membership revenue, and so forth. If you decide to sell or flip websites, the most popular place to go is Flippa.com.

Of course, if you're tired of your site or decide it is earning enough money to warrant a sale, you don't have to offload it. You can also decide to keep your website as is, and move on to your next money making project. Your site may already have enough content to generate you revenue without any additional content for months or years. There are many websites all over the web that haven't been updated for months or years, but that continue to trickle in money for their owners. Others add a little content here and there to remain relevant to the search engines.

If you retain your site and move on to developing a second site, or more, you should consider incorporating all of your sites into a network. The principle of cross-linking articles works just as effectively, if not more so, by cross linking similar content among your network. In fact, you can start up multiple websites all based on the same niche or subject matter and link them altogether, helping to accelerate the relevancy of them all. If you do this I highly recommend placing each individual website on its own unique host. Many search engines will downplay the value of a network if they deem that the websites are all owned and operated by the one party. By hosting on separate servers with separate hosts, the search engine algorithms have no way of identifying this and as a result treat them as independent websites and, as a result, all of the cross linking gives you the greatest possible benefit you can get with your network SEO.

Success Will Be Yours

At this point you should have an operational website with your first published content containing your affiliate product links. You may have already made your first sale, or you may not have. Regardless of the amount of commission you have or have yet to earn, remind yourself of the emphasis placed at the beginning of this book on perseverance. The more you put into building your content and growing your traffic via external backlinking and social networking, the closer you will get to the day when things just suddenly take off.

Remind yourself of the "overnight success" analogy whenever you begin to wonder if what you are doing is working or not. *But don't rely on it alone.* If things aren't working well for you, investigate new ways to do what you're doing. Perhaps all you need to do is make your article titles catchier, or switch the tone of your articles from personal to professional, or vice versa. Perhaps you need a new way of presenting your information and products, or perhaps you need new and different products. Perhaps the problem rests with your affiliate program, or perhaps you have been pasting in the wrong affiliate code! There can be many reasons why things may not go the way you want them to, so rather than accept it, be sure to evaluate those reasons to see how you can improve your results. *Results can always be improved, even when they are already great!*

Know that plenty of people are earning six figure incomes from Amazon links alone. You can too! All you need is to keep your mind on the job, keep growing your content, and do so in a way that adds value to your readers. And if, in the end, you're not earning what you want to be earning, then perhaps the industry you've chosen isn't for you, and it's time to sell your website and use the revenue to start an all new one that is more up your alley.

Whichever direction you go, no matter how you change up what you're doing or not, stick with your primary goal of making money online and I guarantee YOU WILL BE AN ONLINE SUCCESS!

Conclusion

I really hope you have enjoyed this guide and more importantly I hope you actually start implementing what we have covered.

The Internet Marketing lifestyle is truly an incredible one, we are all very lucky to live in an age where the Internet is such a big part of our lives and the opportunity to not only make money but make 6 and 7 figure incomes from the comfort of your own home.

In my experience you can hit \$100,000 per year by yourself and then if you want to start hitting the high six figures and then crack the 7 figure mark you can start outsourcing this stuff and really leverage your profits.

One of the great things about the Internet is that it is very automatic, as we have discussed in this guide a lot of things you need to set up once and it will continue to make money by itself.

So really once you have the idea of what we have talked about in this guide you simple rinse and repeat. Just replicate your efforts to make more money.

This guide was intended to get you to the \$200 per day mark, so once you hit that mark don't stop! Keep going, simply replicate your efforts. If you just rinse and repeat you will have a \$400 per day income and so on.

Internet Marketing has literally changed my life, it has allowed me to do many amazing things and visit many amazing places and it all started because I decided I would sit down one day and figure this Internet Marketing thing out.

If you have any questions at all please don't hesitate to contact me.

Cheers,

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