

# COMMISSION BLUEPRINT EVOLUTION

## Contents...

<a href="#"><u>Introduction</u></a>	Page 4
<a href="#"><u>The Current State of Affiliate Marketing</u></a>	Page 7
<a href="#"><u>The Truth About Panda</u></a>	Page 13
<a href="#"><u>The Remedy to Building Profitable Affiliate Campaigns</u></a>	Page 18
<a href="#"><u>Finding Your Primary Traffic Source</u></a>	Page 20
<a href="#"><u>Choosing Your Niche/Market</u></a>	Page 24
<a href="#"><u>Creating Value Enhanced Websites</u></a>	Page 28
<a href="#"><u>Categories of Websites That Continue To Thrive</u></a>	Page 30
<a href="#"><u>The Anatomy of A SILO Affiliate Website</u></a>	Page 32
<a href="#"><u>Building Your Affiliate Websites</u></a>	Page 43
<a href="#"><u>Choosing Your Domain Name</u></a>	Page 49
<a href="#"><u>Ranking For a Specific Country</u></a>	Page 51
<a href="#"><u>Building Content for Your Affiliate Websites</u></a>	Page 52

<a href="#"><u>Choosing Offers for Your Affiliate Websites</u></a>	Page 71
<a href="#"><u>Site Promotion: Building Powerful Backlinks</u></a>	Page 73
<a href="#"><u>Other Ways to Dominate The Search Engines</u></a>	Page 91
<a href="#"><u>Social Marketing Strategy</u></a>	Page 101
<a href="#"><u>Overview &amp; Next Steps</u></a>	Page 105

## Commission Blueprint Evolution - Introduction

Commission Blueprint Evolution focuses on building *high profit authority websites* that will easily sustain any search engine changes, so that you're able to focus on a **long-term profit strategy**.

Rather than building thin content sites that can easily lose their rankings and traffic with sudden changes to the algorithms used by search engines like Google, Commission Blueprint Evolution will show you exactly how to set up solid affiliate campaigns that will continue to generate profits without any fear of disruption.

We'll show you how to determine your *primary traffic sources* so that you're able to quickly jump-start your affiliate campaigns with little upfront cost, while reducing the risks of low performing campaigns.

We'll also teach you all that you need to know about positioning your affiliate websites within the search engines, so that you're able to continuously funnel targeted traffic to your affiliate pages.

The Commission Blueprint Evolution strategies are based on *solving the problems* created by the major changes in the way that search engines assign a value to your affiliate websites, and subsequently, how it affects your overall ability to generate quality traffic to those pages.

There's been a paradigm shift in the way that we create and market our affiliate campaigns, and Commission Blueprint Evolution was created to provide you with a step-by-step guide to building profitable campaigns so that you are able to *continue making money* regardless of how the major search engines now rank and qualify your websites.

*Keep in mind that the fundamentals of affiliate marketing haven't changed.* You still need to build quality affiliate pages, generate targeted traffic to your websites, and implement a call to action so that you're able to generate profits based on your visitor's actions (completing an offer, purchasing a product, or subscribing to a service, etc.).

However *the way that you build your affiliate websites has dramatically changed*, and rather than focusing on the quantity of landing pages, or in funnelling PPC traffic from services like Adwords, you focus on the quality – by building content-rich, passion sites that your visitors will respond to, and ultimately, return to time and time again.

In many cases, following the Commission Blueprint Evolution strategy, you'll actually need less traffic to make more money than before, because you are able to essentially qualify your traffic based on a solid *infrastructure*.

*Here is a quick overview of the Commission Blueprint Evolution Strategy:*

- Build profitable affiliate campaigns that are *never disrupted by future search engine changes*.
- Create affiliate campaigns based on **long-term viability** requiring little upkeep or maintenance.
- Build *sustainable websites on a proven SILO foundation*.
- Quickly determine our *primary source of traffic* before creating our affiliate websites.
- *Rank quickly in the search engines* and position our website for on-going success.
- *Choose the right offers* for our affiliate websites.

- Develop *high quality content* for our affiliate websites that will encourage return visits.
- Secure lifetime traffic with *permanent traffic funnels*
- *Boost our affiliate website's overall SEO score* for higher rankings.
- *Rinse and Repeat.*

The Commission Blueprint Evolution strategies will work for everyone, and for every niche, whether you're new to affiliate marketing or you're a seasoned marketer.

**If you're just venturing into affiliate marketing:** You'll learn the fastest and easiest way to build long-term affiliate websites, with minimal start-up costs.

**If you have experience in affiliate marketing:** Commission Blueprint Evolution will show you what you need to do to *re-structure your existing affiliate campaigns* so that you're able to quickly re-build, focusing on a solid foundation that will continue to thrive, even in a hostile, ever-changing environment.

## The Current State of Affiliate Marketing

The face of affiliate marketing has changed, and the old ways of building profitable campaigns are no longer effective. In many ways, this is great news as the playing field has finally been levelled, so that even brand new affiliate marketers are able to compete in some of the Internet's most profitable niche markets.

Before all of the recent changes in the way that search engines rank and essentially place a value tag on websites, and before all of the social media outlets were in full force, getting started in affiliate marketing was actually very simple.

*All you had to do was:*

- Find a great offer to promote
- Conduct quick keyword research using a very broad approach
- Building 15-20 different landing pages for each offer
- Funnel 500 visitors into each landing page via Google Adwords
- Choose top performing keywords
- Rinse and repeat

The way it used to work, anyone with a bit of time and a reasonable spending budget could start generating a full time income in affiliate marketing very quickly.

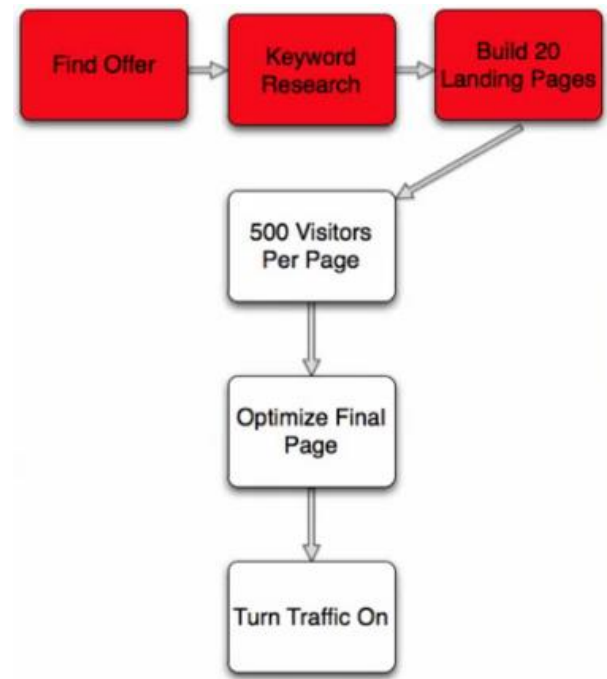
In fact, you could get started easily with just a couple hundred dollars in Adwords campaigns, while generating a quick ROI, with very little risk involved, and never having to worry about search engine optimization, backlinks or any other traffic funnel.

*But it's no longer that easy.*

Today, the *single most important component of a successful affiliate marketing campaign* doesn't involve setting up optimized landing pages and sending hoards of traffic to it with multiple PPC campaigns.

In fact, you aren't going to rely on Adwords or other PPC campaigns as your primary traffic source at all.

With the old way of setting up affiliate campaigns, we simply exploited an easy "*Open Traffic Faucet*", where we could create a series of simple landing pages and "turn on" the traffic well, funnelling in non-stop traffic to a series of landing pages. We would then quickly split test each campaign until we were left with a high performance site.





The old strategies were so incredibly simple that even when spending large amounts of money on Adwords campaigns, we were virtually *guaranteed to see a return on our investment*.

All we needed to do was rinse and repeat a simple series of steps and we were instantly in business. Better yet, Adwords allowed us the luxury of spending a minimum budget, strike out on numerous campaigns (some of which bombed out entirely), and yet we could *still* make money from the few campaigns that were hitting home runs.

But things have changed and the new way of affiliate marketing requires an **entirely different approach**, because the most valuable asset of any affiliate marketer today is based on providing value in the form of high quality, visitor-oriented content.

*You're going to build authority-based affiliate sites.*

If you could take a quick trip through the Internet time machine, you'd see a stark difference in the way that websites were designed around affiliate offers. Years ago, some of the most profitable affiliate landing pages and websites were incredibly thin on content, being thrown together in less than an hour, yet generating insane profits day after day.

Over the years, the search engines started requiring more from affiliates. Rather than ranking based on traffic alone, the major search engines started gauging a website's true value based on the quality and quantity of content available on the site. The greater the user experience, the more valuable your website was in the eyes of the search engines.

Affiliate marketers were forced into quickly changing their strategy so that rather than building a series of thin content sites, that provided little value, they had to focus instead on *building authority in their markets*.

And, there was yet another problem.

With Adwords now out of the question, many affiliates turned to SEO (search engine optimization). But if you've ever tried to optimize an affiliate campaign you know just how time consuming and difficult it can be.

You'd have to funnel in a *minimum* of 500 visitors per landing page, optimizing each and every page in your struggle to build just ONE solid campaign.

Then, you'd have to optimize for hundreds of different keywords, so that you could position your landing page so that was visible in the front of the search engines.

You'd also be forced into continual split testing, funnelling in enough traffic to each page in order to determine the real winner, not to mention the extensive work involved in building quality backlinks and anchor text links to your pages.

Worse, once you've *finally* managed to get your landing page in the top results on search engines like Google, you'd find yourself in a constant war with other affiliate marketers, just to keep your site's ranking.

The time and cost involved in applying a SEO based plan to your affiliate marketing campaigns would be an absolute nightmare, and next to impossible to accomplish any real results.

Affiliate marketers then turned to other strategies, including alternative search engine traffic from sources including

Yahoo and Bing. The trouble with this is that neither of these search engines carries enough traffic to justify the level of time and attention that it would take to achieve any significant progress. They simply don't offer the *critical traffic mass* that you need to be successful.

*But, what about Facebook, Twitter or other social media outlets?*

Could these popular community channels be the ultimate solution that affiliate marketers need in order to get back into the game?

In truth, despite their user-base and overall popularity, social media sites like Facebook don't offer you the kind of *permission-based marketing* that you need as an affiliate.

Further, demographic targeting is quite difficult to accomplish because of how these social media sites are structured.

Worse, it would take a *tremendous amount of work* just to achieve a decent click-through rate because of how just quickly people become immune to seeing the same thing over and over again.

You would have to create a new campaign every couple of months just to maintain a reasonable click through volume for your affiliate campaigns!



And so affiliates found themselves caught up in what was coined the ***“Panda Update”***, unsure of what to do to recover their campaigns and get back into business.

What is the Panda Update exactly? And how can we get around the vigorous and on going changes in the way Google ranks websites?

*Let's take a closer look...*

## The Truth About Panda

The *Panda update* was designed to devalue specific networks of websites that Google believed were offering little value to website visitors.

One example of a website that was targeted with the Panda update was [www.EzineArticles.com](http://www.EzineArticles.com)

Ezine Articles is a massive database of articles and content submitted by on-site contributors. Marketers and entrepreneurs used EzineArticles to establish backlinks to their websites, which would quickly give them a quick (and easy) boost in the search engines.

Sites like Ezine Articles outright dominated the search engines for millions of keywords based around content submitted by their users. It was likely that for nearly *any keyword phrase imaginable*, Ezine Articles would appear within the first few pages of Google's search results.



*Then along came Panda.*

With the Panda update, EzineArticles.com was quickly de-valued, losing its ranking for thousands of keywords and being penalized as a “low quality website”.

Nearly all of its authority and weight in the search engines was lost.

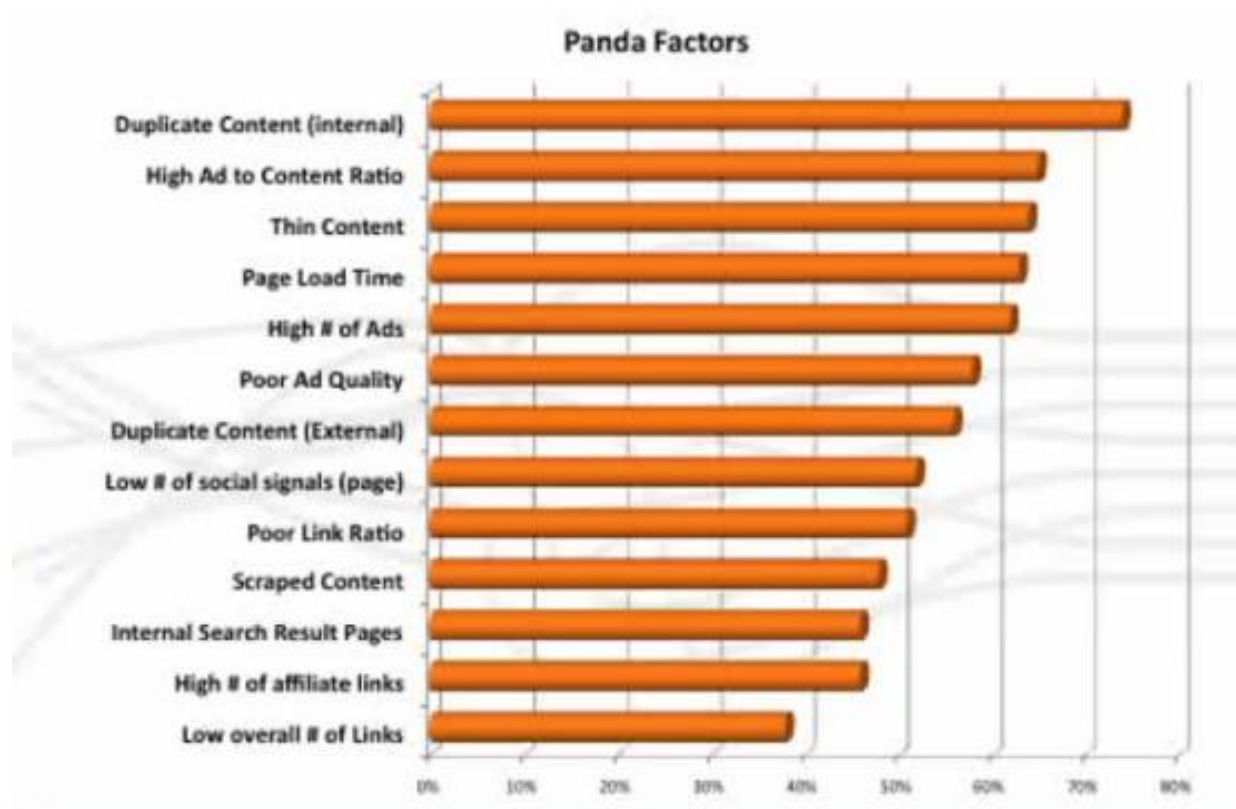
The Panda update was designed for one main purpose: To develop a ***quality metric*** in which to base the **overall value** of a website in terms of how it ranks within the major search engines. Instead of placing a value only on specific pages of a website, Google began to rank the entire website based on keyword and content relevancy and whether it carried a consistent theme.

Google no longer wanted to reward content sites and directories like EzineArticles.com because they felt that they provided little value, and were merely based on a “*content farm*” structure, with thousands of duplicate articles and low quality material spread throughout thousands of pages.

And EzineArticles.com wasn’t the only site affected by the PANDA update. Thousands of websites instantly lost their ranking and therefore all (or the majority) of their traffic and revenue.

Google continues to send out automated bots that are designed to search for low quality content sites, and are likely to eventually implement a “human verification” system where a team of people will review websites and rate them according to overall quality and authority.

Matthew Brown from [www.AudienceWise.com](http://www.AudienceWise.com) provided a snapshot in graph form that illustrates a sample of websites across different verticals that were affected by the Panda update.



The first thing you'll notice from the data is that the majority of sites that were hit the hardest by the Panda update were those that contained a large amount of *duplicate content*.

Google wants to see websites that offer **unique content and information**, and so any sites that were overloaded with duplicate content, or content that was found on other websites (such as private label articles or content) were immediately penalized.

The second highest impact on websites were those with a *high ad to content ratio*, which included sites made specifically for AdSense or other advertising platforms that offered little value or content outside of the advertisements featured throughout the site.

Just the same, websites with a *high number of ads* regardless of the amount of content were also affected by the update.

In addition, sites that were considered “thin”, where they offered little content felt the impact of the Panda update, even if these websites had little or no advertisements at all.

Another group of sites affected were those with *slow page loads*, as well as websites with a *low number of social signals* indicating a higher value ranking for websites that demonstrate activity within social platforms like twitter and Facebook.

Also affected were sites with *poor link ratio*, meaning little backlinks to the site or a high number of outgoing links.

This graph helps us determine what Google is looking for when ranking your websites. Simply reverse engineer the data in the chart above and we can determine exactly how Google wants us to create our affiliate websites.



***This includes focusing on the following aspects:***

- High number of social signals from sites like Facebook, Twitter, Google+
- Original Content
- Fast Page Load Times
- Minimum Number of Affiliate Links
- Thick Websites (categories and sub categories of content – multiple articles, original)
- High Link Ratio
- High number of quality backlinks to your site
- Minimize advertisements that appear above the fold, as well as on the top sidebar and headers of your website pages.
- Make sure that at least 30% of the browser display area consists of unique and relevant content.
- Minimize the number of your affiliate links that lead to the same product or URL.
- Consider building review-based websites that offer detailed information on various products, rather than individual pages that showcase only one product or service.

## So, what is the remedy to building profitable affiliate campaigns?

### *Focus On Your Traffic Sources First.*

Affiliate marketers have always relied on traffic in order to generate a ROI. After all, traffic is *essential* to making money in affiliate marketing, and always will be.

But there's been a recent paradigm shift and since it's no longer as easy to generate the level of traffic that we need, we need to switch our focus and re-structure the steps we take when building profitable affiliate campaigns.

We begin by focusing *FIRST* on our traffic sources. Once we've done that, we can then test the page and offers, rather than just testing the traffic.

It used to be that we could create, as many different Adwords campaigns as we needed, and because the costs to advertise versus the ROI always worked out in our favour, it didn't really matter how long it took to test our campaigns.

But these days, traffic is **much** harder to get and so when building our affiliate campaigns and pages, we need to focus on our traffic sources first, and then test the pages and offers until we get the desired results.

So, the components involved in building a profitable affiliate campaign haven't really changed. Traffic was and still is the currency of the web, but the way that affiliate marketers need to ***structure their websites and campaigns*** has changed dramatically. You start with your traffic sources, and then test your pages and offers, rather than the traffic itself.

In addition, your affiliate campaigns should include a good mixture of thinner content sites as well as thick, content-rich passion sites, which offer far more content and value to visitors.

You will also want to create a good combination of websites that are monetized in different ways, including AdSense sites, Amazon sites and CPA or ClickBank based websites, depending on the different types of affiliate offers that you are interested in promoting.

Making money in affiliate marketing takes far more effort than it used to, however, you can still achieve **incredible results** if you're willing to put the time into building solid campaigns.

In order to make money in affiliate marketing, you need to determine the very best sources of qualified traffic so that you can focus on testing the actual offer, rather than spending a lot of time trying to siphon enough traffic into your campaigns.

*So, how do you determine your primary source of traffic before you set up your campaigns?*

## Finding Your Primary Traffic Source

There will be many different sources responsible for your traffic, however finding the ***primary traffic source*** is critical to the success of your affiliate websites and with the Commission Blueprint Evolution strategy, your primary source of traffic will come from the *major search engines*.

With search engine traffic, you will be able to ***leverage the value of repeat visitors*** to your website by engaging and interacting with your target audience.

You will also be able to **cultivate the most targeted traffic** available to you while also exploiting alternative sources of traffic outside of the major search engines, including social networking, backlink sources and community sites. So while search engine traffic will always be your primary source, you will want to take advantage of other traffic funnels as well.

So, how are you going to establish your traffic source through search engine marketing?

*You'll do it through keyword research.*

### **This includes:**

- Choosing your primary niche or market and building a **SILO based website** around that topic.
- Identifying **2-4 sub niche markets** and locating long tail keywords into your website and content structure.
- Examining traffic volume before creating your websites, focusing only on **long tail keywords**.
- Choosing long tail keywords that offer 100 minimum exact match per day, total of 500 or more.

While there's no longer such a thing as "*easy money*" in affiliate marketing, there is still a lot of money to be made. You just have to be willing to go the extra mile in restructuring the way you set up your campaigns and websites.

One of the easiest ways of finding long-tail keywords for your affiliate sites is by using our Keyword Blueprint tool.

*Here is a breakdown of how the Keyword Blueprint software works:*

- 1) Keyword Blueprint examines the current level of **search activity** (from those who are entering in keywords into [www.Google.com](http://www.Google.com)) This is a great way to evaluate the profitability of a market by taking a closer look at the number of people *actively searching* for information on your niche. The higher number of searches, the increased likelihood that your market is a profitable one with an existing customer base and sufficient traffic.
- 2) Keyword Blueprint evaluates the competitiveness/profitability of a niche market by examining the **current level of competition** on Google Adwords PPC marketplace. This can help you determine if monetizing with AdSense is a viable option for your affiliate websites.
- 3) Keyword Blueprint also provides important information relating to *website optimization* by offering you a snapshot of both competitive keywords as well as alternative keyword phrases that will help you rank within the search engines (long tail keyword phrases with mid to low level competition). Implementing these keywords into your SILO based website will help you generate organic traffic from the major search engines.

Your objective is to create a keyword swipe file using the Keyword Blueprint software that consists of **“long tail keywords”**.

For example, if you were creating affiliate websites based on the acne niche, rather than optimizing for primary keywords like “acne”, you would instead, focus on *alternative phrases* that are less competitive, but still generate adequate traffic to your site.

*In this example, your keywords might include:*

- ❖ Acne Scarring
- ❖ How to remove acne scars
- ❖ Acne Scar Remedies
- ❖ Acne Scar Solutions – and so on.

Keyword Blueprint makes finding these profitable long tail keywords very easy just by entering in a seed keyword and letting the program go to work for you, searching for viable long-tail keyword phrases.

Keyword Blueprint will also help you identify potential sub niches within your niche, giving you an easy point of entry. When creating your affiliate websites around the SILO structure, you’ll use Keyword Blueprint to build a swipe file of content topics, category titles (long-tail) and keywords used within your content pages.

When evaluating search volumes, anything over 1,000 searches per month is a great sign that the market is viable. The

greater number of searches, the better, however when using keyword research to determine a market's profitability remember to evaluate multiple keyword phrases rather than just one.

You want to get a good feel as to the scope of the niche, by broadening your research to determine a combined estimation of searches relating to your topic.

In one example, there are over 4,437 searches conducted for the keyword phrase “excessive sweating, with thousands of additional searches conducted for other long-tail keyword phrases, including “stop underarm sweating”, “excessive perspiration” and “how to stop excessive sweating”.

All of these keywords could be used to form the SILO structure for your affiliate website by using the keywords as category titles, and in your article content.

Other Tools: <http://adwords.google.com/select/KeywordToolExternal>

## Choosing Your Niche/Market

When evaluating potential niche markets, or if you have trouble coming up with niche ideas, you can use the following resources to quickly identify hundreds of potential niches for your affiliate websites and campaigns.

***Don't over-complicate this process!***

It's more important for you to *start applying these techniques* so that you can gain valuable hands-on experience, than it is to spend weeks analysing countless markets in your search for the "perfect niche".

While your first affiliate site might not hit a home run, once you've gone through the steps of developing your affiliate campaigns and SILO based websites; you'll be able to quickly rinse and repeat the same series of steps for dozens of other niche markets until you find a winner.

Begin by choosing a niche that you are personally interested in and that has history of being profitable and based on long-term interest. Here are a few ways to quickly find a niche so you can start building your first affiliate website.

### Research Amazon

<http://www.Amazon.com> is a fantastic source for niche ideas. Just spend some time browsing through the different categories to determine what types of products are selling as well as the number of products available within each category (a clear indication as to the profitability of a niche).



**Best Sellers:** <http://www.amazon.com/gp/bestsellers>

### **Browse Niche Magazines, Newsletters & Publications**

A great source for niche ideas can be found both on and offline just by browsing through niche magazines, blogs, newsletters and publications specializing on specific topics.

Pay attention to the advertisements that are included in each publication to determine what types of products are being offered within the market.

### **Resources:**

<http://www.shopping.com>

<http://www.Magazines.com>

### *Google Trends*

<http://www.Google.com/trends>

Google Trends reveals the current popularity of a search term (keyword) and provides you with related resources (including articles, blogs and news).

### **Trend Watching**

<http://www.TrendWatching.com>

### **Q&A Communities:**

Answer Bag: <http://www.answerbag.com>

Yahoo! Answers: <http://answers.yahoo.com>

### **Review Lulu's library:**

<http://www.lulu.com/browse/stats.php?fType=topSellers&fResolution=week>

### **Visit Niche Related Forums**

Spend some time researching niche based forums and community boards to determine what people are interested in. Pay special attention to recurring questions from people in various niche markets.

### **Join Social Communities**

Information networks and social communities like [www.Twitter.com](http://www.Twitter.com) will provide you with direct access to current discussions within various markets. Also be sure to check out [www.Facebook.com](http://www.Facebook.com) as well as <http://Answers.Yahoo.com> for even more ideas.

### **Browse Article Directories**

Article directories are a great source for niche ideas just by reviewing the articles that are receiving a high number of views. [www.EzineArticles.com](http://www.EzineArticles.com) is the leading article directory online, so be sure to spend some time sifting through the categories and content.

### **Directories:**

<http://www.DMOZ.org> - <http://dir.yahoo.com> - <http://ehow.com>

*When considering niche markets, keep in mind that there are two distinct categories of buyers:*

**a) “Want it” buyers**

**b) “Need it” (Desperate) Buyers**

With **“Want It”** buyers, they don’t feel that they absolutely need any specific product, but instead, they simply want it.

Products within the ‘want it’ marketplace could include products focusing on gaming, fashion, hobbies or sports.

With the **“Need it”** crowd, you are developing your websites around products or services that focus on a hungry, desperate audience of people who feel they absolutely need a quick or easy solution to problem that they have.

Products in the desperate market may include weight loss, health problems, relationship guides, parenting issues (such as dealing with a colic baby or teething) and even work at home. It may also include products that address problems that are embarrassing or painful such as acid reflux, acne, body odour or gout.

The desperate buyers market is by far an easier crowd to target because they are actively looking for solutions to their problems. These are rapid buyers who will do anything to eliminate whatever problem is keeping them up at night.

If they feel that a product or service that you are promoting will provide them with the help they need, they won’t hesitate to purchase it.

With the ‘want it’ crowd, while it can still be a lucrative venture, buyers aren’t necessarily on the prowl for the type of information you are offering, and you may find a bit more resistance in penetrating the market simply because it consists of casual buyers.

## Creating Value Enhanced Websites

Some of the best performing affiliate based websites are those that provide real value using a combination of content, reviews and detailed information about various products or services online.

***Passion based websites*** are quite often the most profitable of all website types, because not only do they offer an extensive library of article content to visitor's (which will promote return visits), but also because of the interaction available on the site from your material, content as well as the contributions of regular visitor's, bloggers and members.

Contributed content may be in the form of guest bloggers, subscribers, members, visitor comments or articles that are accepted through a database platform or a blog structure like [www.Wordpress.org](http://www.Wordpress.org)

*Passion sites can mean less work for you – yet more money and free unlimited content.*

Now, when you start to build a passion based authoritative website, you'll have to put in a lot more time and effort initially than you would any other category of website. However, once your website has begun to generate consistent traffic, passion sites can be set up on almost complete autopilot just by allowing your website visitors' to contribute to the content of the site.

For example, you could welcome guest bloggers who are able to contribute their own content in exchange for a backlink to their website. You could also outsource the majority of content to qualified freelancers, and set it up so that 2-3 new articles are set to automatically publish every week.

The idea behind passion sites is that you need to continue updating the site with material on a regular basis. Passion sites become authority websites over time because of the sheer amount of content and material offered to visitors.

Here are a few examples of a few different websites that are structured to provide exceptional value based on either the passion model, reviews based material, or community based content.

<http://www.Gain-Weight-Muscle-Fast.com>

<http://www.Myxer.com/make>

<http://www.PressureCookerForSales.com>

<http://www.NoChexBanks.com>

## Categories of Websites That Continue To Thrive

It's important to have a reasonable expectation as an affiliate marketer. You want to develop a plan of action that is manageable and set goals and milestones for each and every project.

*Here are a just few categories of websites that continue to thrive in affiliate marketing:*

- **Adsense Based Websites** – Reasonable Expectation: \$1,000- \$2,000 per month
- **Amazon Based Websites** – Reasonable Expectation - \$500 - \$2500 per month
- **Thin Content Sites** – Reasonable Expectation - \$500, \$1500 per month
- **Passion Based Authority Websites** – Reasonable Expectation - \$500 - \$5,000 per month

**Note:** The income levels noted above offer a *general estimate* of potential earnings. Your results will vary depending on your overall niche, your website content and the effort you put into optimizing your websites for the search engines.

One thing to consider when creating your affiliate websites is that you should always be on the lookout for ways to add an *element of interaction*.

One example of a successful interactive affiliate site is within the credit card niche, where you might visit a website in search of a low interest credit card, or a card with specific terms (unrestricted, secured, etc).

Many of these websites offer an interactive option to visitors where they can enter in specific search queries or customize search results based on their preferred options.

Most of the time it doesn't really matter what preferences are selected, the results remain the same with affiliate links integrated into the site that direct visitors to the top credit card providers online.

These sites do exceptionally well because they allow a visitor to customize their on-site experience, and that interactive component often makes the difference between a struggling affiliate site and a successful one.

The more that you can enhance the user experience, the more profitable your website will be.

You could also build an online community as to encourage repeat visitors, by integrating community-driven options and features such as a forum, message board, article submission, or guest blogging.

## The Anatomy Of A SILO Affiliate Website

You will want to develop your affiliate websites based on a *SILO infrastructure*. SILO websites are those that are *highly optimized and primed for the search engines* and *carry a specific, and relevant theme*.

We've discussed the Panda update that took place a few months back. When Google decided to change the way that they gauged the value of a website's overall ranking, thousands of websites instantly lost all search engine traffic very quickly, some even dropped out of ranking altogether in one day.

This happened because Google re-structured their ranking infrastructure so that a website's overall core value was based around the quality of the content found on a complete website (rather than just measuring the value of individual pages), as well as the overall relevancy of content in association with the terms and keywords that a website was optimized for, and the authoritative measure of a website's overall value.

In other words, your affiliate website needs a ***consistent theme*** that offers distinct categories and sections that are grouped together by relevant keywords, and contain high quality, original content, indicating to Google that your site is an *authority website*.

The term "Siloing" or "SILO" originated as a way to define the concept of *grouping information together* in specific *categories* that form an overall theme. Search engines, like Google reward keyword relevancy within their index based on



websites that are tightly organized, and whose theme is clearly identified.

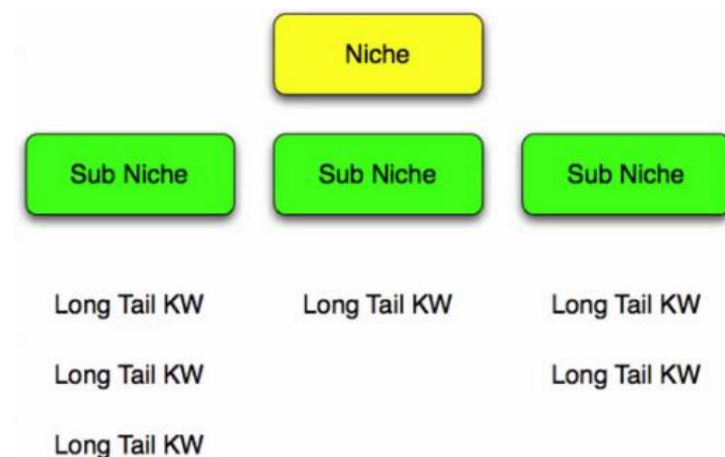
Think of how a traditional paperback book is created. It begins with a title, which represents your *overall theme and message*.

The book is then organized with a main page and then *subsequent chapters* (or categories) that identify the contents of each section, along with *sections within those chapters* (sub-categories) that offer additional content.

Your affiliate website needs to be structured in a similar way, where your main page is the entry into all other categories and sub categories on your website, tied together by a *consistent and relevant theme*.

For example, if you created an affiliate website based on the “Work At Home” niche, your main page may include content on general work from home options, with 4 sub categories that offer more information alternative work at home job types, such as “Data Entry”, “Web Design”, “Freelance Writing” and “Consulting”.

Take a quick look at the illustration below for a visual example of a SILO structure:



From the simple illustration, you'll notice that a *SILO based website begins with a primary niche topic*. This is the *core of your website* and what the majority of your content and material will be about.

*Examples of a core niche:* Acne, Weight Loss, Recipes or Finance.

You develop your website so that it goes 3-4 levels deep, and you do this by featuring *sub niche topics* in individual **categories**.

You then *target a series of long-tail keywords* for each category on your website. Doing this will help you quickly establish your website in the search engines quickly and since you'll be targeting long-tail keywords, it will be even easier to position your site for top rankings.

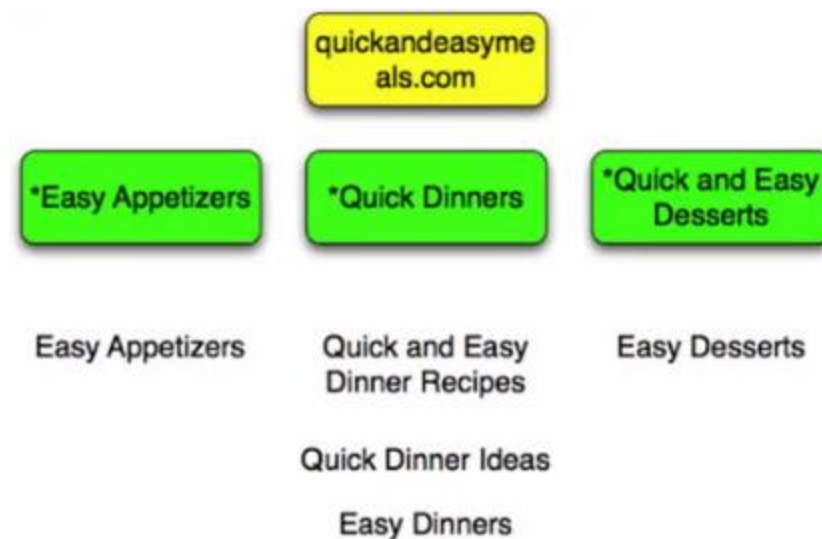
As an example, one primary niche might be *"Quick & Easy Meals and Recipes"*.

Then, we might have 3-4 sub niches represented by categories that could include:

- ***Easy Appetizers***
- ***Quick Dinners***
- ***Quick & Easy Desserts***

We would then use a combination of long-tail keywords to generate traffic from the search engines by targeting our sub niches. In many cases, the title of your sub categories is often the primary long-tail keyword that you'll use to direct traffic from the search engines.

Take a look at the illustration below for a simple example of a main niche and its 3 sub-niches, along with a few long-tail keywords that we would target.



This is a very simple SILO based structure for an affiliate website, based on “subject theming”, and it’s extremely effective because you are targeting specific long-tail keywords, while developing a website that is primed for the search engines based on categorizing content using relevant keywords.

A SILO is the actual *structure or hierarchy* of your website and it's a very important component in successfully optimizing your website for the major search engines.

SILO's provide a categorized navigation menu that runs throughout your entire website, making it easy to identify content, themes, as well as being able to update the website consistently, which is another integral part of effective optimization.

You've likely seen the SILO structure before as sites based on the Wordpress, Joomla or Drupal platform are set up this way, with navigation menus, categories and organized content.

With well-organized, themed websites, you have a much better chance of successfully ranking for your chosen keywords, even in the most competitive markets. Consider a SILO as the tree of your website, with categories and sub categories serving as 'branches' from your main root.

Another example of a themed SILO website would be a website focusing on "Traffic Generation Strategies" that is then broken up into specific segments or categories, such as:

- *Article Marketing*
- *PPC Marketing*
- *Forum Marketing*
- *Social Marketing*

Each category includes content on specific topics, using long-tail keywords to both label the category and within each article located within the various categories.

Not only will a SILO structure help your search engine positioning, but it's also a lot easier for website visitors to thoroughly explore your website when you provide them with a clear and direct navigational system.

One thing to keep in mind is that when using a SILO structure on your website, you want to make sure that all available

categories are visibly linked from the main page. For example, your index.page would provide a navigation menu with each category listed and a link taking a visitor further into the category.

If you are unsure what titles to use when creating categories for your website, load up the Google Keyword Suggestion or Keyword Blueprint tool and search for a seed (primary) keyword phrase. You will be provided with alternative suggestions for additional keywords relating to your primary phrase. These often make perfect category titles and will be focused on existing keywords that are already receiving type-in search requests!

SILO based website are also very easy to extend. All you need to do is add new categories to your main page, assign long-tail keywords to each sub category, and add additional content into each sub-section.

For example, going back to our *Quick and Easy Meals* niche, we could add additional sub categories that may include “Vegetarian Meals”, or “Low Carb Recipes”.

When creating new categories on your SILO based website, you should always try to label your categories based on the long-tail keywords you plan to target.

So, if you created a sub-category or niche on your website that was based around “Low Carb Recipes”, the title itself should be one of your long-tail keyword phrases.



The titles of your content and articles featured within each sub-niche need to incorporate your long-tail keyword phrases both as the title/label of each category and within your content.

### **Setting Up Sub Categories – Link Structure**

Another aspect of SILO building is in the URL's that you use to link to sub categories on your website. The ***URL structure*** of a SILO based website will help you rank for specific keywords.

You create your URL structure by creating a folder on your website for each sub niche or category.

For example, if your theme is “Quick and Easy Recipes” and you had 4 categories that offered different types of recipes, you would create a folder for each main category, such as:

<http://www.Your-Domain.com/Low-Carb-Recipes>

<http://www.Your-Domain.com/Vegetarian-Meals>

<http://www.Your-Domain.com/Easy-Appetizers>

As you create folders on your website, they form your URL structure by grouping your content within individual categories. This is called a *virtual SILO*, and is defined by the different URL's that lead to categories (folders) on your website.

You also want to create a *physical SILO*, which is when you offer your visitors with instant access to all of your categories (folders) through your navigation system, such as by adding direct links to your header, footer and sidebar areas.

If you use Wordpress, you'll be able to create SILO themed websites easily because Wordpress will help you create a solid link structure, complete with individual categories (including long-tail keyword titles), and will provide visitors' with instant access to all of the categories and sub-categories on your website.

Keep in mind that search engine crawlers need to be guided throughout your website, and the easiest way to do this effectively is to *interlink all pages* within a silo to one another.

For example, if using Wordpress, your categories can be set to appear in your sidebar so that both visitor's and search engine crawlers can follow a simple internal link structure to explore all other sub pages on your website.

If you plan to develop your website in HTML or php without using a content management system like Wordpress, Drupal or Joomla, you will need to manually create your on-site link structure, making sure that visitor's and spiders can access and follow links leading to sub sections on your website.

Another thing to keep in mind is that you never want to link outside of your SILO. There should only ever be **one** link outside of your SILO; and that is a link that leads visitors back to your *main page* (homepage). Otherwise, you want all of the power of your SILO structure to support your primary homepage. Linking to outside sources from within your SILO will cause confusion with the search engines and will dilute the value of your main page.



In addition, apart from providing a link from your main page to every sub category on your website, you should also create links that lead from one page to another from within the content itself.

For example, if you've created a SILO website based on Recipes, you can link from one recipe page to another page on your site by using anchor text hyperlinks within the content itself, preferably above the fold.

This is referred to as “braiding”, and it simply helps to guide your visitors from one content page to the next. Since Siloed pages feed each other through inter-linked pages, if one page in your SILO is generating quality backlinks from outside sources or is able to solidify deep links from authority websites, your *entire SILO* will reap the benefits.

Just the same, by interlinking your SILO pages, you are able to maintain a consistent theme, which will secure a higher relevance score in the search engines, while passing that ranking score to your entire SILO.

#### *Other Tips:*

When organizing your SILO's, make sure that you use relevant long-tail keywords throughout each category. This includes in the category title, content titles (and within the content itself), meta tags and headers.

Integrate [www.Google.com/Analytics](https://www.google.com/analytics) into your website and monitor the crawlers on your website. This will help

determine if they are able to scour your entire website, and will help you to better understand how Googlebot spiders your SILO pages.

*Update your internal page links frequently.*

Rather than just linking from new posts to older posts, go through your page history and update older pages to link to newer pages as well. Since it's likely that older pages have a higher page rank due to the maturity factor, linking from an older article to a new one will help pass on that ranking.

## Building Your Affiliate Websites

The easiest way to build your affiliate website is with Wordpress. Not only will it reduce your overall workload, but also by using a combination of free plugins, you'll be able to instantly optimize your entire website without spending a lot of time tweaking or priming your pages.

In addition, if you have never developed a website before, or you lack experience designing a website, Wordpress is a quick and easy solution to creating interactive, dynamic websites on the fly.

You can download a copy from <http://www.Wordpress.org>

When creating your affiliate website through either Wordpress or another content management system, it's important that you integrate the following pages:

### **Contact Us**

You want to offer an easy way for visitors to reach you, either by direct email, through a help desk or via an online web form that is available directly on your website. You should also make sure that your contact page is applicable to the country you are targeting.

For example, if you are targeting the United Kingdom, you want to make sure that you feature a mailing address located in that country.

## **Privacy Policy**

This is especially important if you are creating an AdSense based affiliate website. Making sure that you feature a detailed privacy policy will help reassure your visitor's that their information is safe and will contribute to relationship building.

You can create a privacy page instantly by downloading the free Privacy Plus plugin from:

<http://wordpress.org/extend/plugins/google-privacy-policy/>

## **Terms and Conditions**

Make sure you outline your terms and conditions and feature a prominent link from your main navigation menu.

You should also include either an FTC statement indicating that you will earn a commission based on any product sales that take place from your website or an *"Earnings Disclaimer"* that outlines the fact that you are an affiliate, as well as that you make no promises or guarantees of any specific income claims.

When it comes to integrating plugins into your Wordpress blog, you'll want to download the SEO Ultimate plugin from

<http://www.Wordpress.org/extend/plugins/seo-ultimate>

SEO Ultimate will instantly optimize all of your Wordpress articles and pages for the search engines. Plus, the plugin will give you control over title tags, meta tags, slugs, autolinks, 404 pages and more.

You will also want to download PubSubHubBub, which is a free plugin that allows you to notify your visitors instantly, whenever your blog has been updated.

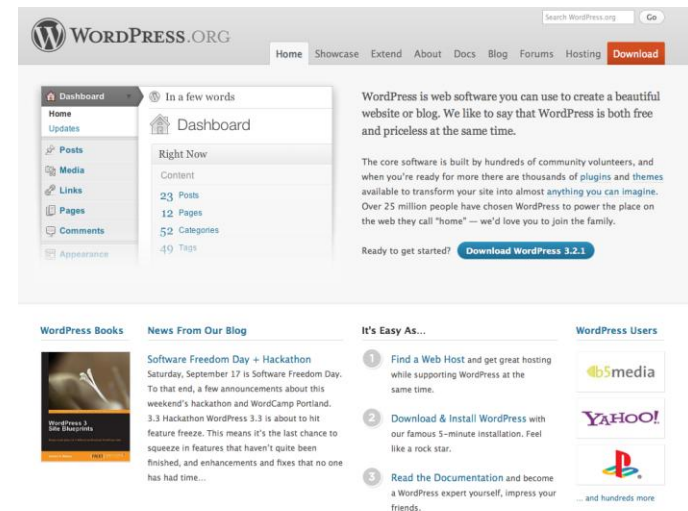
You can download the plugin from

<http://wordpress.org/extend/plugins/pubsubhubbub/>

Here are a few other essential Wordpress plugins that you'll want to download for use with your affiliate websites.

## W2 Total Cache

Download: <http://wordpress.org/extend/plugins/w3-total-cache>



W3 Total Cache will Improve site performance and user experience via caching: browser, page, object, database, minify and content delivery network support.

### **Google XML SiteMaps (multi site)**

Download: <http://wordpress.org/extend/plugins/google-xml-sitemaps-with-multisite-support/>

This plugin will generate a special XML sitemap, which will help search engines to better index your blog.

### **WP no Category Base**

Download: <http://wordpress.org/extend/plugins/wp-no-category-base/>

The WP No Category Base plugin will remove the mandatory “Category Base” from your category permalinks and will automatically redirect your old category links to your new ones.

If you are going to create an AdSense based affiliate site, you will want to download the following plugins:

### **Google Analytics – Ultimate**

<http://www.wordpress.org/extend/plugins/ultimate-google-analytics>

Adds Google Analytics JavaScript to each page on your weblog. Can also add tracking to outbound links, downloads from your site and mail links.

### **Allow REL = And HTML in Author Bios**

<http://wordpress.org/extend/plugins/allow-rel-and-html-in-author-bios/>

Enables use of REL= or anything else in Author bio area (for Google+ search results).

### **Scroll Triggered Ad Box**

<http://dannyvankooten.com/wordpress-plugins/scroll-triggered-box>

This plugin makes it easy for you to create **scroll triggered call-to-actions** on your WordPress post pages.

This plugin creates a box that appears only after your visitors have scrolled to a certain point on your page, which you can set by giving a percentage.

You can choose from a fade or a slide animation, and pick a point where you would like the box to appear. This can be done by filling in a percentage of the page, or choosing it to appear when visitors reached your comments.

And finally, you will want to check out Punch Tab at

<http://www.PunchTab.com>

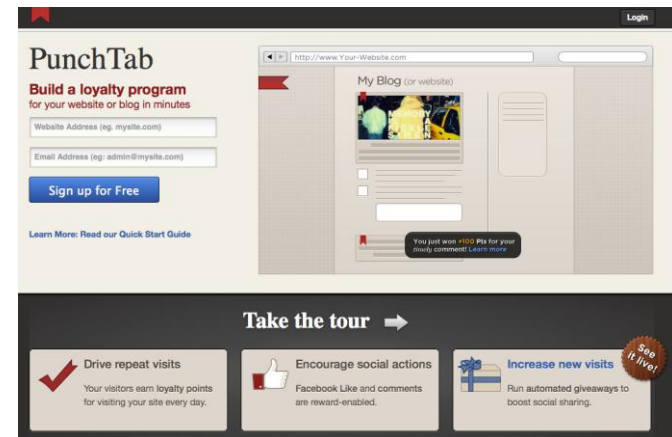
Punch Tab is an incredibly exciting tool that will help affiliates build a community, as well as offer loyalty points to visitors, for completing various actions such as liking your Facebook page, becoming a fan on Facebook, Tweeting about your website and even leaving comments on your website.

It's a valuable tool for bloggers and affiliates, and will help you develop repeat visits from existing traffic.

Now, each of your affiliate websites will be designed around a SILO structure, which means that you will have one main niche per site, with 3-4 sub niches in individual categories, that use long-tail keywords in the titles and in your traffic campaigns.

An important thing to keep in mind is that you'll need original content for each one of your long-tail sub categories. Your objective is to build pillar content, mixed in with a combination of content types.

When it comes to your affiliate websites, you want to avoid private label content or any material that may already be found online. Avoiding duplicate content is incredibly important in order to avoid being penalized within the search engines, and to be able to build an authority website in your niche.





## Choosing Your Domain Name

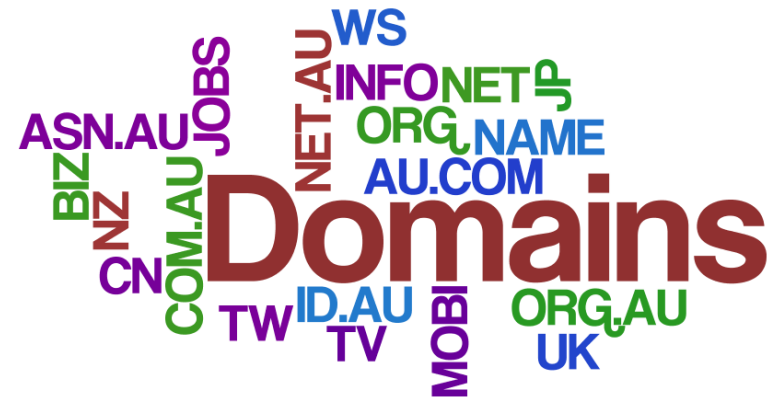
Once you've nailed down your niche market and have chosen 3-4 sub niches that you will use to form content based categories on your website, it's time to move on to finding a domain name for your affiliate site.

One of the easiest ways of choosing a prime domain for your affiliate website is to secure a domain that is *already ranking for specific keywords* relating to your niche.

When you choose a domain that is already ranking, you save yourself a lot of time and effort right from the get-go, because it simply eliminates the footwork involved in positioning your website so it appears during type-in search queries.

As for whether you should register a domain that encompasses specific keywords or not, it really depends on the type of affiliate site that you are creating.

For ecommerce sites, you will want to register a domain name that is more keyword specific, so that it indicates to visitors exactly what it's about.



However, for SILO based websites where you are offering a combination of content types and formats that span many different categories and sub-niche markets, you will want to choose a more generic domain that can encompass many different topics.

Using the example from a previous segment in this guide, if we were developing a SILO based affiliate website around “Quick And Easy Meals”, registering a domain such as [www.QuickandEasyMeals.com](http://www.QuickandEasyMeals.com) would work well, as it indicates what the site is about, but doesn’t strictly define one particular topic or niche.

You can also find keyword ranking domain names from within the GoDaddy auctions, at: <https://auctions.godaddy.com/>

When choosing a domain, focus on a registered age of more than one year, if possible.

The more aged the domain, the better in the eyes of the search engines as well as in utilizing the domains natural history to boost your ranking. Page rank is not all that important, nor is it an integral part of domain ranking, however it’s likely that if you register a domain that already ranks for select keywords, it will come with some sort of page rank.

Having a specific keyword in the domain itself is not the most important component. It’s far more important that your domain makes sense to your target audience and is easily identifiable to your market.

Domain Tip: Use [www.InstantDomainSearch.com](http://www.InstantDomainSearch.com) to find available domains in your niche.

## Ranking For A Specific Country

*If you want to rank a website in a specific country, you do NOT need links from that country.*

The method used by Google to rank websites for a particular country is based on the contact us page featured on your website, as well as the actual extension of your domain.

While it's often difficult to register an aged domain with the right extension, you can get around this by setting up a sub-directory any established website or domain that you own.

So, for example if you wanted internal pages on your website to rank within the United Kingdom, you could easily set up a sub directory on your server called /uk.

The URL leading to pages on your website that are designed to target visitor's from the United Kingdom would then be

[www.Your-Domain.com/uk](http://www.Your-Domain.com/uk)

This is a much better strategy than registering a brand new .co.uk domain name.

Also keep in mind that your actual server location plays little significance to your ability to rank within specific countries.



## Building Content For Your Affiliate Websites

When building content for your website, the first thing you'll want to do is develop a *content list* and a *publishing schedule*.

You do this by first developing an overall *list of ideas* for the different kinds of content that you are going to offer on your site, and *then grouping your content into categories*.

The idea is to create content in a variety of formats, focusing on ideas that you can implement into your website that will make it 'sticky'. Your goal is to interact as much as possible with those who visit your site, and to do this you need to set up dynamic interactive tools that encourage repeat visits. In other words, you want to make your website sticky.

One way of doing this is by integrating a forum or community board where visitors can post questions or comments that you, as well as other members can answer.

You can also integrate surveys and polls within the navigation and sidebar of your blogs and websites that ask controversial questions, giving your visitors an opportunity to submit feedback, open discussions, post their requests, votes, and so on.

If you are building your affiliate sites around the Wordpress SILO format, you can integrate CommentLuv, giving your

visitors an even greater incentive to leave comments on your blog, as they will generate a back-link in return.

Download Comment Luv: <http://www.CommentLuv.com>

Next, you need to brainstorm the type of content you are going to offer on your site, which includes having a topics file and content list for each site.

A *topic file* might be "Moving to Australia" and "Top 10 Reasons to Move to Australia" would be one of your *articles from your content list*.

You should develop a spreadsheet that illustrates your content types, topic ideas and places to outsource if you plan to outsource the majority of your content.

*It could look something like this:*



When developing a publishing schedule, there's no specific format to follow. The important thing is to work towards consistently publishing new material to your website, with at least one article or content piece every week.

You want to do your best to develop a *disciplined plan of action* and set your content publishing goals for each project you create. If possible, strive to create **one month of content for each project upfront**, and set it up so that it automatically publishes new content each week. That way, you can move onto other projects while effectively managing and updating all of your existing websites.

One of the best places to get topic ideas for your niche is just by browsing through current news. We use Google Alerts to quickly locate current news based on specific keywords. Then, by setting up an alert by entering in specific long-tail keyword strings, you'll receive instant notifications of news stories that are published based around your chosen keywords.

Visit <http://www.Google.com/Alerts>

This is a fantastic way of brainstorming new content ideas for your website, as well as content topics and titles. You could re-write news stories using similar headlines that are found on recent news, and also use these titles as long-tail keywords for your content categories.

When setting up Google Alerts for your niche markets, make sure that you set up multiple alerts based on a variety of keyword phrases. For example, when creating a Google Alert for my topic, "Moving to Australia", I might set up a Google alert for the following keyword strings:

*"Moving to Australia"*

*"Living in Australia"*

*"Moving abroad to Australia" - and so on.*

You can also use News Readers to keep track of popular blogs in your marketing space. News readers will aggregate all of the blogs post into one RSS feed, giving you a quick overview of all recent blog posts based on your chosen niches and keywords. This can also be a great way to locate potential hot spots for quality backlinks as well.

If you are on a Mac, you can download a free copy of Gruml at <http://www.grumlapp.com> or for PC users, you can use Feed Demon at <http://FeedDemon.com>

You want to use current and late breaking news stories to develop fresh content for your website. This would be content that you would publish immediately, or shortly thereafter, as they may be time sensitive. You can use general news from within your niche as a basis for future publications, where you create content that is scheduled to appear at a future time.

If using Wordpress as the foundation for your affiliate site (on a SILO structure), it's incredibly easy to set up a publication schedule, as Wordpress allows you to set the time and date in which your articles go public on your site.

This way you can populate your website with fresh content without having to manually publish content each day, or every



week.

Authority blogs are another great source for content ideas and topics. Run a quick search for authoritative blogs in your niche market, and subscribe to their RSS feeds. This will provide you with a quick snapshot of the last 10-20 blog posts, as well as notify you whenever a new content post is available on the site.

If you notice that a specific blog is receiving a high level of comments and activity, write a similar blog post on your site, incorporating your long-tail keywords into the title of your blog post and within the content itself. Make sure to create additional sub-categories that use your long-tail keywords in the event you expand your blog to cover additional topics.

Finding authorities or "thought leaders" in your market will give you a fresh supply of ideas for future content.

You can quickly find thought leads by browsing through databases of experts on sites like <http://www.HelpaReporter.com> , <http://www.ExpertClick.com> , [http://www.powerreporting.com/category/People finders/Experts](http://www.powerreporting.com/category/People_finders/Experts)

If you are looking to develop unique, proprietary content for your affiliate site consider interviewing experts or authority figures from within your niche markets.

Once you have interviewed an expert, you can literally take the interview and turn it into a hot selling product in a matter of minutes, or offer it for free and add an incredible 'sticky factor' to your website that no one else has! Best of all, you can repurpose the interview in a number of different ways, including:

- ✓ Sell Interview as Audio based Course
- ✓ Create transcripts of the interview as bonus / upsell options
- ✓ Create full length information products based on expert interviews
- ✓ Give the interview away to generate traffic and build a list
- ✓ Package the interview in with other products for a full featured course
- ✓ Use interview as primary guide and offer auxiliary components and additional training tools to expand training.

Before you even set out to contact an expert, you need to do your homework so you're prepared and more importantly, you know exactly what questions to ask. Since you'll have limited time, you want to make sure that you do your job of asking the questions that are of most interest to your niche market.

***You need:***

***A strict focus and a specific topic:***

You can't find a qualified expert without having first identified the market you are interested in and more importantly, the segment of the market that you are catering to.

Don't make the mistake of choosing a broad market like "weight loss" and expecting to satisfy your customer base when you are asking questions that really don't relate to where they're at, or what they are most interested in. If you choose weight loss, go a step further and decide on a specific segment within that market, such as muscle building, fitness for women, or healthy eating. Keep your long-tail keywords in mind, along with your sub categories featured on your SILO website.

### ***Develop a theme***

In order to drill down into the heart of your niche market and be able to get as much information from your expert as possible, you need to decide on a theme for your interview. This is different than just choosing a topic because now you are going to create the structure for your actual questions.

While your expert might be experienced with many different aspects of a larger market, you want your interview to carry a very defined topic. With the weight loss niche as an example, decide what the top 10-20 questions in the market are, and use them as the basis for your interview.

You will then be able to break the questions and answers down into individual articles for your SILO categories.

### ***Plan Out Your Questions***

When you contact experts, you'll likely encounter a few who prefer to create the questions for the interview themselves, and if so, that's great!

Remember, not every expert will be able to answer every question imaginable even if they are experienced with the topic. So be prepared to run into a few experts who aren't all that flexible with the line of questioning and want to choose the questions and answers.

If it's up to you to come up with the questions, you've got a bit of homework to do. You always want to format your questions so that they address the most in demand questions and concerns in your niche market, and in order to know what those are, you need to thoroughly evaluate your market.

This doesn't have to take up a lot of time. Simply start with niche oriented forums. Community boards are fantastic resources for niche research because not only are they active, but they offer the opportunity to search through archives and past discussions so that you can get a good feel for what questions are consistently being asked.

You're looking for the top 10-15 questions that are repeatedly asked by those in the market.

One easy way of uncovering strong questions for your upcoming interview is by reading over sales pages from competing sites in your niche market! Pay attention to bullet points, as they're a great source for ideas on questions that you should ask your expert.

When creating the actual structure for your questions, you want to keep a few things in mind. First, if your interview is being conducted on Skype or the phone, you want to write down your questions and then read them aloud prior to the interview.

Make sure they sound natural, and are worded so that there's little chance for your expert to be confused by the question, or to go off track.

***Sample Questions:***

*What is the easiest way to.... ?*

*What products or services would you recommend in order to..?*

*What is the one piece of advice you've give to ..?*

*What should people know about ..?*

*How can people save time with..?*

*How can people save money with..?*

*What should people looking for help with \_\_\_\_ be most aware of?*

*What is the most important thing that people looking for \_\_\_\_ should know?*

*How can people avoid being \_\_\_\_?*

When creating your questions, think about how you can later format them into individual articles for your website.

Example: If I asked my expert, "How can people save money by going green?", when I later article based around the interview, my article and category title could be **"5 Ways You'll Save Money Going Green"**, with the articles outlining all five points that my expert made during the interview.

You want your questions to be open-ended so that your expert is able to elaborate on their answer. Avoid questions that require a simple "yes" or "no", so that you can keep the conversation flowing. Even if your interview is taking place through email, you want to give them clear direction with the questions you ask, ensuring that they fully understand your question. This will avoid any misunderstandings or need for clarification.

Example: Rather than asking your expert *"Should dieters be cautious with all liquid diets?"*, ask *"What are the concerns that dieters should have about liquid diets?"*.

You should also be comfortable asking your expert to clarify points, or to expand on certain answers in the event you are concerned that your readers might require additional information. This is another reason why you need to be careful when constructing your Q & A sheet, paying extra attention to tweaking your questions to that they are clear and direct.

Your job is to get as much specific information from your expert as possible. You want your readers to have as much information as possible, but to also avoid lost time going back and forth with your expert. One way of encouraging your expert to elaborate on their answers is by asking "multi-part" questions.

For instance, "Are low carb diets an effective way to lose weight? If so, what are the best ways to create a low carb meal plan?"

If your interview takes place on the telephone or via Skype, you want to do your part to think from the perspective of your buyer.

*What questions would they ask your expert?*

*What "last minute" questions can you squeeze in that solidify a point, or serve as a Segway into other relevant questions?*

While it's important to pre-plan your questions in order to have structure and for your interview to go smoothly, you also want to give your expert room to expand on topics, or even to provide additional tips and advice on your topic that you hadn't intended.

You'd be surprised just how willing your expert is to spend a bit more time talking to you, especially if you come across as someone genuinely interested in the topic, and you give them the elbow room to not only answer your questions at

depth, but to also expand on their answers however they wish.

Remember, experts are passionate about the topics they have personal experience with, and if you don't get in their way, you'll come out with a rock solid interview!

So, where can you find qualified experts in your niche market?

***The easiest place to begin - authority blogs!***

Professional bloggers love to communicate their message, talk about their niche markets and share advice and information with other people. You know how much work blogs take to update? It's a key example of just how dedicated they are to the topic.

All you need to do is locate authority blogs in your niche market and then contact the website's administrator requesting an interview.

You can find relevant blogs in your niche a number of different ways. Just by visiting <http://www.Google.com> and entering in search queries including "niche+blog" or "niche+Wordpress" will give you plenty of options but an even better way to target authority blogs in your market is by using Google's flexible blog search engine, available at <http://BlogSearch.Google.com>

When it comes to conducting the interview via telephone, there are a few different ways to do this. First, you could purchase a telephone recorder and offer to call your expert directly while recording the conversation to MP3 format.

You could also conduct the interview via Skype, which is both easy to use and affordable. Just make sure to purchase a

high quality headset so that your call is clear. Just ask your expert to download a free copy of Skype in the event they don't use it; grab a copy of MX Recorder and you'll be able to record all of your Skype conversations very easily.

You can grab a copy of MX Recorder at <http://www.SkypeRec.com>

You can also take advantage of online conference call services that will help you manage your interview. We recommend services like: <http://www.FreeConferenceCall.com>

Free Conference Call is very easy to work with, and once the interview is over, you can log into your administration centre and download a copy of the call.

If you need to edit the audio clip, we recommend downloading Audacity, which is a very simple yet powerful audio editing program available at: <http://audacity.sourceforge.net> (and best of all, it's free!)

Free Conference Call minimizes your workload by creating your final MP3 file for you. They offer extensive features as well, including the ability to include an audience on your call in the event you are interested in holding a teleseminar or group based interview later on.

***Other ways of coming up with fresh, sticky content for your website:***

### **Video of The Week**

Browse for relevant videos from places like YouTube.com and post a new one to your site each week. Depending on your niche, you could feature funny, comical videos, or videos in tutorial style.



### **Image of The Week**

You can use stock photo sites to find high quality photos, funny images, or even cartoons and post them on your website. A free alternative is to simply browse through Google images.

### **Offer Guest Blogging Opportunities**

Fellow marketers and bloggers are always looking for ways to syndicate their content, so consider offering guest blogging spots on your website. Not only will you be able to generate high quality content for free, but also you'll open the doors to potential networking and joint venture opportunities with others in your market.

### **Consider Implementing An Advice Column**

This is a great way of opening up a channel of communication with your website visitors. When you are first starting out, you will have to generate the questions and answers yourself, however once your website has begun to generate traffic, you will be able to address common questions from people in your niche, developing an ongoing "*Dear Abby*" style website.

### **Video Tutorials**

While this content type may not be applicable to every market, it's a great way to offer unique, informative content to your visitors while building relationships with potential customers. You can also submit your video tutorials to a series of high-ranking tutorial submission sites and generate quality backlinks.

## **Product Reviews**

Consider creating detailed product reviews (if applicable to your niche market). Nearly every niche can be developed around the review style platform. For example, in our "Moving to Australia" example, you could create a short report on "Top 10 Neighborhoods In Australia", or "Travel Checklist".

## **Analyzing Your Data For New Content Ideas**

Google Analytics is an invaluable tool for tracking your project's overall progress, including your keywords, and traffic sources. It's also a fantastic way of coming up with new content ideas. Set up your Google Analytics account and embed the code into your webpages. If you are using Wordpress, you can download a free Google Analytics plugin at:

<http://wordpress.org/extend/plugins/google-analytics-for-wordpress/>

Once your website has generated a bit of traffic, you can log into your Analytics account and browse through your incoming traffic stats, paying close attention to the keywords used by those landing on your website. This is a great way to determine whether there's a demand for specific topics or content where you can write interesting articles around the search terms that lead people to your site.

## ***Top 10 Lists & Articles:***

Top lists or the "Best of" are both easy to write and of interest to readers. Consider creating a series of articles around the "Top 10 " in your niche, such as:

Top 10 Problems

Top 10 Questions

Top 10 Myths

Top 10 Mistakes

Top 10 Resources

Top 10 Tools

***Other content formats to consider:***

*Review style articles*

Make sure that your review based articles and pages provide detailed information on a variety of products that you are promoting, rather than just one. Offer a full snapshot of “pros” and “cons” to add a genuine feel.

*News style content*

Introduce late breaking news, or write commentary style articles that share your opinion on current events. Not only will this generate traffic from the search engines, but you’ll be able to encourage activity from visitors who are passionate about the story. (Plus, it’s a great way to build backlinks from other blogs and websites that share your opinion!)

### **Article Directories**

Another great place to find inspiration for potential topic ideas is by browsing through popular article galleries and content directories including:

<http://www.FindAnyInfo.com>

### **Other Content Ideas:**

Create articles around "True or False" based on certain topics. For example: Myths & Truths About Acne, or True or False Weight Loss.

### *Wikipedia Style Articles*

You can also create Wikipedia type websites that offer categorized sections of content based on your primary niche, or create a FAQ style website, where you list commonly asked questions and detailed answers about your topic.

### **Outsourcing Your Content**

If you plan to outsource your content, here are a few resources to help you get started:

<http://www.elance.com>

<http://www.Constant-Content.com>

<http://www.PureContent.com> (You can even outsource all of your blog updates)

<http://www.BloggerLinkup.com>

<http://www.MTurk.com> (low cost writers)

<http://www.PeopleperHour.com>

<http://www.Guru.com>

Don't overlook gig sites as a source of qualified writers, because for less than \$10, you can find hundreds of seasoned writers and bloggers who are willing to work with you.

Gig sites were first introduced in 2009. They are formed on the foundation of a smaller, **simplistic freelance marketplace**, providing a community for freelancers to create a wide variety of offers for a low cost.

Gig sites usually offer “short-term” projects, or ‘one off’ offers, meaning that visitors to the sites pay a one-time fee and are given a single service offered by freelancers rather than on-going services, or lengthier, time consuming projects.

One of the most common types of services found within Gig sites are video submission services, as well as social marketing services, article writing, testimonial creation and even website optimization.

**Fiverr.com** (known as the original gig site.)

<http://www.Fiverr.com>

Introduced in late 2009, Fiverr quickly gained popularity both among service providers, and those who wished to hire them. Fiverr makes it easy for folks to locate inexpensive services, and for those who provide them to quickly find work in one centralized location.

The site has only one price level - \$5.

### ***GigBux.com***

<http://www.GigBux.com>

After Fiverr, GigBux is the largest gig site online and offers a wide variety of gig categories including blog post and content creation.

### ***Zeerk.com***

<http://www.Zeerk.com>

Zeerk has traffic very similar to GigBux. Gigs range in price from \$5, \$10, \$15, to \$20.

## Choosing Offers For Your Affiliate Websites

In order to determine the best kinds of offers for your affiliate websites, you need to begin by gathering important intelligence data, relating to your long-tail keywords and your primary niche.

*This includes:*

- Conducting Google searches for all long-tail keywords that you plan to optimize for.
- Determine the cost per click from a series of Adwords tests.
- Analyse affiliate pages that appear in search results and determine the methods of monetization.
- Determine whether there are ecommerce sites ranking for your chosen keywords.

Then, based on your market research you simply choose a method of monetization that matches up with the information you've collected based on existing websites in your niche.

For example, if you find a high cost per click for a relevant keyword, consider monetizing your website with AdSense. Or, if you find a high number of ecommerce-based websites within your niche, consider monetizing your affiliate pages with Amazon product links.

When researching your market, if you come across websites that are monetizing with specific CPA offers, sign up with those networks and create your own CPA based affiliate pages. You can do this easily by signing up with <http://www.OfferVault.com> and simply enter in the product or offer name and Offer Vault will run a quick search providing you with direct links to the different CPA networks that feature that product or service.

Your goal is to *match your method of monetization with the type of offers that other sites are already using successfully*. It's the easiest way to conduct research for your niches. Spend a little time evaluating and analysing the different monetization strategies that are being used by established sites in your market.

Other marketer's have already done the footwork for you! All that you need to do is quickly evaluate the different offers and monetization strategies that they are successfully using, and if you plan to compete on the same series of long-tail keywords, you simply sign up for the same (or similar) offers and begin monetizing your website in the very same way.

*Tip:* When looking for creative media to use on your website, check out <http://www.Moat.com>



## Site Promotion: Building Powerful Backlinks

Backlinks are a vital component of any website's traffic plan. With a proper backlink plan in place, a website can shoot to the top of the search engines, even for some remarkably competitive keywords, while generating organic traffic to their websites quickly and easily.

Keep in mind that search engines determine how relevant (and important) your website is not just by the NUMBER of back-links pointing to your website but by WHO is linking to you.

This means that not only do you want to focus on building a high number of back-links but that you also want to focus on quality back-links that are housed on authority sites.

**QUALITY and QUANTITY** are equally important when building your back-link system, and don't kid yourself, if the search engines are forced to choose between the two (and if you have an equal number of back-links as a competitor in your niche), the "vote" will go for the site with the highest number of quality back-links.

This means that you want to do your best to develop back-links on established websites in your niche.

These are sites that have been around for quite some time, have developed a following, established a community and receive a significant amount of traffic each day.

*Building backlinks isn't difficult, but it can be time consuming and at times, quite tedious. Still, it's an essential component in boosting your search engine ranking while being able to generate targeted, high quality traffic to your website at absolutely no cost.*

One of the easiest ways to start driving traffic to your affiliate site, is by building a powerful backlink strategy for each one of your projects.

With backlink campaigns, you are looking for:

**1: High quality links from authoritative websites.**

Make sure that your links are relevant to your niche market.

**2: Determine the source of high quality links used by competing websites.**

Minimize your workload by focusing on quality link sources used by competing sites.

If you are a member of the IMA (Internet Marketing Advantage) at <http://www.the-im-advantage.com> , you will gain access to *Link Box*, a powerful utility program that allows you to enter in a keyword phrase and Link Box will find relevant websites, while analyzing footprints, which help us determine whether it's likely that you can get a link on these websites.

Footprint queries used include terms such as "submit site", "submit URL", or "suggest URL", all of which give an indication that the websites are accepting link submissions and requests from third party websites.

Link Box will focus only on relevant sources in which you can build links back to your website.

Link Box will take into consideration both the domain authority score and the page authority score, making it even easier for you to prioritize your link building efforts only on relevant, high quality websites.

You can also begin searching for relevant, high ranking websites that offer backlinks by running a simple series of footprint based search queries into Google.

As you may already know, some of the highest quality backlinks come from education based sites (extension ending in .edu).



*Here's a quick and easy way to secure high quality backlinks from education based websites:*

Visit Google, and run the query, *"Powered by Drupal"+inurl:"edu"* and you'll quickly find hundreds of educational based websites that allow you to build on-site blogs and profiles where you can feature backlinks in many different places.

Here are a few other search queries to run when searching for potential back-link sources on Drupal:

site:.edu "Login or register to post comments" "Powered by Drupal"

site:.edu "Login or register to post comments"

"Login or register to comment" "Powered By Drupal"

site:.gov "Login or register to post comments" "Powered by Drupal"

site:.gov "Login or register to post comments"

You can run a similar query, focusing on Joomla based websites as well, with the search term: *"Powered by Joomla+inurl:"edu"*

And repeat the same process focusing on edu based Wordpress sites:

site:.edu "powered by wordpress"

site:.edu "Leave a Comment" "Name" "Website"

site:.edu "Leave a Reply" "Name (required)" "Mail (will not be published) (required)" "Website"

site:.gov "powered by wordpress"

site:.gov "Leave a Comment" "Name" "Website"

site:.gov "Leave a Reply" "Name (required)" "Mail (will not be published) (required)" "Website"

**Note:** When striving to build backlinks on Wordpress based websites, you want to focus on blogs that utilize the CommentLuv, NoFollow Free or KeywordLuv plugins, ensuring that your backlinks are recognized within the search engines.

You can also find niche specific pages by adding your long-tail keyword within double quotes like this:

site:.edu "Leave a Reply" "Name (required)" "Mail (will not be published) (required)" "Website" **"My Keyword"**

And, you can find pages that already contain your keywords in the URL using the following search query:

site:.edu "Leave a Reply" "Name (required)" "Mail (will not be published) (required)" "Website" inurl:"My Keyword"

Repeat the same process to find potential backlink sources from Movable Type:

"Powered by Movable Type" "My Keyword"

"Powered by Movable Type" "Post A Comment"

"Powered by Movable Type" "Leave A Comment"

"Powered by Movable Type" "Name" "Email Address" "URL"

"Powered by Movable Type" "Comments (You may use HTML tags for style)"

And finally, if you really want to simplify your search engine optimization link plan, we highly recommend

[www.SEOMoz.org](http://www.SEOMoz.org) as well as Majestic SEO at <http://www.majesticseo.com>

You can also buy high page rank pages where your link is embedded within the body of text within the page. You want to make sure that your link is included in the body of the text, not within the header, footer or even sidebar.

### **Other Simple Ways To Build Backlinks To Your Affiliate Websites:**

#### **BLOG BACKLINKS**

1) Download the free Firefox plugin available from SEO Quake and use it to locate blogs that allow back-links (dofollow):

<https://addons.mozilla.org/en-US/firefox/collection/seo-tools>

2) Create a keyword swipe file of relevant keywords and phrases relating to your niche market that you can use within your blog comments.

3) Create individual pages on your website that feature high quality content and articles that are likely to attract attention from visitors to the blogs that you post your comments on.

If you take the time to create articles that offer information on specific topics and then post a comment (and leave a link) on related blogs, you will be able to begin generating targeted traffic faster and easier than if you post on unrelated blogs OR direct people to a “money” page (salespage).

4) Focus on posting your comments on blogs that contain a higher page rank than your own site. A blog with a page rank of 3-5 will offer a higher value back-link than a low page rank or SEO score. You can determine the blog’s page rank by using the SEO Quake plugin.

5) Use the free Comment Hut software to pinpoint blogs based on keyword and customized search terms to quickly locate relevant blogs in your niche market (all of which offer do follow back-links)

<http://www.CommentHut.com>

6) The Top Commentators plugin offers frequent blog visitors with the opportunity to be showcased on every page of the blog, as a way of thanking you for your contributions.

Consider including as many blogs that feature this plugin as possible and if you end up being in the top commentators listing, your website will be featured site-wide, generating a back-link from each and every page on the blog!

## DIRECTORY SUBMISSIONS

Posting your website to directories can be a time consuming, tedious process, so to save time you could consider using a software program that will submit your website into the major directories while allowing you to customize the description, titles, keywords and anchor text used within your listings.

You can use Directory Submitter available at <http://directorysubmitter.imwishlist.com/>

While Directory Submitter will not automate the entire process of submitting your website into the directories, it will reduce the amount of time it takes to create individual submissions.

This is important because with automated software programs that will mass-submit your website into hundreds, if not thousands of directories, you risk having your website flagged for review by the search engines who see an influx of links pointing to your website in a short amount of time.

With directory submitter, you can choose the number of directories that your website will be submitted to as well as customize additional information regarding your website, giving you full control over the way your site is distributed and submitted.



Directory Submitter also provides you with a detailed listing of directories that you can choose to submit to, and will also help you obtain one-way links by filtering through directories that offer a “no linkback” system.

### **Quick Start Directory Submission:**

- 1) Focus on one-way back-links when submitting to directories. It’s important to have more links coming into your site than going out from your site (internal links should ALWAYS be greater than external links)
- 2) Make sure that your post is related to the thread you are responding to and that the blog owner will not remove your post, believing it's spam.
- 3) When submitting your website into online directories ALWAYS choose the category or sub category that is closest to the main directory.

For example, if given the choice of submitting my website that focused on “resumes” into the following directories, here is how I would choose the best category for my website:

**Employment >> Jobs >> Resumes >> Interviews >>**

I would choose either “Jobs” or “Resumes” so that it receives a higher positioned link within the directory. The closer the

category is to the main (top level) directory, the more exposure you will receive.

4) When submitting your website into online directories, I recommend focusing only on 75-100 directories, rather than mass-submitting your website into hundreds of directories.

You want to build a large number of quality back links however you don't want to end up setting off any red flags from the major search engines who discover that your brand new website is suddenly receiving thousands of generic back links.

5) If you choose to manually submit your websites into online directories, consider purchasing a copy of [www.RoboForm.com](http://www.RoboForm.com) to speed up the process. (There is a free version that will work on a trial basis).

6) Make sure that you include a relevant description with each submission, including your primary keywords that are focused on your target market.

7) Avoid keyword stuffing when creating your website's description.

**Directory Resources:**

<http://info.vilesilencer.com/top>

---

### **Niche Directories:**

<http://web-directories.ws/Niche/>

### **FORUM BASED BACKLINKS**

Forums and community boards receive a tremendous amount of traffic, and they often have great authority with the search engines.

Some forums use the tag “rel=nofollow” on their links, especially the link in signatures and posts.

This tag tells search engines not to follow those links, rendering them useless from a purely SEO standpoint.

Of course, those links are still extremely useful if the forum gets a significant amount of traffic. People will see your posts and visit your links, so they are still important.

Still, if your main purpose is to get backlinks, you need to check the links on each forum to make sure the links do not have the “rel=nofollow” tag on them.

The objective is to secure a backlink in both your forum profile and within your signature box, if applicable. Each time you create a new post, or respond to an existing discussion you’ll generate a new backlink to your website.

*A signature might look like this:*

**POST:**

I find that most crochet patterns work perfectly well as they are presented, but occasionally I have to modify them to get them to work. So if the one you're using isn't working, you might try making a few minor changes to it and see if it works.

**SIGNATURE:**

Visit my blog: [Crocheting Madness](#)

And my website: [How to Crochet Afghans](#)

Whether you link directly using your URL, or you use anchor text doesn't really matter. The key is to build quality backlinks from authority forums.

You can find high-traffic forums in many different niche markets at: <http://www.big-boards.com/>

This site lists over 2,000 forums in many different niches. If you can't find a forum in your niche here, then try searching for some of the following phrases in Google:

- "your niche" forum
- "your niche" message board
- "your niche" bulletin board

## Social Media Backlinks

---

Social Bookmarking communities and networks allow for people to create quality back-links quickly and easily from authority websites that hold a high page rank (and massive traffic!)

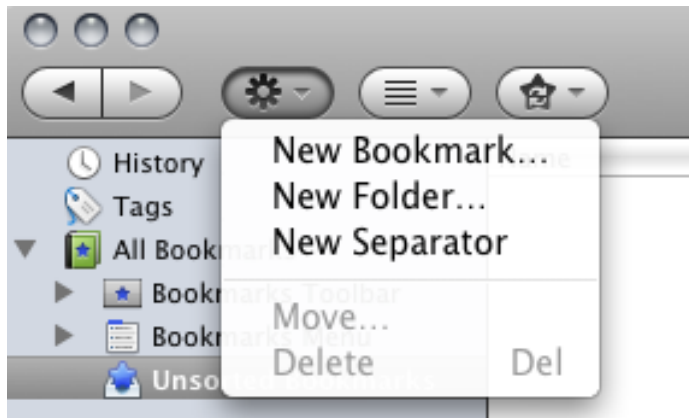
Social Bookmarking websites are sites that categorize and store bookmark (links which direct viewers to a specific website). These sites attract millions of visitors that looking for quick information on a variety of topics.

What you want to do first is create an organized system to your social bookmarking campaigns. You do this by creating a “Bookmarks” folder within your Firefox toolbar.

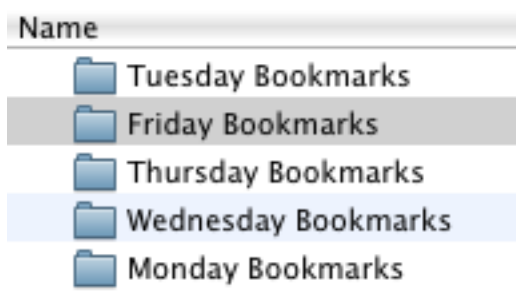
Then, you will create a folder for every day of the week, so that you can easily submit your back-links to the top bookmarking websites regularly, without posting to the same site twice in any given day.

(This is VERY important! An organized system will allow you to get more done in less time while avoiding the risks of being flagged for posting multiple times)

So, your bookmark folders would be organized so that you have 5 individual folders (for Monday through Friday). You can create your bookmark folders from within your Firefox browser by clicking on “Bookmarks” and then selecting “Organize Bookmarks” >> “Create New Folder”.



To begin, you will add 5-10 bookmark sites into each of your bookmarks and then each day, load up these websites and submit your website as a new bookmark.

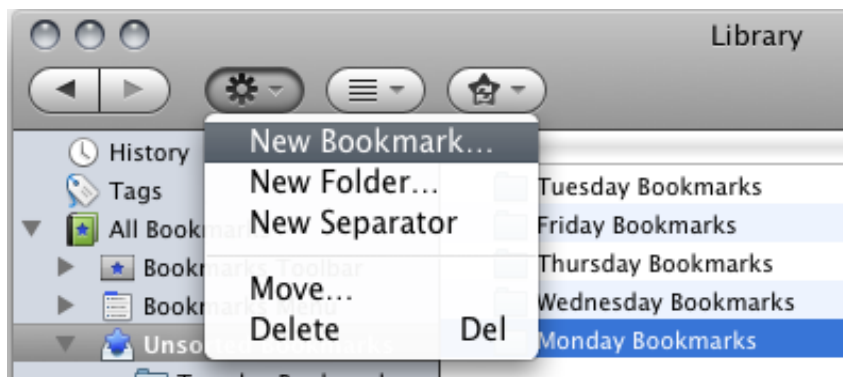


You will have to create an account on each bookmarking community site first, which should include your full name, website URL and brief description of your site (using keywords!)

You will also want to make sure that you are signed into each account whenever you add a new bookmark (Firefox will give you the option to remember your login information so that it automatically signs you in)

Each day, when you are ready to submit your bookmarks, you simply click on the BOOKMARK folder in your Firefox browser and choose to “Open All Tabs”. This will automatically load up all of the daily bookmark sites in your browser windows, so you can quickly submit your site into each.

Once you have your bookmark folders created, you will begin to add in a series of bookmark sites and communities to each folder by clicking on “Add new Bookmark” from your Firefox Bookmark control panel:



***Here are the top social bookmarking websites and communities:***

1 - <http://slashdot.org> (PR9)

- 2 - <http://digg.com> (PR8)
- 3 - <http://technorati.com> (PR8)
- 4- <http://www.furl.net> (PR7)
- 5 - <http://www.backflip.com> (PR7)
- 6 - <http://www.hugg.com> (PR7)
- 7 - <http://www.mixx.com> (PR7)
- 8 - <http://ma.gnolia.com> (PR7)
- 9 - <http://www.connotea.org> (PR7)
- 10 - <http://mystuff.ask.com> (PR7)

### **Feeder Site Backlinks**

Feeder sites are an exceptionally fast and easy method of building high quality back-links from some of the highest authority websites online.

Not only are these pages easy to create and maintain, but you can literally develop a massive back-link system in a matter of a few days, just by creating a network of feeder sites and landing pages.



### ***Squidoo***

<http://www.Squidoo.com>

---

With Squidoo being an authority website with search engines like Google, each time you build a lens, you are able to rank for specific keywords used within your page's title and content itself. It's a very effective strategy for generating back links and generating traffic to your website.

Squidoo also offers additional modules that you can integrate into your lens pages, including the option to incorporate an opt-in form into your page, so that you can begin to develop an email list of prospects.

### ***Hub Pages***

<http://www.HubPages.com>

You can create a massive back-link campaign from HubPages, however unlike Squidoo they are a lot more particular with the type of content that you are permitted to include when building your single page websites (referred to as 'hubs') With hub pages, you are able to include 'tags' which are keywords that describe what your hub is about, however be careful to use an excessive amount of tags or your hub may be removed without notice.

In order to increase your Hubpage author score, you will need to create 5 or more hubs.

You need to increase your author score before you are able to generate back-links to your websites, so make sure that you develop a higher author score (by creating hubs) and that you retain a score higher than 75. If you don't, your links will no longer be do follow and you will lose your back-link juice.

## Other Ways To Dominate The Search Engines

### Submit To Content Aggregators

An easy way to generate traffic and build up your search engine ranking is to submit your blog into content aggregator websites like [www.AllTop.com](http://www.AllTop.com) and [www.9rules.com](http://www.9rules.com)

### Forum Marketing

The key is to set up a complete profile so that your website URL is located both in your forum signature, AND in your profile. Most people overlook the back-link juice that forums give out just by featuring your URL on your profile page.

Focus on offering tremendous value and you'll be rewarded in return, with quality traffic, an ever-growing fan base of customers, and a reputation for quality that will go the distance in helping you solidify your place as an expert in your market.

Here are other resources to help you pinpoint the most active, high quality forums in your market:

<http://www.BoardReader.com>

<http://www.BoardTracker.com>

<http://www.Big-Boards.com>

<http://Omgili.com>

Since you want to utilize your time effectively, focus only on the top 3-4 forums in your market. Narrow down your options to the most active forum of them all, and start there.

## **Content Syndication**

With content syndication, you'll get more mileage from every article you write. The key to successful content syndication is to create quality, all original content that contains your most relevant, long-tail keyword phrases.

The top level content syndication networks aren't interested in duplicate, low quality content, so you'll want to either create high quality articles yourself, or outsource a series of 5-10 high quality articles to qualified and experienced freelance writers.

The objective is to get your content published on high profile websites within your niche market.

Type in any of the following keyword strings and you'll quickly locate hundreds of content syndication networks that will publish your article content.

"Submit Content", "Submit Article", "Guest Bloggers Needed", "Guest Bloggers Wanted", "Contributors Needed", "Submit Guest Post", or even "Accepting Guest Bloggers".

### [Submit Guest Post](#) 🔍

TricksDaddy invites guest authors who like to write here as guest authors. When you write for TricksDaddy, along with free backlinks and exposure, ...

[www.tricksdaddy.com/join-tricksdaddy](http://www.tricksdaddy.com/join-tricksdaddy) - [Cached](#)

### [Submit Guest Post](#) 🔍

If you'd like to submit an article to be featured as a guest post, please read the guidelines below and complete the form at the bottom of the page. ...

[blog.2createawebsite.com/submit-article/](http://blog.2createawebsite.com/submit-article/) - [Cached](#)

### [Submit guest post - Serradinho](#) 🔍

I have officially opened Serradinho for Guest Blogging. Yes, that's right, you can start submitting your articles right of this moment and start to benefit ...

[www.serradinho.com/Blog/submit-guest-post](http://www.serradinho.com/Blog/submit-guest-post) - [Cached](#)

### [Submit Guest Blog Post](#) 🔍

Hive Health Contributor300 **Submit Guest Post**. To get a Hive Health Media contributor badge to ... I share en **Submit Guest Post**. Health Network Blogs ...

[www.hivehealthmedia.com](http://www.hivehealthmedia.com) > [Contact](#) - [Cached](#)

Here are a few websites that have compiled listings of blogs that accept guest posts:

<http://piggybankpie.com/guest-blogging/52-blogs-that-accept-guest-posts/>

<http://maheinfo.blogspot.com/2011/02/blogs-accepting-guest-post-80.html>

You can also find guest blogging openings by using "inurl" keyword searches which will scour online blogs for specific search terms like: "inurl:guest-blogging-guidelines" or "inurl:guest bloggers".

## **Syndication Networks**

There are networks focused around content syndication in nearly every industry or market online.

For example, if you are involved in the Internet Marketing arena, you could submit your content into

<http://www.BizNik.com> or <http://www.SmartBlogs.com>

If you are involved in the technology market, you could submit your content into <http://www.WPScoop.com> ,

<http://www.GeekPedia.com> or <http://www.Blogsolute.com> , and if you are involved in the work at home mom industry,

you might want to check out <http://www.MomsNetwork.com> , <http://www.SheKnows.com> and

<http://www.AllWomensTalk.com>

## **Syndication Services**

If you want to save time, you can outsource the content distribution to professional services who will submit your content to the top syndication networks. Many of these services will also give you advanced tools that allow you to track the progress of your distribution.

*Here a few worth exploring:*

Gigya: <http://www.GigYa.com>

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

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

Day Life: <http://www.DayLife.com>

Blog Burst - <http://www.BlogBurst.com>

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

All Top: <http://www.AllTop.com>

The Daily Brainstorm: <http://www.TheDailyBrainstorm.com>

### **Tutorial Website Communities**

Tutorial sites are an **untapped source of quality traffic**, and because people are genuinely interested in learning more about your topic or market, submitting a series of tutorials that include your website URL or squeeze page address in the footer of every tutorial will quickly generate a massive amount of red hot traffic to your site!

Here are a few places to submit your tutorials for immediate traffic:

<http://www.tutorial-index.com>

<http://www.psd.tutsplus.com>

<http://www.DesignFloat.com>

<http://www.TutorialKit.com>

<http://www.Good-Tutorials.com>

<http://www.Envato.com>

<http://www.Tutorio.com>

<http://www.TipClique.com>

You can find additional tutorial communities and websites based around your niche by entering in keyword strings that include: **"inurl:tutorial submission"**.

### **Create A Viral Script, Plugin or Giveaway**

Consider hiring a designer or programmer to create a simple Wordpress plugin or template (you can also purchase full rights to existing templates and save time) and add your site link into the footer of the template itself. As the template gets circulated throughout the countless wordpress template directories, you'll gain valuable link juice and FREE exposure!

Plus, you can also include your template or plugin in Wordpress's own self-hosted directory, and get a backlink from the source itself!

You can purchase exclusive rights to Wordpress templates on sites like <http://www.SitepointMarket.com> and <http://forums.digitalpoint.com>



## Press Releases

Press releases are powerful vehicles for delivering your marketing message and building incredible back-links for your website.

Since press releases are published by multiple distribution channels and websites, your article could end up on thousands of websites, all from a single release!

But that's not the only reasons why press releases are so valuable to online business owners. With every press release, you're positioning yourself for intense media exposure.

If you catch the attention of even one mainstream media outlet, your press release could go viral very quickly. Plus, press releases are often distributed through RSS feeds directly; your content could easily circulate thousands of websites in just a few days as others continue to share your feed.

*Here's the exact format that you want to follow when creating your press release:*

### Compelling Headline

Think about the headlines in your current newspaper. Each segment of the paper contains a powerful headline so that those browsing the pages are instantly attracted to content based around their personal interests.

What should your headline say to your customer base? What message do you want to convey, to spread like wildfire?

Think about the words, the phrases, and the "*motivators*" that would make your audience sit up and pay attention. You

want your headline to speak directly to your target audience, and you want it to speak loud and clear.

### **Strong Lead**

Your lead-in needs to *instantly* capture attention. It's one of the strongest part of your press release because with a weak lead-in paragraph, comes a weak response.

Also keep in mind that if news outlets, industry blogs and journalists skim recent press releases, you want them to know what your article is about instantly. Don't play around with witty wording or phrasing, otherwise you'll risk the chance of losing potential customers simply because they didn't understand your message.

### **Body**

This is where you explain what you are offering, and integrate your storyline. A storyline helps readers follow along, and helps you make the story about **THEM**.

How you can help them solve a problem in their lives, how you can answer burning questions, how your product, service or offer will benefit them in some way.

Your body should be kept between 300-800 words in length, and keep in mind that many press release distribution services prohibit HTML from being included, so you want to strip any code out of your press release and focus on pure, text content.

You can also outsource both creation and distribution to quality press release networks, including <http://www.thatprguy.com> , or <http://www.probusinesswriter.com>

The proper format for a press release is as follows:

### **When the release should be published**

This would say either “For immediate release” or it should state a specific date that it should be published on.

You could use the “For Release Before...” date or “For Release After...” date. Most people use the “For immediate release” option.

### **Headline**

Your attention-grabbing headline that you worked hard to create goes next.

### **Contact information**

This includes:

1. Contact person name
2. Company’s address
3. Company’s phone #
4. Email address for contact person
5. Website URL

### **Location of news story and simple statement backing up headline**

You would want to provide your readers with the location of where the news story is taking place.

### **Body**

This is where all the information you wrote for the body of the release would go.

### **Signify the end of the release**

This is where you place your ### to show readers that the release has come to an end.

When it comes to distributing your press release, there are a number of both free and paid services to choose from.

When it comes to free distribution services, we recommend <http://www.PR.com> and <http://www.PRLog.org>

## Social Marketing Strategy

When it comes to social media sites like Twitter, you want to approach your marketing strategy on 2 fronts:

- Build up your own following
- Encourage authority followers to follow you

*Here are a few tools to help you get started:*

<http://www.TweetAdder.com>

Find and follow people who are already following an authority, or "thought leader" in your market.

Set up a different account for each affiliate project and build relevant contacts for each Twitter list.

### ***Be consistent - tweet your content updates***

Set up <http://www.Google.com/Alerts> and receive notifications whenever there is a blog post or new story about specific topics in your niche market. This will give you up to date information and interesting stories that you can then re-tweet to your followers to retain interest and open a channel of communication.

The idea is to develop an open-conversation circuit, so that you have people re-tweeting your posts and updates, following you and visiting your websites.

Facebook has a very powerful impact on search engine rankings, and so you want to incorporate Facebook into your

marketing strategy, starting with a fan page. We do not recommend paying for fans or even likes to your page, but instead, develop a fan page that aggregates your content.

**Build Your Fan Page** >> <http://www.facebook.com/pages/create.php>

A fan page is similar to creating a new Facebook profile, where you can add notes, messages, download links, and images to your fan page, while managing your fan pages all directly from within your main Facebook account. Since Fan Pages tend to rank quickly in the major search engines, choosing appropriate keywords will help you gain better positioning and more exposure.

If you want to make your Fan page more interactive, be sure to check out available apps that can help you interact with your community.

You can find the app directory at: <https://www.facebook.com/apps/directory.php>

One of the most valuable tools to help you set up a fan page quickly is that at <http://www.Facebook.com/RSS.Graffiti> which will pull your content updates and automatically post them to your fan page.

Use social networking as a narrow funnel that will siphon people over to your website. You never want to do the majority of your business within social networks, but instead, pull visitors from these networks to your blogs, websites and into your mailing lists.

### ***Other Social Media Platforms To Target:***

Ning – <http://www.Ning.com>

Ning was designed to provide people with the opportunity to build community focused networks.

This means that you can build a following of members that are all interested in your products, offers and services very quickly and because Ning accepts content like articles and posts, you can take advantage of social marketing AND content syndication, all at the same time.

Linkedin – <http://www.Linkedin.com>

One of the greatest aspects of creating a Linkedin account is in being able to generate organic traffic to your site from the major search engines.

Website links featured on your Linkedin profile page will quickly rank within the search engines and by modifying existing labels and tabs to feature relevant keywords relating to your niche market, you will be able to quickly optimize your Linkedin account and boost your search engine ranking!

## Content Gallery Sites

Content galleries work on a very basic premise. You submit quality content in the form of PDF files such as reports, articles, ebooks or training courses and in exchange, you get free advertising from the directories.

Sites like <http://www.tradebit.com> will pay you a percentage of all sales made, so you can upload everything from short reports to PLR content that includes your website URL and name, and get paid for every download while gaining prime exposure from these authority content sites.

Here are a few places to begin submitting your PDF files:

<http://www.Scribd.com> - <http://www.eSnips.com> - <http://www.Calameo.com> - <http://www.Yudu.com>

<http://www.Issuu.com> - <http://www.SmashWords.com> - <http://www.DocsToc.com> - <http://www.Gazhoo.com>



## Overview & Next Steps

### Planning For Failure

Chances are, you are going to have a greater number of failed campaigns than profitable ones. It's simply part of affiliate marketing. The great news is that we can easily *absorb our losses*, and better yet, we can use our losses to our advantage.

Since the cost of creating affiliate campaigns is so low, every loss can be easily recovered. In addition, loss provides us with *valuable experience and knowledge*, so that we're able to learn how to create better, and more profitable affiliate campaigns. Through failure, we also learn how to evaluate markets and how to better gauge the viability of a niche so that as time goes on, we experience fewer losses and a higher number of gains. *We simply have to fail to succeed.*

One of the most important things that we can do is **PLAN** for failure. When you create your affiliate websites anticipating that a percentage of sites are not going to be profitable, we are then able to compensate for any loss by learning from our mistakes and creating better, more profitable replacement campaigns that can thrive.

### Our Goals

While we will all have different goals in terms of what we hope to accomplish with our affiliate marketing campaigns, it's important to focus on *reasonable expectations*.

Using the Commission Blueprint Evolution strategy, our goal is **to generate \$100,000 profit per year, estimating at around \$8.000 per month.**

To do that, we first focus on **building 5 affiliate websites**. If each website makes only \$1600 a month, we've met our goal of \$8,000 a month in total. Of course, the odds of our first 5 affiliate websites all being successful is slim, so to compensate, we continue to build a network of affiliate sites until we have 5 solid sites generating a minimum of \$1500-\$1600 a month.

It can take some time, and there's no guarantee that you'll do it in 5, or even 10 websites, but it's definitely possible if you work consistently to build quality sites, leaving room for failure as you go.

In most cases, a success rate of 33% is reasonable, which means that 1 out of every 3 websites you create will be successful.

***What you need to accomplish this, is a plan of action that includes:***

- Earning \$100,000 per year from a network of SILO based affiliate sites.
- Build as many affiliate sites as possible within 12 months, with a goal of 15 websites within a 12-month time frame.
- Generate \$40,000 in the next 12 months on our way to reaching our run rate. This is profit generated during our 12-month development phase. At the end of 12 months, we should be on our way to generating \$100,000 in the upcoming year.
- Have at least 5 profitable websites at the end of our 12-month run. (Expecting 10 failures)

Keep in mind that it takes time for your websites to be profitable. You need to compensate for the time it takes to begin

generating consistent traffic, boosting your search engine ranking and in building the actual websites. Therefore, our goal is to earn \$40,000 during the time it takes for us to create our affiliate network of websites.

After the first 12 months, you should have created 15 websites, with a goal of 5 of those sites generating a minimum of \$1500 a month, which will bring you to your goal of \$100,000 per year.

While it will take a lot of work initially, this is a very reasonable action plan with realistic goals in place. One thing to keep in mind is that in order to successfully build 15 websites over the course of one year, you need to limit the number of sites that you are required to build content for, and the ones that you need to optimize.

The objective is to build your affiliate sites as *quickly as you can*, minimizing your workload, so that you're able to focus only on profitable sites.

In other words, *build fast – fail fast* and replace the failures with new websites that produce results. We don't have a lot of time to spend on each website because our goal is to develop 15 over the course of one year, so focus on using content formats and sources that will allow you to populate your SILO sites quickly and with as little work as possible.

### **Creating Your Milestone Chart**

In order to meet our objective, we need to create a “*Milestone Chart*” that outlines our goals and what we need to accomplish each month in order to reach our goals.

This begins with brainstorming niche markets, generating content ideas and formats and choosing our content sources, whether we are going to outsource the bulk of content creation or if we are going to do it ourselves.

Our Milestone Chart should also outline how many sites we need to create per month, as well as how much we need to generate in profit throughout the 12-month development phase to reach our monetary goals.

We also need to replenish our idea files every few months, so that we're always on the lookout for new niche markets as well as a wide variety of content types.

One way of creating a Milestone Chart that will help keep you on track is to identify your monthly tasks based on each site you are creating. Your goal is to build 15 sites over a 12-month

cycle, so to do that you will either need to build 1 ½ sites a month, or you can vary it up so that when you have more time in any given month, you create 2 websites, freeing up your time the next month to focus on optimizing your existing sites, as well as generating new content ideas for future sites.

As you continue developing your websites, you'll come across sites that are already producing revenue, while other sites aren't making any money at all. You will need to modify your Milestone Chart so that you're spending more time building content on profitable sites, while either continuing to tweak and work on low-performing sites, or abandoning them altogether and replacing them with other sites that are easier to monetize.

Task	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9
Generate Ideas		5		5		5		5	
Sites built		1	2	1	2	1	2	2	2
SEO Site 1		x							
SEO Site 2	x		x						
SEO Site 3		x		x		x		x	
SEO Site 4			x		x		x		x
SEO Site 5				x		x		x	
SEO Site 6					x				x
SEO Site 7				x					
SEO Site 8					x		x		
SEO Site 9						x			
SEO Site 10							x		
SEO Site 11								x	
SEO Site 12									x
SEO Site 13									x
SEO Site 14									x
SEO Site 15									x
Content Site 1	x								
Content Site 2		x							
Content Site 3			x						
Content Site 4				x					
Content Site 5					x				
Content Site 6						x			
Content Site 7							x		
Content Site 8								x	
Content Site 9									x
Content Site 10									
Content Site 11									
Content Site 12									
Content Site 13									
Content Site 14									
Content Site 15									
Tweak Site 2					x				
Tweak Site 4						x			
Tweak Site 7							x		
Tweak Site 12								x	
Tweak Site 14									x
Twitter and Facebook setup Site 2					x				
Twitter and Facebook setup Site 4						x			
Twitter and Facebook setup Site 7							x		
Twitter and Facebook setup Site 12								x	
Twitter and Facebook setup Site 14									x

Keep in mind that you need to give each website **sufficient time** to build traffic before removing it from your task list.

Creating a website this month and abandoning it after only one month of progress isn't going to give you enough time or data to really determine whether it's potentially viable, so build your websites every month and keep on top of your traffic and profits, writing it all down on your Milestone Chart.

Once you have any one website online for 2-3 months, you'll be able to better identify whether it's a winner (or has the potential to be a winner), or if you are better off replacing it with a new site.

*Here's an overview of what you need to do in order to start building your affiliate websites based on the Commission Blueprint Evolution strategy:*

### **Step 1: Idea Generation**

- Review Commission Blueprint Evolution.
- Research potential markets and niches.
- Choose a main niche and 2-4 sub niche markets and categories.
- Identify long-tail keywords for each niche and sub niche.
- Evaluate traffic volume for long-tail keywords (100 exact match per day minimum – total of 500 or more).
- Brainstorm content types and formats.

## **Step 2: Develop Affiliate Websites**

- Register a domain name, focusing on aged domains (older than 1 year) with existing page rank (if possible).
- Build your affiliate website on a SILO structure.
- Add in all necessary plugins to optimize and enhance your websites.
- Create your About Us, Privacy and Terms & Conditions page for each affiliate site.
- Evaluate the competition and their content formats as well as long-tail keywords used by existing sites.
- Decide on a monetization strategy for your affiliate site. (CPA, Amazon, Adsense, ClickBank, etc)
- Identify your primary source of traffic.

## **Step 3: Build Your Content Library**

- Create (or outsource) 10-15 content formats, including articles, tutorials, guides, videos or other content formats depending on your niche market.
- Pre-load your affiliate website with 4-6 months of content. If using Wordpress or another similar content management system, you can take advantage of the built-in drip feed functionality that allows you to set future publishing dates for your content.
- Optimize each content type based around your long-tail keywords, including keywords in the content, title and any

included tags.

#### **Step 4: Add Interactive Options/Sticky Factor**

- Integrate List Building System (Opt-in form in side bar, offer incentive bonus to those who subscribe to your list, etc)
- Start building backlinks to your affiliate site.
- Rinse & Repeat!

It might seem like a lot of work, but an easy way of staying on track is to break down the workload into *weekly task lists*.

For example, when creating your first affiliate website, your task list might look something like this:

#### **Week 1:**

- 1: Identify potential niches/markets
- 2: Generate ideas for content and overall theme
- 3: Analyse competition
- 4: Choose niche and 2-4 sub niches

#### **Week 2:**

- 1: Register Domain name
- 2: Set up hosting account

- 3: Identify long-tail keywords to use in content and SILO structure (Category titles, content titles, etc)
- 4: Install Wordpress & all supporting plugins
- 5: Build Contact Us, About Us, Terms & Privacy pages.

### **Week 3:**

- 1: Identify content types and formats
- 2: Outsource/Create one piece of content per niche and each sub niche/category.
- 3: Implement Punch Tab into website

### **Week 4:**

- 1: Secure backlinks to website
- 2: Create a Twitter account and Facebook account for this website
- 3: Create Press Release

You can adjust your weekly task list to suit your needs, but keep in mind that it's always best to create your content as you go, rather than all at once.

That way, in the event your website is not successful, you haven't spent a lot all of your time creating content but instead, you've created just enough to launch the website and then shifted your focus on balancing between optimizing your website and developing new content types.



It's important to keep on top of your affiliate websites, paying close attention to winners and losers. We mentioned how you had to *"build fast and fail fast"* because you want to be able to determine profitable sites from duds early on, so that you can re-structure your Milestone Chart to include replacement websites, in the event you discover that some of your websites are not generating traffic or profits.

You can determine potential winners early on through the site's probationary period by identifying the ***"Average Visitor Value"*** of your affiliate website. You establish your average visitor value based on the amount of traffic to your website, in conjunction with the overall profit of that site.

For example, if you have 100 visitors in any given month, and your site earns \$100 in profit, your average visitor value would be \$1.00.

In order to choose a winning website, you need to have your website up and running for at least 60 full days.

***In addition, your website should meet one of the following conditions:***

- Website is receiving a minimum of 50 visitors per day from search engine traffic.
- Website is able to generate an average of \$.10 or more per visitor.
- Website is positioned on page 2, give it another 30 days to evaluate.

If after 60 days your website is unable to meet any of the above conditions, it's time to replace it with a new website or

niche. That doesn't mean that you should take your website offline! Instead, leave it as is but re-focus your attention and energy on a new website.

The 60-day evaluation period is designed to provide you with a quick overview as to whether a site is going to be profitable, however this doesn't mean that sites that are currently not performing won't ever be profitable in the future. It just means that if after 60 days, you are not seeing significant visitor value in terms of either traffic or profit; you shouldn't continue to optimize the site or work on developing new content. Just leave it online and move onto a new project.

During the 60-day probationary period, you will want to update the site 2-3 times per week. Keep it simple! Go through our segment on content types to find easy ways of generating content for your website and pick 2-3 different formats for each site. Once you have determined that a website is a winner, you will want to update the site at least once a week, preferably 2 times a week or more.

This is also when you should start plugging in content so that it can be set to drip-feed. This means that you would create a month's worth of content for each winning site, and set it up to automatically publish on pre-determined dates. Not only will this save you time, but you'll be able to make sure that every winning site is kept up to date, giving you less to worry about in your weekly task list.

If you use Wordpress, you can use their drip-feed content option just by creating your content page or post, and assigning a future date as the "Publish" date. You can also do this with Joomla and Drupal, as well as a variety of other content management programs.

***After the 60-day probationary period, we are looking for:***

- Our websites are receiving 100-300 visitors per day.
- Average of \$.10-\$.50 per visitor value
- Reasonable level of link building (assuming you are building backlinks throughout the 60-day period)

If you struggle to remain consistent with link building, optimizing or content development, you may need to adjust your Milestone Chart and overall timeline. Commission Blueprint Evolution is designed to be flexible, so make it work for you by creating a week-by-week task list based on the time that you have to dedicate to your affiliate projects.

The idea is to solidify your personal goals and timeframe. Build your own customized spreadsheet based on a week-by-week or monthly task list, and most importantly – **take action!**

*Remember, perseverance is the key factor between those who fail and those who succeed.*

Commission Blueprint Evolution will help you get there. Now, it's up to you to get started!