Building income through content...

Site Build It!

Make Your
Content PREsell!

Action Guide

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

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

Preamble

By your humble and loyal Action Guide

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

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

• **affiliate merchant sites**

• **your own online store**

• **your sales site that sells your own creations (e-books, for example)**

OR the high value content of your site leads to that all important phone call or e-mail for...

• **your professional services**

Important tip ➡ Throughout this Guide, the needs of Service Sellers (or "soon-to-be," in case you are presently in the preparation stage) may require a slightly modified traffic-building strategy and/or a specific explanation. Watch for special **Service Sellers Sidebars** as you read. The information enclosed in the Sidebar will focus on **your** particular needs.

Of course, if you are proceeding through this Guide with the intent to learn how to generate **commission-generated (affiliate) income,** and are **not** interested in selling a service online, feel free to skip right over the Service Sellers Sidebars... like this one...

——————— Service Sellers' Sidebar ———————

"Services" doesn't necessarily mean Net-related services like programming or Web design (although they can and should be included here). You could be...

- a cartoon artist
- an import/export specialist for Germany
- an investment specialist in Brazilian bonds
- an expert in Japanese netsuke
- an accountant with special knowledge of tax havens

- a copywriter
- a trainer (of just about anything!)
- an editor for medical articles
- someone who creates indexes for books
- a pharmaceutical expert
- a translator (do you know two languages?)

Your service business could be local in operation...

- a chimney cleaning service
- a plumbing contractor
- a catering service
- a landscaping company
- a concrete repair service

No matter who you are or what you do, you could benefit tremendously from a Web presence.

Believe it or not, just about everyone has an expertise in something that they could sell. Heck, odds are most people are already selling their services as a primary source of income... but have never thought seriously about generating customers **globally** by using the Web's powerful outreach.

In fact, selling your professional service online is, without a doubt, **the most overlooked and virtually untapped opportunity on the Internet**. Despite the fact that it requires **minimum effort and cost** to bring your skills and knowledge before a hungry-to-buy, world-wide audience, most Service Sellers fail to do so.

And the few who do attempt to utilize this medium? Well, the effort is poor indeed. Either they put up a poorly designed "circa 1997" brochure site that no one visits. Or, they post their specific service to one of the many online hot spots (like Guru.com, for example).

Unfortunately, neither of these two practices gets the job done effectively and efficiently. In order for anyone to contact you directly about your service (without a word-of-mouth referral), you'll have to successfully convince that person...

1) You are the best in your particular field, and OVERdeliver on your service.

2) You are trustworthy, credible, easy to work with, and THE BEST at what you do.

3) You are competitive in your pricing.

4) Your service provides the solution that s/he is looking for -- better still, your service is the **only** solution to her or his problems.

Bottom line?

In order to sell a service online, you need to **establish a relationship** with your potential clients. A content-rich Web site and newsletter that build trust and credibility will develop and solidify this rapport. It is only after a relationship is established that prospects will begin to respond.

And what about local services -- like the aforementioned chimney cleaning service?

Most people assume that because the Web is a global medium, it's not a relevant advertising conduit for a locally-based business. After all, if your chimney cleaning business is based here in Hudson, Quebec, it's unlikely anyone outside of a one-hour driving radius is going to hire you for your services. In comparison, a database programmer and a cartoon artist do not face such constraints -- they could be hired by anyone world-wide. But guess what? The Web works for both. Why?...

A) A Web presence gives your business a distinct edge over your local competitors, especially when it comes to expanding your current customer base.

For example, Sue wants to hire someone to clean her chimney but she doesn't have any recommendations from friends. So she has to resort to the phone book's Yellow Pages where she selects the most appealing ad. Sue figures her only option is to take a chance and try her luck with her choice.

More and more people are turning to the Internet as their preferred source of information. A Web presence allows your potential client to get to know you and your service better than a small ad ever could. And this in turn means a confident and less risky feeling about making a business decision. S/he has a more "open-to-hire" frame of mind.

If your competitors don't offer this option, you have a serious edge on getting that follow-up contact about your service. After all, who do you think they are going to buy from -- a friend or a stranger?

B) A local business can leverage its Web presence by turning its site into a feel-good community resource.

Our chimney cleaner, for instance, writes a series of great articles on fire prevention and fire safety (with subtle cross-sells to his chimney cleaning service). Each week he features one article on his site, and announces its presence to the community through the local newspaper...

```
"See Tom's Fire Prevention Tip of the Week at
http://www.hudson-chimney-services.com/"
```

Turn your site into an information resource, and the trust and awareness it fosters will generate more clients.

C) A locally-based service can use its Web presence to generate additional income from a global audience as well as build local business.

For instance, great articles about fire prevention and fire safety appeal to everyone on the planet. And while no one from Tuscon, Arizona is going to request that you clean their chimney, he may very well follow your link to a merchant partner (ex., a fire extinguisher retailer), and make a purchase (for which you receive commissions).

D) A Web presence indicates your consideration of people's busy lifestyles.

You have, in effect, just erected a 24/7 storefront just for them. You may even want to include your URL on your voice mail...

```
I'm sorry, our office hours are 8:30-6:00 Monday to Saturday,
but our Web site (www.hudson-chimney-services.com) is
always open!
```

E) A Web presence is cheap (SBI!-B costs less than $30 per month), and a single lifetime customer brings significant dollars to your business. (Think about the additional business generated by word-of-mouth referrals.)

It makes sense to establish a Web presence. After all, it's mere pennies compared to what you already pay in monthly advertising costs.

It's the classic **WIN** (for you)... **WIN** (for your client) situation.

Think local... AND global.

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

BUILD INCOME THROUGH CONTENT

SIDEBAR

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

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

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

With guidance from me, you will...

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

2) Brainstorm profitable topics that are related to your Site Concept.

3) Select income-earning sites (merchants with affiliate programs, your own online store and/or site that sells your e-book, service, or other product). You will refer your high-quality, incoming traffic to these sites.

4) Finalize and register your domain name.

5) Build professional-looking Theme-Based Content Sites, full of profitable topic pages. (No HTML knowledge needed.)

6) Build targeted, motivated traffic to your site. I'll show you how to use powerful, automated tools to build targeted traffic in a time-and-cost effective manner.

7) Build and nourish credible ongoing relationships with your visitors/customers through a high-value content e-zine.

8) Convert your traffic into income by referring them to the income-generating sites.

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

Maximize the process to maximize income.

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

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

SIDEBAR

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

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

One bite at a time.

Hey relax...

... it's just a joke!

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

Mustard or ketchup with that?

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

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

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

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

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

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

Does that mean that it's **easy?**

No...

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

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

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

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

Print this entire Action Guide.

Two ways to do this...

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

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

http://www.fineprint.com/

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

First way to review the guide...

 Read the whole guide first.

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

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

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

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

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

Les McKeown
```

Second way to review the guide...

 Do the Quick Jump Tour.

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

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

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

... until you see me pointing again.

This **Quick Jump Tour** is fast. Expect to complete it in a couple of hours or so.

SIDEBAR

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

Third way to review the guide...

 Do the Action Step Review.

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

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

It only takes 10-15 minutes to do this final review.

Final point before we start...

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

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

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

... I've done this before.

Ready?...

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

1. How to Use the Action Guide

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

1.1. Links to Spots within the Action Guide

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

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

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

1.2. Navigation Features
T
he **Action Guide** makes navigating easy. Here's how to move through the book...

• **Scroll Bar** -- click on the Scroll Box in the Scroll Bar and drag it **down** or **up** to rapidly move forward or backward through the book. You will see the page number appear when you click on the box. Release it when you get to the desired page...
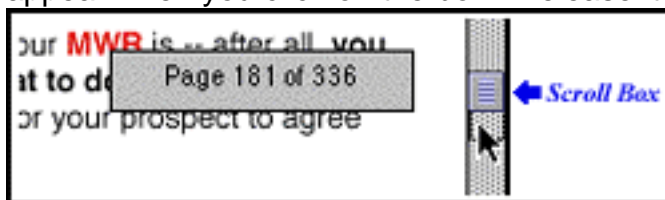
Clicking just **below** or **above** the Scroll Box will **advance** or **reverse** a part-of-a-page at a time.

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

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

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

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

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

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

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

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

If you are using...

• Acrobat Reader **v.4...** Under the **Window** menu, choose **Show Bookmarks.**
• Acrobat Reader **v.3...** Under the **View** menu, select **Bookmarks and Page.**

Or... click here to show bookmarks.

**Once bookmarks are showing, click here to hide them.**

When you show bookmarks, they appear in the left margin. Here's an example of what the bookmarks look like from the first edition of **Make Your Site SELL! (MYSS!)** -- exact appearance varies depending on the operating system and version...
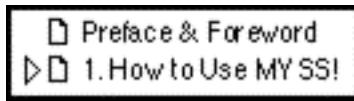
The triangle (or "**+**" sign in some versions) to the left of "1. How to Use MYSS!" means that there are "sub-bookmarks." Move your cursor **over the triangle,** like this...
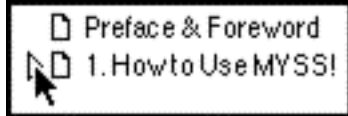
Then **click on the triangle** to expand the bookmarks under that chapter. Click again to shrink them all back down, then again to expand them...

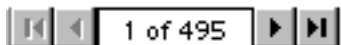**Now... here's the whole point of bookmarks.** Move your cursor over one of the actual bookmarks until it turns into a "hand with pointing finger," then click...

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

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

 or like this...

14
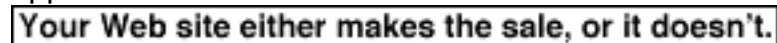
The appearance and exact mode of use **varies** depending on your OS and version. But no matter -- this is a simple, useful method to move around the **Action Guide.** Experiment with it for a few minutes to understand how best to use your version.

1.3. Viewing Features

Click here to open a preference window -- in this window, **uncheck** the box beside **"Open Cross-Document Links in the Same Window". Why?...**

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

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

Your Web site either makes the sale, or it doesn't.
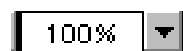
... or **sharp** like this?...

Your Web site either makes the sale, or it doesn't.

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

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

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

Q 100% **or like this...**

100%

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

**... Enter or select the magnification** that you prefer.

If you have a small monitor (15-17")...
To make the words as large as possible, **maximize** the book's window so that it takes up **the whole monitor screen.** Then click and choose **"Fit Visible"** (as shown above). Experiment with different settings.

If you have a large monitor (19" or greater)...
Maximize the book's window so that it takes up **the whole monitor screen.** Then click and choose **"Fit Page."** This fits one entire page into the vertical dimension of the book's window (convenient for reading). Experiment with different settings and window sizes, as well as page display layouts (next)...

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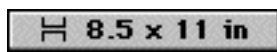
or this...

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

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

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

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

Single Page layout   Continuous layout   Continuous-Facing Pages layout

1.4. Search Features

To find a word, hit either **Control-f** (Windows) or **Command-f** (Mac) to bring up the Acrobat Find window...
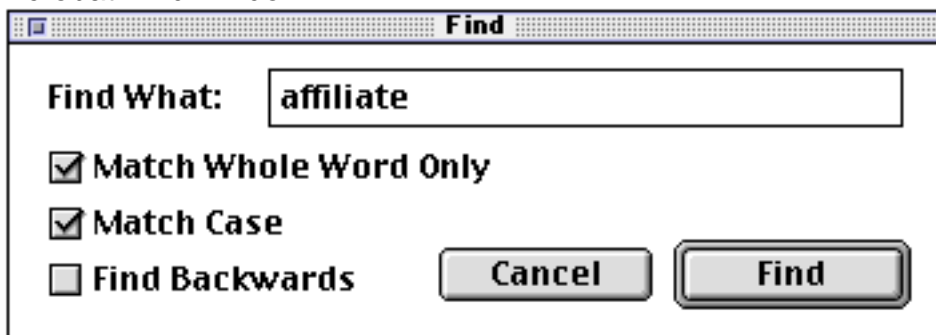
In the example above, you are searching for "affiliate."

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

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

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

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

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

1.5. Print Features

You can print this document in the usual fashion. Please respect **the intellectual rights attached to this book.** Do not make copies for others.

1.6. Links to the Web

Links to the Web appear like this...

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

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

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

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

Click to open this preference window -- then...

• Click **Browse** (for Windows users) or **Select** (Mac users). In the window that pops up, **find your browser, select it,** and click **Open.**

• See **"Connection type"? "Standard"** is fine if your browser is not offered as a choice. And ignore the other settings -- the default selections are OK.

• **Then click OK.**

1.7. Sidebars

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

SIDEBAR

A sidebar is a side note that relates to the main discussion, but which breaks the flow of the main thought. So I "tuck it away" to help the flow.

It appears like this...

and occasionally, you will find a special sidebar...

—————— Service Sellers' Sidebar ——————

This is where I present specific notes or strategies for Service Sellers.

1.8. Quick Jumps

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

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

... it will jump you to the next important place to start reading.

That spot begins with this **START HERE** marker...

... yes, my happy little face.

Keep reading **from that point onward...**

... until you see me pointing again.

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

1.9. *The Action Step*

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

Whenever you see this....

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

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

———

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

Click here to see for yourself, then c'mon back here.

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

... Let's go!

———

2.   A DO-able 10 DAY Process

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

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

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

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

If you achieve all 10 goals of all 10 DAYS, then you will indeed... **Build income
through content.**

———————— Service Sellers' Sidebar ————————

The content-building process is essential to online success. Why?

Solid high-value content will draw **free traffic from the Search Engines
(more on this later),** establish your **credibility** as an expert or authority on a
particular topic, and **build a trusting relationship** with your visitor. Without it,
you're simply another unknown Net commodity.

Your visitor must **trust** you before she will consider contacting you for a contract (i.e.,
choose **your service** over your competitors' offerings).

Building a Theme-based Content Site is an especially **smart and timely business
move,** now that more and more people are using the Net to search for information. A
site makes it easy for potential clients to find you. And it makes it easy for you to
expand your client base!

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

Why "ongoing"?

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

Bottom line?...

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

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

2.1. One Day at a Time

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

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

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

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

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

                    ... or night that happens to be.

Then stick to it!

2.2. SBI! Works WITH You

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

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

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

Here's the overview...

DAY 1   Master Business Basics

PREselling to maximize **Conversion Rates** (i.e., the percentage of visitors who

buy) is the main focus on your first day. Your **brain** is the key tool here.

DAY 2   Develop Best Site Concept

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

_____ Service Sellers' Sidebar _____

Learn how to chisel a razor-sharp theme that best draws targeted, qualified traffic from the Search Engines, in a way most suitable to your service, your clients and the Net.

DAY 3   Brainstorm Profitable Topics

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

Know why this sounds so tedious?

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

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

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

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

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

─────── Service Sellers' Sidebar ───────

Discover highly profitable keyword niches within the theme of your services that warrant partnering with non-competing, related Web sites in exchange for referral commissions -- this makes it easy for you to develop a secondary affiliate income.

DAY 4   Grow, Prune and Group Best Affiliate Programs

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

─────── Service Sellers' Sidebar ───────

If you are not interested in developing a second revenue stream by diverting a portion of your traffic to non-competing merchants, you can skip ahead to DAY 5.

DAY 5   Refine Site Concept and Register Domain Name

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

Got it? Congratulations!

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

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

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

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

24

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

SIDEBAR

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

• **client-side** -- happens on **YOUR** computer (ex., **Manager**)

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

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

DAY 6 Build a Site that Gets the Click!

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

Service Sellers' Sidebar

Getting the click-through to a merchant partner will very likely be last on your list of priority actions. Your main goal is to PREsell your service effectively enough to get a visitor to contact you for further information. Barring that, a **Back-Up Response** will be to get that same visitor to sign up for your newsletter. It's at that point that you can now start to refer a visitor to a non-competing merchant partner (for supplemental referral income).

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

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

SIDEBAR

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

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

25

DAY 7   Submit... And Build Free SE Traffic

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

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

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

The focus for this session is also on increasing your popularity through links. **SBI!'s Ranking Report and Keyword Usage Report** is invaluable for this action.

The process can be summed up as...

"Tweak - Link - Resubmit - Track"   In other words...

Improve Page. Add a link. Check results.

Tweak some more, if necessary. Get it right.

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

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

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

Why?

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

––––––––––– Service Sellers' Sidebar –––––––––––

You need to focus heavily on building "word-of-mouth-buzz" -- by far the most important element in properly leveraging client-generated income.

DAY 8 **Build Other Traffic**

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

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

In the **BID-FOR-KEYWORD** display, the **Manager** researches the Top 20 bids for **all** your keywords at each of the 8 most important Pay-Per-Click engines... at the click of a button. In the **PAGE SUBMISSION** layout, it guides you through preparing your listings.

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

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

———————— Service Sellers' Sidebar ————————

When it comes to the Pay-Per-Clicks, you have a distinct advantage... the **ROI (Return-On-Investment)** generated by a single new lifetime customer can be incredible. Although you have a longer "hiring" cycle (i.e., it's a longer process for a Service Seller to convert a visitor into a client ... introduction --> trust --> foundation --> contact --> contract), the end payoff is much greater, warranting greater budget flexibility when placing bids.

DAY 9 **Build Relationships... Publish Your Own E-zine**

You're back server-side. The **MailOut Manager** helps you create a high quality e-zine that delivers traffic in an **ongoing fashion** (not just a one-time opportunity). Why? Opt-in subscribers (who sign up directly **on your site)** see by your e-zine's consistently solid content that you have **their** best interests at heart. This builds a positive relationship as they come to recognize you as a **credible "expert"** -- someone whose recommendations or product/service they can wholeheartedly support and trust.

With the **MailOut Manager,** you can mail your e-zine to your opt-in address list, get stats, archive and back-issue your e-zine, and a whole bunch more options. Basically, it's your **Central Management** hub.

———————— Service Sellers' Sidebar ————————

Trust, trust, and more trust. That's what you will have to establish with your visitor if you are ever to convert her into a paying client. On the Net, you have two trust-

building tools at your disposal -- **your newsletter and your Web site.** Although I can't overstate the importance of your Web site, it's your newsletter that provides you with the ability to keep communicating with interested parties at regular intervals. It's this repeat contact that is critical for your credibility, and for your business.

So publishing a newsletter -- a great newsletter -- is **not** an option. Without one, you're simply another face-in-the-crowd Net commodity.

DAY 10 Know Your Visitor

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

• **Traffic analysis** -- Visitors are the heart of your business. This knowledge is key to growing your business.

• **Click (IN and THROUGH) analysis** -- You make your money by maximizing **Click THROUGHS** to your merchant-partner sites. **Click THROUGH** analysis shows you what works and what doesn't, so you can maximize income.

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

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

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

Does that mean you have to be brilliant to use **SBI!** profitably? No, not at all. It means that the tools **free up your brain** to focus on what you know, rather than losing so much time and energy on the technology of the Internet... the complexities of mastering cgi programming, ftp, Search Engines, etc. -- all of that becomes **transparent** to you.

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

Follow the process "by the book" (**Make Your Content PREsell!,** that is) and you **will** be very happy with your **ROI** (**R**eturn **o**n **I**nvestment.)

SIDEBAR
Did you already get off the yellow brick road and register your **SBI!** domain name? You can **start at DAY 2 (Chapter 4.1),** if you like. However, I recommend

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

2.2.1. Three Ways to Do the Guide

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

You can read and follow the **Action Guide** in three ways...

1) Comprehensive Course

2) Quick Jump Tour

3) The *Action Step* Review

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

1) The Comprehensive Course

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

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

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

2) The Quick Jump Tour

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

No problem!

Click here to review how to use...

  ... the buttons that drive the Quick Jump Tour.

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

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

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

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

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

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

3) The *Action Step* Review...

Chapter 13 is a stripped-down, nuts-and-bolts review of the *Action Steps* for building a Theme-Based Content Site. **Take a quick look at it now.** Refer to this brief, sharp outline whenever you need a general orientation or a fast recap.

SIDEBAR

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

Click here to review Navigation Features in Chapter 1.

Click here to show bookmarks, or to hide them if they are already showing.

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

2.3. Theme-Based Sites vs. Mini-Sites

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

Not so.

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

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

... putting the whip to mini-sites?

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

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

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

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

• the Masters

• the British Open

• Tiger Woods

• etc., etc.

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

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

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

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

A mini-site is nothing more than a **small affiliate site that focuses on selling a single product.** It is usually under 20 pages, often as short as 1-2 pages. It is

comprised entirely of powerful sales copy that drives a visitor through to a merchant partner's site.

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

Here's what's wrong...

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

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

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

• **No diversification**
If you don't get the sale for the product that your mini-site is **swinging at...**

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

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

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

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

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

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

• She needs new golf clubs.

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

But here's the thing...

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

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

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

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

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

Get the picture?...

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

2.4. Theme-Based Sites vs. Gateway Pages

Tons of people use "trick sites" called gateways or doorways. In general, these are low-value pages that score well with the engines but fail to deliver good content. They may get the visitors, but they don't get the **click through**, the purchase, or the repeat visit... or much money.

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

And then you have to start all over.

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

Important consideration...

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

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

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

   ... not spider bait!

That's a big difference. It yields a huge, long-term advantage over doorways.

2.5. Final Important Advice

Just in case you skipped the **Preamble, please read it now before going any further. The message is so important.**

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

   ... Let's go!

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3. DAY 1 Master Business Basics

Being a great Affiliate or Service Seller is **not** about selling...
It's about **PREselling.**

Goal-of-the-DAY

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

————— Service Sellers' Sidebar —————

PREselling will maximize **Conversion Rates** at **your** site. It's that first **contact** from a potential client that leads to an income-producing **contract.**

With this goal in mind...

3.1. Maximize Profits!

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

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

3.1.1. Build Income

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

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

SIDEBAR

Let's remember to use the term "affiliate" loosely. Technically, to be an affiliate means to refer visitors to merchant sites in return for a commission. In fact, you can also refer

visitors to **your own** sales site (that sells your e-book, for instance). Or you can even sell visitors your professional services **directly** off your Theme-Based Content Site!

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

──────── Service Sellers' Sidebar ────────

Even if your main goal is to PREsell your own service, don't discount **growing one or two or even three income streams.** For example, build upon your personal expertise/experience/passion/skills to sell your services... AND "monetize" your knowledge through affiliate programs. With the launch of **SBI! E-Goods,** add a **third** stream by selling a series of e-books, digital photo collections, etc., etc.

Consider this...

Out of every 100 visitors to your site, it's likely that only a small percentage will follow through and contact you right off the bat about your professional service. The others? Well, maybe these visitors have **slightly different needs.** Perhaps they are looking for a lower-cost option. There are any number of possibilities why a visitor may not be an ideal candidate for your service... at this time.

You could, if you wish, let those visitors proceed merrily on their way. But why would you? After all, you worked very hard to get them here, right? So why not make recommendations for **niche-related, non-competing products and/or services** that may be more suited to the needs of those particular visitors? This way, your traffic is not wasted. Instead, it supports an additional revenue stream.

SBI! singlehandedly provides the ability for anyone to generate multiple streams of income through a professional, popular, and profitable Web site.

Simple, right?

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

Yes, thirty times more! So it's pretty clear how to maximize affiliate income! **Increase traffic AND Conversion Rate!**

Now for expense side of the ledger...

3.1.2. Get A Good Return On Your Expenses

Of course, every business has **expenses,** too. Maximizing **profits** does **not** imply that you must minimize **expenses**.

After all, **if you spend no money or time on your business...**

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

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

SIDEBAR

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

We have just seen that you build income by **referring visitors to your product/service order page or to the sales sites of merchants that you represent** (by attracting traffic and convincing visitors to click THROUGH), and by **converting those click THROUGHS into sales.**

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

Service Sellers' Sidebar

That's another **very** attractive aspect about selling your services on the Net. A single client can bring in substantial dollars for a current job (and for future projects). Your **ROI (Return on Investment)** as a Service Seller is much higher than an affiliate's return. When a client can bring you thousands of dollars in business, it stretches how much you can afford to pay for certain traffic-building strategies.

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

Simple, right?

But so many people take their eyes off this ball!

To understand expenses, we need to understand what it will cost to **refer visitors to the correct click-through destination**, and to **convert those clicks into sales.**

Let's answer these two questions now...

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

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

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

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

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

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

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

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

Key point... it's the Click THROUGH that earns **affiliate income. Your goal is to...**

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

Maximize your Click THROUGH Rate (CTR).

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

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

And, of course...

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

—— Service Sellers' Sidebar ——

Your **MWR** (**M**ost **W**anted **R**esponse) is much different. Although you may be partnering with non-competing merchants to support an additional revenue stream, your ultimate goal is to get a visitor to contact you and inquire about your service. Whether that contact comes by phone, fax, e-mail, or carrier pigeon, that's your #1 goal. For instance...

Let's say that I'm looking for a database programmer. If I find an individual's Web site that really impresses me, my next step (before hiring this person) will be to contact him or her by phone. There's no way I'm going make a major financial commitment without knowing who is **behind** this Web site. If the call confirms my initial impressions, the hiring process is as good as done.

Unless you're offering a relatively low-cost service (in which case, communication via e-mail may be sufficient), expect most people to require real, human interaction before they make a final commitment. It's getting them **to this step** that is your **MWR!**

Of course, that's the main reason why you should make yourself SUPER-accessible to your customer. This means a "Contact" link on each and every page (that leads to a dedicated "contact me" page), as well as posting your toll free phone number and e-mail address on every page, if possible. Don't make it difficult for your visitor to contact you!

Your **Back Up Response,** of course, is to get a subscription to your newsletter. By signing up, your visitor is expressing permission to be contacted regularly. This gives you the opportunity to develop the necessary relationship to convert a prospect into a client.

Only when you have exhausted your ability to achieve these goals are you interested in getting the click-through to a merchant partner.

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

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

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

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

SIDEBAR

Remember, when I talk about **Conversion Rates,** we are talking about the **Conversion Rate** at the sites of the merchants that you represent as an affiliate. So

you must maximize the percent of visitors (i.e., those who click THROUGH) who deliver **the response for which the vendor pays,** whether that's a click, or a lead, or a sale.

Maybe you don't see how **you** can affect the Conversion Rate on your **merchant's** site? Hey... **they don't call me "guide" for nothing!** Wait and see how!

Let's summarize...

3.1.4. The Wrapup on Profits

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

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

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

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

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

And then...

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

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

Why?

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

One great way to increase **both CTR and CR** is to **not** do something that 99% of affiliates **do** (makes extra sense because this is the **same 99%** that fail). This is a

wonderful tip because it does **not** cost **you** any time (not a single second!), nor a single red cent in cash.

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

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

3.1.5. The Bane of Banners

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

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

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

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

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

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

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

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

Building income through content...

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

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

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

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

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

SIDEBAR

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

Conclusion?...

Do NOT use banners.

Yes, I know "they're so-o-o-o-o easy."

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

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

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

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

... stick with me.

What the heck, it's important. So… **Let me repeat. Do NOT use banners.**

SIDEBAR

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

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

"What's the #2 affiliate mistake?"

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

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

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

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

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

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

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

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

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

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

3.2. The #1 E-commerce Reality

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

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

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

To paraphrase...

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

When he said that, I remember thinking...

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

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

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

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

E-commerce is simpler than life.

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

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

The #1 E-commerce Reality...

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

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

44

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

3.3. Maximize Your Results by Doing It Right
Don't Sell... PREsell Instead

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

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

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

As I reviewed many of these affiliate sites (those that are getting sales but have **CRs** under 2%), I realized that almost half were basically one big sales letter for SiteSell.com and SiteSell products. These affiliates are **SELLING** (with sales copy) when they should be **PREselling** (with great, and related, content that is of value to the reader).

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

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

"CONTENT!"...

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

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

Result? Poor **Conversion Rate.**

If your site is basically a "bunch of sales letters," you do not build **any** credibility and likability with this visitor. Your visitor ends up feeling "pitched" (and you're just another

site doing the pitching). So, just like a banner ad, she's not very likely to click THROUGH to SiteSell.com's site.

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

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

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

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

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

Conclusion?

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

————— Service Sellers' Sidebar —————

You too must approach your audience carefully. Don't focus on creating a site dedicated to SELLING your service. Instead, provide your visitor with tons of high-quality, credibility-building information. Publish a great e-zine that really does enrich the lives of your subscribers. Concentrate on establishing a positive relationship with your visitors and subscribers.

The bottom line?...

Create content that fosters an OPEN-TO-HIRE frame of mind.

Remember... there are plenty of sites on the Web that focus on SELLING one service or another. But for a visitor **who does not have personal experience** with that

company (or a friend who knows about you already) that type of site does nothing for her. A winning site must...

1) establish credibility in the only way demonstrable on the Net -- with superlative FREE information.

2) answer the crucial questions of trust, dependability and quality.

Hiring someone for a service is a much different process than making a purchase of a physical product. After all, a client knows that the quality of a Sony DVD player does not differ from store to store. The quality of a service businesses can, on the other hand, differ widely -- from great to dismal. Everyone over the age of 12 has a horror story about a particular Service Seller.

That's why you MUST address the concerns of your visitors who needs to be **110%** convinced that your service OVERdelivers as promised. Only then will they pick up the phone and call you!

OK, with that said, let's boil down your PREselling process...

It's a TWO-STEP process that builds to a job contract...

STEP 1 -- YOU PREsell with great content to get an "OPEN-TO-HIRE" phone call or e-mail... that first contact. Once you have that...

STEP 2 -- You "sell" your service and close the deal with a contract.

So, whatever you do, however you do it, PREselling should always pull your visitor one step closer to delivering YOUR **Most Wanted Response...**

... an OPEN-TO-HIRE contact call or e-mail.

If your visitors basically perceive a straight sales effort on your site, you're SELLING, not PREselling. That means that the TWO-STEP process is now SELL-SELL...

Redundancy = Turned OFF visitor = LOW CR.

But if you develop great content that leads to contact, you become a friend who she can trust rather than a stranger making a SALES PITCH.

Trust = Turned ON customer = HIGH CR.

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

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

3.4. The #1 Affiliate Reality

The #1 Affiliate Reality...

> Your CR will literally vary from 1% to 10%
> purely because of...
>
> 1) HOW YOU REACH your visitor, and
>
> 2) WHAT YOU SAY to her, and
>
> 3) HOW YOU REFER her to your merchant.

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

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

> Nothing in this world can take the place of persistence.
>
> Talent will not; nothing is more common
> than unsuccessful people with talent.
>
> Genius will not; unrewarded genius is almost a proverb.
>
> Education will not; the world is full of educated derelicts.
>
> Persistence and determination alone are omnipotent.
>
> The slogan "press on" has solved,
> and always will solve,
> the problems of the human race.

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

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

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

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

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

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

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

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

1) HOW YOU REACH your visitor, and

2) WHAT YOU SAY to her, and

3) HOW YOU REFER her to your merchant.
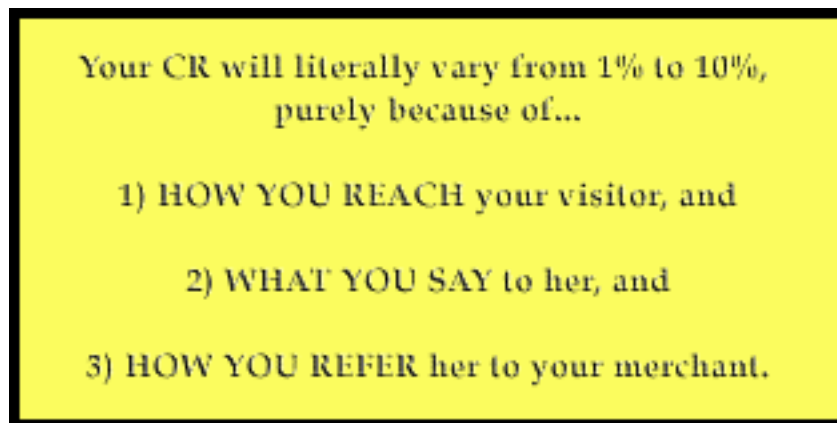
And don't worry, **I promise...**

... that's the last yellow stickie.

SIDEBAR

Some people e-mail us after reading this **Action Guide,** refusing to believe that we have affiliates who can generate a Conversion Rate **(CR)** of **over** 20%. Actually, the monthly record is **26%** for our original **Make Your Site SELL!** book (now in its second edition, **MYSS! 2002.**

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

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

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

Copy the good ones.

— Service Sellers' Sidebar —

Your **CR** will be much lower than what an effective affiliate could expect to achieve. Nothing surprising about this statement -- there's much less risk involved (financial and otherwise) in buying a $40 e-book. Think about the risk in hiring a new advertising consultant. Nevertheless, there is some good news -- you can expect to see your **CR** rise over time as visitors and subscribers **get to know and trust you.** Of course, your lowered **CR** is more than counter-balanced by the lifetime value of clients as well as the income they generate through word-of-mouth referrals. **(More on this in the traffic-building section.)**

3.5. The WHAT and HOW of PREselling

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

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

1) HOW YOU REACH Your Visitor...

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

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

2) WHAT YOU SAY to Your Visitor...

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

Negative x 2!

In other words...

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

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

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

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

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

Service Sellers' Sidebar

You have to be doubly cognizant of the above three points...

1) HOW YOU REACH Your Visitor... Since the establishment of a successful service business on the Net is as much about credibility as anything else, it's important that your visitors find you in a confidence-boosting manner. And what's that?...

... A top 10 position in a Search Engine. A referral from a strategic partner. A recommendation from a friend.

What's a **non-**confidence-boosting manner? Via a pop-up window from an "exit exchange" network. Via unsolicited bulk e-mail (SPAM), and so on.

Getting your visitor to your Web site with the correct mindset is the crucial first piece of the puzzle.

2) WHAT YOU SAY to Your Visitor... forget hard-selling your service. Your visitors do not know you from Adam (or Eve), and they won't even consider making any sort of commitment until you have demonstrated the quality of your service. That means a return to the classic **GIVE**- then-**TAKE** scenario. You **GIVE** first (by providing a content-rich Web site and e-zine which offer solutions for your visitors and

establish your credibility).   The ultimate long term goal is to be able to **TAKE** (to get visitors and subscribers to hire you for your service).

3) HOW YOU REFER Your Visitor to Your Merchant... Unless you are referring some of your traffic to non-competing, theme-related merchant partners as an additional revenue stream, this is not applicable to you. However, the way you blend your gentle sales effort into your site's copy, in order to encourage visitors to contact you, certainly does. The above-mentioned point is valid as ever... don't "pitch" your visitors.

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

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

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

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

The bottom line?

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

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

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

3) HOW YOU REFER her to your merchant.

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

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

Your **CR** will soar.

3.5.1. Why Does PREselling Work so Well?

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

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

SIDEBAR

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

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

MAKE YOUR 2002 SITE SELL!

http://myss.sitesell.com/

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

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

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

—————— *Service Sellers' Sidebar* ——————

Quick quiz... what's your **#1 MWR?**

Exactly... **get the visitor to contact you for further info about your services and then hire you.**

Because of the unique nature of the service selling industry (you are unlikely to be hired outright by a stranger visiting your site), you need to place **special emphasis** upon your **Back-Up Response**. Since your chances of turning visitors into clients increase as they get to know and trust you, the "key" element of this process is to communicate with them on a regular basis via your e-zine. So your **Back-Up Response** must be to get a subscription to your e-zine.

Unlike the affiliate marketer, clicks **OUT** from your site do not necessarily convert into income!

SIDEBAR

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

... err, what the heck???

Excuse me a moment...

...

...

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

I can remember telling...

... my star pitcher...

"Joel... you don't have to strike 'em all out. You've got a great team behind you. Let them do their job."

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

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

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

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

Step 2... Your merchant gets the sale.

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

Get that OPEN-TO-BUY click.

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

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

... Just don't do it too often!

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

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

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

Do this right...

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

On the other hand...

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

So...

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

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

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

... your visitor's mindset.

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

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

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

Redundancy = Turned OFF customer = Low CR.

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

Recommendation = Turned ON customer = High CR.

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

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

3.5.2. A "Concrete" Example

Are you thinking...

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

You want "concrete"?   OK...

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

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

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

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

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

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

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

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

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

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

Now...

... puzzle me this...

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

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

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

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

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

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

Give me more small pieces like that...

... any time!

SIDEBAR

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

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

PayPerClickSearchEngines.com
http://www.PayPerClickSearchEngines.com/

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

Bottom line?

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

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

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

Inside YOU!

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

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

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

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

You love concrete...

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

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

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

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

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

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

• Books about the topic (ex., concrete statues if that's what the page was about)

• A garden supplier for concrete molds, trowels, etc.

• Naturally, a concrete supplier!

• And so forth.

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

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

─────────── Service Sellers' Sidebar ───────────

Let's reconsider this example for a moment, but from a Service Seller's perspective. John A. Smith is a passionate lover of all things concrete, and owner of "Smith's Concrete Repair Service." Mr. Smith's company repairs foundations, retaining walls, driveways, statues, swimming pools -- heck, if it's concrete and it's busted, he'll fix it!

The first thing of note is this...

Smith's "Concrete Repair Service" is a locally-based service, yet Mr. Smith shows great vision by building a Web site that appeals to both local and global interests. How?...

1) His well-written concrete-related articles provide a valuable information resource for both local and global visitors, as well as providing the foundation for a tightly themed Web site -- to which the SEs just LOVE sending traffic! And who can argue with more traffic?

2) Local visitors (who are not currently clients) come to trust Mr. Smith as he demonstrates over and over again through his articles, and his e-zine, two very appealing attributes -- his unwavering commitment to the "GIVE-Then -TAKE" philosophy and the breadth of his knowledge pertaining to all things concrete. Before long, he becomes established in their minds as **The Concrete Authority.** When these local prospects need a concrete repairman, guess who they're going to call?

3) Local visitors come to recognize Mr. Smith as more than "some guy with a concrete repair service." Thanks to the bio ("About Us") page, they learn he's a dedicated father, an active member of the community, and a little league coach, as well as being the owner of a company.

4) Global (and local) visitors produce a secondary income stream. Mr. Smith can refer these surfers to merchant partners (and their products) that he represents (i.e., books about landscape design, a retailer of concrete statues, a garden supplier for concrete molds, trowels, etc., etc.,).

See what's happening here?

Not only is Mr. Smith **PREselling** "Smith's Concrete Repair Service" in the best possible fashion, he is generating another profitable income stream!

SIDEBAR

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

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

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

This next section is for Service Sellers in particular. If that's not you, **please feel free to leap forward.**

3.6. Business Basics for Service Sellers

This is a big-picture overview of your yellow brick road to success. Keep it in mind as you follow through the traffic-building, income-generating **SBI!** process...

Step 1)   Identify a great niche service and its target group.

In order to generate income, enough people must NEED and/or VALUE your service and feel strongly that they will personally profit from the way **you** deliver it versus your competitors' approach.

You also need to know whether your marketing efforts should be focused locally or globally (depending upon the narrowness... or broadness... and/or nature of your niche).

For an example, a general tax accountant may only attract traffic from his local area. The majority of his clients like the peace of mind afforded by being able to drop off important documents to the office or being able to discuss delicate financial matters face-to-face.

Contrast this with an international tax accountant who specializes in tax sheltered investments for the wealthy. His clients could come from anywhere in the world and communication could all be done by e-mail, fax, or courier.

Action Steps

A) Create a thumbnail sketch of...

i) Your service -- Write down in point form exactly WHAT, HOW, WHEn, and WHERE you offer (or plan to) your service. Note your range of flexibility -- how and where you can adapt your service to particular needs. Describe your strengths (i.e., the reasons why you are better than the competition) and pinpoint your weaknesses (i.e., what you are planning to improve).

Give your outline to a family member or a friend (who knows your business) to see if you have forgotten anything and/or to check that the presentation is as objective as possible.

ii) Your client -- Develop a profile of your ideal client...

• Baby boomer? Senior citizen? Teens?

• Family? Single? Partners?

• Money concerns? Stressed for time?

• Trend-setter? Conservative? Do-it-yourselfers?

• City-dweller? Rural home-owner? Neighborhood?

• Region? Nation? Continent?

Make your sketch as comprehensive as you can. If your service has more than one kind of client, do a profile for each major type. As well, ask yourself who should **not** be your prospect -- this technique is helpful to keep you focused on your ideal client.

B) Now combine the two thumbnail sketches (you, and your client). **This is your service business!** Use this detailed snapshot when developing content for your Web site. It will help you keep focused on your target group and their needs which is critical for achieving a high **Conversion Rate.**

This snapshot will also help you narrow your niche, if needed. Use it to discover more profitable angles to your service. The ideal is to offer a service that is relatively high in

demand with few suppliers (i.e., your competition). Try to adapt or change your present service to meet that goal as closely as feasible.

2) Be passionate about what you do.

LOVE what you are doing. Your enthusiasm and determination will be reflected in your business at all levels of operation. It won't feel like you are working!

3)   Offer superior quality service to your clients.

Action Step

Provide outstanding service every time. "WOW" your customer with your fast turn-around, or low pricing, or free trial, or unexpected extras, or generous guarantee, etc.

Quality and high satisfaction guarantee repeat clients. And, in turn, these enthusiastic clients generate word-of-mouth referrals... the most targeted and least expensive way to develop leads, produce contracts and increase profits. It is as simple as that.

4) Make every moment and dollar count!

Identify and focus on attaining your **"Most Wanted Response" (MWR)** (i.e., what you most want your visitor to do). So that after visiting your site, or subscribing to your newsletter, or reading an ad, you "most want" your visitor to CONTACT you. Everything you do must in some way help to attain that **MWR.**

Strive to get the **best possible** traffic-building and lead-converting results for every **dollar**... and for every **hour** you spend on your business.

SIDEBAR

Time **is** money. So don't count your hours as zero cost simply because it does not cost you "out of pocket." Assign your time a dollar value as well.

However, maximizing PROFITS does not imply that you must only minimize EXPENSES. After all, if you spend **no** money or time on a business... you have no business!

Action Steps

A) Fine tune your time-management skills.

Whether your service business is a small home-based operation with a work force of 1 (you!) or a company with 5-10 employees, you are constantly in "multi-tasking" mode. Follow these simple but effective guidelines...

• Touch it once and move to the next step.

- Make lists, but stick to "The 6 Most Important Things."

- Plan how long each task will take.

- Assign time slots for accomplishing each task.

- Focus on the difficult/important projects first.

- Throw stuff away that clutters your computer/office.

SIDEBAR

I've further reduced this to my 4 D's, which appear on a yellow stickie on my computer. Every call on my time must be handled by one of the four D's...

- DO

- DUMP

- DELEGATE

- DELAY

B) Manage your business and money effectively.

Focus on your bottom line, manage your cash flow and collect payments that are due. If you lack these skills, get training through books or business courses. Or purchase inexpensive accounting software programs such as Quick Books... **(http://www.quickbooks.com/)** ... to keep track of your records.

C) Market the smart way.

Get the right message to the right people via the right media and tactics so they will respond and hire you for the contract, with the highest **ROIs (Return on Investment)** possible.

- **Build your own Theme-Based Content Site...** This is the highest **ROI** technique for any Service Seller, yet most don't dream of doing it. This course will put **you** five steps ahead of your competition. A Theme-Based Content Site is one that is loaded with high info-value Keyword-Focused Content Pages which rank well with the Search Engines. These optimized pages will pull in more targeted traffic **and** get more prospects to contact you about your service and hire you for the job (i.e., increase your **Conversion Rate**). Your PROFITS grow exponentially when you concentrate on **maximizing BOTH traffic and Conversion Rates.**

- **Develop a powerful "Unique Selling Proposition" (USP).** Create an eye-catching short statement that sums up in a few words what sets you apart from the competition. For example, Mike's Pizza restaurant has this **USP...** "Delivery in 30

64

minutes or it's free." The message is simple, clear and "hot." Weave your **USP** into the fabric of your business.

• **Know the value of lifetime customers** -- An effective way to budget marketing funds and to get the highest **Return on Investment** is by calculating the **lifetime value** of a client. This will reveal how much you can afford to spend on the acquisition of new clients. Depending on the nature of your business, a repeat client can bring you thousands of dollars of income during the span of your service relationship.

Use the following formula to find your answer (if you are just starting your service business, "guesstimate" the two variables)....

The average fee of your service X how many times a client uses you = lifetime value of a client

Knowing this critical number allows to grow your profits as quickly as possible without overspending your marketing budget. Use it to measure and track each marketing tactic and shift marketing dollars to the high performers, thus saving money.

• **Match marketing strategies to your target group and your business**. Remember our earlier example about the two tax accountants, one local and one global in nature? The local beancounter should place ads (which includes his Web site's URL) on local community bulletin boards, in the local newspaper, etc. -- great locations for the general tax accountant to market his services.

The other more specialized accountant would be better served placing his ads (with URL) in well-known financial investment e-zines or magazines that have a broad circulation base, and through Pay-Per-Click Search Engines. However, they could share some common techniques, too. (Traffic-building strategies are covered later in this Guide).

Both accountants will also profit from offering a free opt-in newsletter off their Web sites. A good benefit-focused newsletter/e-zine builds a familiar and credible relationship with subscribers.

As I said earlier, a Service Seller's "hire" cycle (introduction --> trust foundation --> contact --> contract) is generally **longer** than a Netrepreneur who is selling his own product. And the **Conversion Rate** (the % of visitors who become clients) will be lower than if you were just selling a $20 book. But remember, the **Return on Investment** is much higher when you consider the value of a lifetime client. So you can afford to budget more for marketing costs.

• **PREsell! Don't sell.** Use great, and related, content that is of value to your visitor/potential client on your site, in your newsletters, and in your ads. It is the most effective way to build likability, trust and an "open-to-hire" attitude in your visitors' mindsets.

• Guarantee your work. There is nothing more powerful than a simple statement or stamp that says "All Work Guaranteed." And of course, you must live up to your promise.

• Provide verifiable testimonials that include the full names of the people giving their endorsement, the cities/location where they live and their e-mail addresses. An effective testimonial outlines a specific benefit, something that is relevant to your target group. It is "believable" -- you can clean up gross typos/spelling mistakes but don't turn a testimonial into a polished piece. It is proof that someone else has used your service and you more than lived up to her expectations.

• **Be super accessible.** Place your contact information (toll-free phone number, e-mail address, fax number, mailing address -- whichever way you want people to contact you) in highly visible locations. Some examples... on your site, place contact info at the bottom of every content page and if you like, build a special bio page as well (i.e., some interesting background details about you, including a photo or two). Include a link to your e-mail address in your newsletter. Add your phone number and e-mail address to your sig file.

"Easy and fast" should be the operative words for how people can reach you.

5) Make all traffic count... Have a Second Income Stream.

Some visitors who land on your site may be overly cautious, or they may be just doing some preliminary research, or they may be a little short on funds at this time, or... etc., etc. There are many legitimate reasons why not all visitors follow-through and contact you about your service.

Use this traffic to your advantage by PREselling related products (or non-competing services) for merchants you represent through their affiliate programs.

Action Step

Research and join affiliate programs of merchants who offer quality products that are related to your service and fair commissions.

For example, let's say that you are a dog trainer. A visitor who has a 3-month old puppy arrives on your site. She is just "shopping around" and wants to have identified the "perfect" trainer by the time her puppy is 5 months old. She doesn't need your service now but she is very interested in the puppy books and grooming products that you are recommending. She clicks through to your merchants' sites and buys! That's two commissions for you which equals additional income.

6) Continue doing what is profitable. Stop what is not.

Action Step

The beauty of the Net is that everything you do is completely trackable, totally measurable.

66

Monitor and track your business constantly, especially the more abstract aspects like... knowing where your traffic is coming from, the satisfaction level of your clients, the new trends in your field, the effectiveness of your newsletter, ads, etc., etc. Concentrate on actions that contribute positively to the bottom line. Scrap the rest.

In other words... stay on top of your business so that you can take advantage of new opportunities and avoid any pitfalls.

The is leads us back to the critical role PREselling plays in the successful outcome of a service business and we'll start on the same philosophical note I expressed for affiliates...

The #1 E-commerce Reality...

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

So, in your case...

Multiply your contacts **and** contracts five-or-more-fold.

How?

Not by working harder at your business, but by simply **channeling your motivation** in a better direction...

Don't SELL! Instead, warm your visitors by PREselling them with great content that they value, respect and trust. They will contact you with pleasure and with an "open-to-hire" mindset, anxious to find out more about you and your service. And then it's up to **you** to close the deal!

It's your PREsell effort that will boost your **traffic** and **Conversion Rate (CR)** which in turn maximizes your **INCOME.**

This brings us to...

The #1 Service Sellers Reality…

Your **Conversion Rate (CR)** will vary greatly depending on...

1) How you reach your visitor, and

2) What you say to her, and

3) How accessible you are!

How you reach your customer, and **what** you say once you reach her, and **how** accessible you are directly affects your visitor's mindset when she is trying to decide whether to contact you or not.

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

And that is what **"high-CR"** Service Sellers have known all along...

Create content that fosters an open-to-hire frame of mind.

What will the yellow Post-It Note on your computer monitor say? Exactly...

My Conversion Rate (CR) will vary greatly depending on...

1) How I reach my visitor, and

2) What I say to her, and

3) How accessible I am.

OK. Time to summarize DAY 1...

3.7. The Road to Becoming An Affiliate (or Service-Selling) Master

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

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

What's the key lesson for DAY 1?

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

How to PRESELL!

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

And...

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

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

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

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

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

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

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

or...

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

3.8. Goal Wrapup

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

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

If you have reached your goal, read your Ongoing Goal below. If not, please stay with this DAY until you reach it.

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

Yes, really. As you progress through DAYS 2 through 10, it's going to be easy to lose sight of the "big picture." And there's another reason to re-read regularly -- it will mean **more and more to you**, as you gain each DAY's new perspective.

All done? Goal attained! Congratulations!

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

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

4. DAY 2 Develop Best Site Concept

By failing to prepare, you are preparing to fail.
-- Benjamin Franklin (1706-1790)

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

―――――――― Service Sellers' Sidebar ――――――――

Of course, if you're selling a service, you won't need to worry about the **concept** of your Theme-Based site. After all, as an advertising consultant or an expert in Oriental antiquities, for example, you are not going to suddenly switch professions and become a personal fitness trainer or a marketing consultant just because there is greater **online interest** in those particular subjects.

So for you, this section is a breeze!

Nevertheless, you need to determine the **most profitable way** to approach your topic. This means that you will need to brainstorm the **best topics** for your concept. For example...

Suppose you're an advertising consultant. Which segment of your target market makes the most sense to **actively recruit?...**

• **Big business**

• **Medium-sized business**

• **Small-business, SMHOs**

In other words, which of these 3 segments is most actively searching for services like yours on the Net, and secondly, which segment is most likely to contact you for a contract?

The results of your research may astound you. For example, you might find that your type of advertising service is only attractive to large corporations. As a result, their particular needs should be the focus of your Theme-Based Content Site.

However, during the course of your research, you discover there's a **HUGE** interest in lower-cost, more affordable options. Bingo! This is a perfect opportunity to set up another themed site to target this market group and **PREsell** them on the benefits of a suitable merchant partner.

That's why it's important to do the research -- even if you know what your site's concept will be!

With this goal in mind...

4.1. PREpare... or REpair

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

Yes, I know you haven't **even** started yet. And, I know you **really** want to get going! And, yes... your start **will** be delayed if you prepare everything **before** you begin. But once you have completed preparations, you'll roar ahead. There'll be nothing to **repair or repeat** once you launch.

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

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

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

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

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

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

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

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

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

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

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

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

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

Develop Best Site Concept (DAY 2)

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

And...

Develop HIGH PROFITABILITY topics (DAY 3)

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

And then, the final prep step...

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

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

───── Service Sellers' Sidebar ─────

Don't make the dangerous mistake of assuming you know what segment of your target market is most likely to find, contact, and hire you via the medium of the Web. You may end up being very surprised. So it's just as important for you to research your theme properly prior to site-building as it is for anyone concentrating on generating affiliate income.

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

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

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

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

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

OK, **enough...**

...“kung-fu grasshopper” stuff. Back to real-time preparation....

4.2. Create List of 3 Concepts

Do What You Love...
The Money Will Follow

Create a long list of potential Site Concepts.

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

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

Write these down.

Don't forget to look...

... right under your nose...

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

Here's the key...

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

Great!   Write these down.

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

Write these down, too.

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

Yes, you guessed it!   Write these down.

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

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

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

Yes?   Yippee!   Write these down!

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

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

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

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

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

Advertising
Aerospace
Agriculture/farming
Antiques and collectibles
Apparel/clothing/fashion
Architecture/buildings
Arts & Crafts
Auctions
Automotive
Aviation
Beverages
Books
Chemicals
Children/parenting
Cleaning
Communications/media
Computers
Construction
Consulting
Conventions/Trade Shows
Design
Disabilities
Education
Electronics
Employment
Energy
Engineering
Entertainment
Environment
Ergonomics
Financial services
Food
Gambling
Games
Government
Health
Hobbies

Home/garden/flowers/plants
Hospitality/entertaining
Information
Jewelry
Law
Manufacturing
Minerals
Music
New age
Office supplies
Publishing
Real Estate
Religion/Spirituality
Research and Development
Retail management
Science
Security
Sex
Software
Sports
Telecommunications
Toys
Trade
Transportation
Travel
Video
Weather

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

OK, finished your list?

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

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

.... your list.

Your potential **Site Concepts** should **not** be too broad... (ex., "pizza" not "food" and "lung cancer" not "cancer" and even worse, not "disease"). Don't make your niche too

narrow, either. For example, don't make "pepperoni thin-crust pizza" a Site Concept, either.

Review the list.

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

All done? Terrific!

 Narrow the list to the 3 best concepts.

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

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

4.2.1. One Concept Not to Consider

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

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

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

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

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

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

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

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

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

<div align="center">

SIDEBAR

</div>

Please...

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

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

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

What would have happened?...

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

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

And...

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

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

... I'd still be golfing!

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

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

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

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

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

For fashion **consumers...**

Are you looking for a top-notch school of fashion design?
Click here for the best school in the US Northeast.
Click here for the best one in the US Southeast.
Click here for the top institute in the US Southwest.
Click here for excellence in the US Northwest.
Click here for the Fashion School Directory.
(Please **e-mail us** if you feel that your fashion school
or college belongs in the directory.)

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

For fashion **merchants...**

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

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

Click here for more information...
http://buildit.sitesell.com/Your-Special-URL.html

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

4.3. Brainstorm 5 Topics Per Concept

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

 List 5 topics for each concept.

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

8 2

Just to be sure this is clear...

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

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

• cactus (the **first** of the five words should be your **Site Concept keyword**)

• succulents

• cactus care

• euphorbias

• cactus seeds

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

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

SIDEBAR

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

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

... what time it is?

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

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

4.4. Quick Overview of SBI! Manager

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

• brainstorm/build a **MASTER KEYWORD LIST** that you can search and sort. **SBI! Manager** turns the generation of the list, as outlined in DAY 3, into child's play!

• research **HIGH-PROFITABILITY** keywords, based on a good **DEMAND/SUPPLY** ratio. **SBI! Manager** automatically gets the **DEMAND** and **SUPPLY** info for you, for the entire list of keywords, calculates their **PROFITABILITY,** and ranks them accordingly (also part of DAY 3).

• prepare content for your Theme-Based Content Site by digging up **SUPPLY SITE INFO** for each keyword (DAY 3).

• research affiliate programs that fit with your Site Concept (DAY 4).

• finalize and register your new domain name (DAY 5).

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

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

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

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

• prepare Pay-Per-Click Search Engine submissions. **SBI! Manager** organizes the required information (Title, Description. etc.) correctly, based on each engine's bid-submission protocol.

• bid optimally at the Pay-Per-Click Search Engines. **SBI! Manager's** automatic research functionality quickly gives you Top 20 bid info for all of your keywords for every significant pay-for-click engine. With that data, you can easily identify the best bidding strategy for each keyword.

• turn mass-bidding-submissions, the ultimate in **tedious** exercises, into a **snap,** actually into a **click...** of your mouse (compatible with eight major pay-per-click engines).

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

And you know what that means...

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

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

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

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

4.5.   Manager MAGIC!

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

I'll wait **right here** for you**...**

…

…

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

Open and explore the Manager.

4.5.1. Open Site Build It! Manager

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

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

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

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

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

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

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

SIDEBAR

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

4.5.2. The ADMIN AREA

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

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

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

4.5.3. Explore the Manager

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

SIDEBAR

In the future, the only way to return to the **ADMIN AREA** is via the ADMIN AREA button on the **MASTER KEYWORD LIST** display screen. The only time you ever

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

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

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

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

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

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

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

..."Find the words with high DEMAND and low SUPPLY."

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

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

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

Let's start doing...

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

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

MASTER KEYWORD LIST

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

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

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

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

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

The **MASTER KEYWORD LIST** is the hub of the **Manager.**   You can even print your list of keywords (with its supply and demand) and study it offline, if you like. You'll come back to it often, and then leave it to go to other key functions of the **Manager.** Think of this display as your "home base."

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

You still here?...

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

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

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

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

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

4.5.4. Using Temporary.com Domain

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

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

temporary.com 🗑
fashionmodels.com 🗑
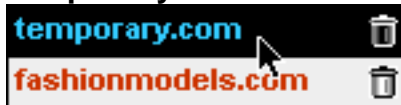
Then click **OK.** This sends you back to the **MASTER KEYWORD LIST** display.

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

4.5.5. Enter Your 15 Keywords

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

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

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

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

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

...**See?**

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

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

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

SIDEBAR

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

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

How?

By researching the **PROFITABILITY** for each keyword.

Don't get scared off by that **R** word ("research") **unless...**

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

4.6. Figure Your BEST Concept

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

Important tip ➡ It must...

1) be highly **profitable**

2) have a good number of **POSSIBLE PARTNERS**

3) excite you.

Service Sellers' Sidebar

More than likely your concept **is** your service. However, you'll still need to decide how to approach your service in the most profitable and fulfilling manner possible **on the Net.**   The most important factor in determining the "slant" of your online service-selling business is whether you have a local or global-based business.

If you have a local business, will you attempt to leverage a global presence in order to develop a second income stream (by referring those global visitors to merchant partners for commissions)? If you have no intention of doing so, your goal will be to fulfill the needs of your local customers, and keyword targeting will be simple...

"Your most important keywords" + "the names of the communities and regions you serve."

That way, for example, if someone searches for "chimney cleaning" + "Hudson," your site will come up.

On the other hand, suppose you decide to leverage this global presence to generate a second income stream. In this case, you'll need to find the niches within the "chimney cleaning" theme that you can draw on to deliver SE traffic to your site.

Remember the fire safety articles? Targeting profitable keywords within this theme will bring both local and global visitors to your site. While the global visitors won't hire you to clean their chimneys, they will follow your recommendations and click through to merchant partners -- your second income stream. For the local visitors who aren't yet clients, the free information is a valuable credibility builder, and brings them one step closer to hiring you.

And what about a local business with global opportunities, or simply a global business?

Let's return to another previous example, that of the advertising consultant. Obviously, this service would interest both a local and global market. However, when it comes to selling online, the "advertising consultant" niche is much too general and untargeted. It will be difficult to dominate it in any way. As I mentioned earlier, you'll first need to

9 1

determine which segment of your target market makes the most sense to **actively recruit online...**

• Big business

• Medium-sized business

• Small-business, SMHOs

... and then hunt for the most profitable and targeted keywords niches nestled **within that market segment's theme.**

How will you determine this? The magic of the **SBI! Manager** will help to determine which keywords in the "advertising" niche show the greatest potential for profit. A Theme-Based Content Site with a targeted niche effectively draws SE traffic.

Of course, you'll have to balance this with common sense and your own personal experience. For instance, if you find that big businesses are much more likely to hire you as a consultant and, in general, tend to spend 10 times as much on your services as medium-sized business do, then you'll have to temper any results generated by the **Manager** with this knowledge. So for you, as a Service Seller, I'd modify the three criteria for the best site concept slightly...

1)   **Be highly profitable.**

2)   **Display plenty of opportunities for niche-related keyword targeting.**

3)   **Excite you!**

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

4.6.1. Research (Click!) and Compare Profitability

Here's how research becomes fun...

Use the Manager to find your best Site Concept.

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

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

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

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

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

PROFITABILITY for a keyword is determined by...

• **DEMAND** -- a relative number of how many times people search for a particular keyword, compared to other words. **DEMAND** gives you a good idea what potential visitors **want.**

• **SUPPLY** -- the number of sites that provide content for a particular keyword. **SUPPLY** indicates the amount of **competition** you face for this topic.

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

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

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

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

Take the actual number itself...

with a grain of salt.

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

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

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

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

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

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

SIDEBAR
Are you the type who likes to walk around when they are studying something closely? No problem. Print off a hard copy of your keyword list and start moving!

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

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

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

4.6.2. Rounding Out the Picture

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

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

#	KEYWORD (15 in the list)	?	DEMAND	SUPPLY	PROFIT-ABILITY	SUPPLY SITE INFO
1	Statue of Liberty	$	24,618	57,227	15.8	URL:
2	limousines	$	25,667	92,972	11.9	URL:

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

SIDEBAR

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

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

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

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

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

SIDEBAR

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

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

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

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

BINGO! This is the RIGHT word.

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

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

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

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

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

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

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

      • **Time for more sleuthing...**

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

9 6

Quick tip...

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

1) See if you can find reference to it with a quick scan of the top, left and bottom navbars (graphic or text links). If not...

2) Do a quick "find" on the home page. Press on the **control+f** keys on your keyboard (command+f, if you are using a Mac). Then enter "affil" into the box of the window that pops up.

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

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

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

Expected results?...

• lots of good content ideas for the site

• a few merchants who have affiliate programs (but the real **motherlode** for affiliate programs will come in DAY 4!)

• some good leads to merchants who could need pay-per-click advertising from you a bit later (when you have enough traffic to consider selling advertising).

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

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

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

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

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

Refer-It
http://www.refer-it.com/

CashPile.com
http://www.cashpile.com/

Associate-It.com
http://www.associate-it.com/

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

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

Why?...

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

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

... Mercedes to pay you!

4.6.3. Decision Time!

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

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

Final steps...

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

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

9 8

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

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

———————————— Service Sellers' Sidebar ————————————

Let's suppose you haven't been able to locate any profitable keyword niches related to the theme of your service. Should you discount building a Web site to sell your services?

Of course not. Building FREE targeted traffic from the SEs is the most **cost-effective** way to generate visitors, especially if you earn sales commission on your services and must keep overhead costs low. However, your **ROI (Return-On-Investment)** makes it very worthwhile to also investigate paid advertising options (like the Pay-Per-Click SEs which we will discuss later on).

For locally-based businesses unable to locate a profitable keyword niche, focus your site on expanding your local customer base. A content-rich Web site establishes your credibility and lets people get to know you before they hire you. In the absence of a word-of-mouth referral, going far beyond an ad in the Yellow Pages of a phone book gives you a powerful advantage over your local competitors.

The other possibility, of course, is to broaden your site topic **(see Chapter 6.4.1 for more details)** until you **do** find profitable keyword niches, while still remaining within the theme of your topic.

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

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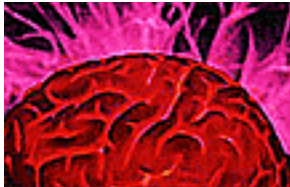
... brainstorming together.

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

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

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

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

4.7. Goal Wrapup

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

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

——————— Service Sellers' Sidebar ———————
Experiment with expanding and contracting your theme until you discover the best keyword opportunities for your service.

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

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

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

All done? Goal attained! **Congratulations!** Take a break! Turn on the tube. **Go for a walk. Or...**

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

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

---

5. DAY 3 Brainstorm Profitable Topics

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

... "I go where the money is."

Goal-of-the-DAY

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

──────────── Service Sellers' Sidebar ────────────

OK. You have determined the most profitable way to present your service. Now it's time to unearth keywords that will help you focus your site's content in the most profitable direction. These keywords will also spotlight potential partnership opportunities with non-competing Web sites. I promise you... even if you think you know exactly how you'll present your service in an online environment, this process will open your eyes to new opportunities.

With this goal in mind...

5.1. Super Brainstorming

Yesterday, you chose a **Site Concept** for your new **Site Build It!** site. It's still too early to register your domain. Refine your concept first.

You wouldn't want to...

... register the wrong domain, right?

Before we choose a domain name, let's do some serious brainstorming to see where our concept will lead. In DAY 2, we added and researched one keyword at a time.

Now let's build a **long** list of keywords that are related to our concept. Brainstorm as many as possible, hundreds of them even!

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

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

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

──────── Service Sellers' Sidebar ────────

Brainstorming the most profitable keywords for your Web site allows you to effectively weave a wide web of KFCPs that will attract and catch the surfers most interested in your service. Best of all, the **Manager** allows you to target keywords efficiently -- you'll never waste time targeting keywords that no one ever searches!

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

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

• Brainstorming all the words.

• Researching them all.

• Entering all the **DEMAND, SUPPLY, and SUPPLY SITE INFO** into a database.

• Calculating a **PROFITABILITY** for each word.

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

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

SIDEBAR

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

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

5.1.1. Click on the Button

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

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

SIDEBAR

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

I hope you are still "on the yellow brick road" and have **not yet** finalized and registered your new **Site Build It!** domain. But if you **have** taken a shortcut and have **already** registered your domain, you can still use the "scratch pad" temporary.com to build your **MASTER KEYWORD LIST.**   Then I'll show you how to add your (**already** registered) domain to the Manager and how to transfer your temporary list over to that domain.

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

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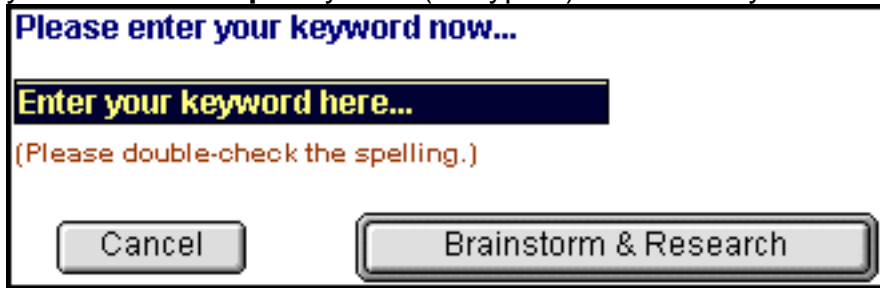
... read all the onscreen directions carefully.

5.1.2. Enter your Site Concept Keyword

When you come to the **"Brainstorm & Research -- Step 1 of 4"** window, enter your **Site Concept** keyword (no typos!) where it says "Enter your keyword here..."

Let's enter **cholesterol** as our **Site Concept** and then click on the **Brainstorm & Research** button.

Do **not** brainstorm on super-general keywords like **free** or **Web site** -- "seeds" like this can only bring back a wide range of weeds or rubbish.

5.1.3. Get a Coffee

Click on the **Brainstorm & Research** and let the **tool** do its job. Go out for a coffee and come back in 15-20 minutes. This is an **intensive** process -- so it's best to not touch the computer until it's done.

Of course, if you happen to **need some sedation...**

... you can stay and watch the onscreen status reports until it's done.

Whatever you decide, let the tool do its job -- it's literally saving you a solid week of work.

SIDEBAR

Every now and then, rarely, one of the Net resources may be down -- this is out of the **Manager's** control. The **B&R** tool will tell you if this happens -- just click on the **Try Again** button.

Try a total of 3 **additional** times. If it's still down, you can either cancel out (you'll have to **start over** later), or leave **B&R** where it is overnight (yes, you **can** do other stuff now) and **finish the session in the morning.**

Why would you want to leave it overnight and continue in the morning? Because if you cancel, you'd have to **start over.** By the morning, the resource should most likely

be up -- so if you left **B&R** where it was, you'd simply complete your session without having to start over.

5.1.4. Extra B&R Sessions
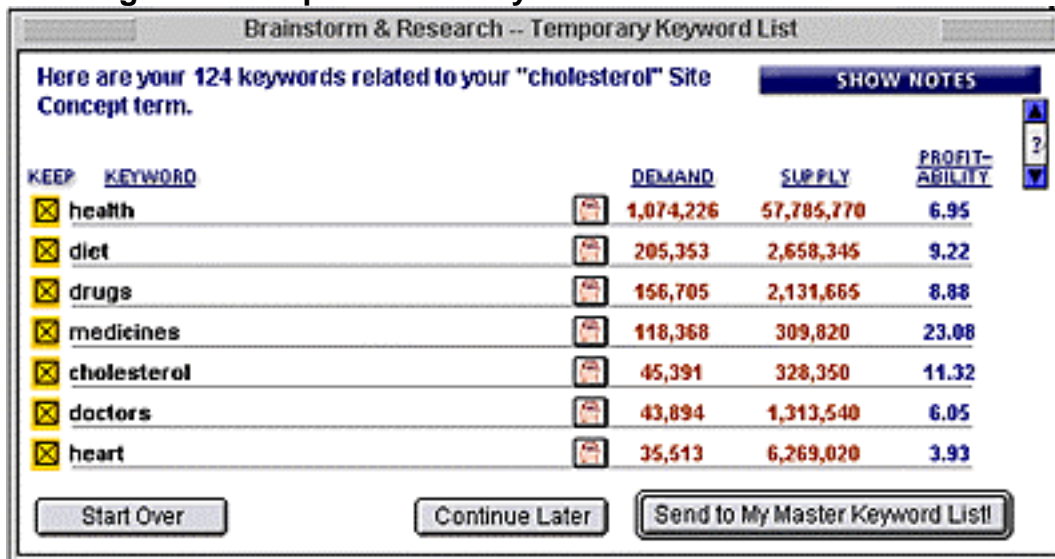
The **B&R** tool returns a long list of keywords, sorted according to **DEMAND,** with the **greatest DEMAND** at the top. The **highest DEMAND** words tend to be more **general** in nature... we call these General Keywords.

 Do extra B&R sessions on related General Keywords.

If you find a General Keyword that is **related** to your Site Concept keyword, do a supplemental **B&R** session on it. Just click on the **little** Brain button ( ) beside that word. Get ready for some interesting results... it may take your concept in a slightly different direction than you originally anticipated.

Example: You've done a **B&R** session on your Site Concept, **cholesterol.** You have a **great** list of **profitable keywords...**

You notice the word **heart** high up on the list, 7th overall. Obvious relationship, right? So you hit the beside the word **heart.**

That supplemental **B&R** session returns a great series of profitable words, **which leads you to...**

... a super idea for your Site Concept. **CholesterolAndYourHeart.com.**

What's that? A question? Why not pick "health" or "diet" or "drugs" or "medicines" or "doctors"?... After all, they are all General Keywords that have more **DEMAND** than heart, right?

Yes, and that's **just it...**

They are **too** general. Your brainstorm session will bring back too much junk... just think of all the possible **health** issues there could be! Same with **drugs** or **doctors.** But "heart" is the "just right" blend of **specificity** and **relevance** (to the cholesterol theme).

Keep your eyes open for other **General Keywords** -- **related** words that are of a general, high-DEMAND, nature. It's **best** to perform another B&R session on General Keywords that do **not** contain your Site Concept keyword.

"Why should it **not** have the Site Concept keyword in it?"

Let me answer that question with another question. If your Site Concept was "stocks" and you wanted to brainstorm on "penny stocks," what would be the point?

Yes, it **coul**d take your research into a more speculative direction, but there would also be many duplicates (that are eliminated before you see them). In general, it's better to use a "similar level" kind of General Keyword that does **not** contain your Site Concept keyword ... like "investing" or "securities."

Or hit the **Start Over** button (more on this button below), and create a whole site about speculative investing, if you do decide to **change direction.**

SPECIAL NOTE:
You might also find a General Keyword that appears to be a **better** concept than your initial one. Here's how to decide...

1) Click on the 🧠 beside that word.

2) Got your results? Great! Now sort by **PROFITABILITY** by clicking on PROFIT-ABILITY.

3) Compare and see if your new concept is, in fact, more profitable (similar to the way you did for your 15 keywords in DAY 2). If not, perhaps combining the two is the way to go (ex., **CholesterolAndYourHeart.com** above).

Important... In order to be fair to the Net resources that we use, you are only allowed to do **one "master" brainstorming session per week.** However, you can do a maximum of three **extra B&Rs** (i.e., small [icon] clicks) as part of this master brainstorming session.

This will give you enough profitable topics to keep you busy creating content related to your Site Concept for months! So as my buddy **Davide in Australia says...**
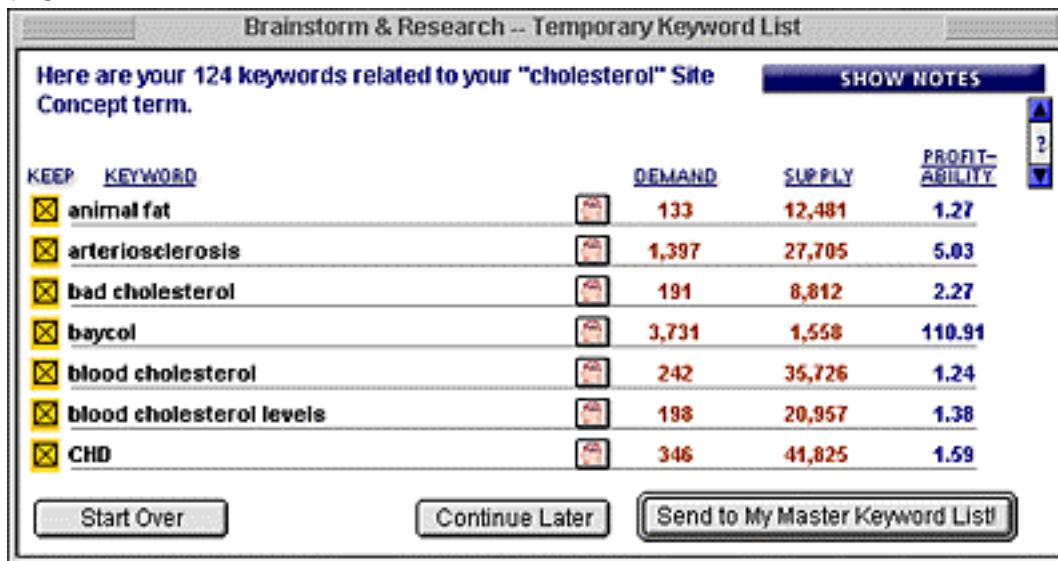
[icon] **... "No worries, mate!"**

SIDEBAR

You do **not** have to do **all** three extra sessions immediately. Just click on **Continue later.** In this case, you can shut down the **Manager.** Your work up to this point will be saved.

5.1.5. Keyword Analysis... Made Easy!

To analyze the keywords from the B&R session, look at results from different points of view. Click on the KEYWORD label to **sort** your keywords alphabetically, like this...

KEEP	KEYWORD		DEMAND	SUPPLY	PROFIT-ABILITY
☒	animal fat	📑	133	12,481	1.27
☒	arteriosclerosis	📑	1,397	27,705	5.03
☒	bad cholesterol	📑	191	8,812	2.27
☒	baycol	📑	3,731	1,558	110.91
☒	blood cholesterol	📑	242	35,726	1.24
☒	blood cholesterol levels	📑	198	20,957	1.38
☒	CHD	📑	346	41,825	1.59

Brainstorm & Research -- Temporary Keyword List
Here are your 124 keywords related to your "cholesterol" Site Concept term.   SHOW NOTES

Start Over   Continue Later   Send to My Master Keyword List!

"What good is this?"

You'll find it's the **easiest way to find a keyword** that you spotted ten minutes earlier, but now can't seem to locate.

Click on the SUPPLY label to **sort** your keywords by **SUPPLY,** like this...

This sorting lists keywords with the least SUPPLY (i.e., the least amount of competition), first. It's probably the least useful sort -- but what the heck... the techs did it "because they could!."

Click on the PROFIT- ABILITY label to **sort** your keywords by **PROFITABILITY,** like this...

When the **B&R** session first returns its keywords, it is sorted by **DEMAND**. If you later sort in some other way, just click on DEMAND to sort by DEMAND again.

You'll get the most out of sorting according to **PROFITABILITY** and **DEMAND.** The **best** keywords to use are...

1) The highest PROFITABILITY ones

2) the highest DEMAND ones that also have average-or-better PROFITABILITY.

As I mentioned earlier...

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

But their **relative** profitability **to each other** remains the same (i.e., the best are still the best and the order stays the same). For example, if you deleted the word **medicines** from the above list, the **PROFITABILITY** scores of all the remaining keywords would change. But their relative profitability **to each other** would remain the same -- **lipitor** would still be roughly twice as profitable as **zocor.**

Bottom line...

The actual profitability number of a keyword is not as important as its **relationship** to all the other words. Take the actual number itself with a grain of salt.

5.1.6. Keep or Kill?

 Keep the best keywords that fit your Site Concept.

Decide which keywords you want to keep. These are the keywords that have the best combination of...

1) PROFITABILITY

2) relevance to your **Site Concept**

3) interest for you.

Remember, you don't **have** to be extremely knowledgeable about a keyword to keep it. For example, let's say that **Museum of Modern Art** turns up during a B&R session on **New York.** It interests you, **but** you don't know a lot about it. You can always buy a travel book on New York if you need research material about the Museum of Modern Art in New York.

How do you keep or kill? Simple...

To **keep** the good ones, you have nothing to do. **Un**check those that are **unprofitable or irrelevant** (i.e., uncheck the "x" that appears in the small box in the KEEP column, which appears just **to the left of each keyword**).

5.1.7. Transfer to MASTER KEYWORD LIST... Or Start Over!

Great! Got your "keepers"? Transfer them to your **MASTER KEYWORD LIST** by clicking on the **Send to My MASTER KEYWORD LIST** button.

This sends all the checked keywords (and their data) at once to your **MASTER KEYWORD LIST** for temporary.com. (or your domain name if you have already registered one).

SIDEBAR
As you know, you can always enter keywords manually, one by one, as well.

OR...

Let's say that you've looked over your set of keywords and, **to put it bluntly...**

... you're not happy. No problem!

Just click on **"Start Over".** Then brainstorm and develop a different **Site Concept** keyword, as we did during DAY 2. This is important...

Do **not** start a project that does **not** excite you and that does **not** appear profitable.

IMPORTANT... You've added a whole bunch of good stuff to your **Manager.** Remember... always do a backup after you enter data into the **Manager.** Click on the button with the **green disk**. This will save your data **and** shut down the **Manager.**

5.2. Research Your Master Keyword List

Good progress! You now have a great **MASTER KEYWORD LIST.**

Check out the SUPPLY SITE INFO for each keyword in your **MASTER KEYWORD LIST,** the same way you did during your "15 keyword drill" during DAY 2 **(STEPS 5 and 6 of Rounding Out the Picture -- please click back and do this now for your new MASTER KEYWORD LIST)**.

Expected results? The same as for your earlier drill...

• **lots** of good content ideas for the site

• some good leads to merchants who could need pay-per-click advertising from you a bit later (when you have enough traffic to consider selling advertising).

• **a few merchants** who have affiliate programs (but the real **motherlode** for affiliate programs will come tomorrow, in DAY 4!)

As you research each keyword, you'll find that some of them do **not** quite make the grade...

5.2.1. Delete Low-Profit Keywords

As you work with your keyword list, you may decide that you'd like to delete one or more. To delete a word, just click on the � button.

Click on its ? button first to learn "safe deleting" so you don't have any disasters.

If you want to delete groups of words, the **FIND** function will come in handy.

SIDEBAR

The FIND function is quite flexible and powerful. Click on its ? button to fully understand it.

To delete groups of words...
Click on the 🔍 to find keywords that match certain criteria (**ex.,** to find words with a PROFITABILITY below 2 or SUPPLY OVER 100,000). Then click on the ▬ button to delete all the words that you found. Again click on the ? for both of these buttons **to avoid any disasters**.

... Sometimes I worry about providing powerful functions like this. I just know I'm going to get at least one nasty e-mail asking me why I didn't warn you that you could accidentally delete **all** your keywords, plus lose the mortgage on the house. So please...

Don't send it to me! Send it to **sbi-support@sitesell.com** -- **but...**

... don't say I didn't warn you!

5.3. Add New, High-Profit Keywords

Once you have brought the results of your first **B&R** session into your **MASTER KEYWORD LIST,** you've got enough raw material to last you for **quite a while.** Still, don't ever think you're finished.

If you stay in an "on the hunt" mindset for new keywords, they will come to you, one-at-a-time, at many different points of the day...

• while you are working with your **MASTER KEYWORD LIST**

• while you are creating content for a certain keyword

• while doing other research or other work related to your site

• and **if you are really keen, when you are away from your computer...**

... even while you sleep!

Add the keyword to your **MASTER KEYWORD LIST** (remember the button?) and then check its PROFITABILITY (remember the button).

And, of course, one week after your first **B&R** session, you can always run **another one.**   If you do it right the first time around, however, you won't need to do another one for quite a while!

Here, though, is how to do it...

5.3.1. Keep Your Eyes Peeled For Related General Keywords

Keep your eyes open for other **General Keywords** -- **related** words that are of a general, high-DEMAND, nature, while you build your **Site Build It!** business.

Review the advice for doing extra brainstorm sessions in Extra B&R Sessions above.

Start a new **B&R** session on that word. Keep the best words that it brings back and add them to your **MASTER KEYWORD LIST.**

5.3.2. Find Related General Keywords At Amazon.com

Do a search for your **Site Concept keyword** at Amazon. Select "books" and enter your **Site Concept keyword**, like this...

It could very likely return some titles with good, related General Keywords. Then do a new **B&R** session on that word.

Speaking of good books, how about a Thesaurus to find related General Keywords? Look up your **Site Concept** keyword at...

http://www.thesaurus.com/

Then do a new **B&R** session if you find a great synonym!

5.3.3. Think Like Your Customer

First things first... get into your visitor's shoes. Answer these questions...

Question #1 -- **Who** are they?

Question #2 -- **What** are they trying to do?

Question #3 -- **What other stuff** do they look for?

Up to now, you've learned techniques that **anyone** can use for **any topic.** But, for this part, you do need to **know** your customer and your concept. So I will use an example that **I** happen to now quite a bit about... how to set prices for products. And I'll recruit you to help me, OK?

We're going to create a site that is all about **pricing.** And we've done all our prep steps, including DAY 4 where we choose our merchants. So...

We're already affiliates of SiteSell.com because **"Make Your Price Sell!"** **(MYPS!)** is a perfect fit for this concept. We'll also provide links to good pricing books at an online bookstore, as well as other related vendors (more in-depth details on how to choose affiliate programs appear in DAY 4). Heck, **we'll even provide links to...**

 ... old Vincent Price videos!

Let's answer the "visitor question" that we posed earlier...

Question #1 -- Who are they?

Answer -- Writers, software companies, manufacturers in any industry you can imagine. We'll come up with a lot more answers and then figure out how to reach them. Let's be specific and break them down into niche segments.

What do they do?

What kind of things would they search for at a Search Engine that is related to their occupations?

Question #2 -- What are they trying to do?

Answer -- They are looking to sell their products or information and have no idea of what they should charge for their product. As affiliates of SiteSell.com, **we** know that **MYPS!** can help them... **they** just don't know it yet.

So, yes, we've worked on obvious words like "pricing" and "pricing software" and "pricing" together with their industry, and so forth. And we've figured out every way that they could possibly search for that information (ex., "setting a price," "how to price").

But now for the million dollar question (just call me Regis!)...

And here's an important point. I call it **"interception marketing"...**

Question -- What other stuff, besides **pricing,** do they look for?

Answer -- They'll look for anything that is related to their business. Figure out what problem your target market is trying to solve when they do a search.

Just trace their steps as they develop their product, write their sites, build traffic, take orders and ship product. **Intercept them with your message.** What words would they look for? Our site must solve that problem.

An example... what's a common issue for people selling products on the Net? "Fulfillment," just to name one. "Taking orders," "shipping," "product development," "market research," "feasibility studies," "writing sales copy," "credit card processing," "shipping," to name just a few others.

There are so many starting points that the head spins. Anyone looking up terms like the ones above will also have a need to price products more effectively. They qualify themselves as serious business people with serious needs. Exactly the right kind of people for **MYPS!.**

So I'll intercept them when they search for, let's say, fulfillment-related topics, provide them with great content about fulfillment, and then also introduce them to the concept of pricing. So let's choose **General Keywords,** like "catalog" and "fulfillment" and "sales" and "customer service" (just to pick a few). Are you thinking...

"What does fulfillment or customer service or sales have to do with **Make Your Price Sell!**?"

Absolutely... positively...

 ... nothing.

And everything.

Nothing... This means that we can't use these words for our Theme-Based Content Site about pricing. It would dilute its power, both with our human visitors and especially with the Search Engines.

Everything... This means that we can reach them through a **brand new site.** For example, if someone is searching for "fulfillment" (in the non-Zen sense of the word!), she already has a product. A product that needs a **Perfect Price.**

Here's what we'd do -- start a new **B&R** session on "fulfillment." If it looks like there are lots of good, profitable topics (and believe me, there are!), we'd develop a second site about fulfillment.

Remember, the affiliate game is a numbers game. Set up **one** profitable site (on pricing) and then do another one that reaches your same target market, in a different way.

Obviously, **Keyword-Focused Content Pages** about **pricing** are much more tightly targeted to our **Make Your Price Sell!** product. It's easy to write a good page that ends in a **recommendation** to visit **MYPS!.** And of course, this is a "must do." It's easy and effective.

115

But let's say that someone just found our page about order fulfillment. It's a terrific **high-value** page that delivers just what she was searching for. But how to lead that into a click to **MYPS!???**

Remember... **PREselling** is really about selling **yourself** to your customer through great content. So once we have **PREsold** with great content about fulfillment issues on the Net, we'd lead into a few closing links...

First, we join the program of a good fulfillment company. We provide a link to them for their wonderful fulfillment services. Then, we add a **pricing** link like this...

```
-------------------------------------
Before you can fulfill orders, you have to sell, of course.
The generally recognized BIBLE of Net-selling is called
"Make Your Site SELL!." Highly recommended....
```

MAKE YOUR PRICE SELL!

http://myps.sitesell.com/
```
-----------------------------------------
```

CLICK!

And we'll follow that link with this one...

```
-----------------------------------------
And before you can sell, your price has to be right. I have
found a pricing technology that has been receiving kudos from
experts who are on the cutting edge.  I highly recommend it.
See what you think...
```
http://myps.sitesell.com/
```
-----------------------------------------
```

CLICK!

Our target customer does not necessarily have to be looking for **pricing** info -- if we can intercept her in any of her daily needs, we can make her aware of this wonderful **pricing** product that she will realize she needs.

Bottom line? If your keyword attracts your **target** market, there is always a way, with just a touch of creativity, to stretch her to other products that are likely also to fall within her "list of needs."

———— *Service Sellers' Sidebar* ————

Your success depends on starting and nurturing a relationship with your target group. Thinking like your potential client has to become second nature to you -- you continuously need to make a **positive first impression.**

Wow! What a DAY! Let's do a quick review...

5.4. Your Business Blueprint

As you create, build, review and analyze your **MASTER KEYWORD LIST,** you'll refine your original **Site Concept** and the topics that will appear in your site. Each page in your site focuses on a topic -- the topic will be one of the profitable keywords in your **MASTER KEYWORD LIST.**

Luckily, the best way to score with both Search Engines and your human visitors is to focus on a single topic. Each **Keyword-Focused Content Page** has a topic that is based on one of your keywords.

Important tip ➡ How do you decide which **topics** (i.e., keywords) to write about? **Choose those that...**

• fit with your **Site Concept**

and...

• concentrate on keywords with a **good PROFITABILITY** score

and...

• provide you with the opportunity to build good content (**SUPPLY SITE INFO** has sparked good ideas)

and...

• have a good number of **POSSIBLE PARTNERS** (more about this on DAY 4).

and, of course...

• you **know** (or can research) and **enjoy.**

When you're ready to write your site, start with the keywords that have the **best** combination of **HIGH DEMAND** and **LOW SUPPLY** (especially the ones that you really enjoy **and** know!) and a good number of **POSSIBLE PARTNERS.** Each page wraps a **high-value** topic around each **Specific Keyword**, following the guidelines outlined above.

I hope you see what you've done already. **Yes, you've created your site's...**

... blueprint!

To summarize the whole DAY...

Brainstorm & Research the best possible **highest-profitability** keywords. Decide which ones will form the content for your site.   You've got a great list of **profitable content,** almost ready to **write itself!**

Please, please, please note...

DAY 2 (Develop Best Site Concept) and **DAY 3 (Brainstorm Profitable Topics)** literally **build your business blueprint.** It's important to take your time and work through these two DAYS until you "get it" and "do it."

These two DAYS appear so easy. It's so tempting to fly through them. Don't. **Work** these days thoroughly.

Remember. **Site Build It!** works, **if you...**

... work it!

5.5. Goal Wrapup

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

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

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

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

Ongoing Goal

Grow your **MASTER KEYWORD LIST** ever bigger, ever more profitable. This yields the raw material for new **Keyword-Focused Content Pages.**

All done? Phew!

I don't know about you, **but I've got to...**

... get up and stretch. You should do **the same.**

It's been a good day -- you have literally done a month's worth of **smart** research.

See you tomorrow, a fun day where we figure out **our sources of income.**

6. DAY 4 Grow, Prune and Group Best Affiliate Programs

What should you ask of prospective merchant partners?...

SHOW ME THE MONEY!
-- Jerry Maguire (1996)

Goal-of-the-DAY

Find, research, and select **5** affiliate programs that fit with your **Site Concept.** You must rate these merchants as **excellent**, and you must feel **good** about representing them. Remember, your **recommendations** reflect upon **who** you are... **your integrity is at stake.**

Service Sellers' Sidebar

If, for some reason, the nature of your service precludes a second income stream, or this option does not fit what **you** are trying to accomplish on the Net, **skip ahead** to DAY 5.

With this goal in mind...

6.1. Grow Your List of POSSIBLE PARTNERS

Only one thing to do before you finalize the **Site Concept/Concept Keyword** -- and that's when you choose the **domain name** of your Theme-Based Content Site!...

Grow a list of **good** merchants with affiliate programs who have product lines that **fit.** Then choose the best ones and group them according to **high-profitability** keywords.

In other words... let's expand our list of **POSSIBLE PARTNERS** that we started in DAY 3. There are lots of great places on the Net to do this, as long as you know where to look.

What? You **don't** know? **Relax...**

... I do. Hey, that's the "guide" part in my name, **Action Guide!**

6.1.1. Grow Through Search Engines... Straight Search

I guess a good place to start your **search for merchants would be...**

... of course, at the Search Engines!

Do a search for one of your keywords, plus the word "affiliate."   Like this...

+keyword +affiliate

Let's suppose you love shoes... the history of shoes, the styles, the functions. It's "AllAboutShoes.com!" But don't register it yet... you still might change your mind!

So now, of course, you're looking for great merchant-partners. Here's what to enter at AltaVista...

Web Page Search:

`+shoes +affiliate`

Tip: Enter specific words (ex: *squash* instead of *vegetable*)

Advanced Search

(The "**+**" sign means that both words must appear on the Web page returned by the search.)

Or if that turns up a blank, enter it like this...

Web Page Search:

shoes affiliate

Tip: Enter specific words (ex: *squash* instead of *vegetable*)

Advanced Search

Do this at...

AltaVista (http://www.altavista.com/),

Google (http://www.google.com/),

Overture (http://www.overture.com/),

and/or...

Ixquick (http://www.ixquick.com/).
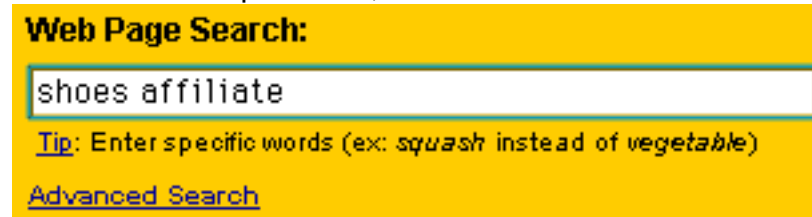
This will yield (after you eliminate the junk!) either merchants **with** affiliate programs or content sites that **are** affiliates. Visit the Top 10 sites at each (do 20 if you're feeling ambitious!).

If it's a "merchant site," and if it has an affiliate program that fits your concept, you have found a POSSIBLE PARTNER! Enter what kind of merchandise they sell **and** the URL of the "join page" into **POSSIBLE PARTNERS** for **the** keywords that fit.

If it's a "content site," review its content and follow the "links out" **as explained earlier** -- add to your columns of **POSSIBLE PARTNERS** and **IDEAS FOR CONTENT.**

Repeat the process for the **5-10 most profitable** keywords in your **MASTER KEYWORD LIST.**

6.1.2. Grow Through Directories... Search and/or Drill Down

Directories are also a good source.

My favorite is still...

YAHOO!... I don't need to give you the URL, do I?

OK, OK, just in case...

http://www.yahoo.com/

Just enter your **Site Concept** keyword and hit **Search**. Or drill down through the categories until you find the right subcategory that contains the merchants that fit.

You can do the same thing at...

LookSmart
http://www.looksmart.com/

Open Directory Project
http://dmoz.org/

6.1.3. Grow Through Search Engines & Directories

Now for a few of my favorite tricks...

How else can you find merchants on the Search Engines? Easy!...

1) Visit the advertisers!

... Is that a radical concept, or what? Yes, I'm actually suggesting that you click on a banner ad! Actually, the Search Engines advertise in different ways nowadays...

For example, **Google** sells a big text link **at the top** of each page, as well as **smaller ones along the right edge of each page,** according to keyword. Odds are these merchants have affiliate programs.

Others, of course, have straight banners. As much as possible, they try to match the banner according to the search term.

2) Sniff affiliate sites (they've already done the homework for you!)...

Let's continue our search for shoe affiliates. **Remember our "+shoes +affiliate" search from a previous section?** Well, you found a shoe e-shop with an affiliate program, called Shoebuy.com.

Perfect fit!...

Shoebuy.com fits with an idea that you had added to the IDEAS FOR CONTENT column. So you entered Shoebuy.com into your list of POSSIBLE PARTNERS for the

keyword "high heel shoes." (See how you can use the **MASTER KEYWORD LIST** to group programs according to keywords?)

We'll use Shoebuy.com as our example of how to grow your list of POSSIBLE PARTNERS for "high heel shoes"....

Start by finding **other** affiliates who link to Shoebuy.com! How? Simple. Go to...

http://www.altavista.com/

... and enter "link:shoebuy.com" like this...

Web Page Search:

link:shoebuy.com

Tip: Enter specific words (ex: *squash* instead of *vegetable*)

Advanced Search
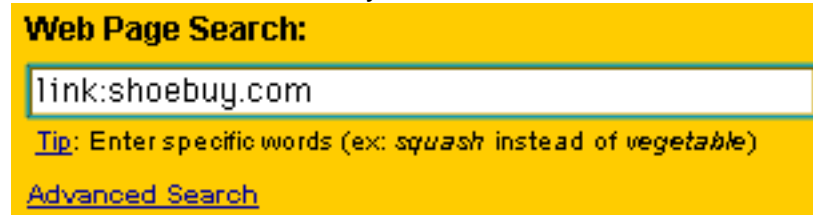
This will reveal sites that **link to** shoebuy.com (since most will be affiliate sites, you'll get a good indication of how many affiliates they have). At the time of this writing, 906 pages linked to good old Shoebuy.com.

Many of these sites will be **content** sites that also link to other shoe-related merchants as affiliates. Visit those sites and **check out the destinations of their links.**

Do you see URLs that look like affiliate links (especially easy to tell if they are links to affiliate aggregators like Commission Junction, BeFree, or LinkShare -- more on this in a bit)? If so, **click on the link** and you'll likely find another potential merchant partner.

SIDEBAR

Do you know how to first sniff the destination of a URL **withou**t having to click on it? **Just hover your cursor over the link, like this...**

Buy A Car
autoweb.com

.. and then look in the Status Bar (bottom left corner of your browser). You'll see a URL like this...

http://www.autoweb.com/awi-bin/affiliate/click.awi?session=205643535

(Some affiliate URLs are much longer and more complicated!)

In other words, if you discovered montero-sport.com, a car affiliate site, and then sniffed this link, **you'd discover an excellent merchant partner for your car-oriented site.**

These "linked-to" merchants already have affiliate programs -- all you have to do is check them out and see if they fit with **your Site Concept!** Add the ones that **do** fit

124

to your list of **POSSIBLE PARTNERS.** Repeat this **AltaVista** link-finder-and-sniffer technique for all your **POSSIBLE PARTNERS!**

6.1.4. Grow Through Specialized Affiliate Directories

Affiliate Directories are Web sites that compile exhaustive lists of merchants with affiliate programs. They even organize them all, **just for you,** into categories.

Important tip ➡ If your time is limited, this is the **best, most efficient,** way to grow a list of merchants that fit.

The **top 10** most popular Affiliate Directories on the Net ("Alexa-based ranking statistics" appear in brackets after directory name) are...

AssociatePrograms.com (6,111) -- Allan Gardyne has one of the best directories going -- it screens out the riffraff. Active forum, too. Not to be missed.
http://www.associateprograms.com/

Revenews (16,745) -- useful forum, top-notch articles.
http://www.revenews.com/

Refer-It (17,173) -- one of the grand-daddies, has a comprehensive directory and an excellent "Webmasters Lounge."
http://www.refer-it.com/

AffiliateMatch.com (28,645)
http://www.AffiliateMatch.com/

CashPile.com (33,269) -- extensive directory, good tools.
http://www.cashpile.com/

AffiliatesDirectory.com (34,841)
http://www.affiliatesdirectory.com/

2-Tier Affiliate Program Directory (39,501)
http://www.2-tier.com/

ClickQuick (39,682) -- useful, in-depth program reviews.
http://www.clickquick.com/

Associate-It.com (49,373) -- excellent overall resource.
http://www.associate-it.com/

AffiliateWorld.com (69,975)
http://www.affiliateworld.com/

Spend at least one hour in each of the Top 3 affiliate directories, growing and pruning your list of merchant partners.

Here's how to use the directories...

1) Drill-down through the relevant categories of the directory until you find "good fit" sub-categories. Find one or more merchants in each sub-category that fits into your Site Concept well. Enter the name, what kind of merchandise they sell, and the URL of the "join page" to the **POSSIBLE PARTNERS** column in your **MASTER KEYWORD LIST**, for each keyword that is relevant.

2) Just to make sure your drill-down didn't miss anything, **use each directory's...** **Search** **... tool.** Do keyword searches at three levels of **specificity.** Start with the **most specific** and then get progressively **more general, like this...**

　　　　i) Find matches for **Specific High-Profitability Keywords.** Enter the **10 most profitable** keywords from your **MASTER KEYWORD LIST,** one by one, into the directory's search tool. (Put each keyword that is a phrase inside quotes.)

　　　　ii) Find matches for your **General Concept Keywords** (ex., "pricing" and other "concept-level" keywords that you develop, such as "fulfillment," etc.).

　　　　iii) Find matches for "cross-concept companies." These are companies selling products that, because of their very nature, fit with most or all **Site Concepts.** For example, whether your concept is about Renaissance art or pricing or fashion or monsters, you'll find **books** about it.

So always include a book store in your group of affiliate programs.

You can either drill-down to these cross-concept categories in the directories, or use the appropriate word to search for them (ex., "book"). Find for the following cross-concept categories (not **all** of them will fit **your** bill)...

Art-photo
Auction
Books
Catalogs
Clip art
Coupons
Courses/education
Games
Gifts
Magazines
Malls/storebuilders
News
Search
Software
Video/DVD

3) When you find merchants that fit with one or more of your **high-profitability** keywords, **do a bit of...**

... detective work. Read the reviews in the directories, look at the ratings, and take advantage of any other evaluation services they may offer.

Hey, you can't be **too** careful. We're talking about your money here!

4) You already have a list of POSSIBLE PARTNERS. Use the directories' search tool to check them out (just enter the domain name into the search tool). Do the reviews, reports, evaluations seem positive?

Other things to do at the directories...

1) Use the forums. Review them for comments about programs that interest you. And **ask questions** if you don't find the answers you seek.

Most of the above directories have a forum where you can ask questions. So don't be shy -- ask whether Company ABC really is about to close its program!

I don't recommend that you e-mail the owners of the above directories. They are swamped with work. However, if you post to the forums of some of the smaller ones, there's a good chance that the owner himself will answer you.

2) Check out their "Top 10" reports. A directory may have different kinds of "Top 10" lists...

• Most profitable

• Most popular

• Personal opinion

Give special weighting to the **most profitable** -- the most popular ones often just reflect the results of major promotional pushes, and not necessarily profits. The most profitable merchants are the ones that are "getting the job done" and making money for affiliates.

Read the "personal opinion" Top 10, too.

One drawback of any of the Top 10's... They likely will **not** cover programs that fit your concept. **Don't pick a Top 10 unless you can figure out how it fits into your concept.**

3) Subscribe to their e-zines to stay up-to-date. There's some excellent material in them.

 Important tip ➡ This is a great, **free** way to stay up-to-date in the affiliate world.

4) Read the articles.

One proviso...

Don't get sidetracked into **too** much studying or **you'll catch that terrible disease...**

... **"paralysis by analysis."**   **Keep moving forward.**

6.1.5.   Grow Through Affiliate Backend Providers/Networks/Aggregators

There are several companies that provide the tools, technology and services that online businesses need to register, track, report and pay affiliates. In other words,

merchants don't have to "do it themselves" because these companies provide all the backend functionality necessary to run an affiliate program.

The "backend providers" prefer to call themselves "affiliate networks." Why?

Because they do more than just provide merchants with affiliate software. They also provide merchants with affiliates, and vice-versa. Since they have a pool of **hundreds of thousands of affiliates,** the merchant's program gets instant exposure to potentially interested affiliates.

And affiliates get exposure to a wide variety of merchants. So...

Join each of these backend providers. You will likely come across many of the same merchants that you found in the affiliate directories. But you will also find new ones. So it **is** worth checking to see whether they feature any programs that fit with you....

Commission Junction
http://www.cj.com/

BeFree
http://www.befree.com/

LinkShare
http://www.linkshare.com/

ClickTrade
http://www.clicktrade.com/

Quinstreet
http://www.quinstreet.com/

My Affiliate Program
http://www.affiliatecash.com/

If you do find merchants with products that fit, enter what kind of merchandise they sell, and also enter the URL of the "join page" to the **POSSIBLE PARTNERS** column in your **MASTER KEYWORD LIST,** for each keyword that is relevant.

6.1.6. Grow Through Alexa

Once again, I return to the trusty Alexa Web site to hunt down even more possible partners. You have the option of using the **"Related Links"** feature of the Alexa toolbar to view a drop down a menu bar of similarly themed sites containing some potential merchant partners...

Or... point your browser directly at Alexa's research station...

http://info.alexa.com/

Do a search for the Web site of choice. Alexa will display all its information relevant to that site -- including related links, traffic ranking, in-pointing links, and even visitor reviews! Once you establish who are the big players in your niche, use the Related Links tool from Alexa to expand your horizons!

6.1.7. Try Affiliate Intermediaries

If you can figure out how to make the following fit into your site, make notes in the **POSSIBLE PARTNERS** column in your **MASTER KEYWORD LIST,** for each keyword that is relevant...

Vstore
http://www.Vstore.com/

Create your own online storefront to sell products that you love... sports, music, whatever. It truly **is** easy to set up. Only one problem...

You have to **drive traffic** to your store if you want to make any sales -- unlike the "Field of Dreams" movie, "they will **not** come" just because you have built it. Most Vstore owners simply can't overcome this challenge.

Why include Vstore in this Guide? Because you don't actually make a sale or ship a product. You make a commission. But you only make a commission if you drive **traffic** to your store and if those visitors buy. And that's where your Theme-Based site enters the picture!

You will soon have a Theme-Based Content Site that builds targeted traffic and that **PREsells** its visitors. Why not build a store that "fits" your theme and refer visitors (at your theme-based site) to your own store (which literally takes less than 30 minutes to build)?

This is actually the **last of this breed** remaining. There were other clever products in this interesting pond by companies like Affinia, Nexchange, and ePod. But I guess you could say that **these frogs...**

... never turned into princes.   Instead, they croaked.

Nexchange and ePod both tried to put buying opportunities directly within relevant content on your site. You earned a commission on every sale.

If you find any concepts like this, please let me know by sending an e-mail to...

PrinceCharming@sitesell.com

Do you notice a common denominator among these concepts? They could all be considered as interfaces between you (i.e., an affiliate) and the merchants. One way or the other, they collect a small piece of each pie that is sold, not from you but from the merchant. Kind of like a **super**-affiliate.

Nothing wrong with that, of course. They provide true value for that fee. But be careful... like I said, three high-profile frogs, er-r-r companies, have all drowned in this pool.

Those affiliates who had spent a lot of time developing business and income through them lost out. Can Vstore make enough money to thrive?

For that matter, what about the affiliate backend providers? And for that matter, what about **any** individual merchant?   Any company, after all, can go under.

And that, my fearless protégé, brings us to the topic of **reducing your risk**...

131

6.2. Reduce Risk By Diversifying

One of the major attractions of becoming an affiliate is the **small amount of risk** involved. Affiliates have little or no...

• product development expenses

• advertising costs

• inventory to maintain

• overhead expenses (salaries, physical location, etc.)

In other words, affiliates do not have millions at stake. But you do have one **big** risk...

If a merchant, backend provider, or affiliate intermediary go out of business, they take **you** with it. Let's talk briefly about how to **minimize this risk...**

After you review the affiliate directories, backend providers, and affiliate intermediaries, you should have a good selection of programs.

Question #1: How many programs should you choose?

Question #2: How do you know which ones are **really solid?**

I love it when the **second** question answers the **first!...**

"How do you know which ones are solid?"

You don't, really. Yes, you can weed out the dogs by doing the basic research outlined below.

But most of us just don't have the ability or time to thoroughly analyze a company, its financials, and its business model. And then predict success or failure.

Important tip ➡ Your best bet is to **diversify** among as many programs as possible that **fit** your **Site Concept.** But there are some important qualifiers to this policy...

1) If you represent 15 programs, don't put them all on the same **Keyword-Focused Content Page.** Only work in the **few** that are **tightly** relevant to the content of each page.

2) Pick the **best-of-breed** from each **category** of merchant. For example, if you plan on representing a Net marketing company, SiteSell.com would be the obvious choice (ahem!).

If you plan unusually heavy support for a given **category** of product, you might want to represent the best **two** merchants. For example, suppose you foresee hundreds of book links on your site. It might be a good idea to choose the best **two** online bookstores -- if Bookstore A and Bookstore B fit with your concept and both seem to be stable companies, then use these two. Not more, though...

3) Don't **over**diversify. Tracking each program takes time, so 10-15 programs is probably a good balance. If any one of them dies, you don't lose **too** much.

4) Focus **more** attention on a smaller group of quality programs (from within the 10-15). Their products must...

• be excellent

• be complementary with, even enhance, each other

• fit your concept

and...

• be from a rock-solid company. Since you will give these companies more attention than the others, you must feel very comfortable with their business prospects.

Also...

... do not pick merchants that "belong" **only** to BeFree or **only** to CJ or Linkshare. What happens to your business if one of these backend providers folds?

Here's the bottom line...

Don't give too much emphasis to any single program, unless you have some special reason to feel unusually comfortable with it. Things happen. So protect yourself by **diversifying.**

Of course, you can also reduce your risk by weeding out the dogs through some basic research...

6.3. Prune the Losers, Keep the Winners

By now you should have a rapidly growing jungle of **POSSIBLE PARTNERS. Time to bring out those...**

... pruning shears. Let's start cutting out the losers...

6.3.1. Prune By Eliminating High-Risk Programs

Eliminate high-risk programs.

Find the good programs and eliminate the dogs by considering the following **plus signs, minus signs,** and **red flags.** Let's start with the **plus signs,** signified by ✚, which means **"good things to look for."** Here they are, in the approximate order of importance...

✚ **High quality product or service** -- remember, it's your **reputation** that is on the line (and online!). Don't recommend products that **UNDER**deliver.

✚ **Merchant has a good site** that sells effectively.

✚ **Ability for affiliate to link straight to individual products,** rather than just to the home page. (If the visitor has to **find** the product that you recommend, your **Conversion Rate** plummets.)

✚ **Type of payment model...** Pay-per-sale and pay-per-lead are good. This is true "performance marketing." If your referred visitor delivers the desired response, you get paid. What about "pay-per-click?" See **red flags** below.

✚ **Affiliate Support...**

• Accurate, reliable real-time online accounting, preferably with some kind of ability to "audit" by spot-checking

• Detailed traffic and linking stats

• Notification by e-mail when a sale is made

• Useful marketing assistance, traffic-building and sales-getting tools

> • High-quality newsletter that educates, trains, and accounts for earnings
>
> • Professional marketing materials available
>
> • Affiliates receive discount on products

Great affiliate support is important for a **"between the lines"** reason, too. It indicates a high degree of **commitment** to the program and its affiliates.

✚ **Pays good commission** -- hard goods have lower margins than digital ones. So their commissions will be lower. Still, you should make at least 10% (hard good) or 20% (digital good) on any product that you recommend. Don't be scared off by low-priced products if they offer a good % commission -- the lower dollar value per sale is offset by the higher sales volume.

✚ **Must be free** (no charge) to join, no need to buy the product.

✚ **Lifetime commission** -- if the program pays a commission on future sales of other products to customers that you refer, this is a **huge** plus.

✚ **Two-tier commission** -- if the program pays a commission on affiliates who join because of you, this is also great.

✚ **Lifetime cookie** -- Do you receive a commission if the person you referred returns and buys within one month? Three months? The cookie that tracks this should not expire. This policy should also be backed by database-matching -- that way, a merchant can still identify a customer should the cookie be deleted -- heck, the company can even **re-write** the cookie in that case. **A true lifetime cookie.**

✚ **Restriction on number of affiliates** -- you won't find many of these. But if you do find one, grab it.

✚ **Monthly payment,** with reasonable minimum.

Do all those **plus signs** have to be present? No. But **the more...**

...the merrier.

Minus signs, signified by ▬, are definite detractors. Naturally, if you are unable to give a ✚ to any of the criteria listed just **above,** consider its absence to be a minus. And watch out for these negative (▬) factors...

▬ **Slow and/or poor support.**

▬ **Unethical** conduct of any kind.

- **Reports of late (or lack of) payments.**

- **Allow spam,** or seem to spam themselves.

- **Support, or are slow to condemn** "scumware" programs that deprive hard-working affiliates of their commissions.

- **Defective affiliate-joining process.** Hey, if they can't get **this** right...

- **Clauses in the agreement** that you find unacceptable

    Example... If lifetime customers are important to you, then a clause that allows unilateral termination or modification of the agreement at any time by the company, without just cause, effectively makes the lifetime commitment of no value.

    Example... No exclusivity -- i.e., you should be allowed to represent more than one book vendor.

... and perhaps the most worrisome of all..

- **"The dark side"** of affiliate programs. Is the program really **just a way to...**

    ... legally bribe folks to recommend overpriced, **UNDER**delivering products in order to collect excessive commissions?

SIDEBAR

There is a commission that is "just right" for each product. If the commission is too low, it is not interesting enough for affiliates. If it is too high, it's a consumer rip-off. (Excessive commissions also push the price of the product up to levels that cannot survive for long in the competitive **Net** marketplace.)

Your job as an affiliate is an important one. You deliver high-value content that gains the **confidence** and **trust** of your visitor/reader. You include recommendations and referrals to your new friends as part of your service and content. Recommending anything less than sterling products is simply sophisticated, subtle fraud.

If you find products that fit your theme but that don't deliver quality, **sell them advertising.** This way, you don't compromise your ethics... your reputation. Because the customer recognizes advertising for what it is... a promotion. Nothing wrong with that at all, because their "guard is up."

Bottom line...

Don't allow yourself to be bribed into recommending such products -- in the long run, your reputation will be ruined. And so will your business.

136

On the other hand, when your visitors are rewarded repeatedly by your rich recommendations, their increasing like and respect of your judgment will keep them coming back for more!

Red flags (signified by 🚩) are warning signs...

🚩 **"Pay-per-click" method of payment.** In this method, you get paid whenever a visitor clicks on your link. No purchase or lead-generation necessary.

Unfortunately, it's wide open for abuse -- very sophisticated folks create incentives to get thousands of people to click on their links. But the visitors could care less about the products being promoted. It's virtually unstoppable. And merchants end up paying for nothing.

So merchants cancel or change the program. Microsoft's Clicktrade **(see above)** used to offer pay-per-click backend programming for merchants. They dropped it due to the level of fraudulent activity that hurt merchants.

SIDEBAR

I'm a fan of Pay-Per-Click **Search Engines** and pay-per-click **advertising.** And, in theory, pay-per-click affiliate programs are a good idea, too. Unfortunately, they attract "scam artist affiliates." Sooner or later, merchants seem to throw in the towel against the onslaught. So be wary -- these kind of **affiliate programs** tend to dissolve or mutate into a different model.

🚩 **Multi-tier commission** -- this is online MLM, which is perfectly legal. Do your due diligence to make sure, of course, that a multi-tier program is **not** an illegal pyramid scheme. If the "game" is to earn income by signing up others, you most likely are dealing with a pyramid. Many people confuse honest, legal MLM with dishonest, scammy pyramid schemes.

With MLM (also known as Network Marketing), it becomes as important to build a strong downline as it does to sell product. Also, MLM companies are subject to numerous regulations (to prevent them from becoming pyramids, basically). Not all online companies are complying (or even know about this!).

Watch out for a big shakeout with many of these companies going belly-up. If multi-tier interests you, I would recommend that you **check out established offline MLMs that are now online.**

Or... investigate all others extremely carefully before you decide to invest a lot of time in these.

SIDEBAR

If you are an Network marketing representative who is using **Site Build It!,** go like crazy! You have a big edge over 99% of Network marketers, who are **mostly**

failing online. Be sure to join the 5 Pillar Program **BEFORE** you tell your entire downline about how much **Site Build It!** has built your online business.

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

🚩 **Poor or little info about affiliate program available.** What kind of priority could it have?

🚩 **Dead links on merchant site.**

🚩 **No clear anti-spamming policy** visible on site.

🚩 **Site that promotes "get-rich-quick"** gimmicks.

🚩 **Financially unstable.** You can lose a lot of momentum if a company goes under, especially if you were banking on lifetime customer/2-tier promises.

🚩 **Poor traffic stats, and low Google Page Rank score.** Outboard tools like the **Google Toolbar (http://toolbar.google.com/) (more details later)** and **Alexa (http://www.alexa.com/)**, can tell you a lot about a site. If it's not receiving any traffic, how successful can it really be?

SIDEBAR
Don't worry about identifying **all** of the above criteria before you join. Some can only be found **after** joining. Others only become clear **over the weeks that follow.** But keep them all in mind. Don't get hurt. **Spend your time on smart, stable, ethical companies with great products.**

Now for one final pruning action...

I call it...

**Using Alexa.com to
Widen Choice in Any Category
and to Choose "Best of Breed"...**

6.3.2. How to Use Alexa.com to Get the Goods on Merchants

Important tip ➡ **Alexa** serves as a wonderful final check in two ways...

• It gives some **indication of the success** of the program (through the **stats** it provides).

• It yields good **competing merchants** in the same category as the program you are considering (through the **related links** it shows you).

Alexa gives you an additional basis for choosing **good** programs with **least risk.**

Let's go back to shoes as an example. Using **Alexa,** we see that...

• Our old friend, Shoebuy.com only has 351 links coming in (compared to the **AltaVista** stat of 906 earlier). So its affiliate program is certainly not a mind boggling success. But here's the question... does that mean danger **or** does that mean opportunity?

• It gets decent traffic (an Alexa ranking of 10,561). Good.

Now let's use Alexa again to visit Shoebuy.com's **Related Sites** (listed automatically by Alexa!) -- you just might find a better shoe merchant! Doing this, you find...

• **Shoes.com** receives an impressive Alexa ranking of 7,322, but does not seem to have an affiliate program.

• **Zappos.com** has an affiliate program. It also has a bright, fun site with over 1,000 pages, has more traffic (a traffic ranking of 2,996), and 473 links in! A better choice?

• **Shoesonthenet.com** looks, at first glance, like a huge shoe store. But it's a cleverly structured content site. Sometimes, content sites hide the relationship by using frames. To detect this, right-click on a frame to pop-up a new window that contains only that frame -- it will show the URL of the company that the content site represents. These kinds of sites can, of course, lead you to even more merchants!

Bottom line? Alexa is a great starting point for finding even more merchants in any given category, and giving you some additional basis for choosing those with **least risk.**

Tricky Alexa Tip...

Many sites use ad networks to run their banners. In this case, Alexa shows you the traffic or popularity stats **for the network,** instead of the site. You'll know because you'll see the name of the network (ex., DoubleClick or 24/7) rather than the name of the site.

To get around this, enter a totally weird URL, like...

http://www.THECOMPANY.COM/abdefeddee.html (where THECOMPANY.com is the site you are investigating)

You'll get a 404 ("page does not exist") error. Since most companies don't put a banner on their 404 page, wait for a few seconds until Alexa updates with the **real** stats for that site!

If they **do** put a banner, try to get the 401 ('forbidden") error. For example, try to access the cgi-bin... http://www.THECOMPANY.COM/cgi-bin

---

I must say that **I simply love my Alexa** (hmmm... a slogan there). It separates those who **walk the walk** from those who only **talk the talk.** I guess you could say that **it's a great...**

... BS detector!

6.3.3. How To Use The Google ToolBar To Complement Alexa

Google's free toolbar...

Google™

http://toolbar.google.com/

... is a fantastic tool that complements Alexa perfectly. It's another essential weapon to take with you on the quest to find the best merchant partners. Best of all, both tools integrate seamlessly with the Microsoft Explorer browser. In particular, pay close attention to...

• **PageRank Score:** Google measures the importance of a page, according to the quality (and to some extent, quantity) of its in-pointing links. **The higher the score, the more highly Google regards this site.** If your potential merchant partner scores 5 or higher, chances are their program has achieved a certain degree of success.

As a general rule of thumb, the **lower** the **PageRank Score,** the less likely it is that your potential merchant's site is currently successful. There are exceptions to this, however. Counterbalance the **PageRank Score** with the following info...

• **Category Listing:** If the site is listed in the Open Directory, this provides a certain degree of affirmation for you -- a nice credibility booster.

• **Page Info:** Several handy features here, not the least of which is the handy **Backwards Links** feature...

This feature shows the pages that link to a merchant's site. It will give you a rough idea of the **number of affiliates the merchant has presently.**

What more can I say?   **Install and use the Google toolbar.**

6.4. Move Ahead or Loop Back? To LOOP, or Not To LOOP?...

... That is the Question!

And the answer is important... **critical** even!

The "move ahead or loop back" question isn't nearly as important for you as it is for those solely interested in developing affiliate-based income. **Your top consideration is the PREselling of your service. Period.** And while it's nice to have related, non-competing sites to partner with, it should not be done at the expense of your service business.

Be wary of broadening the theme of your site too much -- you don't want to dilute your service's targeted niche just to expand your base of merchant partners. Remember your PREselling focus. That's where the "meat and potatoes" of your business will come from. Everything else? Well, it's just gravy!

Almost done! You've checked the programs out at the directories. You've eliminated the **high risk dogs** who don't deserve your time by considering **the ✚ signs, the ▬ signs, and the ⚑ s.** And you've run Alexa on each **POSSIBLE PARTNER** for each of your keywords.

Which means you've come to another key decision point...

Finalize your selection of affiliate programs. If you don't find enough good programs, you may have to **replace** your concept with another one. Which means...

Evaluate and decide -- proceed, broaden or loop back?

You are now at a critical...

... **loop point.** What do I mean by that?...

Take a good hard look at your **Site Concept.** Before you proceed to **DAY 5,** your boss must sign off on it.

Oh... that's right! **You** are **your own** boss. OK, boss, you already know that a great **Site Concept must...**

1) be highly profitable

2) have a good number of **POSSIBLE PARTNERS**

3) excite you.

Does the whole project turn you on? Remember, passion converts work into play.

Have you identified a set of **excellent** merchant-partners that fit your **Site Concept?** No? **Loop back to the "top of toDAY" to grow your list of POSSIBLE PARTNERS.**

Do you have a good number of **high-profitability** keywords? If not, **loop back to DAY 3** and keep adding more **high-profitability** keywords. After you add more keywords, find partners that fit.

Still having trouble with finding enough profitable keywords and partners? OK, I've got **one last trick to try...**

6.4.1. Broaden Your Site Concept

Best way to explain this is with an example...

Let's say that your passion is the Renaissance artist, **Sandro Botticelli** (1445-1510), a highly individual and graceful artist who fell out of fashion and died in obscurity (hey, in art, ya gotta be good to die broke!). It's your passion to give this man his due on the Net.

At first glance, the focus is rather narrow. It might be difficult to develop enough **high-profitability** topics to attract sufficient traffic (DAY 3). And there may not be many affiliate programs to develop a good income stream (DAY 4).

On the other hand...

• That may **not matter to you...**

... the passion may be primary, while the money is secondary to you.

or...

• Since you really **are** an expert, you just may succeed in developing tons of Keyword-Focused topics to be able to create lots of **high value Keyword-Focused Content Pages** about Botticelli. You may end up "owning" this niche. And, while completing the prep work, you may discover...

> • a superb art gallery that specializes in Botticelli, but gets zero Net traffic
>
> • a stock photo service with a comprehensive selection of Botticelli art
>
> • a Botticelli museum in Florence.

The stock photo service has an affiliate program. You set up a private referral arrangement with the other two. **You're in...**

... e-business heaven!

or…

• You conclude that, while you love Botticelli, there is not enough income potential for this narrow niche. So you expand it. How far?

Are you "in it" more for the passion than the money. Do you stop at Botticelli?...
http://www.artchive.com/artchive/B/botticelli.html

Or do you grow your idea to include all Renaissance artists?...
http://www.artchive.com/artchive/R/renaissance.html

Or do you grow your idea to include all artists from all eras and places?...
http://www.artchive.com/artchive/ftp.html

Or do you grow it into a comprehensive art portal?...
http://artchive.com/

Of course, you don't have to go "the whole hog" all at once. You can start with Botticelli and widen the scope of your site over time.

Once you decide upon a broader concept, **loop back to the Brainstorm and Research tool in DAY 3** and brainstorm up a whole bunch of new keywords. Match these up with new merchant partners. And then reassess the profitability of the concept at this new level.

Keep doing DAYS 2 and 3 on progressively broader concepts until you find enough profit potential to proceed.

How broad should you go?

Important tip ➡ Remember this single best recommendation...

As narrow as possible, yet...
... still with lots of profit potential!

SIDEBAR

Mark Harden, the owner of Artchive.com (above), definitely fits the model of someone who started out with a simple passion... building an art site in his case. He has leveraged it into one of the top 5,000 sites on the Net, and generates outstanding income from it.

A good chunk of that is from banner advertising, too. Placing banner ads is really outside the scope of this **Action Guide.** But since it can become an important additional income stream for your Theme-Based Content Site, let me point you in the right direction...

Once your Theme-Based Content Site has built enough traffic, **add even more** income through banner advertising. While I'm not a great believer in the value of banners **for the advertiser**, there are still thousands of companies willing and able to pay for banner advertising. So don't be shy about taking their money.

It's really only appropriate, though, **after** you start to build substantial traffic. So continue to keep notes about potential advertisers in the **POSSIBLE PARTNERS** section of your **MASTER KEYWORD LIST** -- store this income-generating stream for later...

For excellent info about ad selling strategies, read these three articles...

http://www.wilsonweb.com/wmta/adrev-8steps.htm

http://gt.clickz.com/cgi-bin/gt/cz/cz.html?article=850

http://gt.clickz.com/cgi-bin/gt/cz/cz.html?article=1101

You can either "sell and serve" ads yourself, or you can do it through a network (less hassle but share the income)...

Serving your own ads...
http://www.wilsonweb.com/wmta/adrev-serving.htm

Serving through networks...
http://www.wilsonweb.com/wmta/adrev-networks.htm

List of ad networks...
http://www.adbility.com/

List of pay-per-click ad networks...

http://www.adbility.com/WPAG/show.asp?cat_id=170

As you are doing DAYS 3 and 4, you'll many merchants who do **not** have affiliate programs. They are, however, potential buyers of your advertising! It **all** starts, first, by establishing yourself through your Theme-Based Content Site.

And good news!...

Once **Site Build It!** achieves a critical mass of affiliate sites, we'll launch our own ad network that will make ad serving that much easier for you. You'll have all the tools to it, **if** you want to, at no extra charge.

How big should you grow your **Site Concept?** How much should you change it? Only **you** can decide. And **now** is the time to make that decision.

Have you maximized the number of profitable keywords and great merchant partners? **Still** don't see enough income potential? Here are your options...

OPTION 1) Recognize that you're "in it" more for the passion than the money. Botticelli rules!

OPTION 2) Expand the concept -- make it more general. But remember... you do **not** have to start **HUGE.** Build it over time.

OPTION 3) If all else fails... **LOOP back to your list of Site Concepts** and try the next one on the list.

It's all up to you.

6.5. The Bottom Line

If you decide that your **Site Concept** just doesn't make the grade, do **not** feel obliged to continue with it. You're building a business here. And right now, you're still **preparing** to succeed.

If ever there was a time to stop the jet from taking off, this is it.

If your research shows that your **Site Concept** is not panning out, **loop back to DAY 2** and **start over** again. After all, any good CEO will tell you...

"Don't throw good money after bad."

SIDEBAR
If you have already registered your domain...

On the other hand, if you get a good feeling now that you have completed preparations for your new site, let's move ahead! **And I really do mean...**

... Move!

Do **not**, I repeat **DO NOT**, feel that you must have your **entire** business worked out "to the nth degree" by working on DAYS 3 and 4 forever. I don't need to remind you that **Rome.com** was not built in a day, do I?

With that perspective in mind, please allow me to remind you of a small business truism. The two biggest mistakes any entrepreneur makes are actually **opposites** of each other...

1) FIRE-READY-AIM -- the person who leaps before he looks. If this fits you, I can only repeat Ben Franklin's quote...

"By failing to prepare, you are preparing to fail."

In other words... ignore the preparation work at your peril.

2) READY-AIM-READY-AIM-READY-AIM -- the person who researches, then researches some more, then some more...

If you are this person, I can only offer, with all due respect, **this profound wisdom...**

... that my dear old shadow-icon dad used to share with me...

Fish or cut bait!

Now, I do **not** fish. So I never really understood him... but you don't want me to go into **my** problems here, do you?

So let's use another phrase to make the point, hopefully with Nike's permission...

Just Do it!

In other words, **don't get...**

... stuck "perfecting" DAYS 3 and 4.

So... If you have brainstormed a **Site Concept** that **excites** you, picked a good number of **high-profitability** topics, and selected **excellent** merchant-partners who you are proud to represent, then you are ready to roar ahead...

──────── Service Sellers' Sidebar ────────

At the risk of repeating myself...

PREselling your service is your #1 priority. Try not to dilute or alter your niche or concept just to find merchant partners or a wider audience. Remember, your service will generate the bulk of your income. So don't get carried away perfecting DAYS 3 and 4.

And your niche? Narrow, but not **too** narrow!

6.6. Goal Wrapup

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

Goal-of-the-DAY
Find, research, and select **5** affiliate programs that fit with your **Site Concept.** You must rate these merchants as **excellent**, and you must feel **good** about representing them. Remember, your **recommendations** reflect upon who you are... **your integrity is at stake.**

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

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

Ongoing Goal
Find, research, and select more **POSSIBLE PARTNERS**. Rotate the techniques used (i.e., Search Engines, Affiliate Directories, etc.). Continue to choose on the basis of **fit** and **excellence.** **IMPORTANT... Replace under-performing ones** with new, promising ones. **Continue to build your online integrity.**

What do you mean, you're tired?

... Get back to work!

Oh! Right! It's end of DAY.

Great job!   Solid progress!

See you tomorrow. Bring your thinking cap. You'll be creating your domain name.

...

...

No, you can't borrow the whip!

7. DAY 5 Refine Site Concept and Register Domain Name

A rose by any other name...

... Would smell the same.

But not a domain!

Goal-of-the-DAY

Goal-of-the-DAY... Narrow or broaden your **Site Concept** until it is, to quote Goldilocks, "just right." Not too narrow... not too broad. **Then register your domain.**

With this goal in mind...

Service Sellers' Sidebar

You will need to make an executive decision...

• **Do you keep your existing business name, and register that as your domain name?** (Remember, most people who find you online will not have heard about you before this).

Or...

• **Do you opt for a more SE-friendly and descriptive domain name?**

For instance, the domain name... **anderson-smith-consulting.com**... isn't very revealing, even if it is your business name. After all, you could be a consultant for just about any type of service, right?

But this one... **small-business-advertising-solutions.com**... clearly defines what you do and your target group. The name quickly flags small business owners who are searching online for affordable advertising solutions.

Of course, there **IS** one other option -- the best of both worlds, actually...

• **Register your business name, as well as a more SE-friendly and descriptive domain name.**

... anderson-smith-small-business-advertising-consultants.com

7.1. Review Your Blueprint

As I've already said (once too often?), your **MASTER KEYWORD LIST** is **literally** your site blueprint. For each of your keywords, it...

• shows you **SUPPLY** and **DEMAND** data -- best idea is to start writing pages about words with the best numbers for **PROFITABILITY**

• contains **SUPPLY SITE INFO**... information from sites that rank well, provides good ideas and starting points for deeper research

• suggests **POSSIBLE PARTNERS,** merchants with affiliate programs that you would be proud to represent

• gives you **IDEAS FOR CONTENT** -- possible topics for you to write about.

Now, is that a blueprint, or what? **Time to start...**

... building!

Er-r-r-r...

... e-building!

I once asked you **how big should you grow your Site Concept?** Now that you have completed your "prep steps" (DAYS 1-4), let's use the info in your **MASTER KEYWORD LIST** to refine your concept..

Refine your Site Concept.

Think you have your **Site Concept** all nailed down? **Well...**

... almost! It's time to do some rigorous evaluating -- make any final adjustments, as necessary. Consider the following factors as you **refine/finalize** your **Site Concept...**

1) Broad or narrow-niche?   The single best recommendation...

<div align="center">

As narrow as possible, yet...
... still with lots of profit potential!

</div>

Yes, I **do** want to have my cake and eat it, too. Or as Casey Stengel once said... "Throw strikes but don't give him anything good to hit!"

Seriously, **every success story starts small, then builds.** And if you're like most people, you don't have the time to flesh out a huge concept all at once. And it will actually hurt you at the engines if your concept is **too** broad.

Better to start narrow, but with enough profit potential, and then grow the concept.

2) If you choose to go narrow, **which niche** do you select? Don't paint yourself into a corner -- choose a niche that you **can** broaden. Remember the future -- you will very likely want to broaden your concept **after you fill your niche.**

3) Your knowledge...

... and passion -- You'll be much more effective if you stick to what you **know and love.**

4) The amount of time you are prepared to spend -- If time is a limiting factor, **stay narrow.**

5) Profitability -- Review your **SUPPLY** and **DEMAND** data. Choose a niche **Site Concept** that would appear to have the greatest profit potential (i.e., that has loads of **high-profitability** keywords associated with it).

6) SUPPLY SITE INFO and **IDEAS FOR CONTENT** -- Read what others are writing about, and any ideas that you have had. Do you want to cover similar topics (nothing wrong with that, especially if you do it better!), or do you see a niche or approach that has not yet been done?

7) POSSIBLE PARTNERS -- How many good, solid affiliate programs are an appropriate fit?

8) Search Engine "Winnability." Two points here...

• It's hard to win a **Top 10** ranking in search results for broad-concept keywords.

• As we'll see later, the Search Engines will be concentrating more and more on the **theme** of the overall site. So if you choose to develop a broad concept, with several major sub-themes, it will be harder to win the war for the sub-themes than if you dedicated a single site to a sub-theme.

In other words...

The nichier, the better.

9) The amount of content and keywords -- You should have no shortage of **high-profitability** keywords. But if your topic is just too narrow (ex., "Norwegian fashion models from the mid-1700's"!), you may need to broaden the concept somewhat (ex., "Scandinavian fashion models").

As you review your **MASTER KEYWORD LIST,** you'll start to refine ideas for a domain, what your site should be all about, the exact angle you plan to take. And that means it's time to talk about...

───────── Service Sellers' Sidebar ─────────

For you, I'll add one more piece of criteria to consider here...

10) Will broadening your niche dilute your ability to PREsell your service effectively? In other words, will it attract people who, for the most part, will **not** be interested in what you have to offer? If that is the probable outcome, can you convert this traffic into an additional revenue stream by **PREselling** a merchant partner's products?

If that is not feasible, keep your niche as narrow as possible, upgrade to **SBI! E-Goods** (which includes built-in 2-tier affiliate technology), create a digital product (like an e-book based on your experience) and then offer **commission-based incentives** to your own partners.

7.2. Your Valuable PREselling Proposition

Develop your Valuable PREselling Proposition.

A **Valuable PREselling Proposition (VPP)** is the affiliate equivalent of a merchant's **"Unique Selling Proposition."** A merchant sells goods or services. An affiliate **PREsells** by offering high-value information.

———— Service Sellers' Sidebar ————

Right now you may well be wearing two hats -- one identifies you as a Service Seller **and** the other as an Affiliate. Or, you may be only wearing the first hat. Depending on your situation, you may need to give heed to both the **VPP** (as you refer traffic to non-competing partners' sites), and the **USP (Unique Selling Proposition)** as you work to establish the validity of your service business.

So what's a **USP?**

A **Unique Selling Proposition (USP)** is your service's **most powerful benefit**, in combination with a **strong, unique feature** of your business. It answers that most difficult question... "Why should potential clients contract service from your company?"

Here's how to develop your **USP...**

First, what service are you selling? Write down what your service provides **(or use the thumbnail sketch that you outlined during "Business Basics")**.

Second, what is the benefit to your client? What pain does it cure, what solution does it provide?

Third, what is unique about your service?... About you? What makes **you** stand out from the competition? Keep working on this until you can clearly separate yourself from the field. There must be a convincing reason for doing business with you, **instead of your competitor.**

Fourth, summarize the above into one tight, powerful, motivating phrase that will **persuade** your client to do business with you, to trade their money for the benefits delivered by your service.

As you start to work through the above four steps, you may find this to be a lot harder than it looks. Don't blow it off and give up!... **You must have a USP.** If it was easy, **everyone** would have a great **USP!** Come up with a tight, sharp **USP** that "SELLS your Service" to your potential client.

There's a second benefit to this exercise... one for you! It will **crystallize your own vision** of what you do! Write your **USP** down. Keep it firmly fixed in your mind.

Here's a nice little technique that may help...

Ask yourself this question...

"If I had unlimited, god-like powers and could grant my prospective client the biggest benefit I can possibly imagine that s/he would ideally want from my service, what would that be?"

Write down your answer. **Sharpen this into your USP.**

Your **VPP** answers, in very few words and hopefully with just a touch of character, the two critical questions about your **Site Concept..**.

1) What specific and high-value information does your site deliver?

2) What is your unique positioning for this delivery (i.e., what is your angle of approach)?

A good **VPP** transmits these answers loud and clear to your visitor. Why does this need to be stated in "very few words"?   One **big** reason...

K-I-S-S -- When a reader hits your site, she must easily/immediately be able to understand what your site is all about. And the single best way to do that?...

Include your **VPP** in your domain name! **Yes, your VPP should be your domain name!**

There's no room for "OVERcleverness" or subtlety here. Include your **Concept Keyword** in your **VPP** and add a "marketing angle/theme" to it.

That way, your concept is crystal-clear to your visitor, and your **Concept Keyword** is clear to the Search Engines (the engines will rank your site a touch higher for your **Concept Keyword** if it is included in your domain name).

Let's review three examples to see how to choose a domain that combines all the elements reviewed in the previous section into a **VPP that is "not too narrow, not too broad."   It's...**

... just right!

7.2.1. Example One: A Nice, Tight Niche

"Pricing" is a nice, tight concept. If you start with a **Site Concept** like this, you'll find that you've made a good choice right off the bat. Your **Brainstorm & Research** tool delivers many **high-profit keywords** that are directly related to pricing. **And...**

As we saw, you can also develop other **Site Concepts** that would be of interest to serious business people (ex., "fulfillment" or "copywriting" or "product development"). Remember why these "concept-level" keywords should have their own sites?

If you develop many **Keyword-Focused Content Pages** about fulfillment **within** your pricing site, you'll dilute that site's Search Engine effectiveness for pricing issues. It's far more powerful if each concept has its own site, and you cross-link the sites.

The more you keep your theme pure, the better you will do with the engines.

AND...

A site dedicated to pricing is also much more credible to your readers, too!

We saw before that business people who are interested in fulfillment will also be interested in pricing. Well, the reverse is true, also. So your pricing pages can also refer people to a good fulfillment company... not to mention a company with a good solution for customer support!

Since "pricing" is **wide enough to be profitable** and **narrow enough to be winnable,** make "pricing" your **Site Concept Keyword** for your Theme-Based Content Site.

Now let's develop your "pricing" Concept Keyword into a few possible **VPPs...**

1) pricingadvisor.com, or THEpricingadvisor.com

VPP = "pricing advisor." It says that you are delivering pricing information (your Concept Keyword must, of course, be included in your domain). And the "advisor" part establishes you as **the** expert -- it tells your visitor that you'll be delivering some great pricing advice!

2) pricing-on-the-net.com

VPP = "pricing on the Net." Again, it's clear that you are delivering pricing info. The "on the Net" part says that you are specializing in pricing info specifically on the Internet. Since there is not much info about pricing on the Net and since your potential visitor is certainly there looking for Net-specific info, this is a good approach.

Same idea for "netpricing.com" and "cyberpricing.com."

3) perfectpricing.com

VPP = "perfect pricing." Again, it's clear that you are delivering pricing info. This time, though, the **VPP** implies that you show people how to price **optimally...** which is also something that people would definitely want!

Bottom line? Same **Concept Keyword.** But three different **VPPs** that outline three different **Site Concepts.** Which of the above approaches is best? Ahhh... my work is done. You know your prospective visitor best. **So...**

... Which approach do _you_ think works best?

7.2.2. Example Two: A Bit Too Narrow

Remember how you are a huge Botticelli fan? Only one problem...You find yourself in a bit of a bind. Now that you've done DAYS 3 and 4, you can't find enough **profit potential** (**high-profit keywords** and related **POSSIBLE PARTNERS**) to make a pure "Botticelli site" sufficiently profitable.

So you keep doing DAYS 2 and 3 on progressively broader concepts until you find enough profit potential to proceed. Work your way up from Botticelli, to Renaissance art, to all artists, to "everything art."

SIDEBAR

Remember, too, at this stage you have several other options...

1) Loop back to the DAY 4 to grow your list of POSSIBLE PARTNERS.

2) Loop back to DAY 3 and brainstorm more high-profit keywords, and find more POTENTIAL PARTNERS for those new keywords.

3) Loop back to DAY 2 and develop a whole new **Site Concept**

4) Recognize that you're "in it" more for the **passion** than the money. Botticelli rules!

For this section, we'll assume that you'll widen the concept and then brainstorm more keywords, and find more POTENTIAL PARTNERS, for that wider concept.

How broad should you go?

Remember the single best recommendation...

157

<div align="center">

As narrow as possible, yet...
... still with lots of profit potential!

</div>

That means...

In other words, work your way up from Botticelli, to Renaissance art, to all artists, to "everything art." **Stop as soon as you find a level that has solid profit potential.** Keep your niche as narrow as possible, so that you can build a site "to fill that glass," yet still make good profits.

So…

Review how you widened Botticelli earlier.

Let's say that... as you work up the Botticelli concept, you find that you have **solid profit potential for some broader, related concepts...**

 ... "Renaissance Art" and other **Concept Keywords** at this level (ex., ancient art, cubism, impressionism, etc.).

So you register renaissance-artchive, ancient-artchive.com, cubism-artchive.com, impressionism-artchive.com, etc. And you also register **artchive.com** and **artchives.com**. (Soon, you'll be able to use **SBI!** to register and "park" domains until you're ready to use them.)

More importantly, though, is that each section would dilute the other. For example, since Search Engines are increasingly evaluating the overall theme of an entire site, my renaissance art section will dilute my ancient art section (etc., etc.). And anyone who puts up a site which focuses purely on the theme of ancient art will have an edge over that section of my "mega-site."

Once you establish renaissance-artchive, and then ancient-artchive.com, and then cubism-artchive.com, you will be able launch a **Master** home page, artchive.com, to tie it all together as "the place to come for all things art." This home page will contain a global "what's in it for you" message and then provide links to all your other domains that are already up and running and successful.

Just one more domain to register -- store-artchive.com. This could either be an affiliate-based store where you'd "sell" the products of your merchant-partners (i.e., the product links are really links to the product pages of your merchant-partners). **Or** it could be a true online store. **Or both.**

SIDEBAR

Speaking of online stores...

If you already have an online store, building a Theme-Based Content Site is **the** single best way to drive traffic to it. In other words... **become your own affiliate!**

If you don't have a store **now**, keep this in mind...

We'll be adding this capability to **Site Build It!.**

It can be an excellent way to increase the **profitability** of your Theme-Based Content Site. In other words, start by marrying the content of your **Keyword-Focused Content Pages** to well-chosen affiliate programs. Build your initial income through well-chosen affiliate programs. Then...

As you grow, add an online store for extra **profitability!** What should you sell in an online store? Three ideas...

1) Products from other merchants, via affiliate programs. Some affiliate sites are very creative in making an "affiliate store" look like a real online store. For example...

http://www.Shoesonthenet.com/

http://www.fashionmall.com/

Others are more straightforward...

http://www.fashionwindows.com/giftshop/default.asp

2) Products that you source from suppliers -- build a conventional online store that receives traffic from your content site! People who start their stores **first** simply **die** from a lack of traffic. Not you. (More on this in a future Action Guide!)

159

3) Your own products, especially digital ones like e-books or software -- You don't have to worry about physical inventory and fulfillment is so easy. Writing an e-book about your area of expertise establishes you as **the** expert **and** adds **another** income stream. For more information about creating and selling infoproducts, please see...

MAKE YOUR KNOWLEDGE SELL!
http://myks.sitesell.com/

And a special note... digital e-commerce/fulfillment is coming to **Site Build It! E-Goods** soon.

OK, back to artchive.com....

... Let's examine it to make sure that this domain name meets our **VPP (Valuable PREselling Proposition)** needs by answering...

1) What specific and high-value information does your site deliver?

2) What is your unique positioning for this delivery (i.e., what is your angle of approach)?

The domain name "Artchive.com"...

• is a smart, but not **too** clever (i.e., so subtle that many visitors would miss the point), play on words that tells the visitor immediately, and with character, that it is a place to come for all things art

• is simple and clear

• contains your **Site Concept** keyword, "art"

• foresees expandability. And each of your "lower level" domains ties into the master one, and contains the keyword relevant to its niche (ex., renaissance-artchive contains the "renaissance art" keyword).

... Perfect!!

Bottom line? What started with Botticelli now has a **clear, do-able step-at-a-time plan** to become an art mini-portal. And you start at a level that you know will be profitable.

Best of all worlds.

OK, we've seen how to handle a **Site Concept** that started **too narrow.** But what if you start **too wide?...**

7.2.3. Example Three: A Bit Too Broad

With "pricing," we found ourselves at just about the right profit potential level. So it was **not** necessary to grow the concept.

With "Botticelli," we did need to **widen** the concept to capture more profit potential.

Now, let's suppose that "fashion" is our **Site Concept.**

As you do your first **Brainstorm & Research** session, **you get a...**

... flood of great keywords, loads of possible topics. **Too many,** actually. "Fashion" is just too broad...

• You won't be able to develop the unique positioning required by a good **VPP.**

• It will take forever to fill a general fashion site with enough content so it does not look bare.

• Winning the Search Engine wars for a **General Keyword** like "fashion" will be extremely difficult. And even if you do win it for your home page, it's too **non-specific.** People searching for "fashion" could be looking for so many possible different topics, that your site is unlikely to meet their needs. In other words, the traffic is **non-targeted.**

The only strategy on this congested Net is to target a specific niche with a specific **Site Concept** and a strong **VPP** that tells people quickly what **specific** and **high-value** information you are delivering.

When you start with a wide-open concept like "fashion," you have two basic choices...

Option 1) Narrow down to a "fashion"-containing **Site Concept** that excites you... something about "fashion design" or "fashion model" or "fashion designer." It should be a "do-able" yet profitable **Site Concep**t that also excites you.

Option 2) Change course somewhat, based on the results from your first **B&R** session. A strongly profitable keyword, or a General Keyword related to your initial **Site Concept**, might change your direction.

(In fact, while you'll start with one or the other, you will quickly end up using **both** choices, as we'll see now...)

Let's cover each quickly, from a **VPP** point of view...

Option 1) Narrow down -- Some of the **high-profitability** "fashion"-containing keywords that turn up are...

• fashion magazine

• fashion model

• fashion designer

• fashion design

Let's focus on what **excites** you... designing and publishing. You decide to publish an online magazine about fashion design and designers...

fashion-designers-magazine.com

The domain contains your **VPP.** It says exactly what your site delivers, and that you'll be delivering it through the format of an online magazine/Web site.

No, the name is **not** particularly clever. Using words like Herald or Express **would** sound and look much slicker (ex., FashionDesignExpress.com). But using "magazine" gives you a better edge with the Search Engines, for two reasons...

1) There's a slight advantage to having your keyword within the domain name. But more importantly...

2) You'll be using your name over and over in your copy. No one searches for "FashionDesignExpress." But lots of people search for "fashion magazine." And, since few people use quotes when they search, the "fashion" and the "magazine" do not have to be together. So this gives you **findability** for "fashion magazine" and "fashion designers" and even "designers magazine."

Add a byline like...

```
"The Fashion Design Magazine...
... By, About, and For Fashion Designers"
```

Include this on every page, under your logo.

Your magazine format gives you the flexibility to cover a wide range of topics related to fashion design and designers. **Techniques described in DAY 3 will permit you** to generate more and more topics related to fashion design and designers (jewelry topics, famous designer bios, etc., etc.).

Congrats!...

...You're off and running with a great concept. Just one more thought...

Let's say that fashion-designers-magazine.com **succeeds** really well... Hey, it should! You're doing everything right.

But...

It will be too late to register related domains later. Do it now, with an eye to expanding your concept in a few months or so (as discussed above for artchive.com)...

• fashion-models-magazine.com

• fashion-products-magazine.com (your future store?)

• factory-outlet-stores-magazine.com (I'll explain this in just a second)

• And, of course, tie it up all together with a **Master domain**, fashion-magazine.com or THEfashion-magazine.com. This **Master site** will be launched once your other sites are all up and running, much the same way that you did for artchive.com above.

SIDEBAR

Do you see the difference between the sharply focused domain names (above) and the following vague, more general, wide-concept, standalone "fashion" approaches?...

• "world-wide-fashion-web.com"

• "fashion-express.com"

• "best-fashion-products-on-the-Net.com"

They are all too generic and fail to capture a useful niche-keyword in the **VPP** (i.e., in the domain name).

Now let's discuss your second option when dealing with a wide-open **General Keyword** like "fashion"...

Option 2) Change course -- **DEMAND/SUPPLY ratio** research may point you towards changing your concept **away** from the "concept-level" keyword of "fashion." For example, you may find that your most profitable **Concept Keyword** is, surprise!...

discount outlets

or...

factory outlet stores

Of course, you also have to consider...

• whether this different direction excites you as much

and...

• the nature of the kind of customer who will search for your keywords. Make sure that you aren't marketing to a personality type that is hard to convert, no matter what you do... ex., the "freebie-seeking tire-kicker" or the "marketing-phobic tech-type."

You want to attract a personality that is open-to-buy. In other words, **you want people...**

... who will buy something after reading your content and clicking to your merchants.

With this important "customer mindset" concept in mind, think about **this** possible new direction...

People searching for outlet malls are certainly doing so for a reason... to save by **buying!** And you find lots of good online malls and other merchants that fit with your **Site Concept.** And you can still marry your concept of fashion to "factory outlet stores" like this...

164

WORLDSBEST-FashionFactory-outlet-stores.com

Geez, if this goes as big as you think it could, you could expand this concept, too! So you also register...

• WORLDSBEST-SportsFactory-outlet-stores.com

• WORLDSBEST-ElectronicFactory-outlet-stores.com

• WORLDSBEST-FurnitureFactory-outlet-stores.com

• WORLDSBEST-MusicFactory-outlet-stores.com

• WORLDSBEST-WhateverElseExistsFactory-outlet-stores.com

And you'll register a strong **Master domain** to tie all your successful niche sites up into one big mini-portal. **So what** if that's a year or two down the road?...

• WORLDSBEST-Factory-outlet-stores.com

VPP = **"world's best factory outlet stores".** It **says** that you have done all the research for your cost-conscious reader and will be delivering **only** the cream.

And think of all the creamy topics!... Articles on shoes, fur, dresses, etc., etc... leading to great outlet links (and other affiliate links, of course).

Then you do the same for basketball, football, golf, etc., etc. My goodness! You've found a motherlode.

Bye-bye fashion magazine...

... Hello world of discount malls!

7.2.4. For Service Sellers: Too Broad, or Too Narrow?

In order to expand into a global marketplace, you have to target your niche "just right" for three important reasons...

1) To effectively distinguish yourself from your competitors

2) To effectively draw free targeted traffic from the SEs

165

3) To add credence to your USP.

I've used several different examples of services to date. For this discussion, I'll return to the "advertising consultant" theme. It's a perfect example of a theme that is much too broad. Not only does it not reveal much about you to your prospective customer, this broad and untargeted theme will be difficult to dominate at the Search Engines (i.e., take a top 10 search results position). In addition, "Advertising consultant" is such an all-encompassing theme that it would take forever to build a Web site that covered all the bases.

Building a site around this theme would be an extremely unwise decision. Why? It's far too general. It's more prudent to whittle your theme down to one that makes sense to you, as well as to your prospect. For instance, take a look at the following domain names...

• **advertising-consultants.com**
Too general, right? After all, other than "advertising consultant," this really doesn't convey anything about the real nature of your business.

• **small-business-advertising-solutions.com**
Better. At least we know your service targets small businesses.

• **small-business-budget-advertising-solutions.com**
Better still. Now we know your service targets budget-minded small businesses. (See how the niche is becoming more focused?) And as an additional benefit, the **USP** becomes easier to define as your niche tightens...

"Advertising consultants for budget-minded small businesses!"

I can't emphasize enough the importance of getting your theme narrowed "just right"... narrowed to the point that it still offers plenty of opportunities for profit (narrow your niche too much, and your market disappears), but not too broad as to be dilute your **USP.**

7.3. Register Your Domain

Important tip ➡ Let's do a quick recap. A good **domain name** is...

• **short and sharp**

• **meaningful -- conveys a clear message**

- **easy to spell**

- **easy to remember**

- **unique, descriptive, and "you"**

- **solid, classic, not hokey**

And a good domain name ends in .com, .net or .org. The usage of .com/.net/.org is well-established, unlike some new entries -- .tv, for example.   Remember your visitor's mindset... which has the most credibility?

Also, your **affiliate business** should really be a global business -- why use a country ending like .ca or .com.au? Naturally, if you have a plumbing business, a local domain is fine. But to maximize **affiliate** profits, think **global.**

SIDEBAR

When do you use dashes in your domain name? If both versions of a 3-or-more-word domain are available, I like using the dashes because they make the word breaks more obvious to the eye. Also, the engines usually treat dashes as a space. So it may be more likely to "see" the entire string as separate words.

Others feel, however, that the engines don't seem to care one way or the other. So use dashes if it helps readability. For example, which is easier to read?...

pricing-on-the-net.com or... **pricingonthenet.com**

Generally, do not use dashes if your domain name has only two words in it. See how **netpricing.com** and **cyberpricing.com** don't really need the help of a dash?

Do use dashes (even if the domain only has two words) if the non-dash version is already being used by someone else. But be sure that you are **not** violating anyone's trademark (details re: trademark searching are coming).

Note: Since your affiliate business is 99%+ online, the offline issues of dealing with dashes are not so important (i.e., telling people how to spell it, people forgetting to put the dash after reading your print ad, etc.).

Here's the bottom line...

Domain names are so cheap that it's a good idea to **take both** versions (with and without the dash), just to make sure that a competitor does not take names that could be confused with yours. You can always make one domain point to the main one.

7.3.1. How to Brainstorm A Domain Name That PREsells and Ranks High

In general, if you follow the guideline for creating your **VPP**, you won't need much help coming up with a great domain name. But if you really want to make sure that you've left no cyber-stone unturned, try these sites...

Good brainstormers...

http://www.NameBoy.com/

http://homepageuniverse.com/

http://www.e-gineer.com/domainator/

http://www.startstorm.com/

SIDEBAR

Do not register your domain **at any of these services...**

... you'll do that through **Site Build It!** at **no** extra cost.

And here's a site that searches domains that have recently expired...

http://www.whois.net/searchD.cgi2

If you already have an idea for a great name and just want to check to see if it's been taken...

Better-Whois.com
...SEARCH ALL DOMAIN REGISTRARS

http://www.betterwhois.com/

Got a great, and available, name? Super! Now use one of these sites to check trademarks...

MARKSONLINE

http://www.marksonline.com/

http://www.nameprotect.com/cgi-bin/FREESearch/search.cgi

http://wsj.nameprotect.com/

http://www.uspto.gov/web/menu/search.html

Other countries...

UK http://www.patent.gov.uk/

Canada http://strategis.ic.gc.ca/cgi-bin/sc_consu/trade-marks/search_e.pl

Australia http://www.ipaustralia.gov.au/trademarks/T_srch.htm

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SIDEBAR

It's **not** necessary to trademark your domain. But **do** make sure that you don't violate **someone else's** mark before you register your domain. It would be a shame to build up a great business, and then have someone who owned a trademark (before you registered your domain) force you to take it down.

Just before you register, think about "expandability" and "brand." Generally, you should start **narrow-**niche and **then expand** when all goes well. Don't mix themes on your site. You'll dilute its Search Engine effectiveness, not to mention cloud the message to your visitors.

Let's continue a previous example...

Suppose that you decide upon **THEpricingadvisor.com.** Why not register **THEfulfillmentadvisor.com** and **THEsupportadvisor.com,** etc., now, too? Eventually, you'll link them together through a master site called **THEmarketingadvisor.com.**

Registering domains is cheap. Why not lock them all in right now? That way, your expansion path won't have pot holes when the time comes for you to grow.

So give some thought to expansion **now.**

SIDEBAR

Soon you will be able to register multiple domains with **SBI!** without purchasing full site-building capabilities. Just **park them** with us until you're ready to use them. Watch **Site Build It! Xpress** for this upcoming announcement.

7.3.2. Easy-Click Domain Name Registration

It's easy to register your domain name with **Site Build It!**... click-easy!

SIDEBAR

Be **sure** about your domain name before you register. If you decide to change your domain, we must charge a fee of CAD$50 (USD$35). It requires a lot of **manual work** at our end to do this. Not to mention that the **techs** whine for days after!

 Register your domain name.

OK, here's how to register your new SBI! domain in just a few clicks of the mouse...

CLICK 1 -- In **Manager,** click on **DOMAIN LIST** in the **MASTER KEYWORD LIST** display. This sends you to the **Domain List** display, where you'll register your new domain.

CLICK 2 -- Click on the **Add Domain** button.

This sends you to...
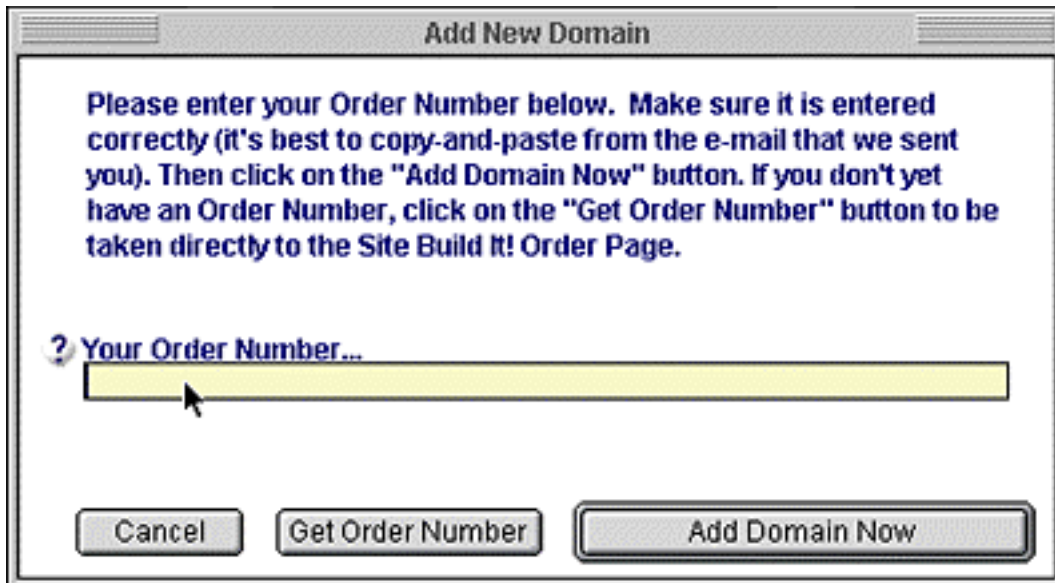
Just follow the onscreen instructions from there.

If you have shortcut the process and have registered a new domain at the time that you first received your **Get ready for Site Build It!** e-mail after ordering... **Geez!**

... I didn't want you to do that!

OK, OK, it's not **that** serious. We'll make the best of it, and maybe you made a great choice without my help <sniff>.

Even if you have registered (or **completed** a domain transfer), still do theses steps. This process lists your domain name in the **Manager's DOMAIN LIST,** necessary to do many of the **Manager's** key functions (ex., export all your URLs into mass-submission bids at the Pay-Per-Click Search Engines).

CLICK 3 -- Enter your **SBI!** Order Number (in the **Get ready for Site Build It!** e-mail that you received right after you ordered **SBI!**) and then click on...

> Add Domain Now

CLICK 4 -- When you are asked whether you want to register a **New** domain or transfer an old one, click on **New**.

SIDEBAR

Please... do **not** transfer an existing domain. It rarely seems to work out. It's **not** worth the hassle... **your** hassle, that is.

Everything is totally **out of our** control. You see, we just sit here and wait for your domain to be transferred.

Nothing we can do. And so many things that can go wrong. **And when they do...**

... somehow I end up getting the blame.

Really, it's far easier, and almost always better, to brainstorm up a brand new domain that best reflects your **Valuable PREselling Proposition**.

Despite my warnings, if you **still** want to transfer a domain...

Click on **"Transfer"** rather than **"New."** The system will enter the domain name into your **Manager's** domain name menu. That's the easy part.

Getting the domain name transferred so that you can actually use the server-side tools to build your site is another matter.

As my mom used to say... **"Don't say I didn't warn you."** Funny...

... she was always right, too.

CLICK 5 -- After the **Site Build It!** server verifies that your Order Number is valid, the **Manager** opens up a browser window for you. Just enter your shiny, newly created domain name and click on the **Set me up** button.

CLICK 6 -- Almost done. **CLICK 5 sends you to the...**

Site Build It!

Domain Registration Form

Good news! Your domain name is available. So we're all set to register it.

Please review the information below. It should all be O.K., because it is all data that you have already provided us. But feel free to change any errors.

If all is O.K. (and it should be), the only thing you have to do on this page is skip to the bottom, review the agreements, and check the I Agree box.

All your info is pre-filled in. So all you have to do is review it, agree to the hosting agreement, and **make your final click...**

Register My Domain

The system will register your new domain name on the Internet and with the server-side **SiteBuilder and TrafficCenter** system of tools.

Oops, I forgot one last click. Once **Site Build It!** confirms you have your domain registered on the Net, close the browser window and go back to the **Manager** to complete the job...

CLICK 7 -- Return to the **Manage**r and you'll see this window...

Add New Domain

You should now have completed the registration or transfer process for the Order Number listed below. Please press the "Proceed" button to continue.

? Your Order Number...
10101010101010103

Cancel   Proceed
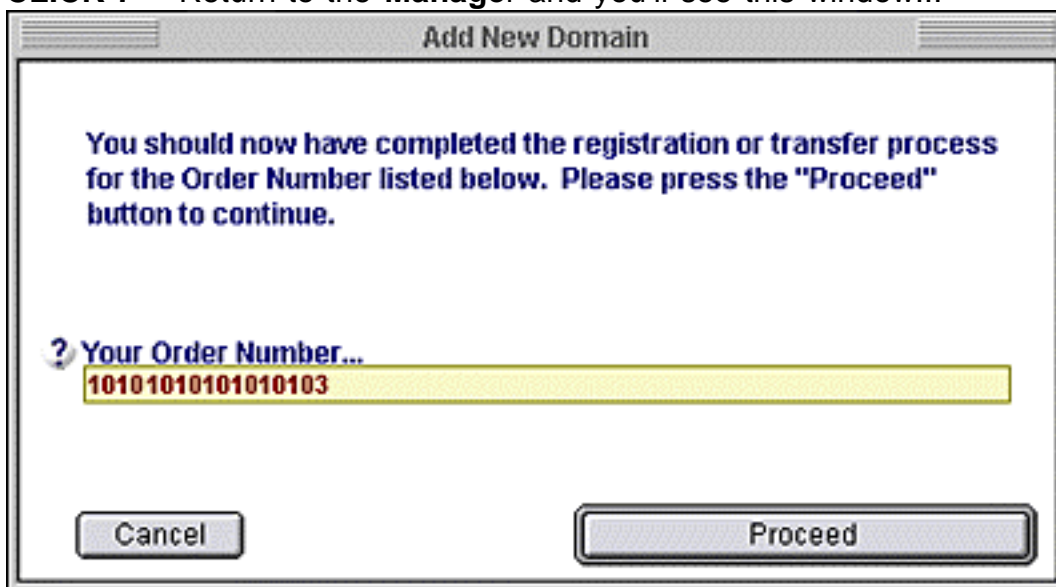
Click **Proceed** -- this will enter the domain name into your **Manager's** domain name menu.

As soon as **you** have successfully registered your domain, the **Manager** program will ask you if you want to transfer your brainstormed list of keywords **from temporary.com** over **to your new domain.**

Say "Yes." (You can still use temporary.com as a scratchpad to brainstorm a new MASTER KEYWORD LIST for another **Site Concept** keyword.)

OK! You've got your domain, and you're ready to build a site **and** get/send e-mail at/from your new domain. As soon as you successfully register your domain, **Site Build It!** sends you two e-mails. Check your inbox for them **now...**

1) "Site Build It! is Ready for You!..." -- This one confirms that your domain has been registered. It tells you how to login and use the **SiteBuilder and TrafficCenter** at **Site Central.** You're all set to build a Theme-Based Content site, full of Keyword-Focused Content Pages. Yes, it's time to **build income through content!**

2) "Site Build It! Catchall E-mail is Set Up!" -- This one confirms your catchall e-mail address and shows you how to use it.

Normally (99.99% of the time!), you should receive the above two e-mails **within minutes** of registering your domain. If you do **not** get it **within one hour,** contact...

sbi-support@sitesell.com

7.4. So What's the Point?

Here's the whole point of DAY 5...

Take your time on the domain name and the concept -- the choice you make here can literally **make or break** your results. **If you still feel like this...**

... you're not ready to register a domain. Be **sure.**

173

If I had to summarize today, and in fact the **entire** 10 DAY process, into just two lines, it would be...

Important tip ➡ **Pick something you know and love...**

AND

... that has excellent profitability!

One without the other is much less likely to succeed.

Yes, you **can** win by doing something you don't enjoy doing. But it's a heck of a lot **harder.** And sure... you **could** just say "to hang with what people will pay for," I want to do what excites me... and that would be OK. You might even "luck into" a winner of a concept. But it **would** be luck. On the other hand, if your payoff is the sheer enjoyment of doing a hobby, that's great, too.

SIDEBAR

One of the most clear-headed thinkers, and biggest winners, and one of my favorite writers on the Net, is John Audette. John calls this... "Niche with Passion." It's one of his "Sweet 16 Principles for Building a Successful Internet Business". It takes a cold-hearted business person to make money at something that she does not particularly like. Few of us qualify. Of course, if you **do,** don't hesitate to go where the **PROFITABILITY** seems to be, first and foremost!

But, for most folks...

Pick something you know and love... and… that has excellent PROFITABILITY! When in doubt, err on the side of passion.

I don't know about you, but **I'm exhausted...**

... those seven-clicks-to-register took a lot out of me! Let's review our goals now, then take a well-deserved break.

7.5. Goal Wrapup

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

Goal-of-the-DAY
Goal-of-the-DAY... Narrow or broaden your **Site Concept** until it is, to quote Goldilocks, "just right." Not too narrow... not too broad. **Then register your domain.**

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

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

Ongoing Goal

Ongoing Goal... Now that you have found your perfect, "just right" **Site Concept,** consider the bigger picture. When you "finish" this, your first site, will you broaden the concept until you have your own mini-portal? Or will you start a second, unrelated site?

STOP!...

... Don't go any further!

We took a gigantic step today. **We laid the foundation.** We'll build upon it tomorrow.

Now that you've got the hang of **naming,** go out for a walk, relax... name a park or a bridge or something.

See you tomorrow...

... the first day of the rest of your business!

8. **DAY 6** Build a Site, Get the Click

Rome.com was not built in a day!

So let's set a nice **DO-**able goal for today...

Goal-of-the-DAY

Build a home page, and one **TIER 2 Keyword-Focused Content Page.** As you do this, you'll also see how to use **SBI!'s SiteBuilder...** simple as putting one building block on top of the next.

With this goal in mind...

8.1. WIN-WIN-WIN-WIN...
The 4 Wins That MUST Happen

Showtime! Like any great show, whether it's baseball, or the theater, or the Olympics... success is all about preparation. And boy, have you prepared! And **now...**

It's time to build income through content... i.e., to build a site that gets the **CLICK!**

Important tip ➡ The essence of "building income through content" is to...

Deliver valuable content to your readers...

... And tasty content to your spiders.

Your site must be a **Win-Win-Win-Win** proposition for **four** parties...

1) your visitor

2) the Search Engines

3) your merchants, and...

4) YOU!

Let's look at each **win...**

Win #1 -- **Your visitor** must get what she is looking for -- outstanding information. **OVERdeliver** with original, **high-value** info. If you don't do this, she simply clicks the **BACK** button to the Search Engine and says...

"Who's Next?!"

Service Sellers' Sidebar

As a Net "stranger," your **content** is the critical first step towards establishing the credibility and viability of **your** service. Make every effort to address visitors' concerns or wishes so that the inevitable result will be a direct phone call to you.

Remember... initially, **your visitor is looking for beneficial information.** She is not necessarily looking to employ you. Your job is to provide valuable info which reinforces in your visitor's mind that you are an "expert" she can trust... and one who can grant her wish or solve her problem.

Win #2 -- **Search Engines** use computer programs called spiders to go out and bring your site back to its home (i.e., the Search Engine's database). Another program decides whether **your** site, or some other one, is more relevant to a search request for a certain keyword.

If a Web surfer searches for **"salami,"** then Excite wants to deliver the most relevant salami sites on the Net. If someone else searches for **"baloney"** over at Google, then Google wants to give that searcher the most relevant sites for that word... even (or **especially** in this particular case!) if they're full of baloney!

You must **honestly** convince each Search Engine that your page is the most relevant (at least in the Top 20, preferably in the Top 10) for each **keyword** that **you** target. If you **trick** the engine, your success won't last long, and when it discovers the trick, it will ban you.

Why?

Because the Search Engines are in business, too. Their product is the **quality of their search results. Help them make their product better ...**

177

... **and they'll love you. Tricks, though, hurt the Search Engine's product.** What would **you** do if someone tried to sabotage the quality of your product?

So…

Help the searcher, who is your potential visitor and your merchant's potential customer, solve her problem -- deliver what she wants, in spades. Satisfy the whole reason **why** she is doing the search. If you do this, **you add value** to the Search Engine's product.

And they'll **love** you for it.

SIDEBAR

Tricks are also extremely **time-consuming.** You must invest a great deal of time to stay ahead of the engines. If you work **with** the engines instead of **against** them, your time will be far better rewarded by creating more and more **new content,** rather than on **new tricks.**

OK, on to the third **win** of **Win-Win-Win-Win...**

Win #3 -- **Your merchants** want sales. As we have seen, the best way to deliver that is through outstanding content that gains your visitor's confidence, then using **"in-context" text links** to refer/recommend/direct those visitors to places that you believe will deliver great value.

Win #4 -- **YOU** must **win,** too, of course. How? Succeed at the **first three wins**...

Overdeliver to your visitor. This ensures repeat visits, confidence and ongoing sales. The Search Engines will never ban you. And, as you become a **super**-affiliate, your merchants will pay you more and more, perhaps even giving you special bonuses and deals!

Let's take a look at the road to how **you** will win. **I call it...**

8.2. Find-Click-Click-CLICK-kaCHING

What the heck is...

"Find-Click-Click-CLICK-kaCHING"??

It's what has to happen for **you** to **win...**

• **Find...** Your **potential** visitor must **find** you in the **Top 10** (no worse than Top 20) of the search results for your keyword. If your potential customer does not find you on the first or second page of the Search Engine's search for your keyword, well, you simply don't exist for that word. **Game over.**

• **Click...**   Your **potential** visitor must read the **Title** and **Description** that the engine uses in the search results, **and** must find it sufficiently compelling to **click** to your site. Compare these two sites, which came back as the #3 and #4 sites for the search term "NASDAQ stocks" at AltaVista...

If you're like me, you're more likely to be looking for a **guide on investing** than for that rare opportunity to **click on an advertising banner!**

Bottom line?

If your Title and Description are boring or tacky, your **potential** visitor will probably not click to your **KFCP (Keyword-Focused Content Page).**

"Who's Next?!"

Game over.

SIDEBAR

What's that? You don't know how to make the Search Engines show the Title and Description like this?

Relax... **SiteBuilder** is going to enable **you** to create **exactly** the Title and Description you want. I won't repeat myself on this point, so let me just say it here once...

If you're a "know-nothing" newbie the site-and-traffic building tools that you are about to use will scale you up to full-professional level quite quickly. It may all seem like a mystery to you **now.** But we'll demystify the whole thing, one simple step at a time.

If you're already a Net-savvy pro (a good one that is!), you'll basically continue to do what you've been doing, with several important additions not available anywhere else, except that you'll be doing it all much **faster and cheaper.**

• **Click...** Your **visitor** finds high value content, learns to trust you as someone honest who delivers, **and so follows your recommendations with interest... click again!** If your page delivers poor, **low-value** info (or even worse, a **sales pitch**), you still get the **click**...

 ... on the Back Button to the Search Engine's results page.

"Who's Next?!"

Game over.

• **CLICK-kaCHING...** Finally, your **visitor** arrives at your merchant in a "feeling smart about myself" and open-to-buy mood, ready to **click** that **Buy** button!

Did I just hear a **cash register?...**

 ... **kaCHING!**

Ahhh... if you get the **Find-Click-Click** right, that last **CLICK-kaCHING** is almost in the bag!

FIND-CLICK-CLICK-CLICK-kaCHING...

To accomplish that, all you have to do is...

Get the first three **Wins** right. **The fourth Win, your Win,** must follow automatically. And all you have to do to nail down those first three **Wins** is...

Deliver valuable content to your readers...
... And tasty content to your spiders.

Ready to build?

Let's start with **the physical layout of your new site...**

8.3. The Structure of Your Site

Important tip ➡ Think of your **Theme-Based Content Site** as a **pyramid...**
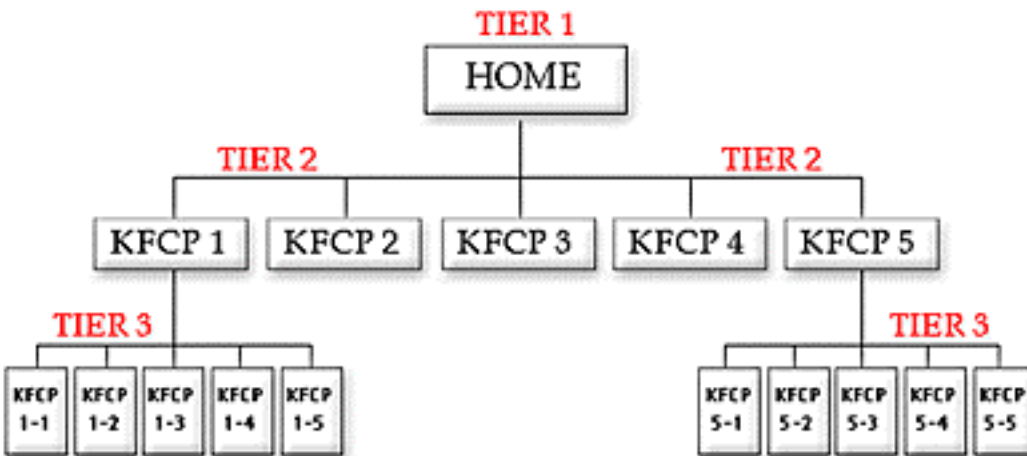
Let's start at the top...

8.3.1. Your Home Page... The Pinnacle

The home page crowns the pinnacle. From that lofty perch, it should link to **5-15** other pages.

Each of these pages **focuses** on **one** topic, based upon a **keyword** that you brainstormed earlier -- that's why we call these pages Keyword-Focused Content Pages (KFCPs). Each KFCP contains content that is about **one** of your **most profitable** keywords **AND** that fits within the whole **Site Concept** and **VPP** (or your **USP,** if you are selling a service).

Your home page is a KFCP, too -- it focuses upon your **Site Concept keyword.** Your home page should **not** link **out of your site** to any of your merchant-partners --

it's too early. Its job instead is to link to the KFCPs **that you expect to be most profitable.**

Which brings me to...

8.3.2. The All-Important Hub... TIER 2

As I was saying... your home page must get the click to at least **one** of your pages that you **expect** to be **the most highly profitable.** Which pages are those? Great question!

Each of these pages should...

1) focus on a keyword that has a high **PROFITABILITY** score

2) fit with several of your best merchant opportunities

3) be a good "hub" page, working well as both a good link **from** the home page, as well as naturally linking **to** several TIER 3s.

TIER 2 links can link to four different destinations...

1) First choice -- lead to income-generating merchants

2) Second choice -- lead to non-merchants. These non-monetary links provide you some extra credibility as a true content site, to editors from directories (like Yahoo!) and from Pay-Per-Click Search Engines like Overture. **Don't use many of them,** though, and do make these links pop up into a new window so you don't lose your visitor.

3) Third choice -- offer the option of linking to related TIER 3 pages

4) Fourth choice -- provide a link back to the home page.

Why is it important for TIER 2 pages to be highly profitable? Two reasons...

1) Your visitor hits a "big money page" as soon as possible after the home page -- your **highest-profitability Keyword-Focused Content Pages** weave **"in-context" text links** to your merchant-partners while **OVER**delivering great content. This is how you make your income, so we want to lead your visitors to your **highest potential** pages **ASAP.**

2) Your spider-buddy follows the links, so it brings back (to the Search Engine's database) your most important pages first, and most reliably. The deeper a spider has

1 8 2

to go, the more likely it is that he misses and **fails** to bring **you**r bacon back to his database home. So structure your site so that the spider **finds your highest-profitability pages right away...**

... and brings that tasty content back home.

Let's call your **5-15 highest-profitability** pages **TIER 2** pages, since they are on a second **TIER** below the **home page.** Each of these pages can themselves link to **5-15** pages (**TIER 3** pages).

3) Because of their position in the "middle of the pyramid," they naturally send links, and more of them, both up and down the TIER structure. Some Search Engines will give these pages a **slight** ranking edge over TIER 3 pages (small point, though).

Review your MASTER KEYWORD LIST and select one of your best keywords for a TIER 2 page.

Select keywords on the basis of **PROFITABILITY** and **merchants** and **hub.** That keyword cannot be your **Site Concept** keyword because that word "belongs" to your home page.

Today...

• you will build a **home page,** and

• you will build one **TIER 2 page** based upon the keyword that you choose now, and

• you will **link your home page to the TIER 2 page.**

Feeling ambitious? Keep your eyes open while you're looking for one good keyword for a TIER 2 page. Make notes in the IDEAS FOR CONTENT **column** of your **MASTER KEYWORD LIST** if you spot others that would be right for this job. You'll need them later, as you build up the rest of your site.

Picking your TIER 2s is an important job. There is **no** single, perfect group of selections. Don't concentrate **purely** on the **PROFITABILTY** score of each keyword. As noted above, find the best blend of...

1) high **PROFITABILITY** score

2) fit with **several** of your **best** merchant opportunities

3) good "hub" (both **from** the home page, as well as **to** several TIER 3s).

You likely will **not** pick the **absolute 5-15 highest profitability** keywords for your **TIER 2.** Some will be too close to each other in meaning. Others may not easily lead to a TIER 3. Another may not have many good "merchant fits."

So you pick the ones that are highly profitable, **and that also** make the most sense to form the strongest site overall.

These pages, of course, also link one level down, to our final TIER...

8.3.3. TIER 3... "Make It Up in Volume"

TIER 3 pages are **KFCPs,** too. The topic of each should relate to the topic of the **TIER 2** page that links to it.

For example, let's say that "outlet malls" is one of the most **profitable** keywords that your research has found for your WORLDSBEST-FashionFactory-outlet-stores.com. What do you do?

Create a **TIER 2** page ("outlet-malls.html") called...

Top Factory Outlet Malls
Where You Can Shop Via The Net

This page links to **TIER 3** pages...

• a page that ranks the top shoe outlets on the Net

• another that rates the top clothing outlets

• also to the best fur discount malls, and Nike outlets

• etc., etc., -- you could go on for 15-20 TIER 3 pages, different kinds of outlet malls (categories of clothing, brand names, sports fashions, etc.)

See how each TIER 3 fits as a sub-category, or a sub-thought, of its connecting TIER 2 page?

The key point here? Each TIER 3 page may not be as profitable as the TIER 2 that linked to it, but there are a whole heck of a lot more of them. Create enough of these and the traffic adds up pretty fast, thanks to geometric progression (i.e., 1 x 15 x 15).

Or, as my uncle in the outlet mall business likes to say...

... "We make it up on volume."

8.3.4. SIDEBAR on Orphans

SIDEBAR

A special note on...

... "orphans." An orphan is a page that has no links **in**to it, only **out.** If you were a Search Engine, wouldn't you wonder why this site did **not** have a single page that linked to it?

I would.

And if I was a engine, I would conclude that no human is **supposed** to link to it from **anywhere** else. They are **obviously** only supposed to find these pages in my Search Engine database of pages, then visit and click somewhere else.

In other words, I'd deduce that you're just trying to stuff a free ad into my database. That's why orphan pages have a tougher time to score high. **Not** a good idea.

An engine is happiest when its spider finds your pages by linking to it, especially if it finds it on its own, by linking to it from another site, and especially if that linking site is popular. But I'm getting ahead of myself again. We'll cover this when we talk about traffic in the coming DAYS.

There's one exception... An orphan can be useful if you only want to use it as a landing page for listings that you **buy** at the Pay-Per-Click Search Engines. More on this at the right time, too.

Let's leave this topic with this bottom line... **make sure that every page can be reached by a link from another page on your site.** The net result is a clean, **3-TIER** approach that yields an easy, navigable site... for **both** your visitor **and** your spiders...

8.3.5. How to Make Both Humans And Search Engines Behave Properly!

Spiders always come in through the home page -- it's kind of their front door (**SiteBuilder** takes care of all submissions... **more on this later**). From there, you've left a nice trail of links for them to follow to gather up your **TIER 1, 2, and 3** pages. So they can easily index the rest of your site.

The computer programs that analyze them are getting **smarter and smarter... and theme-focused.** What does that mean to you?...

1) They'll analyze all your pages in their databases and decide upon the overall theme of your site. So none of your pages should be off-theme, or you'll confuse them. If you have a great idea for a **highly profitable Keyword-Focused Content Page** that is off-theme, save it for your **next** site.

2) Have you already created a bunch of "gateway pages" by simply duplicating one of your pages and then replacing one keyword with a different one? These "almost identical" gateways were successful through 1998-2000. But they are being compressed out of existence by these smart programs that look across all the pages in your site... even across **different** sites!

"Luckily," **Site Build It!** is perfectly in tune with these major new Search Engine directions. They'll be able to pigeon-hole your theme perfectly!

What about humans?

While engines enter through your "front door," humans may find-and-enter your site via any page, **TIER 1, 2, or 3.** So each **TIER 3** page should provide a link back to its related **TIER 2.** And the same for **TIER 2** to **TIER 1.** Otherwise, keep internal linking **only** to what's really necessary and relevant.

Why?

Because your **real** goal is for your visitor to **click through to your merchants!** Think of it this way. Let's say that...

• you are an affiliate for **Site Build It!.**

• the commission is $100 for each sale

• 1% of visitors to the **Site Build It!** site buy.

That means you would generate 1 sale for every 100 visitors (i.e., for every 100 click throughs to the **Site Build It!** site). And **that** means you earn $100 in commissions for 100 clicks. So start thinking of **each click through** as being worth **$1** (recurring annually in the case of **SBI!**).

If you start thinking of the monetary value of the **click through,** I guarantee you'll start focusing on **more and better ways to...**

... get the click to your merchants' sites.

─────────── Service Sellers' Sidebar ───────────

Of course, the vast variety of services that can be sold on the Net makes it impractical **and** impossible to venture any sort of a guess as to what sort of **CR (Conversion Rate)** your service business will attain. Realistically, however, expect a much lower response than what could be reasonably expected by PREselling digital products or hard goods.

Hiring a Service Seller represents a significant commitment on the part of the client and it demands a significant level of trust. Without a word-of-mouth referral, this trust isn't likely to be established after an initial visit, although it is entirely possible that a small percentage of visitors will contact you immediately.

Your plan-of-action will be to solicit sign-ups to your newsletter, build trust, and cultivate a relationship with those subscribers. Your pay-off is the huge **ROI** that a single lead can generate -- hundreds even thousands of dollars in repeat contracts, word-of-mouth referrals, and so on. So although your "hiring" cycle is longer, the end result is well worth the effort.

Here's a couple of examples close to home...

SiteSell's current Filemaker database programmer lives in Australia... about as far from Montreal, Quebec, Canada as you can get without venturing directly to the south pole. How did I find him? Simple... on the Net. And so far, we've paid out over $80,000 for his services. Same thing goes for our book indexer -- I found him on the Net way back in '98 when I wrote the first edition of **Make Your Site SELL!.** He did such a great job, I've hired him to index every single one of our publications since then.

─────────────────── **SIDEBAR** ───────────────────

This approach also provides you with a way to measure your merchants. **Drop** the ones that don't make you money.

8.3.6. A Strong Structure To Build Upon

OK, let's boil it down...

Your **TIER 1** home page links to **5-15 TIER 2** pages (not more, because your navbar starts looking pretty congested). And your **TIER 2** pages each link to **5-15 TIER 3** pages. Something like this...
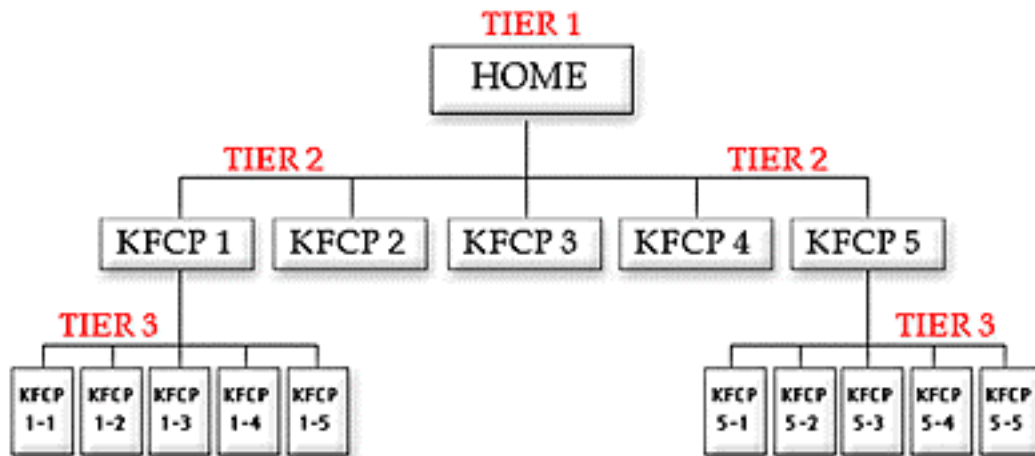
Net result?...

A site that varies in size, between 31 (1 + 5 + 25) pages, and 241 (1 + 15 + 225) pages. After **3 TIERs** and 100+ pages, it gets tougher to get pages indexed at the engines. You won't find many Search Engines that will spider **all** 241 pages!

SIDEBAR

By this time, too, you should pretty much own this little niche. And you'll have exhausted all profitable topics for your site's theme. **By then,** your time will yield greater returns if you set up your **next** niche site, while you leave this one on auto-pilot.

Each Theme-Based Content Site stands on its own. But once you have three sites established, there's one more **TIER**, above all the other ones. Let's call it **TIER ZERO...** This **"super home page"** links to all the other home pages.

For example...

Each of these Theme-Based Content Sites stands on its own...

• WORLDSBEST-SportsFactory-outlet-stores.com

• WORLDSBEST-ElectronicFactory-outlet-stores.com

• WORLDSBEST-FurnitureFactory-outlet-stores.com

• WORLDSBEST-MusicFactory-outlet-stores.com

• WORLDSBEST-WhateverElseExistsFactory-outlet-stores.com

Once you have **three** of them up and running, WORLDSBEST-Factory-outlet-stores.com would be the perfect TIER ZERO to tie them all, and all future ones, together into your own mini-portal.

The TIER ZERO page delivers the **VPP** and major benefits of your mini-portal. By now, too, you are likely offering pay-per-click banner advertising and even linking to your own store.

Yup, **you've got a thriving business!...**

... I hope you'll still return my calls!

So much for the **structure** of your site.

Now let's fill that structure with **content** that accomplishes our critical two goals...

Deliver valuable content to your readers...

... And tasty content to your spiders.

8.4. The Content of Your Site

Just as you did for the **structure** of your site, think of the **content** as a **pyramid**, too...

189
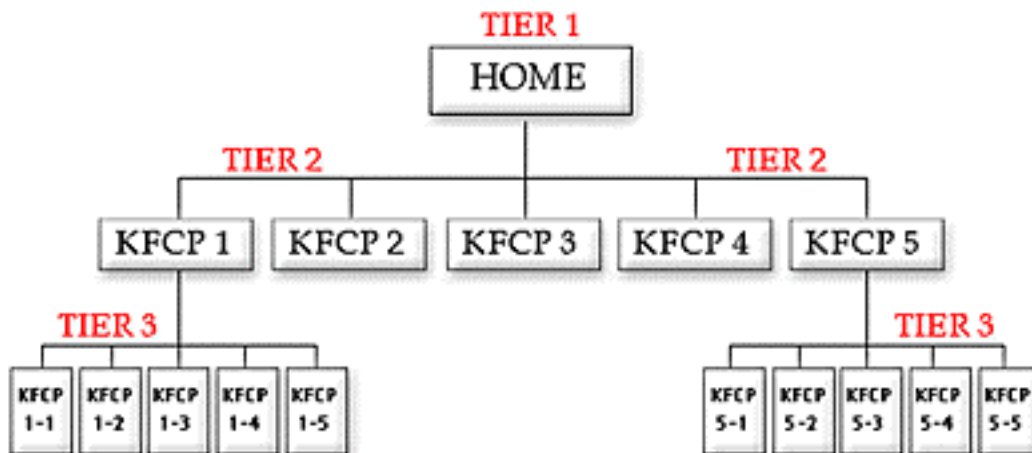
How can **content** be pyramidal? You start with one page, your home page, that introduces the "big picture" concept. And from there, each **TIER** becomes more and more specific, down to the highly Specific Keywords of the **TIER 3s**.

Let's start at the top...

8.4.1. Your Home Page... Deliver the VPP

Your home page has to do two "content" things well...

1) Deliver the VPP

2) Convince the Search Engines that it is the **most relevant page** for your **Site Concept** keyword.

Let's talk about **VPP** first. Remember the **VPP?** Does this sound familiar?...

A **Valuable PREselling Proposition(VPP)** is the affiliate equivalent of a merchant's **"Unique Selling Proposition."** Your **VPP** answers, in very few words and hopefully with just a touch of character, the two critical questions about your **Site Concept..**.

1) What specific and high-value information does your site deliver?

2) What is your unique positioning for this delivery (i.e., what is your angle of approach)?

So... your home page elaborates on the **VPP** as it delivers the major **"what's in it for me"** benefit statements to your new visitor. A good **VPP** transmits these answers loud and clear to your visitor within seconds of arriving. That does **no**t mean that you should start like this...

"Welcome to WORLDSBEST-FashionFactory-outlet-stores.com, your home for news and information about fashion outlets. I have spent a lot of time searching for information and will be giving all the best of it right here."

No-o-o-o-o-o... **Keep it fun, bright, intriguing!** Bring out the appropriate **emotions** for whatever your topic happens to be. For example...

"Ever been on the road, far from home, when what do you see?...

... a mall jammed with fashion outlet stores!

Clothes outlets by the dozens. Shoe discount stores.
Tommy Hilfiger. Polo.   Other big names, and some intriguing
ones you've never seen before...

Nirvana, right? The pulse quickens in anticipation.
The wallet tingles in fright!

Is that you? If so, welcome! You may be reading this at home,
but you **are** on the road... a cyber-road to "Outlet Heaven."

Yes, you **can** write like that. Really, it's a snap **because you have lived this stuff.** How do you do it?

First, just feel the emotions that **you** feel. **What** are they? **How** do you feel? **When** do you feel them? Yup... who, what, when, where, why and how -- just apply it to what you know and love!

Now... put yourself into the skin of your reader. **Now... put those emotions into your visitor.**

Establish your **VPP** in your intro paragraphs while quickening the pulse of your reader. After that, deliver the benefits of your site... answer the **"what's in it for me"** question that every visitor asks when arriving at a site.

That's for your human visitors. What about those pesky bots?...

━━━━━━━━ *Service Sellers' Sidebar* ━━━━━━━━

Ahh... good for you! You remembered! Service Sellers need to concern themselves with the **USP** more so than the **VPP.** As I said earlier...

Your **Unique Selling Proposition (USP)** is your service's most powerful benefit, in combination with a strong, unique feature of your business. It answers that most difficult question...

Why should potential clients hire your service company?

Your home page must clearly and quickly define your **USP** for visitors. Be critical with your text copy -- too formal, and your visitor will yawn, stretch and click the back-button. Too light, and she'll have a difficult time taking you and your service seriously (unless you provide a clown service, of course!). There's a delicate balancing act between the two...

Welcome to Anderson-Smith Consulting. Established in 1885
in San Francisco, California by George Smith Sr. III.
Anderson-Smith Consulting has been dedicated to providing
its clients with world class service for over 100 years.

Or...

Anderson-Smith Consulting's enthusiastic commitment to
delivering the best low-cost, high-yield advertising
solutions for YOUR budget-oriented business has been our
#1 priority since 1885.

... What sounds better to you?

Exactly... you've got to titillate your visitors, while maintaining their respect. Do **not** send them on a fast train to Snoresville!

8.4.2.   Your Home Page... Feed the Spider

As I said earlier, your home page is a Keyword-Focused Content Page (KFCP), too. A KFCP concentrates on "winning the Search Engine" war for a specific keyword while it delivers the high-value content to its human reader. We refer to the specific keyword of a KFCP as **"Specific Keyword"** (Surprise!).

OK, back to our home page. For your home page, the **Specific Keyword** is, in fact, your **Concept Keyword...** "pricing" or "factory outlet stores" in earlier examples. Your mission is to get your home page to score in the Top 10-20 for your Site Concept keyword.

Don't worry -- it's far simpler than you think. When you use **SiteBuilder**, you'll see how the **"guru-in-your-ear" online help** and the **Analyze It!** button put the "black art of Search Engine Optimization (SEO)" within your reach. **So guess what?...**

... No need to worry about tech stuff like META tags and the exact keyword density!

Just let me repeat this...

Follow **SiteBuilder's** online help closely. It makes the process easy.

Remember, the process is **not** guaranteed to score your page in the Top 10 right off the bat. It **does** make it easy to build a good, **SEO'd** (Search Engine Optimized) page. But it will take some tweaking, and a bit of practice, to start scoring high... more on this later.

And naturally, the more general and in-demand your word, the tougher it will be to rank #1. For example, no matter how good anyone is at SEO, scoring #1 for **mp3** is virtually impossible. Yes, you must have a well-optimized page to have a chance... but after that, you have to be lucky, too.

We'll make our money by focusing on our niche that we know and love, thank you!

I'll give you the **30,000 foot view** of SEO here. As I said, my buddy, the guru, will help you build nicely SEO'd pages once you start using the **SiteBuilder.** Here's what you should realize for now...

As you deliver the **VPP,** you focus upon using your keyword slightly more than your high school English teacher taught was "good English." Blend in your keyword and then sprinkle in synonyms and **variations** (for our fashion example, that would be "outlet stores" and "factory outlets" and "discount outlets").

Work in **General Keywords** that would likely be associated with your keyword (ex., shopping, shops, savings, discounts, etc.). If someone searches with part or all of your **Specific Keyword and** one of these **General Keywords,** you'll have a good shot at being found. **And** you'll have a high-quality, interested and motivated visitor!

SIDEBAR

Many people use **WORD COMBOS** to search. They'll enter a **Specific Keyword** and also a **General** one from your **MASTER KEYWORD LIST.** For example, someone who is looking for information on penny stocks might enter a Specific Keyword **and** a General Keyword that one might commonly associate with the Specific one...

"penny stocks and investing"

or

"+penny stocks +investing"

or

"penny stocks investing"

or

"investing penny stocks"

You'll never win at the engines for the **General Keyword** "investing" -- there is just **too** much competition. In any event, even if you win, the traffic is **too non-**targeted -- it's unlikely to be interested in your specific niche.

But if you include the **General Keyword** "investing" in various parts of your Web page (outlined below), you'll do well when searchers use **WORD COMBOS**. And these are **excellent, highly targeted** visitors!

So...

Blend some General Keywords with your Specific ones. You only need to include them once or twice -- you're not trying to win the war for General Keywords, **just for the WORD COMBOS.** No need to use them nearly as many times as your Specific Keyword for that page.

This is **definitely** worth doing. Why? Let me repeat...

WORD COMBOS bring excellent, highly targeted visitors.

How long should a page be? **Kind of like a piece of rope...**

... as long as it needs to be, but no longer!

As far as the Search Engines are concerned, it's not the length that's important -- it's what you do with it (ahem!). It makes no sense for an engine to score a short page any higher than a long one. If length is of any importance, it's minor (except, perhaps, at the **extremes**).

As I said before, do use your **Specific Keyword** more than your high school teacher would have liked -- this "keyword density" is of some importance.

And so is "keyword prominence" -- make it a point to use your **Specific Keyword** more heavily in the opening paragraph or two (it **must** be in your **opening sentence**), and also in the closing paragraph. And then, like a good chef, sprinkle throughout!

Your "scatter pattern" should look like an hourglass... bigger (i.e., more frequent) on the top and bottom, and less (but still present) in the middle of the page.

OK, now let's **really** get into the **complicated** stuff and cover where, how, and how often to use your Specific Keyword in all these spots...

1) TITLE tag
2) META keyword tag
3) META description tag
4) H1 and other header tags
5) Body copy
6) Link tags
7) File name/domain name
8) Image ALT tag and name of image

On second thought...

... let's stomp that idea! As you'll see when you start building pages with **SiteBuilder,** it's all built in! Between the **"guru-in-your-ear" online help** (which tells you exactly what to do as you create each part of your page), and **Analyze It!**

194

(which tells you what to do better!), you can't go wrong (unless you totally ignore it, of course!).

You don't even need to know what a META tag is! Why should you? **SiteBuilder** takes care of all that for you, so you can concentrate on what's important... building your business.

The online help will show you how to get the best results, with both humans **and** spiders, one little help step at a time, at just the moment when you need to know. The guru will even help you analyze the page, making sure that it meets **30+ Search Engine Optimization Rules** -- if it does not, the guru will even tell you exactly what to do to make your page shape up!

Yes, the guru is very smart...

... but remember who your best friend is, right?

OK, time to link to the lower TIERS...

8.4.3. TIER 2 and TIER 3 Content... For Humans

Important tip ➡ Your TIER 2 and TIER 3 pages must do two "content" things well...

1) OVERdeliver great content to humans

2) Convince the Search Engines that it is the **most relevant page** for its Specific Keyword.

Yes, the approach is similar to that of your home page! While the home page, of course, focuses upon the fundamental **Site Concept keyword,** the other pages each focus upon one of the **high-profitability** keywords that your **MASTER KEYWORD LIST** has identified.

Ultimately, you create **Keyword-Focused Content Pages** that...

• concentrate on a **Specific Keyword** that fits within the overall **Site Concept**

and...

• concentrate on keywords with a **good PROFITABILITY** score

and...

• provide you with the opportunity to build good content (**SUPPLY SITE INFO** has sparked good ideas)

and...

• have a good number of **POSSIBLE PARTNERS** (DAY 4).

and, of course...

• you **know** (or can research) and **enjoy.**

Each page wraps a **high-value** topic around each **Specific Keyword**, following the guidelines outlined above.

As I said, the approach is basically the same as for your home page...

Each page must do **double duty** as a **PREselling click through generator** and a **Search Engine magnet.** While emphasizing your keywords, you must build original, valuable information.

Let's cover the "human" considerations in **this** section, **engines in the next.**

Here's the bottom line that each page must deliver...

Meet the needs of a visitor who was searching for that keyword. **OVER**deliver with high-value content. This will convince the reader to click through on your links. Links create the **TIER 1-2-3** structure.

And they belong **right in the flow of the copy.** Text links to your income-generating sites must flow naturally, and beautifully, **within the content.** Don't relegate your income-producing links to a listing at the end of the page.

The page must "read well" and be typo-free. **Re-read each page a few days after you first write it.** Does it read well? Is everything clear? If not, all your efforts to get your potential visitor this far will have been for nothing.

TIER 2

Remember, humans may find-and-enter your site via **any** page... **TIER 1, 2, or 3.** It all depends on how they find you.

If they find your home page (fairly common), they'll link to a **TIER 2.** From there, your first choice is to lead them to one of your merchants. So **make your income-generating links the most obvious,** an important part of your editorial content.

Remember... PREsell, don't sell.

TIER 3

These pages are really the "end of the road." Far and away, your **MWR** is to get the click through **to your merchants.** So arrange your content accordingly.

Naturally, if a user is intrigued by a TIER 3 page, and wants to find your home page or the TIER 2 page that leads to this page, you should provide links back, too. However, if you're absolutely determined to get "the click or nothing," many pros would agree with you **not** to provide links up to a higher TIER.

It's your call. If you do provide links "up the chain," keep them **only** to what's really necessary and relevant. Your **real** goal is for your visitor to **click through to your merchants!**

Remember... PREsell, don't sell.

Making it up on volume, PART II...

As I noted above... while TIER 3 keywords are generally not as profitable as TIER 2, there are a whole **heck of a lot more** of them! For example, you might have 10 TIER 2s.

If each of those links to 10 TIER 3s...

 ... that means you have thrown a net of 100 keywords over the Net!

Also, it's true that there is not as much **DEMAND** for "fur discount mall." But that does not mean that your "best fur discount malls" page has to suffer. Here's why...

Think up a stronger **related** keyword, that is in far more in **DEMAND** (use your **button** to verify, of course). For example, I would focus on "fur coat."

Offer **great, valuable content** about fur coats. You actually create a Keyword-Focused Content Page that concentrates on winning the Search Engine war for the keyword "fur coat." Your page is discovered by people searching for "fur coats," which is a far more commonly searched term than "fur discount malls."

Of course, you don't mislead. It's natural to talk about fur coats in a page that is about fur discount malls. And you'll talk about the malls, too, leading into the best places to get great bargains on these expensive items (which are, of course, fur discount malls!).

In other words, while you created a TIER 3 page about "fur discount malls" because it fit well as a link from your TIER 2 "Top Factory Outlets" page, your visitor found you because she was looking for fur coats. The best of all worlds, for everyone.

The formula always remains the same... **OVERdeliver** great content. Then get the click to your merchant-partners.

Find-Click-Click-CLICK-kaCHING!

Think of your links as providing a **service** to your readers. You offer your links as recommendations or tips or "Top 3" as a service for your readers to see and use. So don't just save them for the end, where you impassively list them. **Weave them throughout each page, where relevant.**

8.4.4. TIER 2 and TIER 3 Content... For Spiders

We reviewed the "big picture" for **SEO** when we talked about the home page. It's much the same for the TIER 2 and TIER 3 pages. And the guru **does** show you exactly **how to do it** once you start using **SiteBuilder.**

The guru-in-your-ear online helps shows you how to wring the very most SEO out of every part of every page. And then, just before you build your page (which also submits it to the engines), you can even ask the guru for an SEO analysis of your page!

So, for now and right here, let's just stress **a few important general concepts...**

Keep your content focused to a single theme per page. Focus on one **Specific Keyword.** Blend in 2, maybe 3, **General Keywords** (that are related to your **Specific Keyword** for that page) to cover WORD COMBOS (multi-word searches). And blend in common synonyms for your keyword... Not too much, though, or you'll dilute your most important keyword.

Use common sense, and avoid abuse (i.e., no tricks).

Do not, ever, get off-target. Keep each page focused on material related to your keyword. Never, **never, NEVER** introduce a second theme to a page -- **no** mixed messages. Each page focuses purely on its "keyword topic."

And that goes for your whole site, too. The more you laser-beam on a single theme, the better you'll do with the Search Engines. **Engines will focus on themes more and more.** If your site is about "factory outlet stores," it's fine to use all the variations that we discuss above. **It all reinforces the main theme**. But if you add a section that starts talking about Saks Fifth Avenue and other high-end retailers, you start to water down your site. The more off-theme your content, the greater the risk.

Focus on your theme and stick to it. That's why an ideal site does not require more than **3** TIERS. That should just about cover any niche. After that, your time will be more **PROFITABLY** spent by building the next content site on your "mini-portal list."

One last important strategy before we actually start building... **change** your **Search Engine Optimization** (SEO) approach somewhat from page to page. **Experiment with different numbers, frequencies and patterns of keywords until you find what works best.** Why?

Because every Theme-Based Content Site competes against a whole different set of competitors. You'll have to experiment a while before you find a certain approach that works the best. By making small changes in the number of keywords that you put into your title, headlines and body copy, for example, you're more likely to generate some pages that score high.

Once you discover which refinements work the best **for your particular theme,** build upon that. Remember, the Net is in constant flux. Experiment to stay ahead of your competitors.

OK, it's construction time...

... Let's start building!

8.5. Let's Start Building!

Build a professional "Look and Feel" for your site.

OK, open your e-mail with the subject... **Site Build It! is Ready for You!...**

This e-mail confirms that your domain has been registered. It tells you how to login (with your username and password) and use the **SiteBuilder and TrafficCenter** at **Site Central.**

SIDEBAR

Remember... while you **can** start building your site right away, it may take a day or two before the Internet actually **knows** that your domain exists. See the **Site Build It! is Ready for You!** e-mail for details about this.

Get your e-hammer and e-nails and let's get started...

Login to the 5P Club...

https://secure.sitesell.com/5pillarclub/

Use the username and password in the **Site Build It! is Ready for You!** e-mail to log into **Site Build It!.**

SIDEBAR

If you are a **5 Pillar Affiliate** for SiteSell.com, simply log into the 5 Pillar Club as usual.

If you are **not** a 5 Pillar Affiliate, we "house" **Site Build It!** in the security of the 5 Pillar Club. This is the home of affiliates of SiteSell.com. We keep **Site Build It!** securely locked away in the Club.

Although you can log into the Club to access **Site Build It!,** you are not considered to be a 5 Pillar Affiliate (because you have not officially registered for that). And, of course, you have **no** obligation to PREsell SiteSell.com products in your **Site Build It!** site.

However, I know that anyone who purchases **Site Build It!** has **serious** intentions and **will** succeed. That's why I would love to have you as a partner-in-sales.

If you are interested in the 5P Program (many gurus have called it the "best on the Net") and would like to join, simply select **any other** item on the QUICK JUMP menu (QUICK JUMP is covered in the next instruction below this SIDEBAR), or click on **any other link** into the rest of the 5P Club. Since we already have most of the information we need, it only takes a second for you to join the Club.

Click here for more information about the 5 Pillar Program.

Geez...

... those SIDEBARS throw me off, sometimes. **Where** were we? Oh yes, you have just logged in, right? Next...

Click on the **Site Build It!** link or choose **Site Build It!** by left-clicking-and-holding on the **QUICK JUMP** drop-down menu...
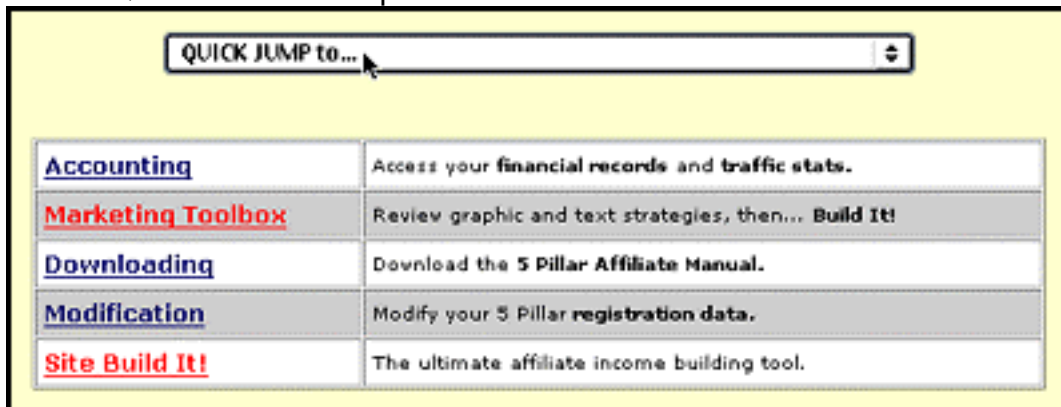
Whichever way you choose **Site Build It!,** you arrive at the **Let's Get Started** page. Read its message carefully -- it's the only time you'll ever see it! Then click on this...

Just follow the onscreen instructions and help from there. And off we go to choose, create and/or customize a **"Look & Feel"...**

8.5.1. Create a Professional Look and Feel

Time to choose the style of **Look & Feel** for your site...

Graphic design and look & feel are **not** as important as most people think. It's amazing to think how **much** money companies spend on graphics and how **little** they spend on the words.

If you happen to be one of those folks who think that a Hollywood production is essential for Net success, take a look at these highly successful content sites...

http://www.associateprograms.com/

http://www.useit.com/

Oh, and here are two small sites that have been fairly successful with a 99% text interface -- you may even have heard about them...

http://www.yahoo.com/

http://www.ebay.com/

Don't be awed by the huge budgets of big companies to put up incredibly splashy sites. It's **words** that will win (or lose!) the day, **not** graphics.

Do you know why **graphics** are not important? Because people are **not** looking for graphics. They seek info. Never be awed by graphics. Just win with words.

Of course, it **is** important **not** to use 18 garish colors and whirling kabobbies. And naturally, you'd like your Look and Feel to be **consistent** with the overall theme of your site. And you **do** want to gain confidence by offering a crisp presentation.

To get a good example of how design can influence viewers' moods, pick up a **fashion magazine** and scan through the ads. Whether the tone is blatantly obvious (say a Victoria Secrets ad = you will be sexy) or subtle (a Ralph Lauren ad = you will be calm and successful) all of these companies have chosen styles that **match the mood with the product** that they are trying to sell.

Note how the various companies use **color, fonts and images** to convey a single impression that they want viewers to feel -- tough, sexy, innocent, independent, guilty, successful etc. These are all basic emotions that they are using to get a single desired result...

The Sale. (Kind of like what we are trying to do, no?)

At the risk of sounding like a broken record...

Please keep in mind your goal of simplicity. The easiest trap that beginning designers fall into is to confuse "cool effects" with design. Always remember to stay focused on the overall theme of your site content, and the impression that you want to make on your visitors.

Bottom line?

Make your site clean, welcoming and easy to navigate.

A **"Look and Feel"** is composed of three parts...

1) Site Elements

2) Logo

3) NavBar

When it comes to developing and defining your site's "Look and Feel," you're certainly not lacking for options. **SBI!** provides 10 pre-designed style templates from which you can choose to use **"as is"** or to **customize.**

You can also go...

... totally crazy and design a template yourself from scratch ("free form," we call it!).

If you own Paint Shop Pro, PhotoShop, or any other high-quality graphic design program that has the ability to save graphics as a .gif or .jpeg, you can now simply create the elements you want, and upload them to **Site Build It!.**

For those of you who do not own and/or are not comfortable using this type of software, **SBI!'s** new server-side graphic-building tools will get the job done for you!

No fuss, no muss!

203

As a general rule, **SBI!** times out every 30 minutes to keep your material free from prying eyes. When you are building a TIER 2 or TIER 3 page (later on in the building process), prepare your material in a text editor beforehand and copy-and-paste it into the appropriate blocks when you're ready. Otherwise, you could end up losing all your material should you time-out before you save it.

Luckily, you don't have to worry about timing out while you tweak your L&F to your heart's content. **Each time you click on any button, the time-out mechanism is renewed.** However, please be sure not to stop in the midst of the process for any length of time without saving your work. If you forget, **SBI!** will time-out and your changes will be lost.

So before you join your friends for a l-o-n-g lunch, complete your work session and enjoy the break -- worry-free!

The fun all begins on the **Look and Feel Selector** page at **Site Central**.

Login to the 5P Club with your username and password and click on the **Site Build It!** link. Then click on the **Look and Feel Selector** button...
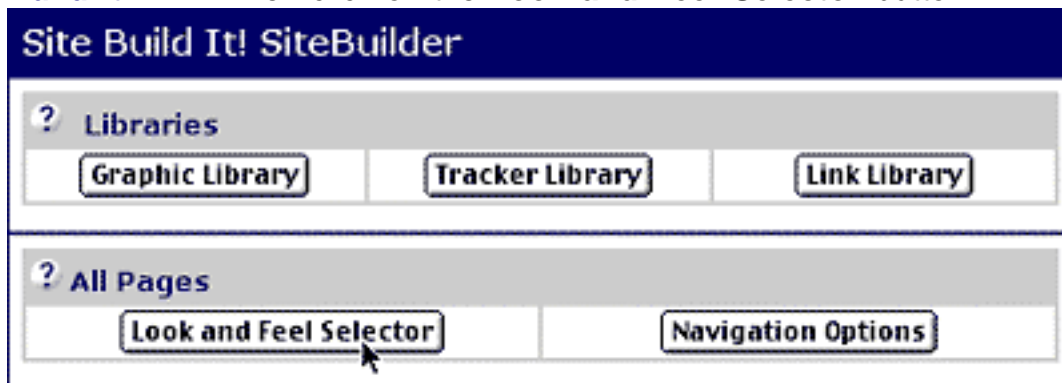
This brings to the spot where you choose your L&F pathway...

Option #1 -- use one of **SBI!'s** pre-designed styles ("default" templates) and do zero customization.

Option #2 -- select and customize a particular pre-designed style.

Option #3 -- create your own style from scratch (which is labeled **"Custom:Style"**).

Take a minute to scroll down the page to see your options first-hand. I don't mind waiting.

If you choose Option #1 with its zero customization, **SBI!** will create the **entire default** for you for all three parts (Site Elements, Logo, and NavBar). You simply pick **one** of the pre-designed styles and then...

204

STEP 1) Select a **Color Scheme.**

STEP 2) Preview the template to see if you like it.

STEP 3) Click on the **Select this Style** button.

SBI! will automatically use your domain name to create your Logo. Sit back and relax! **SBI!** is on the job!

SIDEBAR

If you wish to use a pre-designed template, but prefer that your site be named something other than your domain name, hang in there! I'll show you shortly how to **customize your Logo**. It's a snap to do!

However, if you are going to customize one of the pre-designed templates (Option #2), or create a template from scratch (Option #3), there is a **sequential action plan** to follow in order to build the desired style and mood of your site...

A) customize **Site Elements**

B) customize **Logo**

C) customize **NavBar.**

Don't feel that you have to customize all three parts. The amount of customization required is completely your decision! For instance, you may choose the **High Tech** style template and decide that you only want to customize the Logo...

Or...

You may want to go "free form" and customize all three parts using the **Style:Custom** template...

No matter which option you choose, the **last action step** of the Look and Feel process is the same **for all three options.** In order to **activate** (i.e., make your site's style go "live" on the Net), you must click on the **Select this Style** button. This gives **SBI!** the go-ahead to build your **entire site** with the L&F of your choice.

From this point onwards, each time you go to the **Look and Feel Selector** page at **Site Central,** your **current "live" style** will always be at the top of the other selections with a red frame around it for easy identification -- like this screenshot below if you had selected the High Tech Style for your site...

 ... Whoa, partner! Caution alert!

Before you start "putting it all together," there is one **important rule** to remember...

Use it or lose it!

(We all know the importance of that rule in our... umm... personal lives.)

When you develop a completely new "L&F" or make small changes to the style that you already have, you **must** click on **Select this Style** button when you are finished. This action will **save** your work. By the way, the entire process of customizing your L&F can be easily accomplished in just under an hour, so finishing the job will not be a problem.

Unfortunately, if you forget to click on the button, **your work will be lost.** The next time you login, it will be the **last selected style** that will be accessible. Modifications are **only retained** if you click on the **Select this Style** button.

Modify. Save. Smile.

You can change your mind about your "L&F" any time. You can modify it, or create/customize an entire new one! But remember... click on the **Select this Style** button during **each** new session, or that new work will be lost. I repeat...

Use or lose it.

And... if on second (or third or fourth!) thought, you decide that you really don't like the changes you just finalized by clicking on the **Select this Style** button, you can always click on the **Revert to Default link**...

Please be very careful with this move. It completely wipes the "style slate" clean, so to speak. You will end up with the **original SBI!** pre-designed style. If you opted to create your own template from scratch, you'll revert back to the original "free form" open-slate phase.

In order to **reactivate** the default selection, you **must** click on the **Select this Style** button. Yes, the "Revert to Default" feature follows the **use-it-or-lose-it rule,** too!

OK, have you decided which option you want to follow? Great! But remember, nothing is set in stone. You can always change your mind and style.

If you chose to do "zero customization," feel free to jump ahead to **NavBar...Navigate to Profit** and get an essential overview of **"site navigation"** before you start building your home page.

For the others, it's time to flex those fingers and get ready to customize the three key parts of your "Look and Feel" framework -- Site Elements, Logo and Navbar. **So...**

... let's get going!

8.5.2. Site Elements... The Foundation

SBI! offers some very powerful easy-to-use tools that give you the freedom to create almost any "Look and Feel" that you could imagine. But keep in mind that while it may be compelling to design a very "flashy" Web site, there are some very basic Web design principles that I recommend you follow...

1) Limit your color palette -- The use of too many color families is distracting for the reader and it is a tell-tale sign of an amateur. Pick two to three complementary colors and then use a splash of color ("spot color") for extreme accent points. Yes, please experiment with colorful elements within your site (photos, .gifs, etc.) but try to keep the underlying images and background (that make up your L&F) based upon a limited choice of colors. This same principle applies to font coloring as well.

2) Limit your special effects -- Even though the "cool" factor is alluring, effects such as drop shadows, beveling, glows, etc... should be used for impact, **not** as the **basis** of your design. Don't be tempted to apply all the effects "just because they are available." As a case in point... "Raising" your logo by using a subtle drop shadow creates a pleasing effect. However, making a carved, marble, inverted, beveled, glowing logo in a scripted font does not.

3) Design for the whole site, not the particular element -- Although you will be working on each element individually, it is the **WHOLE** "Look and Feel" that your viewers see. Get the "big picture" of the finished result by using the **Preview** button frequently as you work with the tools. Ensure that the different elements complement each other and deliver the overall mood and impact that you want your viewers to experience.

SIDEBAR

Of course, this is **your** Web site, and you are free to design it any way you like. However, if building a profitable Web site is your top priority, reflect upon the above points seriously. Well-known Search Engine gurus (who make big money from the Net each and every year) use and only recommend "minimalist" designs. Why?

Simple designs are the most Search-Engine-friendly -- the spiders just love 'em! From a human visitor's point of view, they exude quiet confidence and credibility. Michael Campbell, SE guru and author of **"Nothing But 'Net,"** is one of several well-known authorities who follow this minimalist design approach and generate big-dollar online income every year.

The moral of the story is very simple... heed my recommendations and those of respected Net experts to build online profits! Simplicity rules!

The **Site Elements** form the foundation of your site's "L&F," upon which you will merge your **Logo** and **NavBar** (in the next two actions of the sequence). The three Site Elements are...

1) Top Image -- the graphic at the **top** of each of your Web pages, spanning across the entire width of your page. Top Image does **not** include the Logo. It will lie underneath your Logo (i.e., Logo in the foreground)...

SBI!'s pre-designed style templates all come with a Top Image that you are free to customize to your heart's content.

2) Left Hand Side Image -- the graphic that forms the **left hand margin** of each of your Web pages. It will lie **underneath** your NavBar (i.e., NavBar in the foreground) -- if you choose to use a NavBar.

All pre-designed style templates come standard with a Left Hand Side Image, but you are welcome to customize it as well. A common technique is to create a strip of color that (from top to bottom) fades to white or to your background color. If you plan to implement a left-margin Navbar on your site, we recommend that your graphic be at least 120 pixels wide, and no more than 150 pixels wide. This prevents your Navbar from overlapping your Left Hand Side Image, and leaves plenty of room for text on your Navbar buttons.

Whatever you do, it must "fit" nicely with the Top Image.

3) Background Image -- a small .gif or .jpeg file that creates the background for all of your Web pages. It does that by tiling to the size of the viewer's browser window. None of **SBI!'s** default style templates use a Background Image, but you can create and upload one of your own if you like.

If you do use a background, make a small .gif (1x1 or 2x2 pixels), light in color so that the text on the page is easy to read. Larger graphics can be used, if you want to create a textured look -- but again, remember your reader. If a page is hard to read (whether on screen or printed), your reader is likely to give up.

A "reverse effect" (dark background with light text) is **not** recommended for content sites -- studies have shown that viewers tire more easily, and it causes much longer print times.

A white background is excellent for readability and if you choose this color, there is no need for you to upload a background. A 1x1 pixel .gif, light-colored, is the next best choice.

OK, with that prep info in mind, it's time to discuss how to customize some or all Site Elements for your chosen style -- pre-designed or free-form. If you are going "free-form" (i.e., creating your own template from scratch) **jump directly to this section.**

209

Important tip ➡ It's a good idea to follow along with the tool as you read this Guide. Some things which seem a bit complex on the abstract level are actually quite simple when you see them concretely applied in the proper context.

Let's begin with the **customization of a pre-designed style** and use the "High Tech" style example once again. Clicking on the **Customize Site Elements** button...

... brings you to the **Customize Site Elements** page which kicks off the entire process...
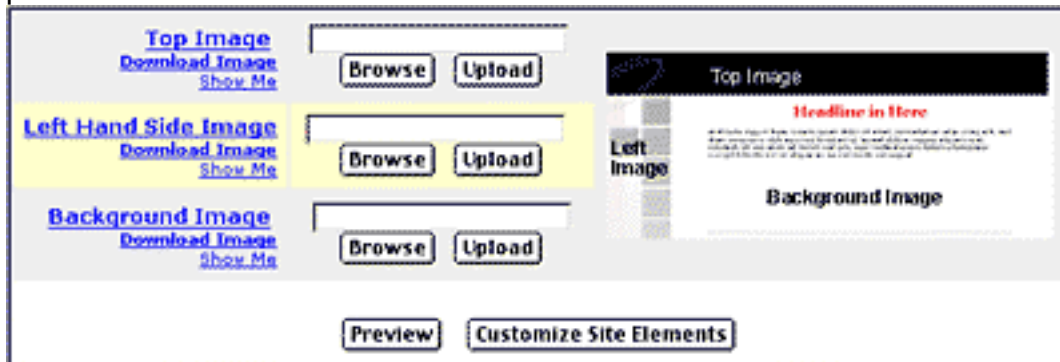
We'll start with the Top Image...

STEP 1 -- Click on the **Download Image link**...

... to download the **Top Image** that you want to modify onto your computer's desktop. Keep the **same name** of the file and **remember the location** where you are downloading it so that you can find it on your computer.

STEP 2 -- Use a graphics program, like **Paint Shop Pro** or **PhotoShop,** to edit that graphic. It's critical that you do not change the **dimensions** (height and width) of the graphic **OR** the **name** of the file. **If you do, SBI! will not accept it.** Once you've completed your modifications, just re-save as a .gif of .jpg file (same format as the original).

Now that you have your new image ready to go, you must put it back on your site. Here's how...

STEP 3 -- Use the **Browse** button to locate the graphic on your computer...
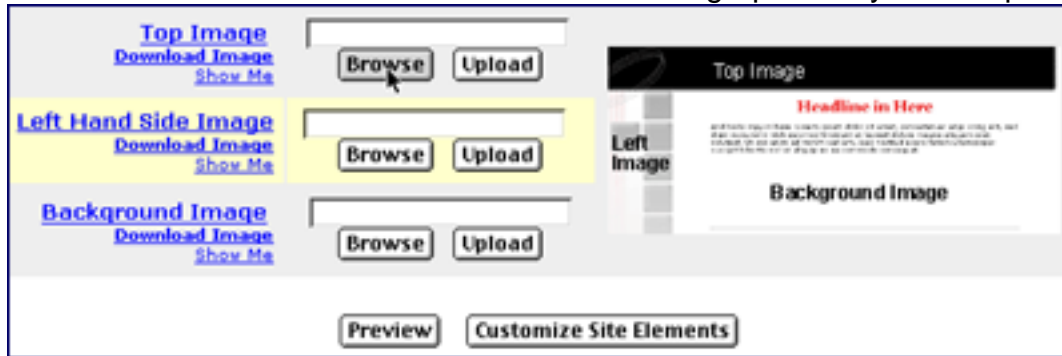
Then click the **Upload** button to upload your new Top Image back onto your Web site. Once uploaded, it will overwrite the original, default Top Image. To verify that it has been done successfully, click on the **Show Me link** (see the link under "Download Image" -- it will always show you the last image that you edited/uploaded -- which, in this case, is the Top Image you just created.)

It is a good idea to double-check what a newly uploaded graphic will look like in "the big picture"... see how it will interact with the other Images to create your site's complete style. To accomplish this, click the **Preview** button (check screenshot above) and see how the graphic integrates into the entire Web page.

STEP 4 -- Repeat the same process for each of the remaining elements if you want to customize them as well-- just be especially careful not to change the **dimensions of the images, or the names of the files.** Keep in mind that you do not **have** to customize all of the three elements. Simply work on the ones that you want to modify.

Please note... By default, the **SBI!** style templates **do not use a Background Image.** So if it is your first customization visit, or you have never uploaded a background, you will not be able to use the **Download Image** or **Show me** links. There's nothing to show!

OK, time to view your completed masterpiece...

STEP 5 Click on the **Preview** button to see the **overall** effect of all of the newly customized Site Elements, to make sure you love your new creation. If you're happy, proceed to Step 6. If you're not, repeat the above steps as needed until you're completely satisfied with your arrangement and then...

STEP 6 -- Click on the **Customize Site Elements** button...

[Customize Site Elements]

And you're on your e-way! Next step? A **Confirmation** page. (If you made an error -- like forgetting to keep the original file name for your customized graphic -- you will be notified at this point.) Once you've received confirmation that your changes have been saved, use the button provided to return to the **Look and Feel Selector** page.

Important tip ➡ At this point, your changes are **not** live (i.e., **SBI!** has not yet implemented your customizations into your "L&F"). Click the **Select this Style** button on the **Look and Feel Selector** page only **after** you have completed modifications that you want to do to your site style (Site Elements, Logo and NavBar). It is best to get an impression of the **total** "Look and Feel" before you make that final click. Keep this front and center in your mind as you work your way through the **Look and Feel customization process.**

Remember, you can return at **any time** to Download/Browse/Upload modifications to **any or all** of the Top Image, Left Hand Side Image, and the Background Image. Your customization is not set in stone. And of course, you may choose only to modify one or two of the site elements.

Always take advantage of the **online help** button (or certain **Headings** and **Show me** links) to receive more detailed assistance and strategies. Use this ready-when-you-need-it help throughout **SiteCentral** whenever you are **"working."** I can't stress its value enough!

Now you're ready to customize your Logo, if that's on your "to-do" list for this work session. **Take the fast lane by clicking here!**

OK, it's time to turn our attention to the second "creative-itch-to-scratch" group!   I'm talking about those individuals who want to go free-form...

The **"Custom Style"** uses the same basic principles as the other **SBI!** styles except that the slate is basically clean -- there are no images to start from so it really is "free-form" for the user.

This custom style is very appealing if...

212

a) you have a design in mind (or want to create one) that is completely different from the ones that **SBI!** supplies, and you are comfortable using professional Image software (like **PhotoShop** or **Paint Shop Pro**)...

Or...

b) you have some great ideas but you don't have (or are not comfortable using) your own image editing program. Relax. Release the "artist-within." **SBI!'s** easy-to-use online image editing tools smoothly overcome this hurdle.

Important tip ➡ If your creation will be similar to one of the other **SBI!** styles, it would be quicker and easier for you to just customize a particular pre-designed style (following the zero customization process **outlined earlier**).

Now it's the departure platform. Take a deep breath and jump off the creative diving board. To begin, locate the **"Style: Custom"** template on the **Look and Feel** page (scroll down through the options or use the link at the top of the page to jump there).

Click on the **Create/Customize Site Elements** button in the **"Style: Custom"** control panel...

And voila, your work station to **create/customize Site Elements...**
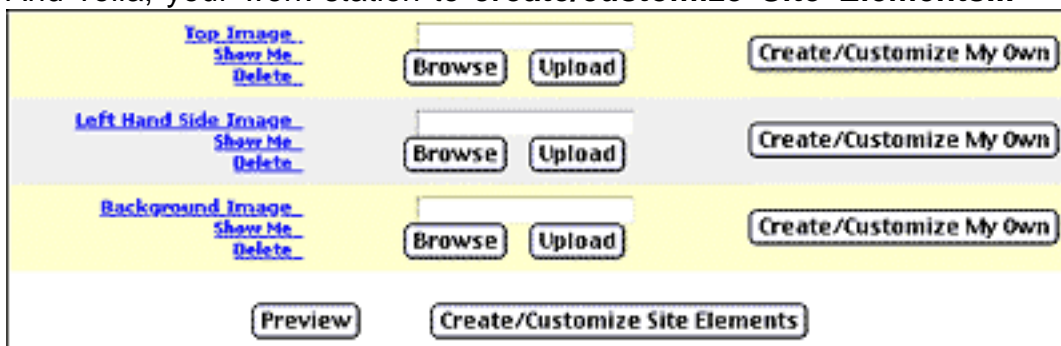
STEP 1 -- At this point there are two possible routes that...

   a) Use a graphics program, like **Paint Shop Pro** or **PhotoShop** (or any program that can save an image as a .gif or .jpg file that you like), to create/customize a graphic for the Top Image, Left Hand Side Image, and/or Background Image. Save it

on your desktop or some equally convenient spot on your computer so that you will know where they are when you have to upload them into **SBI!.**

SIDEBAR

If you're a power user and a confident user of graphics software, here's a little tip you will appreciate...

Remember the little talk we had about good Web design? The best way for you to design your own "Look and Feel" is to create the **whole** image in your graphic program -- not in individual pieces.

Using your graphic software, start by creating a new document (**725 pixels wide** and about **450 pixels high**). Divide the document into 3 parts, each one corresponding to one of the site elements -- the Top Image, the Left Hand Side Image, and the Background Image. Use your guides or grid (or make a layer that you can remove later) to map out the dimensions for each element. For instance, for your Top Image, place a guide about **80 pixels** of the way down the page and about **120 pixels** from the left edge of your page (which represents the width of the Left Image). For the Left Hand Side Image, you'll need to "map out" an image about **120 pixels wide by 450 pixels high,** and place it in the left hand margin, adjacent to the Top Image. Your background area will comprise the area to the right of the Left Hand Side Image and below the Top Image.

Now that you have this foundation "template," you can design in proper proportions, and as well you can see exactly how each element works with the other... **before** you upload it to your Web site.

Keep your end destination always in front of you. Check to see that element "fits" with the other and helps to create the desired **overall impression** that you want your visitors to feel when they arrive at your site. Once you are satisfied that all is well, select each of the individual elements from your master image and cut-and-paste them into their own files. Export each of them as individual pieces. Then upload them into your **SBI!** style.

Make sure you do not make the graphics **too big or too small.** The **Top Image** must not be more than **725 pixels wide** -- this is the exact width of your Web page. The default height for the **SBI!** Top Image is **80 pixels** -- so set that as the benchmark for the height of your Top Image. The **Left Hand Side Image** must not be wider than **150 pixels,** 120 pixels is ideal. You can make the **Left Hand Side Image** as tall as you wish.

Remember, however, the bigger the graphic, the longer the loading time of a page. For the best impact, end very distinct Left Hand Side Images at (or just below) the "fold" of the page -- about 400 pixels in height so that the whole image fits into the "pre-scroll" area. Don't forget the pointers about the **Background Image that we discussed earlier.**

Use the **Browse** button to locate the particular graphic needed (saved on your computer) and then click the **Upload** button to upload the graphic. Repeat, if necessary, for the other two Site Elements.

214

If you want to create each Image using **SBI!'s online graphic tools...**

 b) Simply click on the **Create/Customize My Own** button next to the corresponding Site Element that you want to create. I'll choose "Top Image" to illustrate...
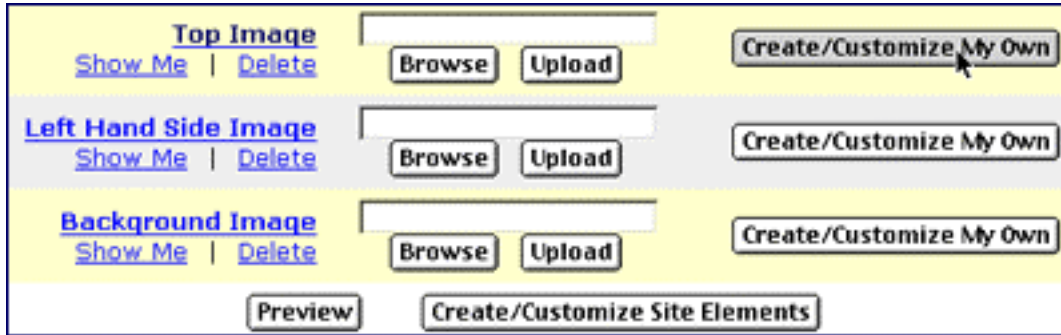
This brings you to the spot where you can create/customize your **Top Image (or Left Hand Side Image or Background Image)...**

Some quick advice before the fun of experimenting begins. If you decide you'd like to create (or customize) your Site Elements using **SBI!'s** custom graphic tools (either in a default or custom template), there are two basic ways to do this...

 i) Use an Image -- **SBI!** has an excellent assortment of image textures built into its graphic-creating engine. The process is sleek and quick. Just select the Image that you want from the drop-down menu, and add a splash of color using the Color Overlay drop-down (if desired, of course). Click the **Preview Images link** to the right. If you're happy with the result, click the **Create/Customize Top Image** button, and **SBI!** will incorporate those changes into your site template. If you want to make further modifications, select a different image and a different color scheme. Experiment until you are satisfied.

 ii) Use Color or a Blend of Color -- If you would prefer to use color as the basis of creating your Site Elements, **SBI!'s** graphic engine allows you to choose either a **single** solid color, or a **gradient blend** between two colors.

If you go for the single color option, just make a selection from the Color 1 choices. Click the **Preview Colors link** on the right to confirm that it's the color you want. Right on? Then simply click the **Create/Customize Top Image** button and keep moving forward!

If you want to create a gradient blend, select your preference from the **Color 1** and **Color 2** choices. Then from the **Blend** drop-down menu choose the "breaking point" (i.e., where the gradient starts fading from Color 1 to Color 2.) Finally, set the **Blend Direction** that you want the gradient to follow -- either **left to right** or **top to bottom.**

As always, click the **Preview Blends link** to see your creation. Not quite to your liking? Do some more tweaking, until you are totally pleased with the result.   Then finish with a click on the **Create/Customize Top Image** button.

Rolling right along! You're now back at the **Create/Customize My Own** page where you can continue working on the other elements -- Left Hand Side Image and Background Image. Just follow the same pattern and use the online help.

All finished? Click on the **Preview** button to see **ALL** your modifications reflected on your site. Don't be in a rush. If something still bugs you a bit, now is the time to go back and fix it. Once everything passes your approval, click the **Create/Customize Site Elements** button to save **this part** of your work.

Everything confirmed? Great! It's back to the **Look and Feel Selector** page.

Important tip ➡ I hate to sound like a broken record, but in case you jumped right to "customizing from scratch" and missed this important advice in the previous section...

At this point, **your changes are not live** (i.e., **SBI!** has not yet implemented your customizations into your "L&F"). Click the **Select this Style** button on the **Look and Feel Selector** page only **after** you have completed all the modifications that you want to do to your site's style (Site Elements, Logo and NavBar). It is best to get an impression of the **total** "Look and Feel" before you make that final click. Think about this advice as you work your way through the **Look and Feel customization process.**

Remember, you can return at **any time** to Download/Browse/Upload modifications to **any or all** of the Top Image, Left Hand Side Image, and the Background Image. Your customization is not set in stone. And of course, you may choose only to modify one or two of the site elements.

Always take advantage of the **online help button** (or certain **Headings** and **Show me links**) to receive more detailed assistance and strategies. Use this ready-when-you-need-it help throughout **SiteCentral** whenever you are **"working."** I can't stress its value enough!

And now you're ready to attack your Logo!**...**

8.5.3. Logo... Top Reflection

Your Logo symbolizes the **essence** of your site. More importantly, it will "color" (I couldn't resist the pun -- sorry about that!) your visitor's **initial perception of your site.** Create an attractive clean and simple Logo that subconsciously tells visitors that you are professional in the way you do things. Overdo it with a barrage of colors and special effects, and your visitor will cringe at the circus-type presentation. And, if she doesn't leave right away, she'll proceed with a cautious and fairly critical eye.

Oddly enough, the old offline mantra is more true than ever today online... **You may never get a second chance to make a good first impression.**

 Important tip ➡ Resist the urge to razzle-dazzle. Consider your Logo as your outside business sign on the "streets" of the Web. It needs to catch your visitors' eyes and draw them into your site. After all, the true prize is the valuable content they will find there!

Quickly review the basic design considerations <u>outlined below</u> before you start. Keep these suggestions front and center in your mind as you choose the typeface, color, size, style, effects and textures to create a custom Logo that is totally unique... **and totally YOU!**

Make the Logo fit with the **overall theme** of your site, and the **mood** that you want to create in your visitors' minds.

SIDEBAR

There is no need to make any changes, if you are satisfied with the default Logo of a pre-designed style. If you are in a rush, please feel free to **jump to the NavBar section.** However, if you have some time to spare, I recommend that you follow along and find out about **SBI!'s** exciting new technology. This way, when you are ready for a change, you'll know exactly what to do.

The process to create and/or customize a Logo is very straightforward. Use the

online help button ? (along with certain **Heading links**) to receive more detailed assistance and strategies.

On the **Look and Feel Selector** page, select either...

1) the **Customize Logo** button, if you're modifying a pre-designed style. The "High Tech" example template takes the spotlight once again...

OR...

2) the **Create/Customize Logo** button, if you're creating your own **style from scratch**...
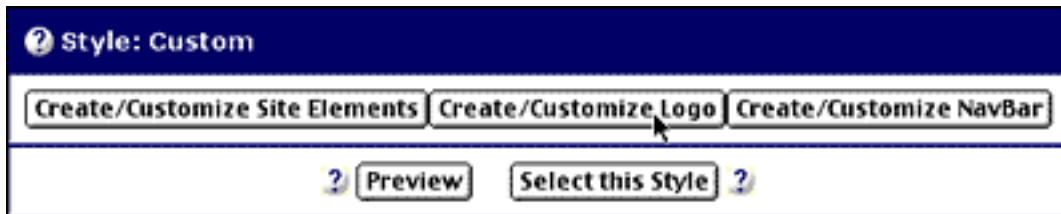
... and get ready to create or customize your new Logo, using the great assistance that is close at hand...

Start by entering the **name of your site** into the **Enter Logo Text** box. Then simply continue on with each action below that. Don't worry, the process is transparent and self-explanatory. And nothing is breakable! Experiment. If you can click a mouse, you can build a quality Logo.

It's a good idea to use the **Preview links** (along the right hand margin) each time you make a selection, in order to see its effect. This takes any guesswork out of the equation. For example, click on the **Preview Outline Sizes link** in the right hand margin...

And see the effect of the different intensity levels...
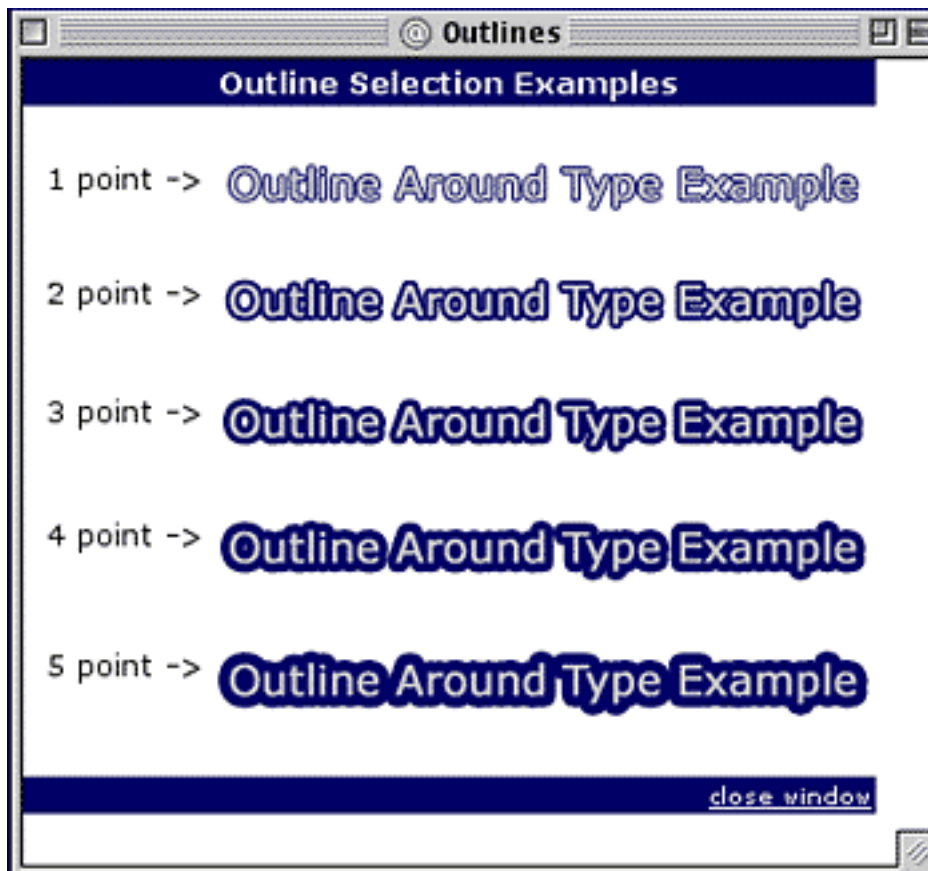
Here's another example.

Click on the **Preview Glows link..**.

And once again, the different intensity levels are all there...

By the way, some selections have a **drop-down menu,** like this one for **Typeface,** that offers several possible choices...
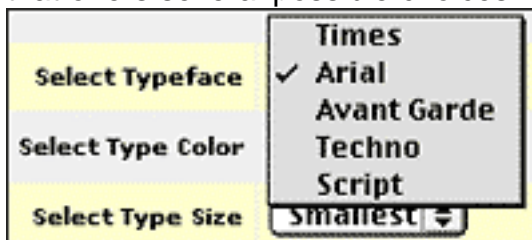
And others use **radio boxes,** like those shown below, to select the Drop Shadow, Emboss, Glow and Bevel effects. The drop-down menus, in this case, help to determine the **intensity level** of each effect upon your Logo...
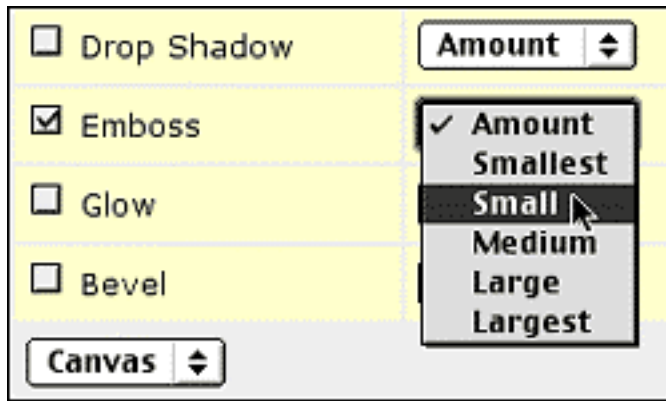
Important tip ➡ Get into the habit of clicking on the **Preview links**. It will save you "design" time by helping you to decide quickly what you like and what you don't like. Experiment and try as many combinations as you can think of! Find the effect that is **most pleasing to you.**

Here's a quick example to illustrate. I enter "Marketing example logo" in "Enter Logo Text." Let's say that I opt for a rather conservative look by choosing these particular settings...

Clicking on the **Preview** button, I see all my chosen effects in glorious form...

Marketing example logo

On the other hand, I may wish opt for a more **dramatic effect** by choosing settings similar to the following...

Enter Logo Text	Marketing example logo	
Select Typeface	Arial ☑ Bold ☐ Italic	Preview Typefaces
Select Type Color	Red	Preview Colors
Select Type Size	Medium	Preview Sizes
Outline around Type?	1 point Color White	Preview Outline Sizes
Special Effects for Type	☑ Drop Shadow — Small	Preview Drop Shadows
	☐ Emboss — Smallest	Preview Emboss
	☐ Glow — Amount	Preview Glows
	☑ Bevel — Small	Preview Bevels
Texture of the Type	Marble	Preview Type Textures
Type Alignment	● Left ○ Center ○ Right	Preview Alignments
	[Preview] [Customize Logo]	

And what does the Preview show? Drum roll, please...

Marketing example logo

Exciting stuff, isn't it? There is a lot of creative potential to harness with this tool, so take your time. Play around a bit. Craft the perfect Logo for your site!

The Logo-building/customization process can be boiled down to six easy, do-able steps...

STEP 1) Experiment with different selections.

STEP 2) Use the **Preview link** to view each effect "in action" and to confirm your decision.

STEP 3) Upon completion of all the selections, click the **Preview** button to view the fruit of your labor, and the overall effect of your selections upon your potential Logo.

STEP 4) Make revisions, if necessary.

STEP 5) Click the **Preview** button one last time to make doubly sure you're happy. If you're not, return to Step 4 until you are satisfied. Once you are, it's on to Step 6...

STEP 6) Click the **Customize Logo** button when you're satisfied with the finished result. This will take you to a **Confirmation** page that will give you the thumbs up that all is well.

A very important reminder... your Logo is not activated at this point -- it's waiting patiently on the launch platform until you do that final click on the **Select this Style** button. **As discussed earlier,** your Look and Feel is the **sum of all its parts.** Wait and see the **total** picture before you build or rebuild your entire site with the new changes.

From there, return to the **Look and Feel Selector** where you will now turn your attention to creating the best possible **NavBar**...

8.5.4. NavBar... Navigate to Profit

The actual creation and/or customization of the Look and Feel for your NavBar is a very straightforward process. So let's **first** look at "navigation" (which is a bit more complex) and how you set it up on your site.

Do you remember when we discussed your site's **3-TIERED** structure?...
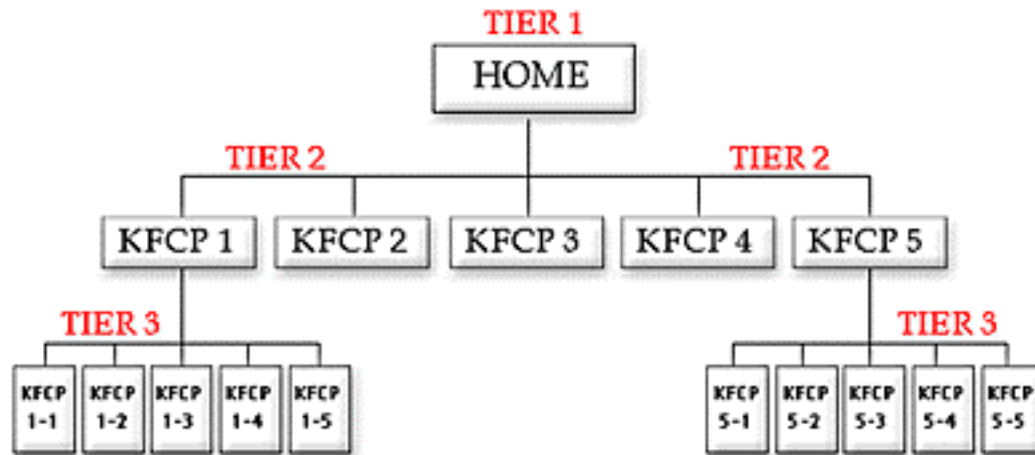
Your **home page** is composed of a few excellent paragraphs. This copy delivers your **Valuable PREselling Proposition** (and **USP,** if you are a Service Seller) to your visitor, as well as the critical **"What's in it for me"** benefits.

Your home page must lead to your most important pages, your TIER 2 pages -- these are your HIGHEST PROFITABILITY Keyword-Focused Content Pages and you set these as you build each page. Your home page normally closes by leading into (i.e., introducing) this **"Table of Contents" of TIER 2 text links --** your TIER 2 pages are the ones that appear as text links, with descriptions, at the bottom of your home page. TIER 3 pages should be reached, as usual, through **text links from your TIER 2 pages** that you will set using the Link Block as you build your site. (More details later on.)

It's a good idea to provide visitors with **more than one way** to advance through your site, especially if you are selling your services or an e-good. You want to navigate your visitors to profit, right?!   So... along with a TOC on your home page...

"Buttonize" your TIER 2 pages and include them in a **left-hand margin NavBar!**

By default, all **SBI!** sites have their home pages link to TIER 2 pages with both a Table Of Contents **AND** a left-margin NavBar. (This is true whether you use the default NavBar, or create your own.) Having both options enabled on your site provides the greatest flexibility. It's a practical navigational format that shows great respect for your visitors.

For example, owners of very large sites can opt to have a large number of TIER 2 pages included in the Table of Contents, while only displaying the most profitable ones in the Navbar.

I recommend that you stick with the default setting. You are, of course, free to decide which navigational option suits you the best. If you like, you may opt only to link via the Navbar, or perhaps only via the Table Of Contents.

If you're happy with the **SBI!** default configuration, no action on your part is required.

However, should you decide to change **SBI!'s** default navigational settings, it all begins at **Site Central** with a click on the **Navigation Options** button...
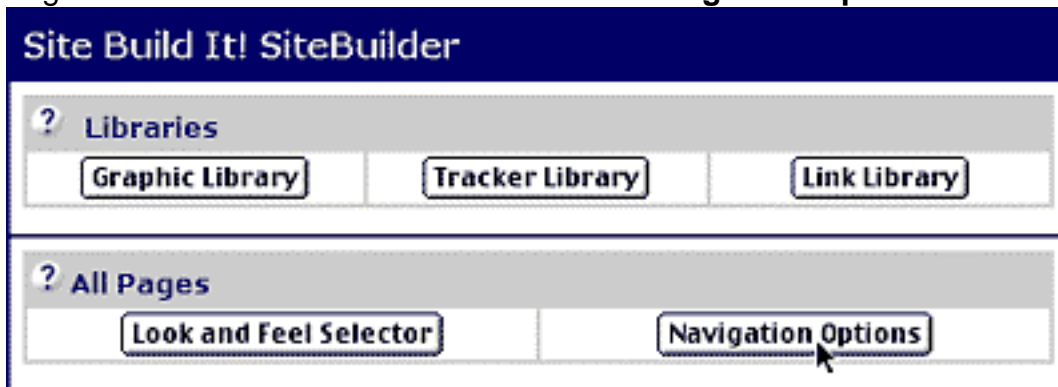
Then you simply select either **"Table of Contents"** or **"Graphical left-margin navbar"...**

And that's it! **Site Build It!** would have "clearance" to implement your new navigational option as you build your site!

SIDEBAR

Special Note: Should you ever decide to change your navigational options **after** your site is built, please keep in mind the following...

SBI! activates your new navigational option immediately. In most cases, this is not an issue of any concern. For example, changing from "Table of Contents" or "NavBar" **to** "Both," or from "NavBar" **back to** "Table of Contents" **will not affect** your site.

However, if you built your site with a Table Of Contents only, and then decide to switch to a NavBar only... **your Table of Contents will immediately disappear, leaving your site without any navigation.**

Two key points to absorb...

1) Build your site with the best navigation option the first time (I recommend you stick with the default).

2) If you make the change (outlined above) that will affect the navigational integrity of your site, be sure to **"populate"** your new NavBar ASAP! (Keep reading, details follow directly.)

Unless you decide to build your site with only the TOC option, **your site's navigation is developed page-by-page** as you proceed through page-building process -- **you "populate" the NavBar on a page-by-page basis.** Basically, this means that as you build them, you'll select the pages that you wish to have appear in the NavBar, as well as naming the button that will be displayed for each corresponding page.

And what type of pages will select to put in your left margin NavBar?

Your most **profitable TIER 2 pages**. There are two crucial reasons for this...

A) Obviously, it's in your best interests NOT to overwhelm your visitor with too many choices. The more options you offer, the less likely you'll be able to steer your visitor through to your merchant partners (or your sales site where you sell your product or service). They'll simply be too distracted by the choices.

B) Each button increases the loading time of your site. Although we've worked hard to keep file size to an absolute minimum, having 40 buttons in your NavBar not only looks a little silly, it will make most visitors lose patience. And the result? Correct! They leave your site long before your home page loads up -- missing the opportunity to read your informative articles or great recommendations.

Take home lessons to keep in mind as you build your site?...

• Your NavBar should only include your TIER 2 pages -- your HIGHEST PROFITABILITY Keyword-Focused Content Pages. Keep in mind the 3-TIERED structure **(above)** and build your site accordingly. Your best bet is **to limit your NavBar to your 5-15 most important pages,** and then organize the rest of your site into TIER 3 pages, linking to them from the appropriate TIER 2 page.

• Respect visitors arriving via dial-up modem (loading time costs them time and, in some places, money), and don't go overboard with the number of pages you include in your NavBar.

• Distracted visitors don't click through to merchant partners sites. Keep options to a **focused minimum.**

However, this is **your** Web site so if you have a good reason for including 40 TIER 2 pages in your NavBar... you're "da boss." There **is** one way to keep all 40 pages listed in the Table of Contents at the bottom of your home page, while limiting the number of pages displayed in your NavBar to a more manageable number. (We'll tackle that soon.)

This wraps up a quick overview on navigation. Those of you who are using the default NavBar of your pre-designed template "as is" (i.e., no customization) continue on and start **building your home page.** But before you do, this sidebar is for your information, too...

SIDEBAR

Every Navbar that accompanies each of the pre-designed style templates has the "mouseover" function activated. This function allows each **NavBa**r button to animate slightly (this is done by loading an altered version of the same graphic), whenever a visitor's mouse cursor moves over (or rests upon) that particular button. It's a clean, visually appealing effect. All default NavBar buttons have three "states"...

1) Off state (the button is "active" but has not been animated by a surfer's mouse -- i.e. the visitor's cursor has not, or is not, activating the button by moving over it or resting on it).

2) On Mousemover state (once a surfer's mouse rests on or passes over the NavBar button, a slightly different graphic is loaded, causing the animation effect).

3) On Page state -- a faded "inactive" version of the button appears on that button's corresponding Web page. The "Newsletter" button is visible but "unclickable," avoiding unnecessary confusion.

OK. For those who are itching to get at the NavBar, it's time to scratch that creative itch.

There are two instances in which you will use **SBI!'s** new state-of-the-Net graphic tools to either create or customize a left-margin NavBar...

1) You want to tweak the NavBar of the pre-designed style template you are using rather than stay with the default setting (remember that the red border marks your current selection)...

Or...

2) You want to build your entire NavBar from scratch.

But guess what? No matter which situation matches yours, the NavBar customization/creation process is **exactly** the same. And it starts on the **Look and Feel Selector** page.

So whether you click on the **Customize NavBar** button of one of the pre-designed style templates, or the **Create/Customize NavBar** button on the free-form template, you'll end up at the same location.

The process begins with this screen...

As you can see, the NavBar-building process is clearly presented and once you start using it, you will find it pretty self-explanatory. Beginning at the top, select your option from the drop-down menu provided, and **use the Preview links (on the right) to view each selection in a pop-up window.** These preview links are like co-pilots -- showing you exactly what each selection looks like so that you get to the destination you want!

Keep in mind that certain **Headings** (Select Button Shape, Select Image for Button Background) are also information links. So be sure to take full advantage of the **extensive online help** to get the job done smoothly and successfully.

Let's run through the process one step at a time...

STEP 1a) Select Button Shape. From the corresponding drop-down menu, select the preferred shape of your button...
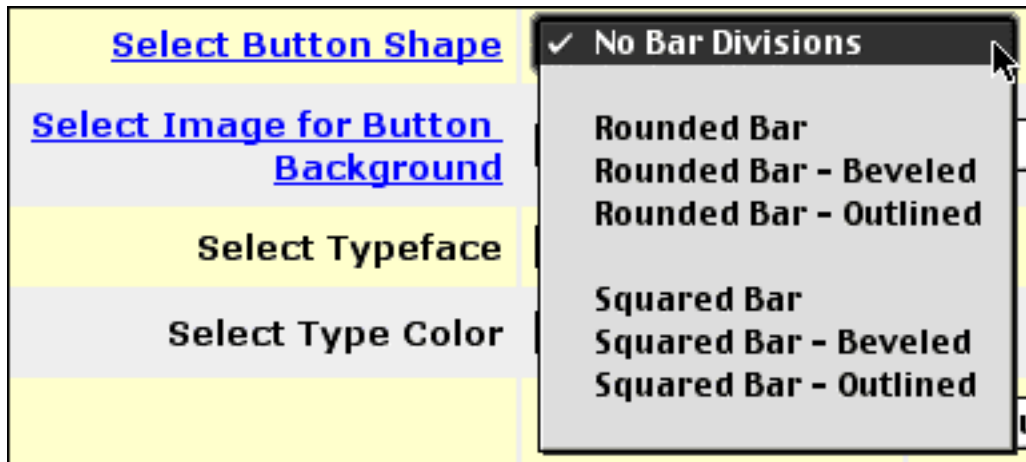
Don't know what a "rounded bar" looks like?

No problem.

Just choose it and click **Preview Button Types link.**

1b) Select Image for Button Background. If you want your buttons to use a different background color/texture than your site's default settings, make your selection from this drop-down menu...
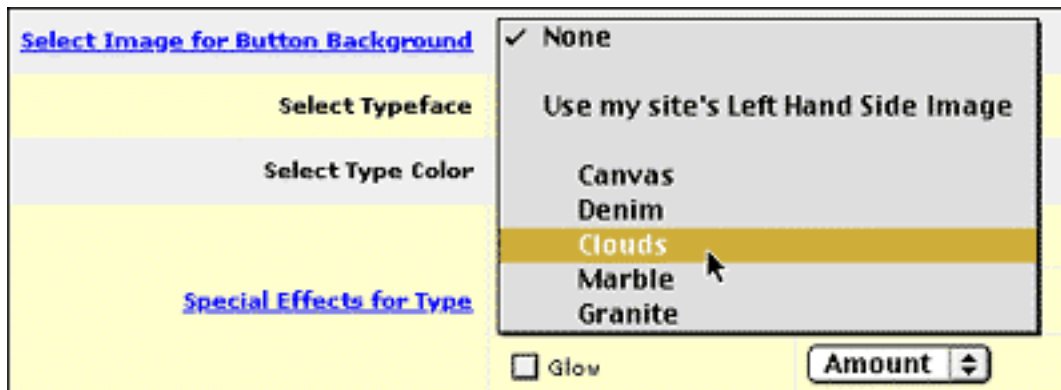
1c) Select Typeface. Will you keep the typeface of buttons consistent with the font style of your site, or will you vary it slightly for some added flair? Use the drop-down menu to make your selection.

1d) Select Type Color. Easy reading is key. Make sure your buttons are legible to your visitors -- especially if you are experimenting with different background textures. Use the drop-down menu to make your selection.

1e) Special Effects for Type. Choose from Drop Shadow, Emboss, and Glow. Use the drop-down menu to make your selection.

1f) MouseOver Movement. By selecting "Yes," your buttons will animate slightly any time a visitor's mouse passes over top of them! Use the drop-down menu to select the type of movement or animation you prefer.

SIDEBAR

The NavBar-maker is an impressive, easy-to-use tool that delivers professional quality graphics with a few mouse clicks. Take your time, experiment, and build what suits your needs. Trust me, it's all in there! For instance, these settings...

... effectively create a professional business look to your NavBar which fits like a glove with your finance theme...
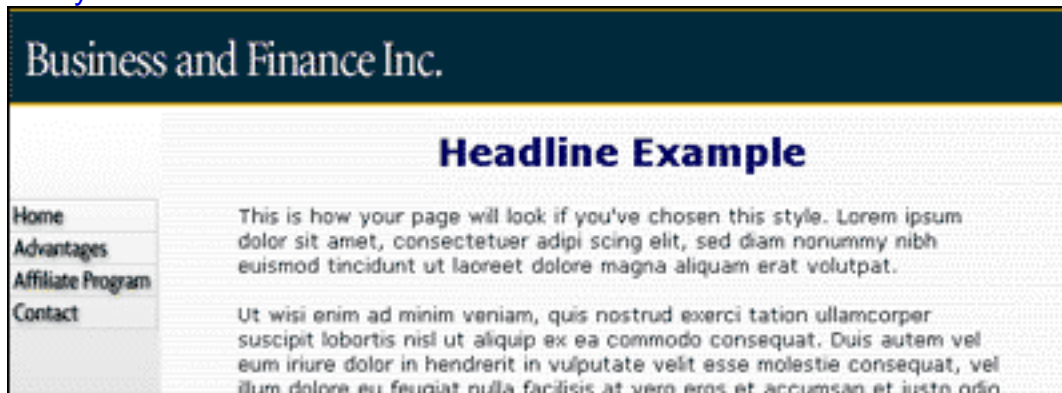
Let's zoom in for a closer look at the NavBar...

Awesome! Did I just hear you say that you never had such an opportunity to indulge your creative fantasies? **Geez, don't worry about it...**

 ... I knew you were talking about Web design fantasies! Go crazy! Have fun!

STEP 2 Once you're finished, click on the **Preview** button to see the **overall effect** of your customized NavBar **merged** on top of the Left Hand Side Image. Make sure it meets your approval... so that you know that it will meet your visitor's!

STEP 3 If all is OK, click on the **Customize NavBar** button. This will take you to a **Confirmation** page **(or you will receive notification of any errors)**. From there, return to the **Look and Feel Selector** page.

 Important tip ➡ It is extremely important that you realize that you are only creating the **"Look and Feel"** of your NavBar here. Although the rest of the customizable elements go "live" once you click on the **Select this Style** button, the NavBar is constructed on a **page-by-page basis as you build each page your site.** The process will be outlined **as you build your TIER 2 pages.**

Your "Look and Feel" is now ready for prime-time viewing..

8.5.5. All Set? L& F Goes "Live"

At this point of your work session, you have not **activated** any of your changes. Now it's time to go "live!"

Click on the **Preview** button on the **Look and Feel Selector** page. Do one final check to see if you are totally happy with your new style, resulting from your customization of the **Site Elements**, **Logo** and **NavBar.**

Everything is to your liking? Fantastic! Click on the **Select this Style** button. We'll continue using our **High Tech example...**

... and **Site Build It!** will rebuild your **entire site** in this updated "Look and Feel." Now all your visitors can enjoy it, too!

SIDEBAR

Try not to make a radical update too frequently. The goal of your site is to generate frequent repeat visits. Keep in mind the comfort zone that **familiarity** creates -- visitors know what to expect and where to find it.

Initiate adjustments only when there is a **need** -- not just because it's easy to do so!

Hey, we're a couple of blooming Michelangelos! Now that we've tweaked our graphics, let's get out of our own way and **let our words do the talking.**

Yes, it's time to build the home page...

... **I think you're ready, don't you?**

8.5.6. Build Your Home Page
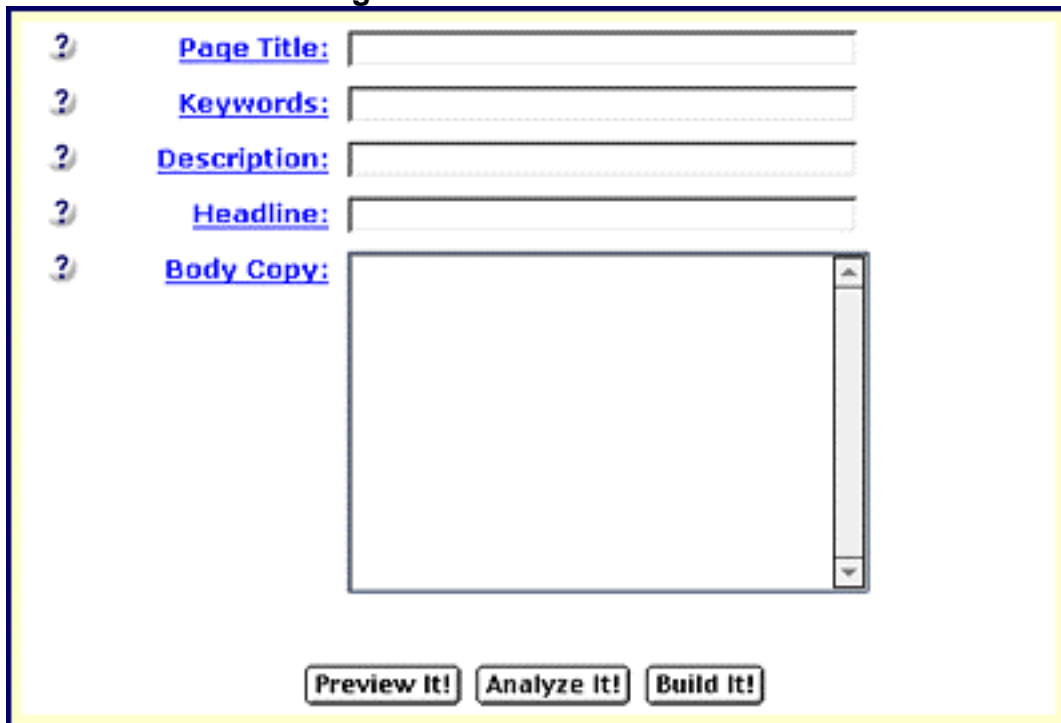
 Build your home page.

Clicking on the **Select this Style** button takes you automatically to the **Build Your Home Page.** This page contains the **Home Page Builder.**

The **Home Page Builder** is different than the builder that you will use for your TIER 2 and TIER 3 pages. It is a simple, inflexible form, while the other page builder uses a flexible, add-a-block approach.

You do not add any blocks when you build the home page.

Here's the Home Page Builder...

Why make it so simple? Because there is **one best way** to introduce your site to your human **and** spider readers.

Simply fill in the five boxes (shown above). It's best to prepare the text for **all** boxes **ahead of time,** especially the text that you will enter into the **Body Copy** box, for a couple of reasons...

1) For security reasons, the **SiteBuilder** "times out" after 30 minutes and asks you for your username and password again. Unfortunately, if you've just spent 45 minutes writing all your content into the boxes below... you'll lose all your work when you time out.

So... **write it all out ahead of time.**

2) It's easier to work in a text editor than in those teeny boxes. Why a **text editor?** Because that's the formatting of HTML.

If you use curly quotes or apostrophes or other word-processor (ex., Word, WordPerfect, etc.) fancy formatting, you'll get weird symbols.

234

So save your text entries as a straight ASCII **text file** -- you'll see this option when you "FILE > SAVE AS."

SIDEBAR

Use a dedicated text editor like Ultra Edit. If you use Word or some other word processor, make sure that you save your document as...

Text Only with Line Breaks (*.txt)

An example to demonstrate...
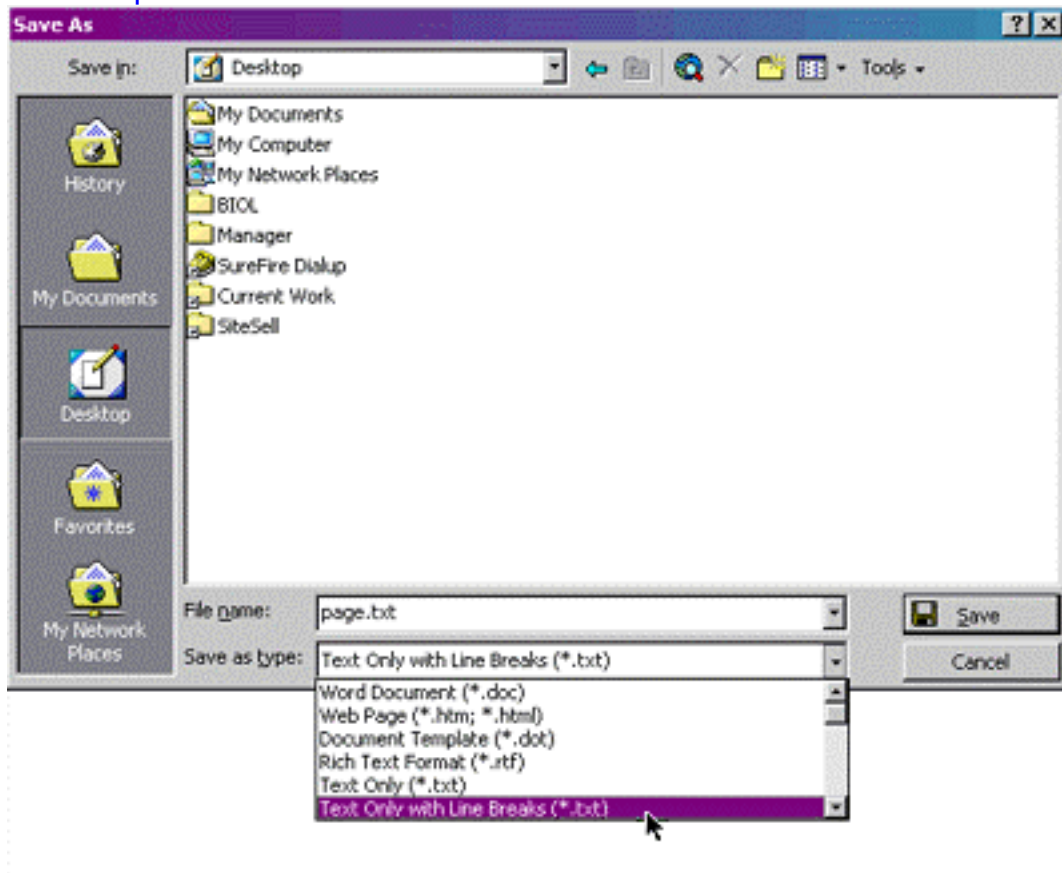
When you do that, you save your file as a text file (ex., Notepad)...
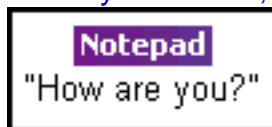
... see how the quotes are straight?

If you save it as a Word document...
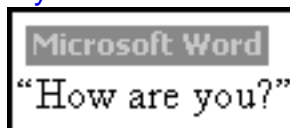
... see how the quotes are curly? Formatting like this can cause problems in an HTML document.

Use straight text like this for all of the **SiteBuilder** boxes and all will be fine.

Bottom line... draft each entry in your text editor **beforehand.** Then just copy-and-paste. Easy as pie.

You get **two** kinds of **Guru-in-your-ear** online help **throughout SiteBuilder...**

1) Practical "do this" help -- If you click on a blue-underlined-linked word (like **Page Title** or **Headline** -- see above), a small info-box pops up. It tells you what to enter into each box. For example, here's what the guru whispers in your ear if you click upon **Page Title...**

```
═══════════════ [JavaScript Application] ═══════════════

   ⚠️    Enter the Title of your Home Page. Under 80
         characters, 64 is better. Remember your two
         readers... 1) HUMANS must find it compelling since
         your Title is the first thing they will read in the
         listings in search results for your Specific Keyword.
         2) SEARCH ENGINES must find your Specific Keyword
         in the Title to increase its ranking for that word.


                                               [   OK   ]
```
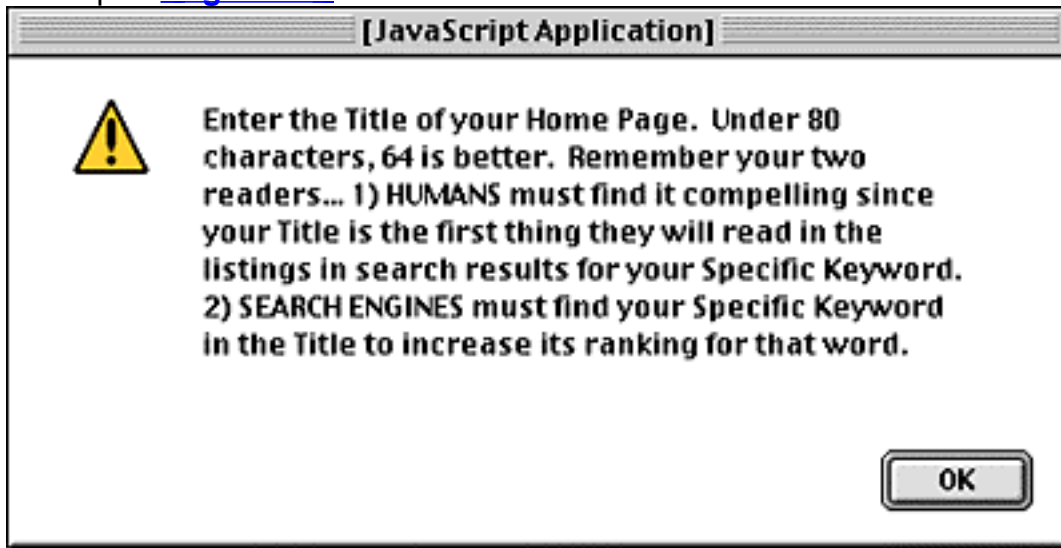
The guru tells you to enter the Title, how many characters is best, the prime goals, and to include your Specific Keyword in the Title. Talk about "all in a nutshell!"

2) Online Help and Strategies -- If you click on the [?], you get **strategic advice.** For example, if you click on the [?] to the left of the **Build Your Home Page headline**, a smaller browser window pops up. It reviews the important strategic goals of your **entire home page**. "Big picture" advice like this usually summarizes what you read here, although there may be a few snippets of "just-before-you-enter-you-should-know-this" information, too.

Now let's get a bit more granular...

If you click on the [?] icons **to the left** of each **entry box** (ex., **Page Title** or **Headline**), the pop-up gives **more detailed and hands-on strategic advice.** It tells you how to get the most out of **each** of these important elements of your home page, both for humans and Search Engines. This advice usually builds upon and deepens what I tell you here. **Hey...**

... That's why they call the guru, "the guru!"

236

Seriously, it's important to provide this kind of detail **"on the spot,"** just before you actually enter the data into each of the boxes.

Important tip ➡ What can I say? When you put "my buddy, the guru" and me together... you can't go wrong. **So please...**

Use the online help and strategies.

Use the online help and strategies.

Use the online help and strategies.

One more time? Ah, what the heck. If it will help you remember...

Use the online help and strategies.

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

OK, let's "fill in the boxes" for the home page of THEpricingAdvisor.com...

Page Title -- Search Engines give the Title **special** importance -- so use your **Specific Keyword** (the **Site Concept** keyword in the case of your home page) in the Title at least once, not more than twice. Since people will read this in Search Engine listings, make it compelling -- write it to **get the click.**

Keywords -- Enter your most profitable keywords or keyword combinations, separated by commas. The **first one** must be your page's **Specific Keyword.** Do not enter your keyword, or root of it, more than three times here.

Description -- Enter a description that uses the keywords wisely and that truly describes the page's content in a nutshell. Since people will read this in the Search Engine listings, write it to **get the click.**

Headline -- Enter the headline that will start your page. Make it compelling -- humans see **this** first, not your Title (which only appears at the very top of the browser window). Search Engines also give special importance to the headline. So be sure to include your **Specific Keyword** in this box once, not more than twice.

Body Copy -- **This is your "content."** Pre-draft in a simple Notepad or text editor. Write a draft then revise. Copy and paste your draft to the **Body Copy** field. Even if you feel your content isn't quite perfect... build your home page.

Keep moving forward -- you can edit it at any time later, as we'll see in a few seconds. Live with if for awhile -- you'll get ideas to improve it. If you're a perfectionist, don't be -- you're better off building a page that you'll improve as you go along.

Your content must always be informative and valuable/**relevant** to the keyword that your visitor searched -- it must meet the needs of what your visitor sought at the engines. This makes your content **valuable to the SEs, too.**

My friend, the guru, has included some invaluable strategies on how to get the most out of the Page Title, Keywords, Description, Headline and Body Copy. So no need to repeat it all here.

 Just click on the question mark...
?... to the left of each heading (ex., Page Title, Body Copy) to get the whole strategic scoop. Then click **on the heading itself** for the Practical "what to enter here" help.

___

OK, all set? Have you completed the Page Title, Keywords, Description, Headline and Body Copy? Have you reviewed all the online help and made your entries as good as possible?

Yes?...

... Great!

See the three buttons at the bottom?...

Preview It! **Analyze It!** **Build It!**

Click on **Preview It!** to see what your page will look like...

If you're particularly sharp-eyed, you may have noticed a couple of things in the page above...

1) The home page ends with links to articles, even though I have **not yet** built any other pages. These are just sample links -- they will **not** appear on the "live" page. When I build my TIER 2s, those **will** appear as text links at the bottom of the home page.

So... **see how I anticipate the future by leading into the articles** (that are **not** really there yet)?...

```
It is the author's hope that you
enjoy and profit from these articles...
```

2) I have introduced a bit of ultra-basic HTML into the entry boxes themselves in order to improve the formatting. It's easy to do. I'll give you the most important tags here, just in case you ever want to use them (purely optional)...

     i) See the headline, **Perfect Pricing Can Double Your Net Profits**? I added a **
** tag after the word Pricing to force the rest of the headline to break onto the next line. So what I actually entered into the Headline box was...

```
Perfect Pricing<BR>
Can Double Your Net Profits
```

This little tag is especially **useful for headlines.** If you have a headline that is long enough to break into two (or more) lines, and if one of those lines is **much longer than the other,** the headline will be more attractive if you "force" a break such that the two (or more) lines are about equal length.

No need to enter <BR> tags to create paragraphs in the Body Copy box, though. Why? Because **SBI! recognizes two carriage returns** (in the text that you enter) as a **new paragraph.**

Of course, if you just want to add a single line break inside the Body Copy box, then use the <BR> tag. **Just type "<BR>" right where you want to
 break the line.. yes, just like I did here!**

ii) A center tag is **most** useful for Body Copy text. To center text, just turn this...

Sophisticated pricing offers opportunities for extreme profit improvements.

... into this...

<CENTER>
                    Sophisticated pricing offers opportunities
                           for extreme profit improvements.
</CENTER>

(Note too, the **
** tag after "opportunities." I did that so that I could force a line break to make the two lines of this text roughly the same length.)

iii) Let's say that you want to bolden the word "e-commerce." No problem, just write...
<B>**e-commerce**</B>

In order words, put a **<B>** in front of the word and a **</B>** right after it (see the **/** before the **B** in the "closing" tag **</B>?** That's what makes **</B>** a closing tag. It tells your browser to bolden everything between the **<B>** and the **</B>.** Simple. Useful to know when you want to emphasize a word in the text by **boldening** it.

iv) In the same way, <FONT COLOR="#FF0000">**RED**</FONT> The <FONT COLOR="#FF0000"> and </FONT> tags before and after a word (ex., "**RED**" just above) turn it red. (Same for "blue, green, purple" and all the basic colors.)

Important tip ➡ Whenever you use tags that have **both** an opening and a closing tag, do remember to use **both** of them. The closing tag (the one with the **/** in it) tells the browser to **stop** making those words bold, or centered, or whatever. If you don't put it in, the whole rest of your text will be bold, or centered, or whatever.

Happy with your preview?

Just before you build your page, you should **always** hit the **Analyze It!** button **for a complete Search Engine Optimization (SEO) analysis of your page.** My buddy, the online guru **SEO**-analyzes your page according to 30+ rules. If your page violates any of them, the page that pops up tells you exactly what you need to do...

Be sure to read the link that says...

Click here for the best way to approach SEO. The two most important pieces of advice from that link are...

1) Experiment -- don't be a slave to the SEO analysis. Experiment out of the box to find a "formula" that works best for your particular niche. **See above for more details.**

2) Create new content -- as long as your page **passes** the analysis test, or is not far off, you'll get much better results if you spend time creating **new pages** rather than tweaking old ones for Search Engine perfection.

How well does the **Analyze It!** module work, exactly? Very well -- in fact, **SBI!** Product Manager, Paul Crane, feels it outperforms **Webposition Gold** (well-known as the industry standard for SEO software). Paul wrote a great article about his positive experiences with the Analyze It! module. Take a few minutes to quickly review it before we continue...

http://www.sitesell.com/site-sell-backissues-026.html

Make any required changes and then **Analyze It!** again. Remember, you can use your own brain here, too. Experiment a little. Your situation is unique. If you try several different formulas, you'll have a better chance of what will work best for your situation.

Hey, we're almost home. Your Preview is great and you have a well-SEO'd page. **Time to do this...**
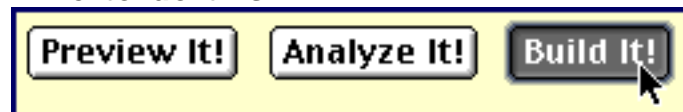
... **click on the Build It! button.**

 Important tip ➡ If you do **not** click on **Build It!,** your page information will **not** be saved.

Once a page is built, the **SBI! WorldSubmitter automatically** submits the page to the Search Engines. Actually, it submits the page to an intelligent system that analyzes whether it should submit the page. It recognizes pages and won't over-submit even if you re-build your page 100 times per day (when you **edit** your page).

When you submit a page to a Search Engine, it will normally check to make sure that your site is up quite quickly. After that, it sends the real indexing spider a few days to several weeks later. So...

It's a good idea to "finish" your page within a day or two of first building it. Yes, I know a page is never really finished, nor is a site. But you want it to be in a good shape for when that **indexing** spider comes knocking.

Actually, it's the **scout** spider that usually comes within a day or two (**AltaVista** and **Lycos** send theirs **immediately**). The scout just checks to make sure your page is up.

242

Each engine follows up with an **indexing** spider that does all the heavy lifting -- that can take weeks. Still, it's a good idea to "complete" the first version of your home page **ASAP** and keep moving forward by creating **more and more** high-value, Keyword-Focused Content Pages.

As you will see, the **WorldSubmitter** even makes submitting to **AltaVista** a snap, despite its dreaded dynamic graphic!

If you have not yet seen how **AltaVista** forces you to submit manually by creating a dynamic graphic, please see...

http://add-url.altavista.com/cgi-bin/newurl?

See how the graphic on the **AltaVista** "add URL" page forces you to be there?

Not if you use **Site Build It!** (more on how **SBI!** handles Search Engine submitting, spidering, indexing and ranking later).

And, **as the French say...**

... Voila! Your home page is built and submission to all the important Search Engines is done.

What happens after you submit your home page to **AltaVista?** Great news!...

You now have access to **Site Central.** We'll cover **Site Central** in the very next section, but first let's talk about how to **edit** your home page...

8.5.7. Edit Your Home Page

It's super-simple. Just click on the **Edit Home Page** button in the **One Page at a Time** section of **Site Central...**

That will take you to **Edit Your Home Page,** which is nearly identical in appearance to **Build Your Home Page.** As you can see the top five boxes are already filled in for us (exactly the way we last left it), except now we have something new added to this page...
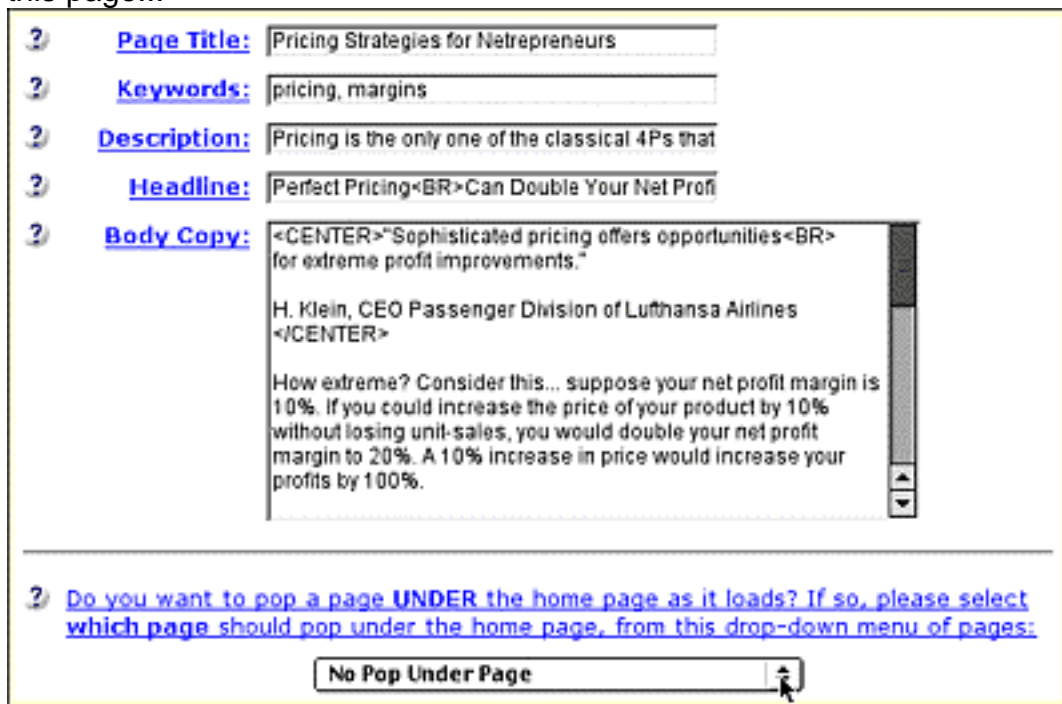
SBI! offers you the opportunity to select a page to pop-under the home page (i.e., load unobtrusively underneath the home page). A pop-under ensures that your visitor always receives your most important offer or your compelling **Back-Up Response.** She can't help but notice it!

This functionality is **only** offered on the home page. The overuse of pop-ups/unders can have a detrimental effect on a site's performance, depending on the sensitivity levels of your visitors.

I highly recommend that the pop-under page be used to **solicit sign-ups** to your **opt-in e-zine** and we'll discuss the **"how-to" in DAY 9**). Suffice to say that you'll only see this new window after you've built some pages which can be selected to pop-under the home page -- when you go back to **Edit the Home Page**!

For the time being, however, focus on editing your page copy (since you don't currently have any pages active on your site).

All we have to do is **make the changes.** If you want to change the longer ones (Description, Headline, Body Copy), it's best to cut-and-paste the text from the box in **Edit Your Home Page,** into your text editor. Make the changes in your editor, and then cut-and-paste it back into the box. Here are the steps...

1) Click into the box.

2) Press Control+A (command+A on Mac) to select all the text in the box.

3) Press Control+X (command+X on Mac) to cut all the text onto your clipboard.

4) Open a text editor and press Control+V(command+V on Mac) to paste that text into your text editor.

5) Edit it.

6) Press Control+A (command+A on Mac) to select all the text in the text editor.

7) Press Control+X (command+X on Mac) to cut all the text onto your clipboard.

8) Click back into the box and press Control+V(command+V on Mac) to paste that text into the box.

9) If you're all done, click on **Preview It!,** then **Analzye It!,** and finally **Build It!** (we'll discuss **Priority Build It!** a bit later).

And that's it! You've modified your home page. Rebuilding it like this automatically submits the page to the **WorldSubmitter.** Depending on the timing and tolerances of engines... if it's OK to resubmit to any engines, it will do it again.

Don't worry -- it's impossible to **over**submit to the engines. Here's a typical question that we receive about this...

I edited my page 7 times in the space of 3 hours. I don't know if your algorithms filtered this out, but submitting this many times in the space of 3 hours is enough to get you banned.

No worries, mate (as our Aussie **SBI!'ers** say!). The **WorldSubmitter** maintains a **very** sophisticated **queue** of pages that prevents **any** page from **ever** being oversubmitted to **any** engine. (I'll explain more about this submission queue in DAY 7.)

As I said a bit earlier, once you build your home page, you have access to **Site Central.** It's time to take you on a little tour...

8.5.8. Site Central... Mission Control!

Maybe we should have called it...

 ... Mission Control. It **all** happens here.

This is **your** "master control panel." It has **four** sections...

1) Admin and navigation...

From here, you can...

      i) Modify your account info -- Change your username or password, or any other piece of identification information.

      ii) Contact SiteSell Support (upper right corner) -- Questions? Just ask.

      iii) Take the QUICK JUMP drop-down menu anywhere else in the 5 Pillar Club (for SiteSell's 5 Pillar Affiliates only).

2) The SBI! SiteBuilder...

Site Build It! SiteBuilder

? **Libraries**

[Graphic Library]   [Tracker Library]   [Link Library]

? **All Pages**

[Look and Feel Selector]   [Navigation Options]

? **One Page at a Time**

[Add a Page]   [Edit Home Page]

Edit / Delete

[Select a Page ⬍]

[Edit this page]   [Delete this page]   [Show me this Page]
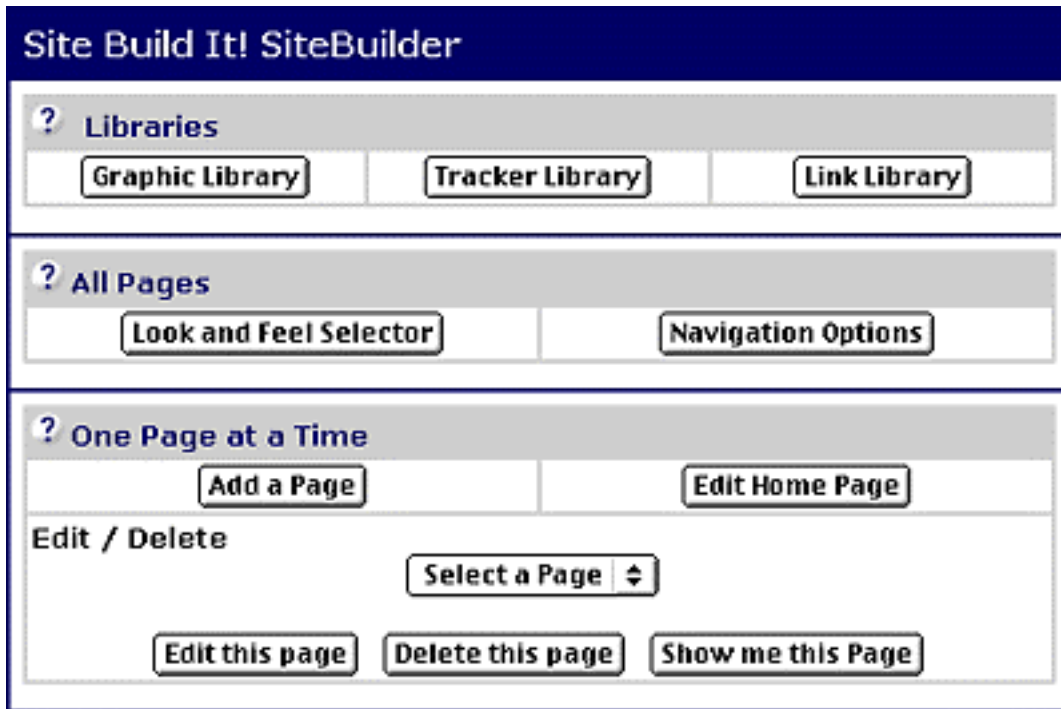
As you see, the **SiteBuilder** divides into three sections...

> **i) Libraries** -- Create graphics, special tracking links, and regular links and store them in these libraries for future use.

> **ii) All Pages** -- Make changes that affect **all** pages of your site.

> **iii) One Page at a Time** -- Work on a **single** page of your site. So far, you've used the **Edit Home Page** button. In the next section, we'll use the **Add a Page** and **Edit this page** buttons.

---

3) The SBI! BusinessCenter...

Site Build It! BusinessCenter

? **Getting Started**

[Download Guide/Manager]   [Set Up E-Commerce]   [Set Up Affiliate Program]

? **Activity Center**

[Manual Order Entry]   [MailOut Manager]   **Download Balance: 1520**
Click here to add to balance

? **Find and Manage**

[Affiliates] [Affiliate Payments]   [Customers] [Transactions]   [EFT Accounting]
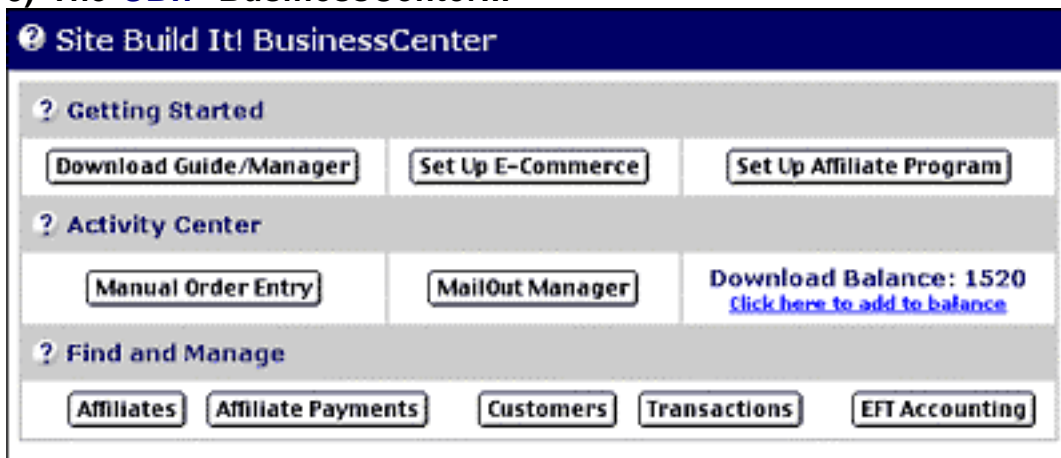
... which has three sections. You'll only need to concern yourself with the **Mailout Manager** in the Activity Center. All other functionality will be available to subscribers of **SBI! E-Goods (SBI!-E) only**...

        i) Getting Started -- **SBI!-E** clients may download the **Make Your E-Goods Sell! Action Guide,** apply for a merchant account, and set up an affiliate program.

        ii) Activity Center -- **SBI!-E** clients may process credit card orders by hand, while all **SBI!** clients may use the **Mailout Manager** to set up and manage an e-zine list. (Since publishing an e-zine should come **after** you build your site, we'll discuss that process in DAY 9.)

        iii) Find And Manage -- **SBI!-E** clients will build and manage their own affiliate program from here!

4) The SBI! TrafficCenter...

In the TrafficCenter...

        i) SBI! Manager -- If you ever need to download a new copy, this is the place. As you've seen, the **Manager** helps you brainstorm all those **traffic-building, profitable keywords.** And as you will soon see, its powerful Pay-Per-Click research and submitting tools save you weeks of time as you make **Pay-Per-Click traffic-building** an easy technique to master.

        ii) Search Engine HQ -- Track your pages' submissions (and automatic resubmissions), spider activities, listing status, rankings for all your Specific Keywords. Not ranking well?   **My friend, the guru...**

... comes to the rescue!

iii) Paid SE HQ -- Up-to-date info, **and** recommendations, on the burgeoning field of pay-for-inclusion (and other paid) programs of the major engines. No need **for you** to keep up-to-date. We do that for you. All condensed down into the info you **need** to know... and to act upon.

iv) Pay-Per-Click HQ -- Same idea as Paid SE HQ, except this HQ covers Pay-Per-Click (PPC) Search Engines like Overture, Xuppa (formerly Bay9), FindWhat, etc. It's the perfect up-to-date supplement for the **Manager's** powerful PPC research and submission tools. You'll also be able to track your page's performance on the various PPCs from this **HQ.**

v) Directory HQ -- Again, same idea. But watch for **a first...** Directory Submission **and** Tracking tools, too.

vi) Traffic Stats -- **All** the info, and **only** the info, you need to know... visits, visitors, page views, most popular pages (entry and exit), referrer URLs and detailed keyword reports about how your visitors are finding you. Invaluable... and distilled in a format for you to make **meaningful, and actionable, conclusions.**

vii) Click Data -- Get great insights into the traffic coming INTO and going OUT of your site. Measure the effectiveness of your links **out** (which earn you money), as well as the effectiveness of your promotional traffic-building campaigns. Visitors are the heart of your business -- this knowledge is **key** to growing your business.

All set? Click on **Add a page** and let's...

8.5.9. Build a TIER 2 Page

Action Step   ***Build one TIER 2 page.***

Now for the **second** half of your Goal-of-the-DAY...

Build a **home page** ✔️... **and** one **TIER 2 Keyword-Focused Content Page.**

Time to build your **TIER 2 page...**

Got that highly profitable keyword ready? The one that I asked you to pick, back in the **Action Step** in **The All-Important TIER 2** section?

Terrific! Let's build a **Tier 2 Keyword- Focused Content Page** based upon this word. Your keyword will provide the topic that this page will focus upon.

Before you start, review the research data from your **MASTER KEYWORD LIST...**

• **PROFITABILITY** -- this word might not be the **most** profitable, but it should definitely be a good one!

• **SUPPLY SITE INFO** -- get ideas for content that the **Brainstorm & Research** function has pulled back for you, as well as any additional notes that you have made.

• **POSSIBLE PARTNERS** -- lots of good partners for this word, right? It's important to know, before you create your content for this page, **where your links are going.** Why?

Because these links are your **MWR**. Remember the discussion about the **Most Wanted Response (MWR) in "Why Does PREselling Work so Well"? Your MWR is to...**

... get the click, right? Let the merchant get the sale.

Since your **MWR** is to get the click through **PREselling** via great content, plan your content accordingly. If you don't know the destination of your content ahead of time, you simply cannot, and **will not, be as effective as you should be...**

... And that will cost you, in both time and dollars.

One last factor to think about before you build your TIER 2...

Remember that a TIER 2 page is a **hub** page. It not only **receives** the **in**coming link from your home page, it delivers **out**going links to TIER 3 pages that are related to it.

As you see, preparation plays a key role, once again -- you know 10¢ of preparation upfront yields a dollar of dividends afterward. You are now **ready** to build a highly profitable, traffic-building, income-generating TIER 2 page.

Let's continue with the **pricing** example. Our MASTER KEYWORD LIST shows us that the keyword **pricing strategies** has a high **PROFITABILITY** score. We've got some good **content** ideas from SUPPLY SITE INFO. And, of course, beside books at Amazon and two other related **merchants,** we've got our very **favorite, #1 merchant as a vendor...**

SITE-SELL!
affiliate... **OK, OK, I'm biased!**

SIDEBAR

Seriously, I know you're serious about your affiliate business. So we would be honored if you would consider our program. **I've included a couple of ideas in the Q&A section below** about how you could incorporate PREselling **Site Build It!** into your site. **And please click here for more info about the 5 Pillar Program itself.**

Anyway, on now to the SiteSell product that fits so well with our **pricing strategies** page...

Make Your Price Sell!
http://myps.sitesell.com/

Also, in determining the profitability potential for this TIER 2 page, we take note that SiteSell.com sells this product at a fairly high price (**and** great value!) and that it pays a **30%** commission. So pricing strategies should, indeed, be a good income-generator for us.

Finally, we think about whether the topic of **pricing strategies** is right for a **hub** page. We can see that there are lots of good TIER 3 opportunities that will serve as links from this page. So yes, all the ingredients are in place to build a profitable TIER 2 page.

Let's start with this essential advice...

As I explained **above** for home page, it's best to prepare the text for **all** boxes **ahead of time,** especially the text that you will enter into longer boxes like the Description. Actually, here's a good idea...

Review the "Build Your Home Page" tips and advice now...

... so I don't have to repeat myself.

I **will** repeat one important tip. Click on the **two** kinds of **Guru-in-your-ear** online help **throughout SiteBuilder...**

1) Practical "do this" help -- blue-underlined-linked words (like **Page Title** or **Headline)** make a small info-box pop up. It tells you what to enter into each box.

2) Online Help and Strategies -- If you click on the ?, you get **strategic advice,** either **big picture** information for page headings, **or detailed strategic info** for individual data entry boxes.

OK, let me repeat this one last (I promise!) time...

Use the online help and strategies.

One more time? Ah, what the heck. I know I promised, but if it will help you remember...

Use the online help and strategies.

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

First, click the **Add a Page** button in the **"One Page at a Time"** section of **Sitebuilder...**
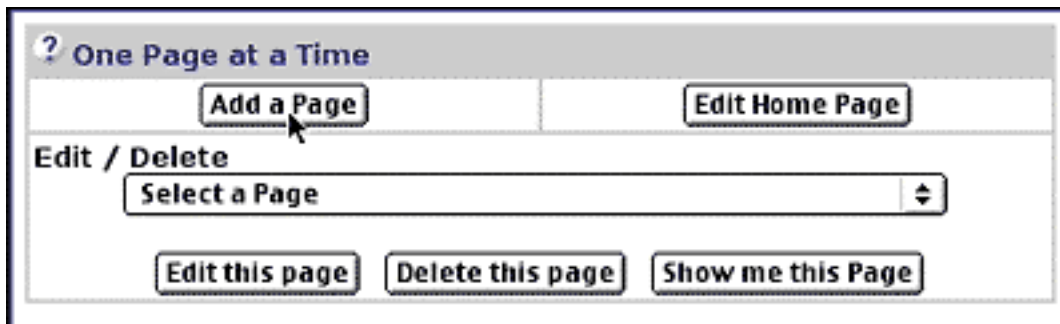
... which brings you to **PageBuilder...**

Notice that the **Page Title, Keyword and Description** entry boxes were also present when we created our home page. Fill in the fields with the requested info, keeping in mind the importance of having your most important keyword(s) in each of these critical elements!

SIDEBAR

For the **File name**, enter the **Specific Keyword** for this page, or some minor variation of it. And if your keyword is actually a two-or-more word phrase, join the words with dashes, underscores, or just run them together. As you can see, I've entered **pricing-strategies** here. That means the file name will be pricing-strategies.html (this is not important for you, but **SBI!** needs it to keep all the pages straight).

Why didn't the home page have a spot to enter **its** file name? Because the home page is **always** called **index.html** -- it's an Internet tradition! You can't name it anything else.

Pay close attention to this section...

Once you set up your home page, you'll indicate every other page's navigational status on a **page-by-page basis** as you build them.

If you haven't changed the **default navigational option at Site Central,** select the **"Yes"** radio button (under the **"Put THIS Page in Your Home Page Table of Contents, and/or on Your Navbar"** link) to tell **SBI!** that this is a TIER 2 page that should be linked by the Table of Contents on the home page. (As you now know, a page is only a TIER 2 page if it can be reached from the home page.)

Because your default navigation setting includes both a Home Page Table of Contents and a Navbar, fill in the name of your Navbar button **ONLY** if you want this page to be **included on your NavBar** (i.e., this page will be linked via **both** the Home Page Table of Contents and the NavBar)...

If Yes, what should the NavBar button say?

| Pricing Strategies | **Preview NavBar Button** |
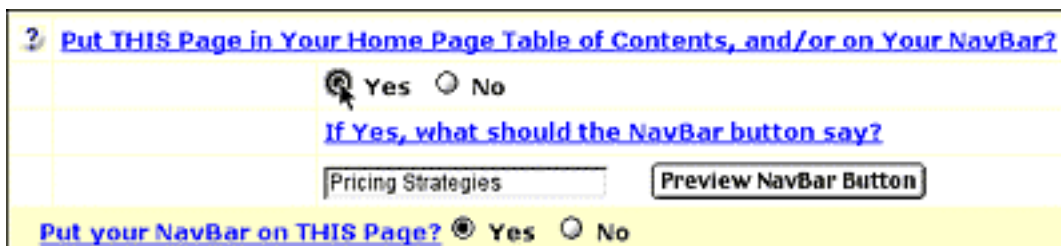
If you want it **linked only via the TOC,** do **not** name this button.

SIDEBAR

Keep the name of your button to a **minimum** amount of characters. Since the NavBar is about 120 pixels in width, the name of your buttons should be as short as possible, yet compelling and descriptive enough to get the click. As always, be sure to use the **Preview NavBar Button** to check your results.

And if you had changed your default navigational option setting already? Good question. Here's the process...

Let's say that you selected **"Graphical left-margin navbar only"** in the **Navigations Options at Site Central.** Just select the **"Yes"** radio button **and** name the button in order for the NavBar to become active...

? **Put THIS Page in Your Home Page Table of Contents, and/or on Your NavBar?**
◉ Yes ○ No

If Yes, what should the NavBar button say?

| Pricing Strategies | Preview NavBar Button |

Put your NavBar on THIS Page? ◉ Yes ○ No

On the other hand, if you selected navigation by **"Table of Contents only,"** select the **"Yes"** radio button...

... but do not name the button. If you do that, you'll receive an error message.

SIDEBAR

What if you want this new page to be a TIER 3 page which doesn't link via the home page? Simple. Select the **"No"** radio button...

Important tip ➡ You can change the navigational options of any page at any time.

Use the **"Select a Page"** drop-down menu under the **Edit/Delete** label and select the correct page**...**

Then click the **Edit this page** button...
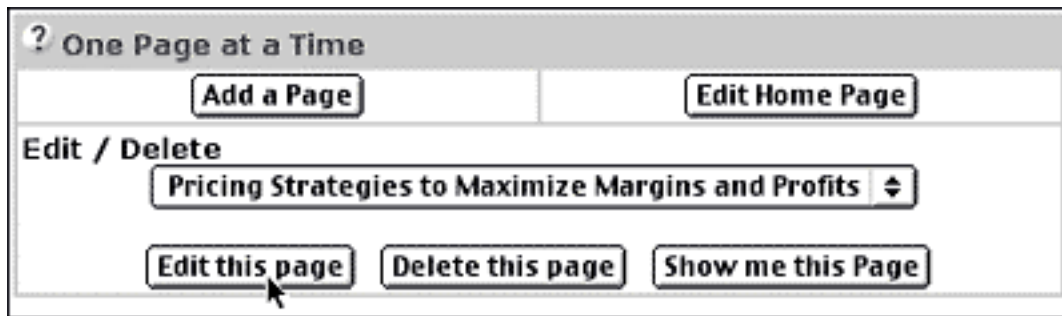
... and you're back to **PageBuilder** to make your changes...
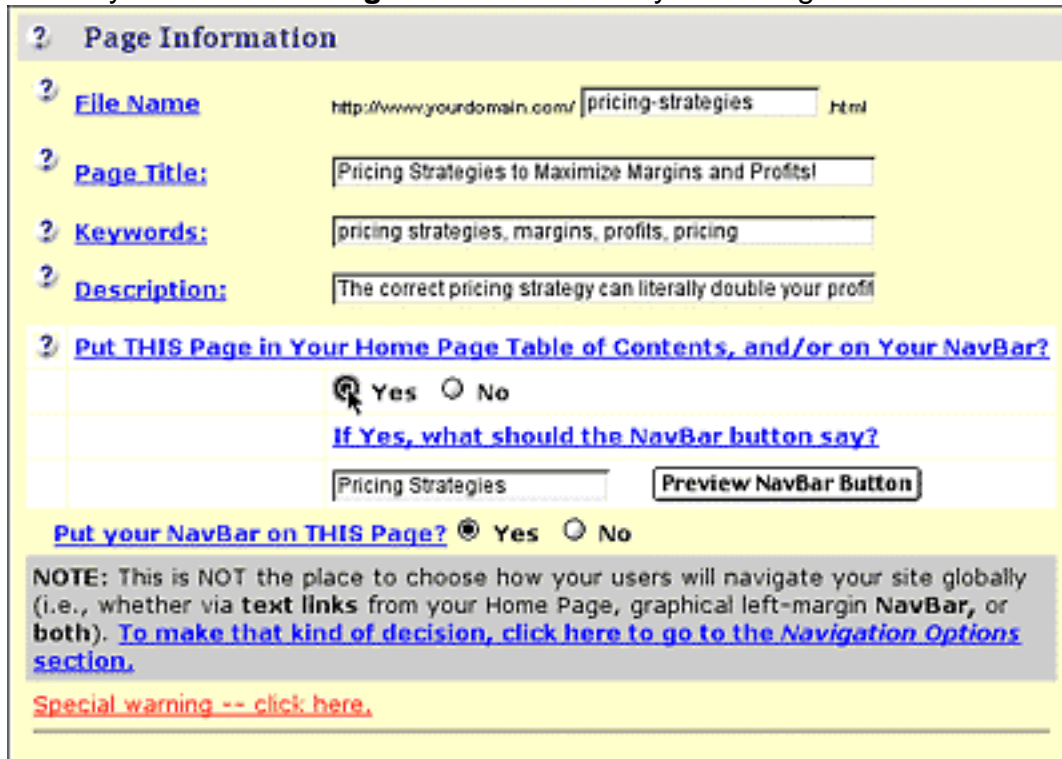
Need an example or two? No problem...

1) To remove this page from your NavBar (but not from the TOC), **delete** the button name (i.e., the info in the field under "If Yes, what should the NavBar button say?") and click the **Build It** button (nothing happens until you click this crucial button, remember?).

2) To turn this page from a TIER 2 page into a TIER 3 page, select the **"No"** radio button, **and delete the button name** before building your page.

It's simple and quick to change your navigational approach!

SIDEBAR

You may place a NavBar on any site page you wish (including TIER 3 pages, although I wouldn't recommend highlighting less profitable pages that way). The decision is totally up to you. When you build or edit any page, select the appropriate radio buttons (see circled link below)...

To include your Navbar on THIS page (i.e., the page you are currently working on) simply click the **"Yes"** radio button...

To not include, click the **"No"** radio button...

Please note -- you are not instructing **SBI!** whether or not you want this page to appear as a button in your NavBar, **but whether or not your Navbar will appear in the left margin of this page.**

I can hear your question... "Why would you want a page to appear as a button in the left-margin NavBar, yet not have the NavBar appear on that same page?"

That's a good question. Here's why...

You may wish to use this as strategy to limit your visitor's options. For example, suppose you have a highly profitable TIER 2 page linked via a NavBar button from your home page. By selecting **not** to have the NavBar appear on this same page, you can greatly increase the chances that your visitor will click through to your merchant partner's site, and not be **distracted** by further options presented by the NavBar.

It also increases the chances of visitors clicking through to related TIER 3 pages which again gets them closer to your merchant's site.

Of course, smoothly include a text link back to your home page in case they are not interested in "clicking through." I said "smoothly" because you don't want to irritate your visitors.

For more linking strategies...

• **click here to review The Structure of Your Site**

• **click here to review The Content of Your Site**.

Super! We're all done with the basic page info. You're about to see that the page building approach is much different for your TIER 2 (**and** 3) pages. Basically, you will have to master the **extremely complicated art of...**

 ... stacking blocks! You'll stack Headline Blocks, Text Blocks, Graphic Blocks and so on until your page is done. Then you'll build it.

What's that? No, I'm sorry...

 ... Rocket Science 101 is down the hall. You're right. This is most definitely **NOT** Rocket Science!

Basically, just follow the instructions and online help.

Let's start stacking!...

See the drop-down menu?...

Left-click-and-hold on it, until it drops down like this...

As you can see, I've chosen **Headline.** After you select **Headline** from the drop-down, things look like this...

Terrific! Just move your cursor over to the right and click upon

Here's what you see now...
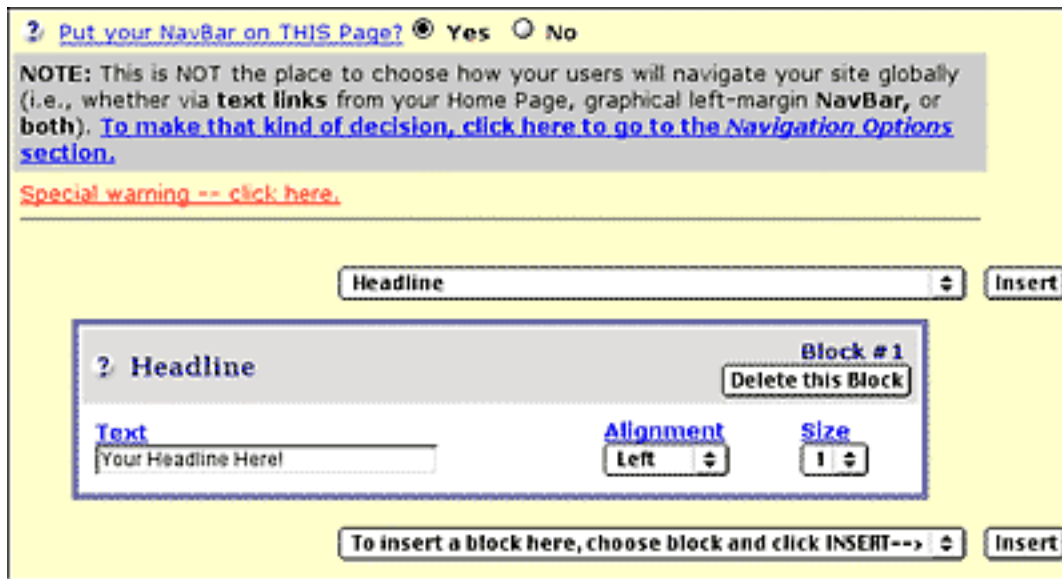
Site Build It! has inserted a Headline Block. Let's do a quick run-through of all the blocks. We have just enough time for a quick explanation of each -- the guru's online help will give you **all the best strategies** for getting the most out of these blocks...

1) Headline Block -- Always **start each page with a headline.** It's the right way to make a strong impression with your visitor (pulling her into the rest of your page) and it will help you at the Search Engines, too.

Again, click on the [?] for online **strategic help** from our buddy, the guru. He'll tell you how to max out the effectiveness of the headline for both humans and Search Engine bots. And click on the blue-underlined (ex., **Alignment**) **practical help** for the nuts-and-bolts instructions of what to enter into text boxes, or how to set other parameters in the Headline Block, and every other block, too, for that matter. Which brings me to...

2) Text Block -- If it's words that win, this is where you win the war. Use the Text Block to enter all your text. Again, it's best to **pre-draft all your text** in a text editor **ahead of time,** especially long passages of text, then cut-and-paste it into the **Text** entry box...

SIDEBAR

Site Build It! interprets two carriage returns in a Text Block as a new paragraph (so it puts some "breathing space" there). In other words, if you enter two carriage returns, as I myself have done here to separate these paragraphs, **Site Build It!** understands that and will create the paragraphs in HTML. Experiment with this when you preview your page.

Using HTML in Blocks for TIER 2 and 3 Pages...

You can use the same four HTML tags to format text in **your** TIER 2 and 3 pages that you used when you built your home page. Use these tags, as needed, when you enter text into Headline Text, Text Link, and E-mail Link Blocks. **Click here to review those four tags now (in the home page).**

 Important tip ➡ Whenever you use tags that have **both** an opening and closing tag, do remember to use **both** of them. The closing tag (the one with the **/** in it) tells the browser to **stop** making those words bold, or centered, or whatever. If you don't put it in, the whole rest of your text will be bold, or centered, or whatever.

3) Text Link Block -- Use this to set **text links** (i.e., **blue-underlined word links like this one**) to other pages within your site, especially **TIER-2-to-TIER-3 links.** More importantly, use it to **earn income by setting links to your merchants.** This block uses the **Link Library,** which we'll talk about in an upcoming section.

Important tip ➡ To prevent typos, copy-and-paste the URL when you enter a new URL. When you preview the page, **test the link** to make sure it goes where you want it to go.

4) E-mail Link Block -- This is similar to the Text Link Block, except it opens your visitor's e-mail software with a blank e-mail addressed to the e-mail address that you specify in the Block.

5) Graphic Block -- This block puts a graphic into your Web page. Choose a graphic from the drop down-menu **or...**

262

... upload a new graphic, straight from your desktop onto our computers!

As well, if you want the graphic to serve as a link, complete the second half, with words similar to the Text Link Block (except there's no text).

This block uses the **Graphic Library,** which we'll talk about in an upcoming section.

6) Divider Block -- Insert a divider line. This helps divide blocks of text to be more pleasing to the eye. You can set height (i.e., thickness) and alignment.

 Important tip ➡ If you like, create your own line, one that matches the **look and feel** that you have selected. Upload it into your Graphic Library. Then use the Graphic Block to insert **your own lines** (ex., ————).

7) Line Break Block -- These create the "carriage returns" that you need to insert some vertical breathing space between blocks. You can enter between 1-5 line

breaks at a time, creating as much vertical spacing as you need. **More on this just below.**

8) SiteSell.com Text Link Block -- This is similar to the regular Text Link Block, except that you choose which SiteSell.com product you want to promote through the drop-down.

> **SIDEBAR**
>
> The two SiteSell.com link blocks are **only** for use by **5 Pillar Affiliates.** If you are not a 5 Pillar Affiliate, please do not use these tools. **Click here for more information about the 5 Pillar Program.**

9) Opt-in E-zine Block -- Although you won't see the Opt-in E-zine block in the "To insert a block here..." drop-down menu now, it will appear after you've activated your **SBI!** e-zine functionality. You'll use this block to insert e-zine subscription forms into your pages in order to encourage subscribers to sign up and release their e-mail addresses. **But first you need to name your e-zine (details in DAY 9).**

10) SiteSell.com Graphic Link Block -- This is similar to the regular Graphic Link Block, except that you choose **which** SiteSell.com product you want to promote through the drop-down, and then select which SiteSell.com graphic you want to use (from a wide selection of graphics that SiteSell.com has created for you).

Here's how to put the two SiteSell.com Link Blocks together for a quick, snappy result...

264

Here's how these two blocks **preview...**
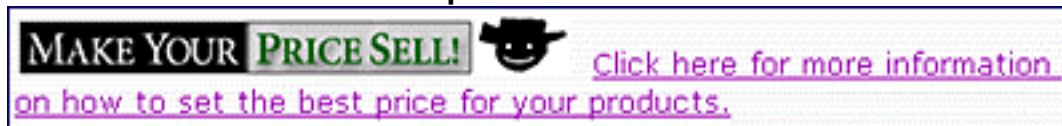
Hey, where'd that good-looking face to the right of the **MYPS!** logo come from?

That about wraps up our quick "nickel tour" of the blocks at your disposal.

For more info on each block, **use the online help.** Should I say it another 18 times? Nah, **if you don't have the message by now...**

...you probably have not read this far, anyway!

Let's get back to building our **pricing strategies** page. Take a look at, and around, the **Headline Block** again...

Notice that there are now **two** of these...

There's one **above** the Headline Block, and one **below**. So you can insert another block **above** or **below** this one.

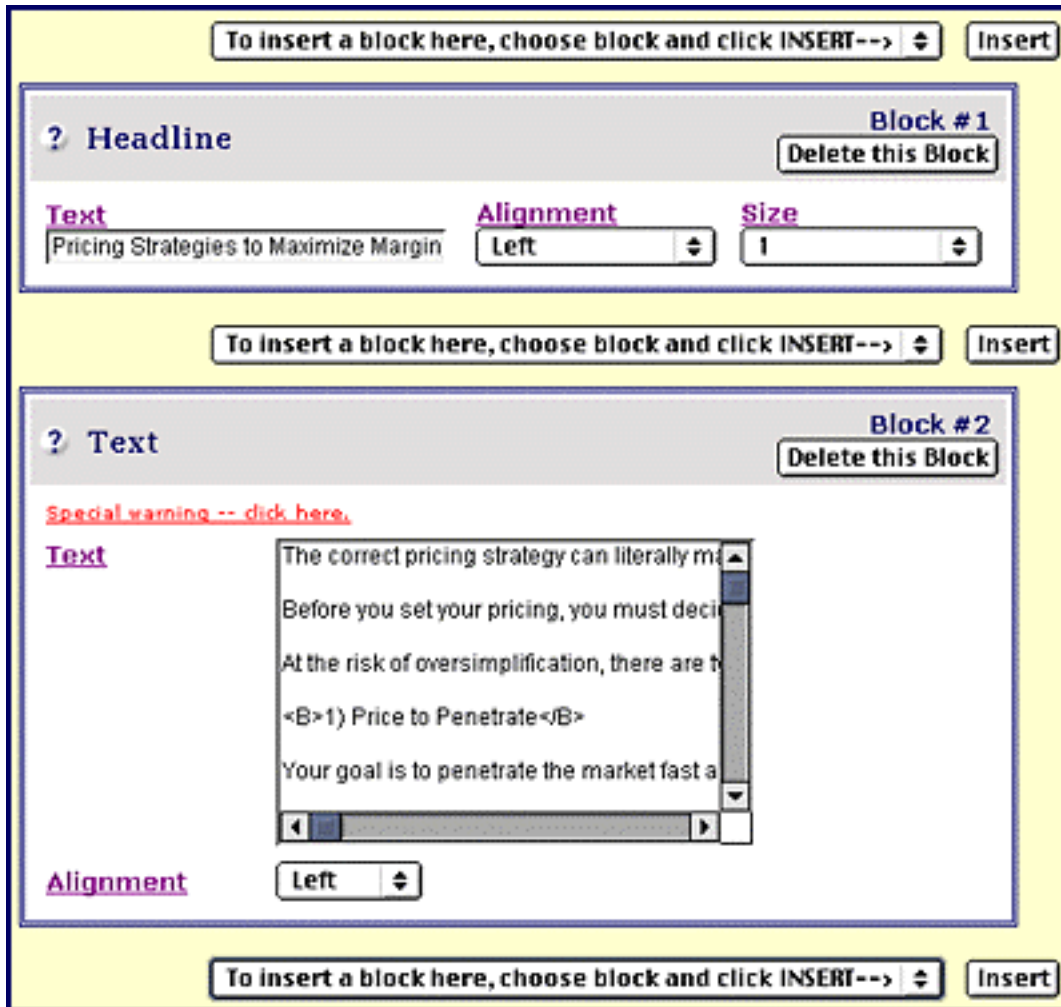This will remain true as you build your page -- no matter **how many** blocks your page has, **you can always add another** block above **or** below any other one.

Let's add a Text Block this time.

Just click on the drop-down **insert block** menu that occurs **after** the **Headline Block** and select **Text.**

 Then click on the **Insert button** again.

Here's what your block-stacking page now looks like...

Notice that your first block is here (with all the info previously entered), as well as the second (to which I have already entered text for you, as well as set the alignment). As you add block after block, all previous blocks are kept, and the new one is added.

Note also that you now see **three of these...**
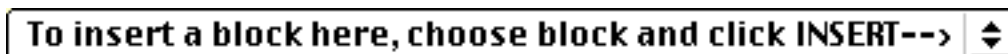
Yes, you can insert another block of your choice **before or after any block.**

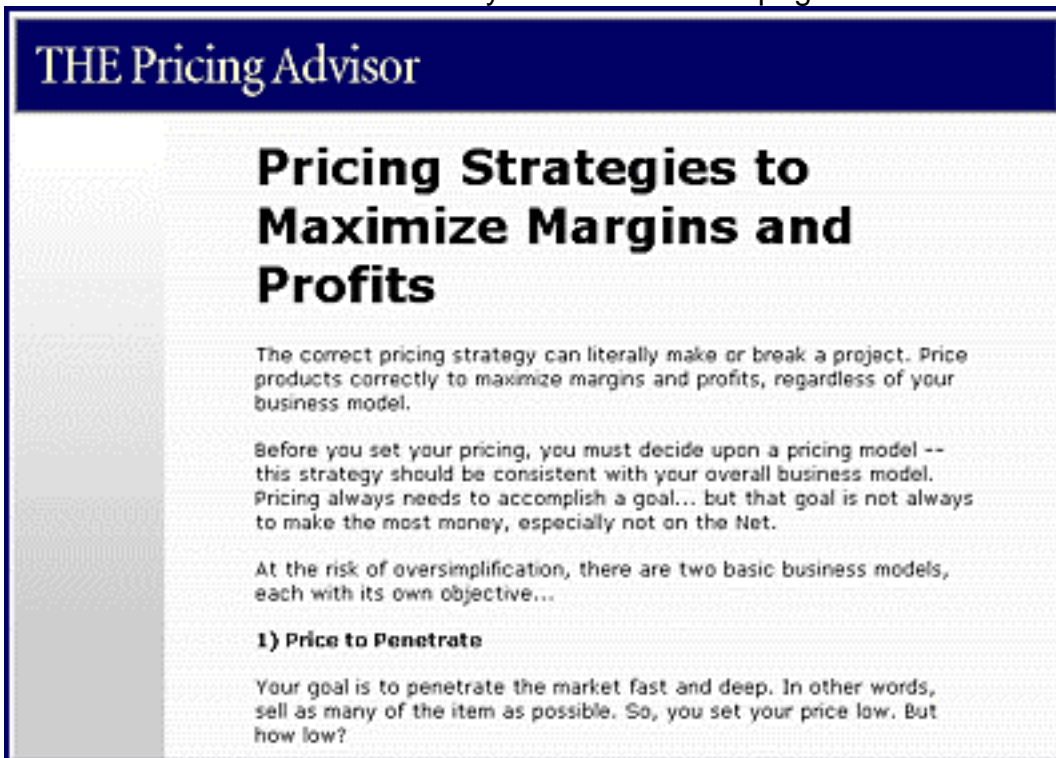And it's as simple as that. **Just keep adding blocks** as you need them until your page is completed.

Please, **please, PLEASE...** use the online help when you are first familiarizing yourself with all the blocks at your disposal.

Naturally, once you stack a few blocks together, you'll want to see what the page is going to look like when you build it. See the **four buttons** at the bottom of the "block stacking" page?...
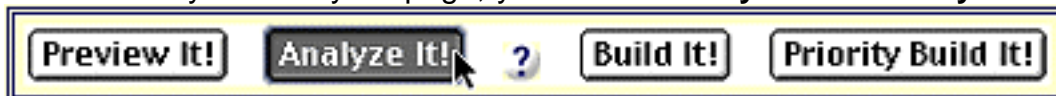
267

Click on **Preview It!** to see what your finished Web page will look like...

THE Pricing Advisor

Pricing Strategies to Maximize Margins and Profits

The correct pricing strategy can literally make or break a project. Price products correctly to maximize margins and profits, regardless of your business model.

Before you set your pricing, you must decide upon a pricing model -- this strategy should be consistent with your overall business model. Pricing always needs to accomplish a goal... but that goal is not always to make the most money, especially not on the Net.

At the risk of oversimplification, there are two basic business models, each with its own objective...

1) Price to Penetrate

Your goal is to penetrate the market fast and deep. In other words, sell as many of the item as possible. So, you set your price low. But how low?

Happy with your preview?

Just **before** you build your page, you should **always** hit the **Analyze It!** button...

This will deliver a **complete Search Engine Optimization (SEO) analysis of your page. Review this discussion in "Build Your Home Page."**

And remember this approach to Search Engine success...

1) Experiment -- don't be a slave to the SEO analysis. Experiment out of the box to find a "formula" that works best for your particular niche. **See above for more details.**

2) Create new content -- as long as your page **passes** the analysis test, or is not far off, you'll get much better results if you spend time creating **new pages** rather than tweaking old ones for Search Engine perfection.

Once your preview is great and you have a well-SEO'd page, it's **time to do this...**

Preview It!   Analyze It!   **?**   **Build It!**   Priority Build It!
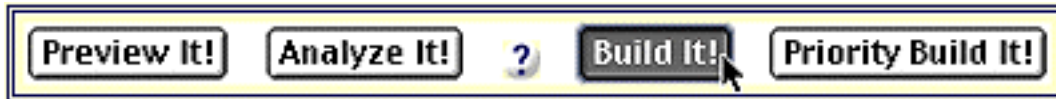
Yup, click on the Build It! button (we'll discuss **Priority Build It!** a bit later).

Important tip ➡ If you do **not** click on **Build It!**, your page information will **not** be saved.
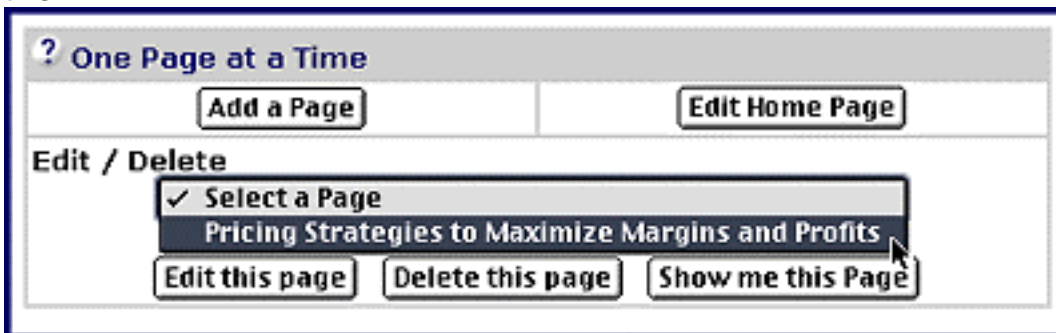
Once a page is built, the **SBI! WorldSubmitter automatically** submits the page to the Search Engines.   Again, see above in **"Build Your Home Page"** for more information.

After the Search Engine submissions are done, you'll find yourself back in **Site Central.** So now's a good time to show you how easy it is to **edit** our **pricing strategies** page. Here's what to do...

8.5.10. Edit a TIER 2 Page

It's **really** super-simple. Just click on the **Select a Page** drop-down in the **One Page at a Time** section of **Site Central.** Pick the page that you want to edit, like this...

? One Page at a Time

| Add a Page | | Edit Home Page |

Edit / Delete

✓ Select a Page

Pricing Strategies to Maximize Margins and Profits

Edit this page   Delete this page   Show me this Page

Then click on the **Edit this page** button (**not on the Edit Home Page** button -- we've already been **there,** right?).

That will take you to **Edit this Page,** which except for its name is identical to **Add a Page.** Just like when you edit your home page, the **editing page restores the exact situation,** with all the blocks present and all the text boxes filled in and all the settings done, just as it was when you last built the page.

All **we** have to do is **make the changes.   Remember,** it's always a great idea to cut text from a Text Block when editing, paste it into a text editor, then edit, and then

269

cut-and-paste it back into the Text Block. **Review the step-by-step for how to do that by clicking here.**

Once you've finished editing, click on **Preview It!,** then **Analyze It!,** and finally, **Build It!** or **Priority Build It!** (we'll discuss **Priority Build It!** in just a second).

And that's it! You've edited your **pricing strategies** page. Rebuilding it like this automatically submits the page to the **WorldSubmitter.** If it's OK to resubmit to any engines (depends on tolerances of engines), **WorldSubmitter** may resubmit the page to some or all of the engines (more on this tomorrow).

Don't worry -- even if you edit and rebuild your page **100 times per day**, you can**not** get into trouble with the engines -- **WorldSubmitter** won't permit it. The **WorldSubmitter** maintains a **very** sophisticated queue of pages that prevents **any** page from **ever** being oversubmitted to **any** engine.

When do you edit?...

1) when you notice typos

2) when you want to improve your Search Engine rankings

3) anytime you want to improve your page... add graphics, improve the text, add or delete links, etc., etc., etc.

Here are a few important pointers...

1) Use as few blocks as possible. If you go **over 20** blocks to a page, the block-stacking page itself (i.e., the Web page that displays all the blocks) starts to become pretty big. If you go **over 30** and your RAM is limited, you may have problems actually rendering and completing the block-stacking page. And if you don't have high-speed Net access, a page with many blocks starts slowing down.

Here are some tips for keeping it tight...

    i) Don't use several Text Blocks in a row. You can enter all the text into one.

    ii) Don't use multiple Line Break Blocks in a row. You can choose how many breaks you want **within a single block.**

    iii) Plan the page ahead of time -- you'll find that most pages can be completed in **under 10** blocks and all can be done in **less than 20.** Of course, if you have the RAM and CPU speed and high-åbandwidth to handle the bigger pages, you can go over 50 blocks if you like.

2) Realize the following... **Site Build It!'s** programming jams all the blocks together, without any spaces or carriage returns.

This gives you total flexibility. **For example if you wanted to put a link inside a paragraph like this,** you'd do it by using a Text Block (containing the text **before** the link), then a Text Link Block (with the text that should appear as blue and underlined), then another Text Block (containing the text **after** the link). As a matter of fact, that's exactly how you would create **this** paragraph!

Since **Site Build It!** naturally jams the blocks all together, **you need a way to separate them.** Use Line Break Blocks -- they create the "carriage returns" that you need to create vertical breathing space between blocks. You can enter between 1-5 line breaks at a time, creating as much vertical spacing as you need.

HTML spacing tip -- if you want to create some **extra horizontal** space between words in text, you will notice that you cannot just type extra spaces between them. For example, if you entered the following into a Text Block...

"extra   space   between   words"

A browser would show it like this...

"extra space between words"

(This is a normal feature of HTML, not a **Site Build It!** bug.)

Instead, enter this...

** **

So... to put **two** extra spaces between **each** of the above words, you'd type in...

extra** ** space** **between** **words

Each ** ** creates one extra space.

3) As you build your page by adding blocks, the block-stacking page automatically loads to the **bottom**, showing you the last block, since that is usually where a new block would go. So if you insert a block higher up on the page, scroll up to find it.

4) You can wrap text around graphics, both on the left and right. Experiment with different wrapping effects by...

i) setting the alignment in the Graphic Block **Left, Right, or Center.**

ii) setting the alignment of the Text Block **Left, Right, or Center.**

iii) trying Text Blocks both **before and after** the Graphic Block

iv) putting a **Line Break Block** after the Graphic Block and experimenting with the **Clear All** option.

You'll see that you can basically do whatever you want with text and graphics.

5) Delete any block by clicking its **Delete this Block** button...

Block #10

Delete this Block ... in the upper right corner of that block.

That block will be deleted (without an alert warning), and the others will flow in to **fill the gap.** (Note that the blocks are numbered, just above the **Delete this Block** button, for your reference.)

Pretty easy, **eh?**

Now that you've got the hang of it, complete your Goal-of-the-DAY by building your own TIER 2 page. **Heck...**

... you didn't think I was going to let you count the pricing strategies page, did you?

8.5.11. Build/Edit a TIER 3 Page

OK, OK, I know...

Our "deal" is that today's goal is **only** to build your home page and one TIER 2. And you've done that, right?

Hello?

You have done that, right?...

... High Five, if you have.

... The Whip, if you have not. Seriously, go back and build your home page, and your first TIER 2 page, if you have not already done so.

Now, if you're feeling really ambitious, do **one more** page before you wrap this DAY up. You're ready to start building **TIER 3** pages.

By definition, you can't build a TIER 3 page until you've built a TIER 2. And now that we've built our **TIER 2** page(the **pricing strategies** page), we're all set. That page can link to pages about penetration pricing, luxury pricing, price point pricing, and several other kinds of pricing strategies.

As we discussed earlier, TIER 3s are the end of the line. Make the links out obvious -- getting the click to your merchants' sites is very definitely your **MWR.**

How do you build a TIER 3 page?

Exactly the same way that you build a TIER 2, **with two exceptions...**

1) Tier 3 pages should not be found in navigation links on home page (strongly recommended advice).

> **i)** As usual, you fill in the basic, initial **Page Information.** But when you come to the home page navigation question, answer **No,** like this...

This is what makes a TIER 3 page, in effect, a TIER 3 page.

> **ii)** Unlike TIER 2 pages, links from the higher TIER to the lower TIER are not set on the **lower** TIER's page. Set them on the higher TIER page itself, using the Link Block tool. In other words, you would set those links right on the **pricing strategies** page itself, using a series of Link Block Tools to explain to our visitor the various kinds of pricing strategies, with links to each of them.

For more linking strategies...

• **click here to review The Structure of Your Site**

• **click here to review The Content of Your Site.**

Links are an important part of creating a great content site. Depending on how well you develop your site, you may be seen in one of two ways...

1) Trouble -- If your site has only links to other merchants, directories and Overture could refuse you for just being a "collection of links."

2) Nirvana -- If you have a good number of internal links, non-commercial links to excellent, related (and non-competitive) outside sites, **as well as** links to a variety of merchants (not just one or two), you'll be perceived as being what you truly are...

An OVERdelivering content site!

8.5.12. (Re)Organization of Your Site's Navigation

As explained above, your home page must lead to your most important pages, your **TIER 2 pages** -- these are your HIGHEST PROFITABILITY Keyword-Focused Content Pages and you set these as you build each page. TIER 2 pages link to TIER 3 and also to external "income-generating" links. This type of site structure is the optimal way to "convince" both human and Search Engine spiders to go to your most important pages most frequently.

Your home page normally closes by leading into (i.e., introducing) a "Table of Contents" Text. This text uses **the Title (as a link) and Description of each TIER 2 page** to let your visitor know what each TIER 2 page delivers. In addition, your home page should lead to these 2-TIER pages via your NavBar (either your default or customized NavBar).

Your key goal is to provide the easiest, most effective navigation route for your visitors. You want them to move to the right page, in the right order.

SIDEBAR
Let me repeat... There is no "Table of Contents" or NavBar to **TIER 3 pages** -- it's better to lead them to those pages by creating good, in-context text links **within the body of each TIER 2 page.** This is the most natural, "feel-good" way to lead visitors smoothly through a site.

Of course, as your site evolves, certain pages will establish themselves as being the most important, the most profitable, and so on. For example, perhaps the pages you originally envisioned as belonging on the top of the navigational heap no longer warrant such heady status.

When you start to see **trends** in page views, profitability, and click throughs that do **not** reflect your current navigational organization it will be time for a little re-organizing.

So what's involved in ordering (or re-ordering) a navigation route?

Luckily for you, not a whole lot.

Like most of **SBI!'s** functions, it's easy, and can be accomplished in mere seconds...

To order the Table of Contents and/or Navbar, click the **Navigation Options** button on the **SiteBuilder** in **Site Central...**
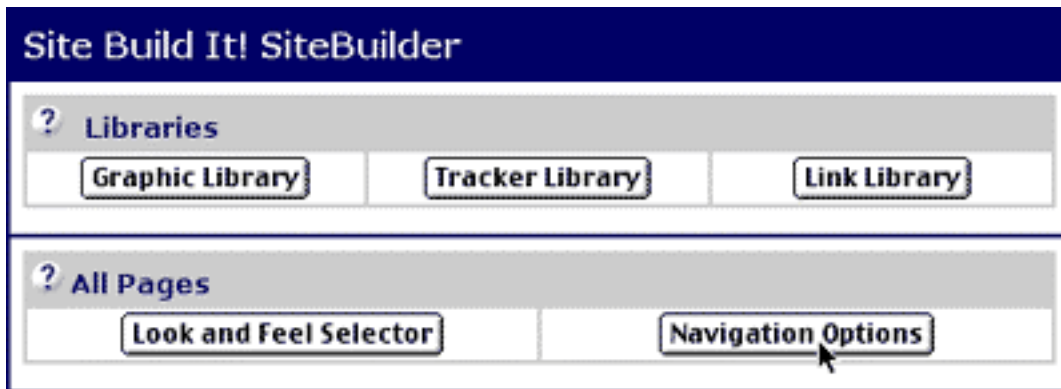

... and scroll down to the table that displays each of your pages and their particular order within your site's navigation.

Set the numbers with the drop-down menu to the right of each corresponding page to order that page's navigational order....

Use the **Show Me** button to view each corresponding page. (If your site becomes extensive, it will be necessary to refresh your memory every once in a while.)

Once you complete the organization of your navigational structure, scroll to the bottom of the page and click the **Preview NavBar** button...
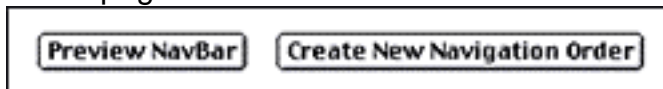
Double-check to see if your site is organized just how you like it.

Agreeable? Perfect! Click on **Create New Navigation Order** button. (There's that 1-2-3 easy action sequence again!)

SIDEBAR

SBI! will organize or re-organize your site, whether you have opted to link via a Navbar, Table Of Contents, or "Both."

If you are using both, **it is not possible** to order them independently of one another. In other words, **your most important page in the TOC is the most important page in your Navbar,** the least important page in the TOC is the least important page in your Navbar and so on. If the ordering was out of synch between the two options, it would be very confusing for your visitors.

Important tip ➡ While the "Table of Contents" text links appear only on your home page, you can choose to place your NavBar **on any page of your site.** So when you are ordering your navigation, keep in mind that your visitor may be exposed to your NavBar (if you have activated it) **much more often** than your TOC -- which is another reason why it's important to choose your most profitable 10-15 TIER 2 pages for your NavBar.

OK, the next priority...

8.5.13. Priority Build It!

You have waited long enough. It's time to tell you all about that **Priority Build It!** button.

Just like the **"regular" Build It!** button, the **Priority button** builds your page, puts it up live on the Web for all to see, and submits it to major Search Engines. What's the difference?

To explain, I need to tell you a bit more about the **submission queue.** We touched briefly on the submission queue earlier, and we'll discuss it more later on.

Right now, though, you should understand that when you build a page, **SBI!** does not submit that page **directly** to the Search Engines. It submits it to a queue of pages, which obeys all the engines' rules for submitting -- and that queue can become fairly long, at times. For example...

If you build five pages today, the queue will spread their submissions out, in general, over the next five days. That keeps some engines from banning you for submitting too many pages in a day. And if you edit the same page again and again, the queue prevents that page from being submitted over and over.

Normally, a newly built page goes to the end of the queue. But what if you are building an **important** page that you want to submit faster than the regular queue will allow? Use **Priority Build It!...**

It submits your page to the engines on a **high priority** basis, so this page jumps ahead of others in **WorldSubmitter's** queue of pages that are waiting to be submitted.

What should you consider to be an "important page"? Great question!...

• **home page**, if it is not ranking highly (if it scores well and you are only making an editorial change, do a regular submission instead)

• **new TIER 2 pages**

• **edited TIER 2 pages,** if they do not rank well

• only those TIER 3 pages that focus upon **highly profitable keywords.**

Use the regular **Build It!** button for **most** pages. **Save** the **Priority Build It!** only for those pages that really **must** be submitted **before** others that are waiting to be submitted.

Why?

Well, let's take an example to the extreme to prove a point. What would happen if you submitted **all** your pages on a high priority basis? You'd be back to Square 1, right? In other words...

If you use **Priority Build It!** on too many pages, you'll defeat the whole point -- after all, **if all pages are "high priority," none of them are!**

So save the use of this button for when you truly need a priority Search Engine submission.

8.5.14. Carry Your Theme All the Way Through

Whoa, look at you! Home page is done... TIER 2 pages up and running... and even some TIER 3s. Awesome. Now...

As you know, each of your TIER 2 and TIER 3 pages focus on their **own** topics, keywords that are related to your **Site Concept keyword. So,** you wonder...

"If my TIER 2 and TIER 3 pages don't actually focus on my Site Concept keyword, but instead focus on **their own** keywords, how will the Search Engines know what the theme of my overall site is?"

What...

... you were not wondering that? Hmmm... my psychic powers need a tuneup! But lean in close... I'll tell you anyway.

Key point...

You understand that your topics must be related to your site's theme. For example, if you have a site about exercising, it's fine to have TIER 2 pages about aerobics and bodybuilding, etc. They are all forms of exercising. And a TIER 3 page about "gyms for bodybuilders" would be a good link from your TIER 2 bodybuilding page.

But don't include a page about astrology.

OK, we know this, right? But are Search Engines **smart enough** to realize that aerobics is about exercising? More and more, the answer to that is **yes.** The engines will develop a smarter and smarter, more and more exhaustive, set of associations like this. But just to be sure...

Remember to include your **Site Concept keyword** in the body copy of each of your TIER 2 and 3 pages -- once is enough. Also, if it makes sense, include it in the Keyword entry box. For example...

"Aerobics, exercises, aerobic exercising"

When an engine "looks across" your entire site and sees a home page which focuses upon "exercise" **and** also sees that most of your other pages mention "exercise" at least once, it can't help but conclude that your theme is, in fact, about exercising.

It's a small point, because if you remember to keep all of your TIER 2 and 3 Keyword-Focused Content Pages related to your **Site Concept keyword,** you really do **not** have to manipulate wording to achieve this -- it should just happen **naturally.** I just thought I'd bring it up anyway... just in case you were wondering.

You were...

... weren't you?

8.5.15. Inserting Your Own HTML... A Caveat

I gave you a few tips earlier about using some ultra-simple HTML to format your text. If you are an HTML wizard, you can enter more advanced HTML, too.

Yes, **SiteBuilder** recognizes regular HTML. So feel free to enter it, if you know how.

But please note these **precautions...**

• **If your page looks weird** (all bold, all a certain color, etc.), you have forgotten to close a tag. If you ever enter your own HTML and the page looks weird, please check your HTML. People often do this with **bold, color, center, and table tags** -- they all require proper closing tags.

• **If you know how to make an error-free HTML table,** feel free to do so. But please use the HTML checker on your HTML editor to make sure that it really is an error-free table. Or again, your page could end up looking mighty weird.

• **If you use FrontPage or any other WYSIWYG HTML editor,** please clean all the proprietary tags or extensions. If you don't, you could drive **SiteBuilder** nuts.

• **Do not enter Paragraph tags**. Use a simple double carriage return.
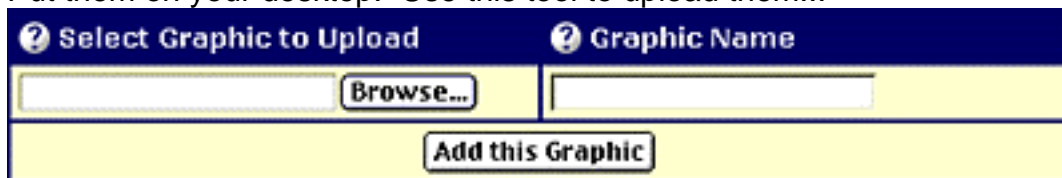

8.5.16. Using the Libraries

 Use the Libraries.

We've touched upon two of these three libraries so far. Now's the time use them all to get comfortable with them...

1) Graphic Library -- This is very straightforward. Create or buy your own graphics. Put them on your desktop. Use this tool to upload them...

It could not be easier. Just click the **Browse** button -- explore to locate the graphic (30 KB max) on your desktop, one at a time. Click upon the **Add this Graphic** button to upload it. Enter a name that will remind you what the graphic is all about.

To work with your Graphic Library, scroll down a bit to this tool...

❷ Graphic Name	❷ Modify / Delete
Smiley Shadow	Show Me Modify Delete

It's all very self-explanatory -- if you ever have to click the **Show Me** button to remind you what the graphic shows, you might want to click on the **Modify** button and change the name!

Important tip ➡ Upload as many graphics as you'll need to get started, right away. Once you have them in your library, they'll be available to you when you use Graphic Blocks while building and editing pages.

2) Link Library -- It's structured the same way as the Graphic Library. Create links with the top tool. Just copy-and-paste an affiliate URL. You get this from your merchant, or from affiliate aggregator companies like CJ, BeFree, Linkshare, etc. Then give the link a name that will help remind you what it's about (ex., "Barnes and Noble link to Power Pricing book").

❷ Enter Link URL
❷ Enter Link Name
Test this Link Add this Link

To work with your Link Library, scroll down a bit to this tool...

❷ Link Name		❷ Modify/Delete
To Sitesell Home Page	http://www.sitesell.com/	Delete Modify

Again, it's pretty self-explanatory -- you can delete or modify any link.

Important tip ➡ Enter all your affiliate links right away. Once you have them in your library, they'll be available to you when you use Link Blocks while building and editing pages. Yes, you can always add more later, and these will be added to your LL. But it's great to immediately select the right link from the drop-down menu in your Link Block as you build.

 Load up the Graphic and Link Libraries now.

3) Tracker Library -- This is a library of links that are OFF of your site, not on. While the links in your Link Library send traffic **out** of your site, these bring traffic **in.** Click on the online help for more details, but the bottom line is this...

When I show you the wonders of the **Click Analysis** tool, you'll see that...

The Link Library enables us to track the performance of **out**going links (which **generate** INCOME)... the Tracker Library lets us track incoming links (which **cost us** the EXPENSE of time and/or money). The Tracking Library empowers us to **build upon** our successful promotional efforts, and to **cancel the duds.**

This library is structured in the same way. The first tool builds the library...

First, enter the URL where the visitor will ultimately arrive. Next, give the link a name for easy identification (choose a name that will remind you easily). Finally, enter a special tracking word -- the Tracker programing adds this word to the end of a special URL. That's what allows Tracker to do its stuff!

Scroll a bit further down, where you'll see...

This second tool lets us work with the links. Again, it's pretty self-explanatory -- you can delete or modify any link. Click the **Copy** button to copy the Tracking URL into your clipboard. This is the one that you will enter.

Important tip ➡ Enter the Tracking Links only as you need them. Great ideas include...

1) Track each Pay-Per-Click... Overture, Bay9, FindWhat, etc. Some users have reported greatly differing returns. Another way to do this is to set up a special version of an existing page exclusively for Overture.com. Or do both!

If you do both, you'll know how many visitors clicked in from your listings at Overture -- **and** as you will see when we reach the traffic sections, you will also be able to see how many visitors to your "dedicated-for-Overture page" actually clicked through to your merchants.

2) Track your return on buying ads in e-zines or Search Engines.

3) Track your URL in free e-books.

4) Offline tracking... newspaper ads, flyers, etc.
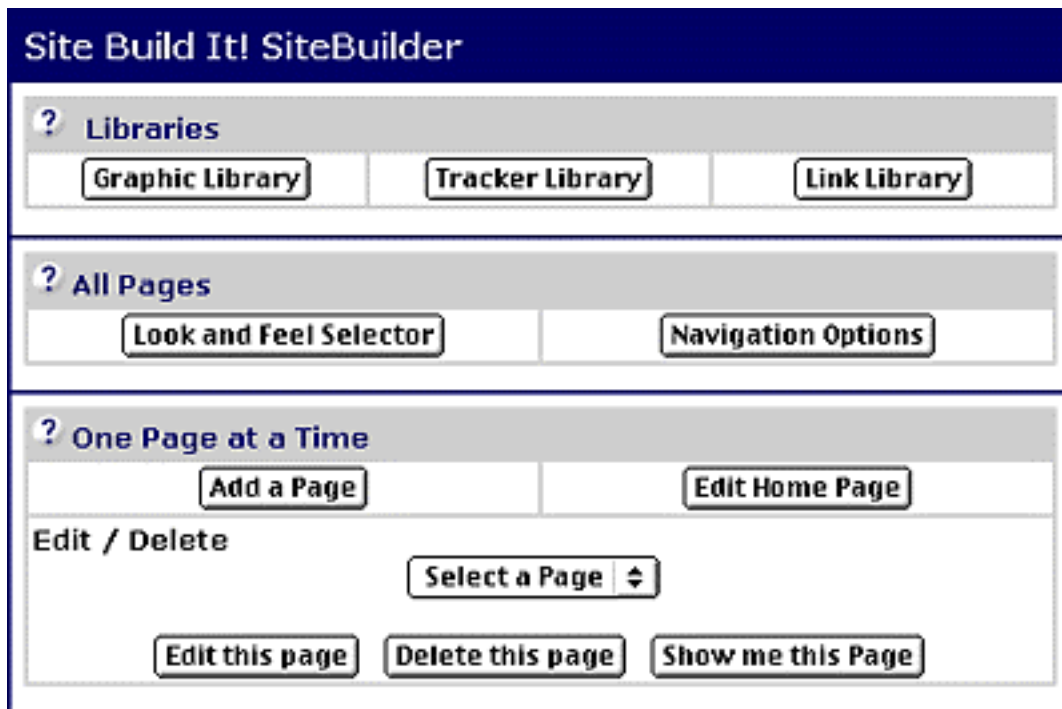
It's almost endless what you can track... **even your sig file!** More ideas, and details, appear on the site.

8.5.17. The Rest of The SBI! SiteBuilder!

Explore the rest of SiteBuilder.

Let's take another look at the **SiteBuilder** part of **Site Central...**

What have we **not** covered yet?...

In the **All Pages** section, changes affect **all** the pages of your Web site...

1) Look and Feel Selector -- You chose a Look and Feel when you first logged in and selected, customized or created your home page.

2) Navigation Options -- Again, this is not a new location. We already discussed the **Navigations Options** page **earlier.**

In the **One Page at a Time** section, operations only apply to **one** page at a time...

1) Delete -- To delete a page, select the page to be axed, and then click upon the **Delete this** page button, like this...

If you delete a TIER 2 page, **Site Build It!** will also rebuild your home page... without the link to the deleted page.

2) Show me -- Suppose you can't remember what you said on a certain page, say **Dynamic Pricing**, in the **Select a Page** drop-down. Select it, like this...

And then click on the **Show me this Page** button. If you're like me, you do **not** need this function because just as the page pops up, it hits you.

Yup, it hits you...

  ... a moment too late!

And that's it. You are now an MBA... **Master SiteBuilding Affiliate!**

——————— Service Sellers' Sidebar ———————

I'd say that you are **now a MBS...**

  ... but people might misunderstand what I mean by "BS"!

8.5.18. The Next Time You Login...

The next time you login, things happen just a bit differently from your "first-time" login...

You still login to the 5P Club
https://secure.sitesell.com/5pillarclub/

And you still use the username and password that you received in the **Site Build It! is Ready for You!** e-mail to log into **Site Build It!.**

And you still click on the **Site Build It!** link or choose **Site Build It!** by left-clicking-and-holding on the **QUICK JUMP** drop-down menu...
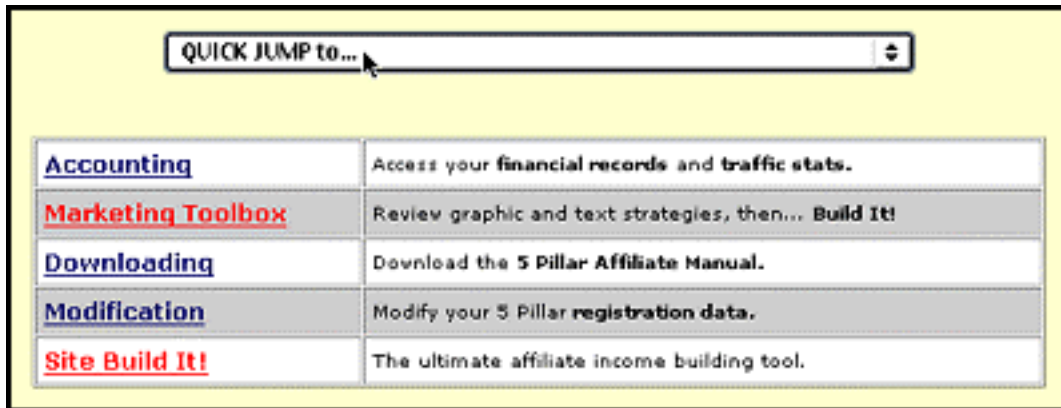
Whichever way you choose **Site Build It!,** you will arrive directly into **Site Central** from now on, with the entire **Mission Control** at your beck and call.

This remains the way you login until you have a second **Site Build It!** site. If you have multiple **SBI!** domains, you'll be taken to the **Choose Your Domain** page after you login. Select your domain **from the drop-down menu,** like this...

Click **Build It!** after your choose your domain. You will arrive directly into **Site Central** for your chosen domain.

8.5.19. Keep Growing the Concept

 Important tip ➡ As you build your site, **use** your **MASTER KEYWORD LIST** in the **Manager** to decide upon the **most PROFITABLE** topics (i.e., keywords) to write about.

Every few weeks, as the selection of good keywords gets a little lean, you might want to brainstorm and research **more** related keywords.

Naturally, as you develop content for your site, you'll...

• discover great new **POSSIBLE PARTNERS**

• think of new **KEYWORDS**

• come up with some more great **IDEAS FOR CONTENT.**

Research these one-by-one ideas as they occur to you, **as explained above.** (Remember, when you were entering your first 15 keywords to figure out your best concept? You've come a long way!)

Enter all the data into the **MASTER KEYWORD LIST.**

As the process goes on, you'll find yourself making your **MASTER KEYWORD LIST better and better...** dropping the less interesting and less **PROFITABLE** words, and brainstorming new ones (either with the **Brain** tool, or one-by-one, as they occur to you -- **see DAY 3 above for details**).

And odds are, as your site starts to reach its reasonable limit of 200 or so pages (plus dupe pages), entirely **new** Site Concept keywords will have occurred to you. Brainstorm them and bring them into temporary.com.

Develop your next great concept while you nail down the current one...

... And so it grows!

Hey, that brings you to the end of DAY 6. Phew! And to think I knew you when you were just starting **Business Basics!**

Time to review goals, right?

8.6.   Goal Wrapup

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

Goal-of-the-DAY

Build a home page, and one **TIER 2 Keyword-Focused Content Page.** As you do this, you'll also see how to use **SBI!'s SiteBuilder...** simple as putting one building block on top of the next.

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

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

Ongoing Goal

Create one **Keyword-Focused Content Page** per day. Start with the **TIER 2** pages. Then keep adding **TIER 3** pages, 1 per day, 2 if you have the time. After 200 pages or so, you won't build much extra traffic at this site.

Change your Search Engine Optimization (SEO) approach somewhat from page to page. Experiment with different numbers, frequencies and patterns of keywords until you find what works best.

Once you've maxed out on this site, start a **new** Theme-Based Content Site. Improve the rankings at your first site, while you start a **new** one!

Quality counts. Don't just spew out page after page. To **really** be effective, OVERdeliver great content to your **human** visitors. Don't spend all your time impressing the **spiders...** after all, they can't buy anything!

SIDEBAR

If your time is limited, reduce the ongoing goal to a page every 2 or 3 days. Even then, you'll have a traffic-building, income-earning site in three months. **Consistency and discipline** are the keys, not speed. It's OK to be the tortoise, as long as you stay the course.

It's true, as I said at the start of this chapter, that...

Rome.com was not built in a day! But if you keep adding one **SiteBuilder** building block on top of another, and **keep adding day after day...**

... you will get results!

All done for today?

Terrific. See you tomorr-...

Hey!...

... I've got an idea.

How about setting the **Site Build It! Login URL** as the **default starting page** for your browser?

Site Build It! Login Page
https://secure.sitesell.com/5pillarclub/

It would make a great, regular reminder to... make another page today!

Little things like this can make quite a difference...

... Try it.

9. DAY 7 Submit… Build Free Search Engine Traffic!

"Build it and they will come."
--Field of Dreams (1989)

...Talk about a "field of dreams!" If you simply build it, your site **might as well be** in a corn field in Iowa, visited only by ghosts!

Goal-of-the-DAY

Get familiar with the four-step process of **1)** submitting **2)** spider-tracking **3)** list-watching, **4)** keyword-ranking. Then become comfortable with **Search Engine HQ** and its **three reports...**
1) Submit-Spider-List Report
2) Keyword Ranking Report
3) Keyword Searches Report.

Start working on **link popularity.** Here's how to get started...

When your site has reached 15-20 pages, list with **Open Directory** (only free directory of the major directories) and with **one** minor directory that is a **theme hub** related to your Site Concept. Remember, links go **both** ways (**in** and **out**).

With this goal in mind...

9.1. Only One Ingredient Missing...

So far, so good...

Make Your Content PREsell! has shown you how to develop a strong Theme-Based Content Site, loaded with **high-profitability** Keyword-Focused Content

Pages. These pages **OVER**deliver to your human readers, and at the same time, satisfy the Search Engines.

Now that you are creating a high-quality page or so per day, you're way ahead of 99% of e-business people on the Net. Does that guarantee you success?

Sorry to say... nope! Why not? **Because your site is just sitting there...**

... buried in the middle of that beautiful corn field... that field of dreams.

What's missing? What does it take to turn that **corn field of content into income?** How do you make the field of dreams into a reality? Simple.

You need this...

... traffic. Visitors who read your content, click on your links, and then **do** something (buy, complete a form, etc.) that earns you income.

Come with me. **It's time to make that corn...**

... start popping.

9.2. The Best Traffic-Building Techniques

The **best** traffic-building techniques are high-yielding **and** sustained. In other words...

• you must get a **big traffic return** for your time-and/or-money

and...

• it must deliver traffic in an **ongoing fashion,** not just be a one-shot deal.

An example? Sure!...

When you "get it right" at the **Search Engines,** they'll deliver you traffic for months, even years, without you ever having to tweak your pages again.

SIDEBAR
Don't worry -- **SBI!** makes sure that you get **everything** right.

Compare that with **making a post in an e-mail mailing list,** even a high-profile one. It takes some time to prepare a good post, with great content... great enough to **wow** people into visiting your site. Consider what happens **within two days** of that post -- your traffic falls back to where it was (there's one exception, as we'll see when we talk about word of mouth promotion).

Important tip ➡ So... what are the best **sustained-high-yielding** traffic-building opportunities on the Net?...

#1) Work The Free Major Search Engines

#2) Bid at the Pay-Per-Click Search Engines

#3) List with The Major Directories

#4) Seed Word of Mouth Buzz

#5) Publish Your Own Opt-in E-zine

Your best "large and sustained" traffic returns will come from this group, the **Big 5.** Since your time is limited, focus on the **Big 5.**

SIDEBAR
I am not saying that you should **not** use other traffic-building techniques. Depending on your situation, some will work very well for you. But...

Start **first** with the **Big 5.** As you do, three things will happen...

• you'll establish a strong, sustained traffic base

• you'll start to feel comfortable with what you're doing, and will view the whole concept of building traffic as a very **DO-able** project

• you'll come across "perfect fits" for the above, lesser traffic-building techniques (ex., a perfect vehicle for a link exchange, or an excellent e-zine that reaches your target market, etc.)

It is at this point that you can then start using the secondary techniques effectively.

You know, it seems that things always start at #1...

... What the heck! Let's shake things up a bit by starting at the end...

9.3. Big Technique #5… Publish An Opt-in E-zine

... Hey! Who's idea was it to start at the end? Of all the dumb...

Mine? OK, I knew that. Really. Let's go...

Publish your own e-zine... yes, it's extremely important. But **not** right now. There's only so much that you can do in a day, so you have to do things in their proper order.

Remember, at this stage, your site is up, but there's no traffic yet. So **no one is there to sign up** for your e-zine. Here's the correct **"to do"** order after you build your site.

First, get your site up and running. Then work on the **#1 to #3** of the **BIG 5** traffic-building techniques. There will be a lag of several weeks while traffic starts to build.

Then, once your efforts bear fruit and folks start discovering your site, it only takes a day to get an e-zine going.

How do you set up and publish your own e-zine?

Very easily!

You see, your friendly guide has arranged for e-zine publishing functionality to be built right into **Site Build It!** (I have friends in high places -- what can I say?). And now, with the same ease that you built and analyzed your KFCPs, you'll be able to collect e-mail addresses and contact a list of subscribers directly from your **SBI!** site.

When you're ready to get started publishing your own e-zine, **please click here!**

So, **BIG Technique #5** is pretty easy. And so is **#4!...**

9.4. Big Technique #4... Seed Word of Mouth Buzz

How do you get "Word of Mouth"? First piece of advice... do **not** bother with those "recommend-a-friend" scripts on your Web site. Less than one visitor in a thousand fills them in. Why should they? At this point, you are a stranger. And we all remember our mother's guidance about "strangers."

SIDEBAR

Action Guide "Net Marketing is Life" Rule #1... If something promises fast and easy results, if all you have to do is copy-and-paste something... don't bother!

Why?

Because, even if it works well at first (and usually it won't), it will stop delivering results very soon. Think about the **recommend-a-friend scripts** and **Free-For-All sites** as examples...

They delivered some traffic at first. But the **recommend-a-friend** was just too easy to implement. People started seeing it so often, and started feeling so manipulated, that the response rate soon dropped to near-zero.

And the **FFAs** were so easy to do, that everyone started doing them, and everyone stopped reading the messages. It degenerated into a mess of spam and ignorance.

What works? Techniques that take some time and creativity. **Hey!...**

... That's exactly what we focus upon here. And the tools you have to execute these techniques are not easy (for us) to create, but they are easy (for you) to work with... as long as you bring that one key ingredient to the table...

Motivation. That, combined with **SBI!,** is what separates you from those who fail on the Net.

There's a simple way to get "word of mouth"... **deliver great content.**

Then seed word of mouth buzz.

That's it. That's all.   But one big warning...

Average content = near-zero word of mouth. After all, do **you** get excited by "average"???

There **are** many **good techniques** to **seed** word of mouth **buzz...**

• **writing articles** for e-zines

• **buying ad space** if the fit with the newsletter is great and the ad is sharp.

———————— Service Sellers' Sidebar ————————

Choose newsletters that seem to offer the best cost when measured against...

 i) how closely the audience matches your market

 ii) how "good" the e-zine is -- does it have a high content-to-ad ratio, or is it full of ads? Is the content sharp and original?

 iii) how respected the e-zine publisher is -- people will perceive ads in highly respected e-zines more favorably. The more credibility they feel, the more credibility you have! And TRUST is crucial in the service industry.

When you are preparing your ad...

• Make the layout easy and appealing to read.

• Break the lines at places that make the eye flow.

• The headline must attract, not repel. Be classy -- no exclamation points!!!!!!!!!!

• Create urgency -- the reader must respond **now,** because the next step for that newsletter is the delete button.

• Offer something free (from your Web site). A subscription to your newsletter is a great way to entice a visit and to build your in-house audience.

• Keep it 65 characters wide.

• Remember that your **MWR** is to get the reader to your Web site.

_____

• **making posts** in forums, discussion groups, mailing lists, newsgroups (depending on your niche and situation, these can be fairly effective... or totally useless)

• **link exchanging**

• and, of course, **your sig file!**

You can effectively seed word-of-mouth buzz one other way...

Deliver **absolutely exemplary** service to your clients. Nothing increases the buzz to a deafening roar faster than OVERdelivering on your promises. Clients love and appreciate it when they receive **more** than they expected.

Make your client's day... **every day!**

If your site's content is just so-so, though...

These techniques will **not** deliver **both** big **AND** sustained results. For example...

• **Writing articles or buying ads** in e-zines will bring you a 1-2 day pulse of traffic (that is, if you choose well and write an effective ad or article). But then traffic falls right back down... unless your content is superb!

• Same reality for **posts** in forums, mailing lists etc. Make a great post in a tightly targeted discussion group, and some people will visit your URL. After that, the content must **wow** them.

• Sure, using a **sig file** is something you **should** do. It's free, and it's sustained. At best, though, you send 40 or so e-mails per day, mostly to people who know you. Not much super traffic-building potential there.

Depending on your **circumstances**, however, **some or all of the above techniques could be fairly effective in seeding word of mouth buzz...**

Circumstance 1) The "nichier" your site, and the tighter the list or e-zine is connected to that niche, the better.

Circumstance 2) Your site should have over 50 pages. There must be substance.

Circumstance 3) Your content should be outstanding, of excellent value to TARGETED visitors.

If all three circumstances are present, making a post or writing an article could be higher yield than a brief one-day spike. Here's what should happen...

If someone reads your post and visits your site, **your content must...**

295

... blow them away! You want them to tell their friends, to put a link on their site to yours, to return to the discussion forum and talk about your site.

And how do you make that happen? **Re-read the above three circumstances.**

Want an example? Let's say that you have a wonderful theme-based site about succulent plants (i.e., cactus, euphorbias, etc.). You have a terrific page about all the tricks you have developed for propagating them...

You start posting in the **cactus growers forum** and in the euphorbia collectors discussion group... good posts with excellent content. You don't sell... you let your content PREsell (sound familiar?). You let your sig file do the talking, providing a link to your site.

Aficionados visit your site. Do you think they won't tell friends, or forums, or cactus associations, about this terrific info? Think they might add a link to your site?

Sure they will.

And those links to your site will even help your Search Engine ratings. And when more TARGETED visitors find your site through the engines (we'll cover this soon), you'll get even more word of mouth. Call all this...

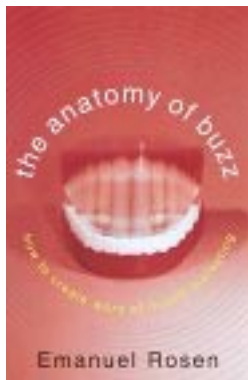Just one more **huge** benefit of **OVER**delivering!

SIDEBAR

And in-depth overview of word-of-mouth marketing is beyond the scope of this Action Guide -- **OK, OK...**

... I'll admit it -- I don't know everything about everything.

But I do know a great book about it...

If you think you have a site (or product) that could really benefit from word of mouth, here's the best book on this subject...

The Anatomy of Buzz : How to Create Word-Of-Mouth Marketing
by Emanuel Rosen
Doubleday
ISBN: 0385496672

The next sub-section is about another "buzz" option for Service Sellers. If that's not your category, **please feel free to jump ahead.**

9.4.1. Referral Marketing for Service Sellers

If you want to leverage your **profits,** as well as reduce the **frustration** of money and time wasted on not-so-profitable marketing techniques (such as cold calling or banner ads), then **referral marketing** is worth considering as a "buzz" strategy. Referral marketing sets into motion a...

...**"this-is-the-person-you-should-get-to-do-the-job-visit-his-site"** type of buzz...

... that creates a **steady** stream of prospects and clients to your Web doorstep.

Referral-generated visitors tend to readily follow "leads" or recommendations made by people they know and **trust.** In their minds, a good chunk of the "screening" process has already been done for them. If their relatives, friends, neighbors, colleagues or anyone else **that they highly respect** likes you, then you must be suitable and trust-worthy. As a result, most will arrive at your site less guarded, sporting a more "open-to-hire" attitude than a non-referred visitor who finds you by her own means.

It goes without saying that the quickest and easiest marketing method you can use to dramatically increase your company's bottom line is to attract targeted prospects who are already "PREsold" on **you** and **your services.** Referral-generated clients are a **cost-efficient, profitable, and loyal source** of new business. They also tend to contact you quicker, negotiate less, be repeat clients, and refer more business to you.

Let's see how your business can take advantage of this profitable opportunity...

A steady stream of referrals does not just happen -- magically, out of thin air. But that's not to say that referral marketing is complicated -- **the process is simple and very do-able.** Amazingly, few companies realize the upside potential. Perhaps that's because very few understand how referral marketing really works.

Generating referrals does **not** mean walking up to personal contacts, present clients or other non-competing service sellers and asking ...

"Do you have anyone to recommend to me?"

OR…

"Know someone that could use my service?"

This approach is not effective. Some people may consider it impolite and intrusive. As well, the questions are too general in nature. They give no indication of your ideal target group (i.e., those potential clients who need or want your service).

Instead, **"set the stage"** for referrals first...

• **Be passionate** -- Show your excitement about what you do. Work will feel like play. As well, enthusiasm and energy are contagious to the people around you. If you are not excited about what you do, find something that **does** excite you.

• **Provide excellent service** -- it's a do-or-die essential for the survival of your business. Be honest with yourself. If your service is not up to par, improve it before moving on to the next steps.

• **Build a Web site that PREsells effectively** -- If you are generating referrals to your Web site, you **must** have a site that is benefit-focused and inspires trust -- enough trust for visitors to make that phone call or send an e-mail to you. Evaluate your site objectively. If it doesn't meet that requirement, go no further until it does.

• **Position your business as being different from your competitors** -- What specifically do you do better than your competition? Are your prices better? Do you offer better service? Do you have an unconditional guarantee? **(Remember our earlier discussion on creating and using a USP?)**

• **Become "people"-oriented.** You can learn amazing things from other people, if you are open and approachable. If you show an interest in them, they will respond with an interest in you.

Now it's on to more specific details about your relationship with "buzz-creators" (i.e., those people who will actively refer or recruit people for your service)...

• **Educate** -- Highlight clearly, and in relevant terms, the benefits of your service. Answer the "what's-in-it-for- me" question in your listener's mind. Show it by your words and actions that she owes it to her family, friends and associates to refer them to **you** instead of your competition because you offer a better and more valuable service.

298

• **Promise** -- Promise that you will be professional and treat all referrals with respect. **She can trust you not to tarnish her reputation.** Assure her that even if her referrals do not hire you, you will add value anyway by sharing your knowledge about what they should be looking for, and what to avoid, in their service search.

• **Offer a gift of appreciation** -- Say "thank you" with freebies, discounts, gift certificates, etc. to people who introduce you to others. Show concretely that you recognize their time and effort.

• **Keep the connection** -- Check in every once in awhile to see how your supporters are doing. Develop a genuine relationship that is based on mutual interest. Send them articles, tips, and information that they can use for their business and/or hobbies.

• **Report** -- Take the time to give a progress report to your helpers. They are probably curious about what happened. They may also try to "seal the deal" for you behind-the-scene.

Bottom line?

Be assertive and proactive. Once you build a trust relationship with someone, don't be shy. **Ask for referrals.** Try to use creative "outside the box" thinking like these two smart Service Sellers below...

Example #1 -- Once a month, Jack Smith, who owns a landscaping company, mails out monthly bills to his 300 clients. Each envelope includes a business reply card with a few short survey questions written on it. The survey asks various customer satisfaction questions and it provides a space to write down a friend, family member, or neighbor who needs a reliable and conscientious landscaping service.

Result? For the minimal extra cost of printing business reply cards, Jack receives 1 or 2 leads per month. Most of the leads convert into new clients, each one worth more than $3000 in extra revenue per year. A great **ROI** just for printing up some cards, wouldn't you agree?

Example #2 -- Jennifer Hunt, an esthetician, decided to leave the employee ranks and become the boss of her own business. She placed ads in her local newspaper that said..."Free Facials, Limited Number." The ad brought into her new shop a large number of women (and some men) who couldn't resist getting a free facial. A sizable percentage of these "freebie seekers" bought the "Create a Memorable Face" Program which included 6 facials at a 33% reduced price.

Four referral cards offering the "Free Facial" gift were included with each program package that was sold. The name of the client was written on the back of each referral card and she (or he) was encouraged to give them away to their friends and family. When someone redeemed their card AND then purchased the special 6-facial program, the person who **referred** the person received a credit for a free facial. A great incentive to get the word about Jennifer out on the street!

Results?

50% of the people who responded to the newspaper ad bought at least $50 worth of skin care products and services. Referral marketing quickly "jump started" Jennifer's business by creating a buzz about her service.

There are four key referral marketing strategies at your disposal. Choose the best "fit" for you and your service....

- **Strategic Partnerships**

Strategic partnerships are a powerful way to build a team of "offline affiliates" that supply you with PREsold referrals who want your service.

Here is the process...

A) Find a non-competing business that already sells to your target audience in big numbers.

B) Contact the owner and explain that you have a service that you believe her audience would appreciate. Give a "free trial" of your service (if applicable) so that she can see for herself the quality of your business. If the merchant likes it, you offer to pay her a commission for marketing it to her target group.

Key points...

1) She must sincerely like your service.

2) She must reach a large number of people who fall into your target market.

3) She must have an outstanding rapport with her customers -- she is in frequent contact (and provides high-value content on her site and newsletter, if she has them). Her customers must love her and trust her. People far prefer to follow a recommendation from people they know and trust, than from strangers.

4) If #3 is true, then she is ten times more believable than you are. Instead of you placing a classified ad (low credibility), she writes a glowing article about your service, and either sends a letter to her customers, or posts it on her Web site and/or newsletter. You cannot "buy" this kind of credibility.

5) Her article should be a good sales letter, softened to fit the relationship between her and her audience...

- Benefits, benefits, benefits
- A strong testimonial from her, and others
- A rock-solid guarantee
- A special offer to her customers that you don't offer

6) Your new partner brings much to the table...

- A strong base of customers
- Customers who trust her
- New customers

And these customers have a high lifetime value if you treat them with superior service. So treat your partner well. Don't squeeze on the commission you pay. Be generous.

Where do you find your endorsement partners? Below are some sources of referrals. As you review them, do not limit yourself by only focusing on the men and women who fit into each category. Brainstorm to discover those who may be **associated** with these people in various ways.

Contact potential partnerships and set up a mutually satisfying agreement that will compel them (monetarily, or otherwise) to send you referrals of "PREsold" prospects...

1) Clients

Your past and present clients are a gold mine of potential referrals just waiting to be tapped. Your clients know about your business, know your product, and if you have offered them excellent value, many of them will be your biggest fans. They would be more than willing to refer their contacts to you if asked in the correct way... or **paid** them to refer!

2) Colleagues

Your colleagues are the center of an expanding network of contacts who may be looking for your service. Who do they know personally and professionally that they can refer to you?

3) Industry Influencers and Leaders

Every industry has respected leaders who wield an enormous amount of influence. Who are they for your industry? Do they know about you and your unique niche in the industry? Do they know about your service? Have you let them try it and received feedback about it? These people are an invaluable resource and others turn to them when looking for businesses they can trust. Get to know these people and build relationships with them. They can be your best source of referrals... **and** publicity.

4) Suppliers/Vendors

Your current and former suppliers/vendors are an excellent source of referrals for a multitude of reasons. For one, they already know you and your business. They know how you work and who may benefit the most from your product. Conveniently, your vendors are also in the ideal position to connect two of their customers in a mutually beneficial business affiliation. The vendor also benefits by doing this because when their customers prosper, they prosper as well.

301

5) Members of Associations, and Special Interest Groups

The associations that you belong to such as your local chamber of commerce, church, clubs, groups, and athletic teams are great places to find business contacts because these people know you and usually share similar views as you.

6) Family, Friends, and Neighbors

Your family members, friends, and neighbors can be an excellent source of referrals and all (well, maybe most of them) want you to succeed. Be sure to ask them for referrals as well.

7) Current Prospects

Even though they are not your clients (yet), your current prospects can and will refer companies and people who can use your service. Asking your current prospects for referrals should be routine. Educate your prospects that you care about doing your best for them -- and all referrals they send your way. While you are asking them for referrals, offer them a discount on your service for doing so. This may be the factor that closes the deal and makes them your new clients.

8) Unconverted Leads

Never give up on an unconverted prospect. Just because they decided to take their business elsewhere does not mean you should "write them off." When they compared your service to your competition's, they decided yours was not exactly what they needed. This does not mean they do not see value in your service. They may know other people who need it. Help your unconverted prospects realize that you will offer them value even though they did not hire you. Offer incentives such as finder's fees and prizes for referrals.

9) Competitors

This may seem impossible at first, but it has the potential to be a very lucrative source of new business. Consider your competitors as possible allies instead of adversaries. Why? Because your competitors are spending enormous amounts of money on marketing techniques to acquire leads. A sizable percentage of these leads will not convert. These people "raised their hands" for a reason -- however, your competitors did not have exactly what they needed.

Why would other Service Sellers waste this potential revenue source when they can refer these visitors to you (for a 10% - 25% finder's fee, of course)? You should be ready to reciprocate the offer to them -- for a fee, naturally.

10) Media Professionals

Build and maintain a list of editors and writers who have an audience who could benefit from your service. Can you provide expert information on a hot topic? Have you spotted a new trend in your market? Do you have a compelling story idea? Be a valuable resource to the media, and they will let their audience know about you in return.

11) Discussion Forums

Online discussion forums are excellent tools for generating referrals. Why? Because networking and exchanging information with people are standard operating procedures on the Internet. Participate in a few discussion forums where prospects congregate. Give away helpful information, network, become a trusted advisor... and you'll experience an increase in referrals and business.

You can find these groups at **http://groups.yahoo.com/**, **http://www.topica.com/**, and with Search Engines such as **http://www.google.com/**. Don't forget to use your "sig" file as your online business card.

12) Complementary Companies

Companies that sell complementary and non-competitive products/services can be a gold mine of referrals. For example...

A start-up consulting firm who creates graphical sales information systems for corporate executives was looking for a way to reduce the high marketing costs needed to educate their target market and convert companies to clients.

They found that one way to identify prospects was by the software they buy -- in this case, executive automation software. After they identified these companies, they needed a way to "get their foot in the door" to sell their complementary systems.

Bingo! The consulting firm offers to do employee training workshops about the automation software for a reduced fee. This gives the firm the golden opportunity to PREsell their own service and product at the same time.

Action Steps (for Strategic Partnerships)

1) Identify complementary companies who sell to your target market.

2) Find ways you can partner with them and receive referrals of qualified, open-minded prospects.

The second marketing system...

• **Ask For Referrals At The Point Of Purchase In Return For A Discount**

A powerful way to receive targeted referrals is to make referrals a condition of doing business with you. Tell your clients that receiving referrals will enable you to give them a much higher level of service, instead of having to spend a considerable amount of your time marketing for new clients.

One way to do this is to have two fee structures in place...

1) A more expensive fee structure if they **do not** refer.

And...

2) A less expensive fee structure if they **do** refer.

Here are a couple examples of service companies who use this referral system successfully...

A marketing consultant makes quality referrals a condition of agreement. In return for three quality referrals, the consultant waives his deposit and/or gives a discount!

You can do the same by quoting your clients your higher/regular price up front, and telling them you'll give them a discount for PREsold leads.

Here's another...

Most financial planners spend a sizable amount of time on the phone cold-calling new clients. A savvy financial planner's time-management strategy is to request five introductions from his current roster of satisfied clients. (The reason for five referrals is because out of the five -- two will not be interested, one will already have a financial planner, and that leaves just two to work with one-on-one).

Result? He only spends only 10% of his time on the phone trying to secure appointments. 65-70% of his business comes from referrals, and he now has more time to service clients with his research and planning expertise.

Action Step

Tell your clients that you need at least five referrals, if possible. Be honest with them. Let them know that "leads" reduce your marketing time and frees you up to concentrate on your business... providing **more benefits** for them.

• **Survey Clients And Ask For Feedback/Referrals**

Another powerful way to generate referrals is to survey your current clients. This technique also enables you to gather testimonials, ideas for improving your service, and more. **Remember the landscaper example that we discussed earlier?** For the minimal cost of printing business reply cards, this landscaping business receives one or two leads per month.

Action Step

Ask for feedback on a regular basis. It shows that you value your client and your business. And that you want your service to be the best.

• **Free Samples And Gift Certificates**

Use creative thinking to generate a constant supply of PREsold clients. Free samples and gift certificates are effective techniques to use.

They require no financial investment for the prospects and allows these seekers to preview your service to see if it will work for them. The **free facial example from above** demonstrated how powerful this can be.

Action Steps

1) Advertise a "loss-leader" free sample in a media outlet that serves your target audience – your local newspaper, trade magazine, or online e-zine ads.

2) Upsell the people that respond to your advertisement to consider the full service.

3) Give all who hire you four (or more) gift certificates that they can give away to their friends. Tell them they will receive something of value (incentives, discounts, free stuff) for referring new clients.

4) When a referral redeems his gift certificate, upsell them to consider your full service and give them a set of four (or more) certificates as well (keep those referrals coming!).

5) Send the person who referred the "redeemer" a gift in appreciation for referring their friend to you.

OK, that's a wrap for "Word of Mouth" buzz creation. We have now covered the #4 and #5 of the **BIG 5 traffic-building techniques.** Which leaves the **BIG 3...**

#1) Work The Free Major Search Engines

#2) Bid at the Pay-Per-Click Search Engines

#3) List with The Major Directories

Let's concentrate on **BIG #1** for the rest of this DAY. First, I'm going to let you in on a little secret -- it's **not** very complicated, if you have the right tools. And **you** do!

9.5. Big Technique #1... Work The Free Major Search Engines

Here's the **real** secret to building traffic via Search Engines. It's **the** secret of traffic-building experts...

Important tip ➡ **Do** something. See how it works.

Try something else. See how **that** works. And then...

Yup... **experiment** with something else. And see how that works.

Yes, I know that sounds incredibly complicated...

... way beyond the abilities of most folks.

SIDEBAR

Even though most SE's have adopted Pay-Per-Inclusion programs (you can stay on top of the most recent details in the Paid SE HQ), it is still entirely possible to receive plenty of FREE traffic from the major search services...

... if you follow the rules, and build optimized, high-quality content pages.

Although Pay-Per-Inclusion services speed the listing process significantly, and may be worthwhile for your business if you can justify the cost, most major SEs still add pages to their databases for free.

Why? Simple economics.

A Search Engine lives and dies on the quality of its searches. In order to remain relevant, it must continually update and maintain its database. The vast majority of site-owners will **not** pay to have their pages in any SE. As a result, free submissions continue to be a viable way for any SE to stay current and valuable.

Whoops!...

... Oh yes, the pros have one other secret. They assemble a collection of high-powered, complex (long learning curves), and highly expensive tools from different companies to do the job.

It all becomes very complicated. And tedious. Expensive. And time-consuming.

But the process **is** necessary if you want to win at the Search Engines. You do need tools, two kinds actually...

• **traffic-building tools** to keep "doing things" to build traffic

• **reporting tools** to tell you what's working.

A feedback loop from **building** to **reporting** and then back to **building** is critical. One of the keys to success, any kind of success, is feedback. **Good** results tell you what's going right and give you something to build upon. **Poor** outcomes show you what needs to be fixed.

Without reporting (i.e., feedback)...

... you're shooting in the dark. Without the ability to take traffic-building **action** and increase or change what you're doing (depending on the **reporting** feedback), you're **not** even shooting!

And... great news! **Site Build It!** provides all the tools the pros use, **plus a couple they can only dream about** (ex., detailed spider-tracking). And here's the best part...

Since **all** the tools come from the same family, they all...

• have the **same** interface

• have the **same** ease of use

• **talk to each other** because they all share the **same** database.

So welcome to the ranks of the pros. You are now on **more-than-an-even** footing... at far less of a learning curve and for a far lower price (especially if you count Web hosting, brainstorming, and all the other **SBI!** functionality).

In short...

You know the secrets, **and** you have the tools to do it! Doing it, though, is part of DAY 8. First, there is **DAY 7** to complete. Let's get to it...

Try not to become **too** excited with all the waiting... yawn...

... watching... z-z-z-z-z. **Then waiting some more...**

... Geez, it's enough to drive you up a wall, if you had to do it yourself. **But, as you are about to see...**

... you don't!

9.6. Submit, Spider-Watch, List and Rank

It's time to...

Submit, Spider-Watch, List and Rank!

Geez, sounds like a recipe of some kind, doesn't it? Actually, it is...

First, submit your site to the engines. Then wait.

Second, keep an eye on the spiders. Wait some more. Stir a pot, if you like.

Third, you get "indexed" (listed in the engine's database). Yup, more thumb twiddling...

Fourth, you get ranked. Yay! People can find you. Now **improve** your rankings (in DAY 8).

In the next four sections, I explain what everyone who does **not** own **Site Build It!** has to do. I do this so that **you understand the process** -- read it quickly because **you** won't be doing this. Or skip it all together if you're in a rush -- why?

Because the tools in **TrafficCenter** make all this tedium **disappear,** allowing you to focus on what's important... **Building content and converting it into income.**

Let's start at the beginning this time...

9.6.1. Submit Your URLs

Submitting a site's pages to the engines is a **tedious** affair for **most** people, because each engine likes to receive submissions in different ways...

• they each have their own submission pages, so you have to visit them all.

• some only want to receive the **home** page. Some let you submit **every** page of your site.

• some allow you to submit many pages in a day... others only one. And if you **do** submit many-per-day to those who allow you, do they "finger" you as a possible abuser of the system?

Just to make it all nastier... they change policies from time to time!

Now for the good news! If you know anything about Net marketing at all, you know that you really **only** have to submit to a small number of engines. So you know all those submission services that submit to **500+** engines **and** directories for you?

Forget them! Here's why...

First, 99+% of your traffic will come from 7 or 8 major **Search Engines** and the 3 major **directories.** So the other **500** are a waste of time.

SIDEBAR

Directories are a different beast from **Search Engines.** Search Engines spider pages and suck **everything** back into the database for inclusion. What about directories?. **Humans** review and **decide** what gets into a directory -- generally, only pretty good sites get in. Think of them as **gigantic bookmark lists,** organized into categories and sub-categories, and sub-sub-categories, etc.

Second, submission software can get you into **more trouble** than help. It's all too easy to happily batch submit your URLs until you run afoul of the engines by violating their policies. There must be a strict control of how many times you submit each page to each engine. If you submit too many pages to them, too often, **you could end up...**

... out of the engine!

309

Third and most importantly, submitting a site is really **only the first step.** If the software does not also tell you whether you've been spidered, indexed, etc., it's really next-to-useless. And, as far as I know, there is simply no software that does **all** of this.

No, my mistake. There **is** one...

Wait 'til I tell you how **Site Build It!'s WorldSubmitter** works. It puts you **ahead** of the pros!

Don't worry about the pros discovering **SBI!** -- they use their own tools. They may even confuse the ease of use of **SBI!** with lack of power. Wrong.

Of course, as you get the hang of it, **you could become a pro yourself...**

... Just don't tell your clients how easy it is to build traffic for them!

The Dreaded AltaVista Graphic

Recently, AltaVista came up with a brutal submission wrinkle. But a perfectly **fair** one.

You see, they've been bombed by automatic submission services. Zillions of page are being submitted by spammers. So AltaVista came up with a creative way to force a human to actually go to the submission page in order to submit. Here's how...

Go to the...

AltaVista Add A URL Page
http://add-url.altavista.com/cgi-bin/newurl?

When you get there, you'll see a graphic that looks like this...

Yes, the 8 characters are part of a graphic, **not** text. And it's **dynamically** generated each time you hit this page. And it's **impossible** for any computer program to parse and read, even using OCR (Optical Character Recognition). That's why they use different fonts, at different angles, etc.

You **have** to be there to read and enter the 8 characters into the **Submission Code** box, then enter your URL and press the **Submit** button.

310

Isn't this all becoming rather tedious. Imagine submitting to all the engines, for hundreds of pages. And what if you had several sites?

I guess I **could** think of a more tedious chore, if you gave me a few weeks to think about it.

So that leads to the next, obvious question...

Is it **really** necessary to submit a site, you ask?

Well, the engines' spiders **would** get around to visiting your site **sooner** or... **later, after you-know-what...**

... freezes over!

Some experts believe that some Search Engines may give your page negative ranking points if you use their free submission pages. But then why offer this service at all?

One engine has confirmed this possibility, but also said that if their "free roaming spider" later discovered that submitted page on its own (i.e., by linking to you from another site), then it would remove those negative points from the free submission.

In other words, it's **still very much worth it to use the free submission services.** You have nothing to lose... after all, even if one engine might give a few negative points, your page could very likely still have enough positive points to rank highly. And you still have full points in all the other engines' algorithms.

More importantly, though... you still **must** submit, even if it's true that an engine might give the pages you "free submit" a negative point or two. After all, if you do **not** submit, you won't get into an engine's database **at all.** And, if you're not in a **Search Engine's index...**

... you're invisible. That's the ultimate "negative points" experience.

Bottom line?...

Site Build It!'s WorldSubmitter does all this for you. Yes, **even** AltaVista. More on this later, after we finish the **spidering, listing,** and **ranking** discussions, coming up next...

9.6.2. Watch The Spiders

Many people think they're finished after they submit to all the engines. They think it's all on automatic pilot from then on in.

Nope. You see, some of the engines take weeks, even months, to send their spiders over to your site to "bring back the goodies." Some just don't get around to it.

Who knows what happens to those lost submissions?

Amateurs can get totally confused, or forget that they even submitted. They don't know how to figure out what's happening.

But the pros don't wait around...

... with their fingers up their nose. They submit. Then they use sophisticated software to check their sites' log files, looking to see which of the major engine's **spiders** have visited, and which pages they "took back to their mother ships."

SIDEBAR
Every server that hosts Web sites keeps a **log file** of every hit to every page. This includes HTML pages, graphics, scripts... everything.

If they don't see an engine's spider within a certain amount of time after submitting (varies for each engine), they'll resubmit, according to each engine's acceptable limits.

Yup, it's **very** complicated and tedious, even for a pro. But **Site Build It!** does all this for you... **automatically...**

... while you sleep like a baby (thumb in mouth, rather than finger in nose!).

Bottom line?...

Site Build It!'s **SpiderWatcher** and **WorldSubmitter** take care of all this for you, **re**submitting **automatically** (not even the pros do this!) if any Search Engines spider does not show up soon enough. I'll provide some details after we finish the **listing** and **ranking** discussions, coming up next...

9.6.3. Check for Listings

OK, you've been spidered! That means you're in the Search Engine's database, right? Uhhhh... no. Not really. It just means that THAT engine knows about you.

Most engines usually send two spiders out to see you. They send a scout spider first. AltaVista and Lycos send theirs immediately. **The scout has just one job...**

... check to make sure your page is up. It fails your submission if your page is not up. Other engines send their scouts within a day or two.

Either way, if the scout finds your page, it comes back to its engine and queues your page for a visit by the indexing spider. The **indexing** spider visits, often weeks or even months later. What does **it** do?

It spiders through some or all of your site's pages. It does all the heavy lifting, bringing back content to its engine's database.
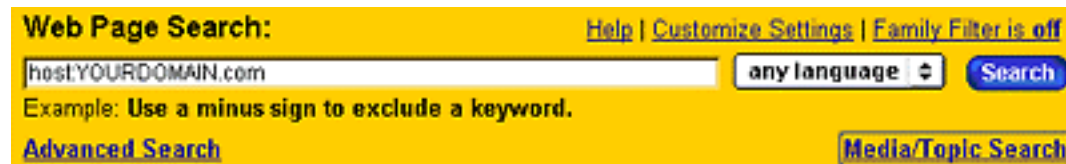
So **how** do you know...

• **when** your pages have been indexed?

• **which** of your pages have been indexed?

• **who** (i.e., which spiders) indexed them?

By now, you know the answer is painful, right?

Non-SBI!'ers have to watch for when **each** engine lists **each** of their pages that have been spidered/indexed.

Want to see how they do this at one engine? OK, enter the following into AltaVista's search box...

Web Page Search: Help | Customize Settings | Family Filter is **off**

host:YOURDOMAIN.com   any language ⇕   Search

Example: **Use a minus sign to exclude a keyword.**

Advanced Search   **Media/Topic Search**

http://www.altavista.com/

Of course, enter **your** URL in place of "YOURDOMAIN.com." This search will show you every page that it has indexed from that domain.

313

Yes, there **is** a way to check this at **every** engine. Unfortunately every engine has a different protocol. For more info on how to track which pages have been indexed at each engine...

http://searchenginewatch.com/webmasters/checkurl.html

Site Build It!'s **ListChecker** and **WorldSubmitte**r even do **this** for you, resubmitting automatically if any Search Engines don't index within a reasonable amount of time after a spider visit... or if an engine ever drops you from the index.

Just one more step to go, **ranking,** and then I'll tell you more about how **Site Build It!** turns time-sucking tedium into high-yield automation.

9.6.4. Rank Search Results

Great! You're indexed. That means people are finding you, right? Geez, I hate to be a party-pooper all the time, but... no.

Once you're indexed, there's a **lag** before your pages actually show up in search results. And even then, some of your pages will score better than others.

So **now** what do the professionals do? They track their ranking for all their keywords, at each engine.

There are several ways to track how your pages rank. Here's a nice resource, organized to help you do it manually...

http://www.mike-levin.com/

Following your rankings for **all** your keywords at **all** the engines manually takes time... **too much time**. To make things worse, as you'll see in DAY 8, you have to do it **over and over** again.

Why? Good question. Bad answer, I'm afraid...

Each time you make a change to a Web page, you must resubmit, spider-watch, index-check, and follow your ranking, for each page, for each engine. All over again.

314

Heaven forbid if you make another change...

... it could drive you nuts.

Luckily there **are** services or software that will do it for you. But I have not been able to find a service that offers the perfect package...

• **complete** -- it must rank **all** the major engines

• **reliable** -- many of them seem to get it wrong

• **cheap or free** -- these all seem to be come-ons for expensive services.

Wait, wrong again! I have found one. It was right under my nose...

Site Build It!'s Keyword Ranking Report tells you where your pages rank, at each major engine, for each of your Specific Keywords. Hooray!

Geez, I don't know about you. But...

... it makes me tired just to think of all the stuff we have to do!

Hey, wait a second... **WE don't have to do it at all!**

... Yippee! Let me tell you how **Site Build It!** turns all this submitting, spidering, indexing, and ranking into a snap...

9.7. Introducing the TrafficCenter

Now it's time to introduce you to one of my favorite spots in all of **Site Build It!...**

The TrafficCenter. Here's how to get there...

Login to the 5P Club.

Use the username and password (from your **Site Build It! is Ready for You!** e-mail) to login. Proceed to **Site Central,** as usual. Scroll down to the **TrafficCenter**
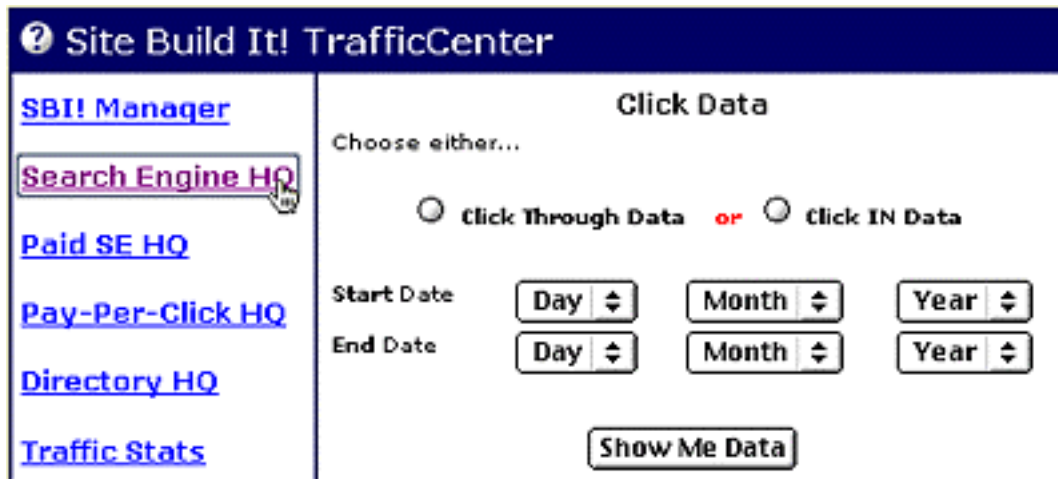
and click on the before you jump in. (Hope you've got the habit of using the online help by now.)

The TrafficCenter, surprise-surprise, is the center for all things traffic-related. Explore the variety of HQs and links and functions, now or as we reach them in later chapters. **For now, though...**

 Explore the Search Engine HQ. Understand the 3 Reports.

Click on **Search Engine HQ,** like this...

Once you're in **Search Engine HQ,** click on again (please). Read the online **Help and Strategies.** Great! Close that window.

And start exploring, following the instructions and online help...

Then **read-and-scroll down** the **Search Engine HQ** page until you reach the **Submit-Spider-List, Keyword Searches and Keyword Ranking Reports...**

? Submit-Spider-List Report for apple-cider-vinegar-weight-loss.html

Search Engine	Date Submitted	Date Spidered	Date Listed
AltaVista	2001/09/03	2002/05/14	2002/04/28
FAST	2002/02/10	2002/05/11	2002/04/28
Google	2002/04/08	2002/05/02	2002/05/02
HotBot	2002/04/05	2002/05/16	2002/04/28
Lycos	2002/02/14	2002/03/12	2002/05/04

There it is, like magic. Dates for submitting, spidering, and listing (indexing). By now, you know that **SBI!'s WorldSubmitter** submits your page to 4 of the 5 major free Search Engines... FAST Search, Google, HotBot, and Lycos.

SIDEBAR

Hey! What happened to **Excite** and **Northern Light?**

Well, the world of the SEs is **always** rife with upheaval. Northern Light shut down its public search function, and Excite no longer provides its own proprietary search results. In fact, your results will continue to appear on Excite, since it now delivers a mishmash of results from various resources including Fast, Inktomi (we submit to HotBot), Overture, FindWhat, The Open Directory as well as several others.

Of course, we will continue to monitor the situation to see if anyone rises to take the place vacated by Excite and Northern Light. We'll keep you posted.

Actually, it submits the page to an **intelligent queuing system** that analyzes whether it should submit the page, and if so, when. It knows which pages you have submitted, to which engines, and when. So don't worry...

You can re-build your page 100 times per day, if you like (when you **edit** your page). The **WorldSubmitter** will not **over-**submit to any of the engines. It ignores frequent editing work, only allowing a "page rebuild" to be submitted if an acceptable amount of time has passed since the last submission.

When it does submit a page to an engine, it enters the date of submission into the **Date Submitted** column of the **Submit-Spider-List Report.**

And what about AltaVista and its ever-changing graphic? As you will see, **WorldSubmitter** even makes submitting to **AltaVista** a snap, despite its dreaded

dynamic graphic! You'll never have to visit AltaVista to submit, and **SBI!** tracks the **entire** submit-spider-list-rank process every bit as well as the other six.

So much for submitting. What about spiders and listing?

SpiderWatcher checks your site's log files regularly, looking to see which of the major engine's spiders have visited, and which of your pages they "took back to their mother ships."

SIDEBAR

If you're tech-oriented, this might interest you. The spider-watching uses a world-class spiderbot database. We actually update this database every six hours!

Gone are the days that you could reliably identify when spiders visit you by looking for their names (Slurp, Scooter, etc.) in the "user agent field" of your log files. Nowadays, each could be using any one of hundreds of IP addresses, and not showing you their user agent names... or even mislead you with wrong names!

Why? Spammers read the engines IP addresses and user agent names and try to trick the engines. So the engines change frequently. Yes, we honest people pay the price. **Or, I should say...**

... our database pays that price for you!

Once **SpiderWatcher** spots a bot in your log files, it enters the date that the engine visited that page into the **Date Spidered** column of the **Submit-Spider-List Report,** as you see above.

After a page is spidered, **ListChecker** starts checking with the engine every couple of weeks or so (not too often, don't want to upset the engines!). It verifies if the page is in the database yet. When it is, it reports the date.

SIDEBAR

In all cases, the dates reported for submissions, spidering, and listing are always the **most recent** dates for each. So, if a spider revisits at a later date, **SpiderWatcher** will report that date, overwriting the previous one.

Back to checking when your page gets listed...

ListChecker watches for when each engine lists each of your pages (that have been spidered) -- or in the words of the pros, when you have been **indexed.**   At this point, the pages are officially in the database, but not yet ranked. When it can find your URL in the index of an engine, it reports the date that it found it in the **Date Listed** column of the **Submit-Spider-List Report.**

As mentioned in the SIDEBAR above...

The date of submission that you see in the **Submit-Spider-List Report** is always the date of the **most recent** submission. That date may be the date that **you** last submitted it, when you edit a page. **Or...**

It may be the date that **WorldSubmitter** resubmitted it... all by itself! Why would **WorldSubmitter** decide to resubmit your pages? Because it's smart! OK, OK, here's when and why...

• if a page has **not** been spidered within a certain amount of time, **WorldSubmitter** will resubmit it again. **Think of it as...**

 ... our own little wake-up call to those sleepy spiders! It keeps resubmitting until a spider comes.

• if a page has **not** been indexed within a certain amount of time of being spidered, **WorldSubmitter** will resubmit that page again.

• if a page was indexed but is **dropped** (this happens to everyone from time to time -- glitches at the engines, usually), **WorldSubmitter** automatically resubmits your page.

...No other submitter in the world does anything like this! (OK, OK, call me "proud"!)

Again, **WorldSubmitter** does all this strictly according to each engine's protocol for submissions. Actually, it's more conservative than even the engines suggest. It won't fall into that "submit as many pages as you like" trap. It stays very conservative, acting like an honest human submitter.

Of course, if **SBI!** only took care of the submitting, spidering, indexing, and **re**submitting for you, you would not have the complete package of tools required.

Remember?...

• **traffic-building tools** to keep "doing things" to build traffic

• **reporting tools** to tell you what's working.

So let's look at two more powerful reporting tools at your service...

9.7.2. Two Keyword Reports

After a page has been submitted, spidered, **and** indexed, **Search Engine HQ** will start to report on how that page ranks for its keyword.   So it's time to check **two** more reports...

1) Keyword Ranking Report -- this is right on the **Search Engine HQ page** itself...

Submit-Spider-List, Keyword Searches and Keyword Ranking Reports

Submit-Spider-List Report	Keyword Searches Report	Analyze/Edit	Ranking for Keyword at each SE				
Page Name	**Keyword**		**AV**	**Fa**	**GG**	**HB**	**Ly**
ab-exercises.html	ab exercises	A E	-	10	15	2	10
apple-cider-vinegar-weight-loss.html	apple cider vinegar weight loss	A E	9	8	7	4	4
atkins_diet.html	atkins diet	A E	-	>30	-	-	>30
best-fat-burners.html	best fat burners	A E	29	4	6	-	2
conjugated-linoleic-acid.html	conjugated linoleic acid	A E	-	-	-	-	-
creatine_side_effects.html	creatine side effects	A E	-	9	6	1	9
hollywood-48-hour-miracle-diet.html	hollywood 48 hour miracle diet	A E	-	-	-	14	-
hydroxycut-fat-burning-supplement.html	hydroxycut fat burning supplement	A E	1	1	1	-	-
index.html	dr atkins	A E	-	-	-	-	>30
prolab-nutrition-thermapro.html	prolab nutrition thermapro	A E	-	-	-	-	-
teen-weight-loss.html	teen weight loss	A E	9	8	11	-	8
thank-you.html	free weight loss newsletter	A E	-	-	-	-	-
transdermal-cutting-gel.html	transdermal cutting gel	A E	1	1	1	1	1
treadmill_comparisons.html	treadmill comparisons	A E	1	3	1	1	3
weight-training-for-weight-loss.html	weight training for weight loss	A E	1	1	3	-	1
xenadrine_rfa1.html	xenadrine rfa1	A E	2	2	3	-	1

Legend: AV=AltaVista; Fa=Fast; GG=Google; HB=Hotbot; Ly=Lycos
NOTE: Pay-Per-Click Keyword Ranking Report is now in the Pay-Per-Click HQ.

This report tells you **how each page ranks during a search for its Specific Keyword.** See the numbers above? OK, OK, so it's a little small, sheesh! ;-)

How 'bout like this?...

Analyze/Edit	Ranking for Keyword at each SE				
	AV	**Fa**	**GG**	**HB**	**Ly**
A E	-	10	15	2	10
A E	9	8	7	4	4
A E	-	>30	-	-	>30
A E	29	4	6	-	2

The number **7** in the first row means that ab-exercises.html ranks #7 at Fa (Fast) during a search for "ab exercises". It also score #2 at HotBot, and #25 at Lycos.

Dashes (-) indicate that a page has not been indexed by a Search Engine yet.

What does **>30** mean? It means that the ranking is beyond the Top 30 for that keyword at the specified engine. If a page ranks **>30** for many of the engines, click on the ⬛ button. This triggers the **Analyze It!** function to pop up an SEO report on that page...

• **If it fails** the test, make the changes suggested. **Just click on the** ⬛ **button!**

• **If it passes** the test, it's best to leave it alone. Use your time to create **new content** instead. Why? Because if it passes the SEO test, you have a good chance at ranking high the next time the engine shuffles its algorithm a bit.

Still, there might be **one** reason to change your page, even if you pass the **Analyze It!** test... **TO EXPERIMENT!** As suggested earlier, the more different formulas you try, the more likely you are to figure out what works best for your particular theme.

---

2) Keyword Searches Report -- to get this report...

Keyword

ab exercises
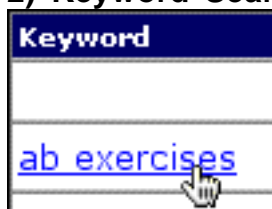
... click on the keyword that you want to check. You'll get a full report that...

• tells you which keywords people are using (when they search) to find that page

• shows you how many times you were found with each of those keywords

• provides a direct search-link to the engine for each of those keywords, so you can see in real-time how you rank at **that** engine for **that** keyword!

You'll come across **several surprises** here, as well as ideas in **Help and Strategies** for how to use that information.

> ### ⑦ Keyword Searches that Found
> ### ab-exercises.html
>
> Here are the top 100 Keyword Searches (**exactly** as human searchers entered them at the engines) that found this page of diet-supplement-review.com over the past 30 days.
>
> The keywords are listed in order of the **number** of times that each was found, then subsorted alphabetically.
>
> | Search for **abdominal workouts** found your page **134 times.** | |
> | --- | --- |
> | **MSN (US)** found it **56** times. | Click here to check today's ranking |
> | **Google** found it **24** times. | Click here to check today's ranking |
> | **Yahoo! (Google)** found it **22** times. | Click here to check today's ranking |
> | **AOL Search (US)** found it **10** times. | Click here to check today's ranking |
> | **Overture (US)** found it **6** times. | Click here to check today's ranking |
> | **Google (CA)** found it **5** times. | Click here to check today's ranking |
> | **Dogpile (US)** found it **3** times. | Click here to check today's ranking |
> | **WebCrawler (US)** found it **1** times. | Click here to check today's ranking |

What does this all mean for you?...

• **Do NOT** lose sleep about submitting, or whether you should resubmit. **Site Build It!** submits by "e-hand" for you.

• **Do NOT** worry about whether the Search Engines "got the message." **Site Build It!** can tell when the engines send their little "robots" to spider through your newly built pages.

• **Do NOT** check **constantly at the engines** to see when your pages become available in their listings. **Site Build It!** does that for you... and will soon be able to tell you in this report.

• **Do NOT** MANUALLY track how your page ranks for your keywords. Yes, **SBI!** even does this.

So what do **you** do? Simple... focus on what every small business person should be doing... **growing your business instead of fighting technology.**

OK, you understand the process, but you're still not sure about something?...

9.7.3. Good Things Come to Those Who Wait

Earlier, I explained how those poor folks who do **not** have **SBI!** have to work to manage the Search Engines...

Submit, Spider-Watch, List and Rank! Remember?...

First, submit your site to the engines. Then wait.

Second, keep an eye on the spiders. Wait some more. Stir a pot, if you like.

Third, you get "indexed" (listed in the engine's database). Yup, more thumb twiddling...

Fourth, you get ranked. Yay! People can find you. Now **improve** your rankings (in DAY 8).

Well, I've got **good** news for you, and **bad** news, too...

The good news is that **you** don't have to do any of that incredibly tedious submitting, spidering, indexing, **re**submitting, or ranking. **SBI!** does **all** that for you.

Now for the bad news. **You do,** I'm afraid...

 ... have to do the waiting. (Sheesh... I **must** have a talk with my graphics department!)

Let's say that you first build-and-submit a page on January 1. Here's a range of possible Search Engine schedules...

1) January 1 -- page is submitted.

2) January 1, 2, or 3 -- scout spider visits.

3) January 15 to March 30 -- indexing spider visits.

4) Your page is officially indexed within 1-3 weeks of that, and starts ranking shortly thereafter.

So yes... it can take **up to** 3-4 months to start getting traffic from the engines. Some do it all within **2-3 weeks,** others a few **months**.

Sound **too long** to you?

OK, let me finish with more **good** news. You do **not** have to sit around while you wait. As you'll see, there are lots of other traffic-building items on your **to do** list to keep you busy.

But, as regards the free Search Engines, **please remember...**

... Patience really is a virtue.

9.8. Why It's All So Important...

So **why** do all this?... Submitting, spider-watching, listing-checking, following your rankings?   Because it **is** so, so important.

Important tip ➡ Every situation is different, including (especially!) yours. You have to get the lay of the land (**your** land) and see where you stand in it, if you plan to move up from there. For example...

You are writing about succulent plants. There is a entire **succulent world** of related Web sites, directory listings, forums and discussion groups, links flying around all over the place, competitors of differing abilities... and this set of circumstances is **different** than the one for "fashion"... or any other theme.

Suppose you wrote two near-identical pages. The only difference is that you replaced the word "fashion" with "cactus" (you should **never** create such "search-and-replace" pages, of course -- this is an example to make a point).

Let's say that your fashion page ranks Page 1, #1 for every Search Engine. Does that mean that your cactus page will also be Page 1, #1?

Nope. Cookie cutter techniques just won't work on something as complex as the Web.

You see, the "Web world" for fashion is totally different than that for cactus. The point of submitting, and then **re**submitting if you don't get spidered and indexed within reasonable times, is to **get your pages into each engine's database.**

At that point, you follow how you **rank** for your keywords. **And tracking how you rank is how to get the lay of your land.**

In a nutshell...

You possess the complete set of **reporting tools** that anyone could ever need. Once you see how your pages fit in your particular "Web world" (and it likely will **not**

325

be great at first), you start using your **traffic-building tools** to tweak your pages and build more and more traffic. **(More on this in DAY 8.)**

And then you use your **reporting tools** again to see how well those changes worked. And so on... build-report-build-report-etc.

Yes, it takes some time and effort. That's why the major Search Engines are not really "free." They do cost you something. **Time, after all...**

... is money. The great news is that it **only** takes you about 2% of the time it would take most people to do all this. If time is money (and it is!), **Site Build It!** is time... time **saved!**

And the payoff is terrific (once you work out what succeeds for you)... **nearly free, sustained, high and TARGETED traffic.**

It does **not** get better than that!

That's why I recommended earlier that you **experiment** with different lengths of text, different numbers of Specific Keywords, as well as General Keywords and common synonyms in titles, headlines, etc., etc. If you have many **differently constructed** pages, you'll notice which pages rank high and which don't. And that gives you the basis to improve the ones that don't.

So yes, it does takes some time and effort...

... but it takes you a lot less time to get a lot better results than most folks.

Earlier, we talked about how important it is to have a feedback loop from **building** to **tracking.** Now that you have **feedback** from a state-of-the-art tracking system, it's time to take traffic-**building** action.

So let's continue with...

BIG TECHNIQUE #1   Work The Free Major Search Engines

This is **still** the best way to build traffic on the Net, and will be for a long time to come...

9.9. Tweak, Link, Re-submit, Track

Web site traffic is **not** like the weather! You can do much more than just watch and talk about it.

You can decide whether...

... it will rain or shine!

Let's review where you're at...

• You've experimented (in DAY 6) with a variety of **"formulas"** to see what works best at the engines, for **you.**

• You are using **Analyze It!** to stay, more or less, within certain reasonable and basic SEO principles, experimenting as you create new pages.

• You know, or **soon** will, how your pages are ranking for your keywords. The reporting tools are giving you the feedback you need.

That means you're ready to act... ready to tweak your pages using the information available in the **TrafficCenter**.

 Tweak, Re-submit, Track.
(This is an ongoing task, only to be started once you receive ranking results in your Keyword Ranking Report.)

Tweak those pages...

Add an extra keyword to the title.

And/or increase the amount of content.

And/or put more keywords in headlines.

And/or blend in extra General Keywords.

And/or etc., etc., etc. -- **Analyze It!** will give you tons and tons of ideas!

The key is to note which pages are doing well, then reproduce those successes. In other words, **keep changing the ingredients...**

... until the soup is just right.

Tweak, re-submit, and track. Then repeat. Sooner or later, you'll start to rank well for more and more pages. Soon after that, you'll start ranking well for **many** of your pages at **many** of the engines.

Bottom line... Be delighted if you get **half** of your pages in the Top 10 in at least **half** of the engines. **Never, ever** tweak beyond this! Don't try to get into the Top 10 for **all** pages in **all** engines...

... you'll get old before you accomplish that. You'll drive yourself crazy **wasting time** like that. Actually, I'd push the envelope on this advice one step further...

Important tip ➡ If you have a spot in the Top 10 of one engine for **any** page, **never** try to make that page better... you'll go backwards more often than not. You'll be far better off creating **new** Keyword-Focused Content Pages than tweaking existing ones!

SIDEBAR

Analyze It! even goes beyond **my** conservative line of reasoning. My friend, the guru, says that if you pass the **Analyze It!** test, it's smarter to create more content than tweaking the same old pages, even if that page does not score for any engine!

As you have just seen, I recommend that you tweak until a page scores in the **Top 10** for at least **one** Search Engine. But the guru goes even further, suggesting that you simply create new content, experimenting with different formulas to see what works best. Experts often split on how much to tweak. Why?

Because if your page passes the **Analyze It!** test, it's only a matter of time before engines shuffle their ranking algorithms a little. And at that time, you may very well find yourself ranking high for pages that previously never scored.

Hmm... the lazy man's approach to SEO...

... ya gotta love it!

What if **none** of your pages are ranking in the Top 30? **Tweak them big-time.** For example, build pages that have **too many** keywords according to **Analyze It!** -- do this in all the areas... title, headline, text, etc. Then try other approaches, different for each page, more keywords in some areas and less in others.

Nothing is carved in stone... **Analyze It!** gives you a great starting point. Experiment from that starting point until you find what works.

Then stick with that.

Why be happy with the goal of scoring each page in the Top 10 in at least **one** of the engines?

I don't mean to imply that you should be **ecstatic.** If some pages are simply off the ranking radar (especially if they don't score well in any engines at all!), do click the [A] button to **Analyze It!.**

Make sure that you are **not** making any gross errors **(see DAY 6's information about how to write a high-ranking page)**. If you do make a big boo-boo or two, correct them and then click the [A] button again. If all is OK, build your page -- that sets the submit-spider-index-ranking process on its way again.

But like I just said, if your page is passing **Analyze It!,** don't feel compelled to improve it. Sure, if your page is just not getting close to the Top 10 on **any** engine, experiment a couple of times to improve it. If you're still without results after that, you're better off creating more **new** content.

Some people have trouble understanding this rather passive concept. **They like to...**

... fix things! After all, "doing something about it" makes us all feel good, right?

Yes, it does. And experimenting can definitely worthwhile. But **continuous tweaking is a big waste of time.** Let me explain why...

Let's say that you write 100 good, solid "one-size-fits-all-engines" pages. Naturally, some pages are winners and some are losers. Overall, your traffic is growing, and that's what is important.

The engines shuffle their ranking formulas every now and then. So 20 pages may drop down in Excite, for example. But 15 others move up! And two weeks later, pages that were #100 in AltaVista suddenly start scoring on Page 1!

Overall, you're doing about the same. The key word is **"overall."** If you had spent a lot of time perfecting all your pages for Excite, what happens when it changes its ranking formula?

Yup, you end up in the same place as if you had done nothing, despite all that hard work. Actually, you'll be **behind,** because you could be creating all sorts of new content rather than tweaking the old!

When engines tweak their ranking algorithms, they can't just suddenly say, "OK, the Title and the headline do not matter any more." The **big picture** has to remain the same. It's the details that they change. So...

Don't sweat it -- it all evens out, in the end. From here on in, your time is best spent creating **new** pages, rather than tweaking. You can write a good new page far faster than the repeated tweaking cycles that each page requires.

Some people go so far as to create a different version page for every engine. Don't bother. First, it's not a productive way to spend your time -- much better to write brand new pages. And second, if you do this, you are no longer writing for **both** humans **and** engines. You are just playing a game. And these kinds of tricks simply do not last for long. This can actually backfire, big-time.

Important tip ➡ K-I-S-SE! (Keep It Simple, Search Engines). Which means **this** bottom line...

Tweak (within reason, and only if really needed) - Resubmit - Track

... Hey, this section is called **Tweak, Link, Re-submit, Track** -- what happened to **"Link"?** That brings me to the next part of this traffic-building process...

9.10. Link Popularity

One **traffic-building action** you should consider at this stage is building your popularity. No, not **you!...**

... Your site!

Let's get back to thinking like an engine. Pretend that **you** are a Search Engine... what's **another** way for you to tell whether a site is relevant for a concept?

Well, suppose you have a site that is all about porcupines. Furthermore, you have an excellent page in that site about the **mating habits of porcupines...**

... a prickly issue, I agree! (Sorry.) Let's use that site to see how link popularity works...

How could you, the Search Engine, use linking to decide what's relevant? Good timing, because here comes someone who is entering "porcupine mating" into the your search box!...

Let's compare our page about porcupine mating to someone else's Web page about propagating cacti.

Let's look at some possible linking algorithms to help us sort out which page is more relevant for that "porcupine mating" query..

How about if you, the engine, could see that more sites, **all kinds** of sites, link to the porcupine mating site? If you knew **nothing** else at all, I suppose that would give the edge to the porcupine mating page. After all, if you, the Search Engine, knew nothing else, you might as well send the searcher to the more popular page, right?

What about if many of those sites were from zoos? Better. After all, zoos are less likely to be related to reproducing cacti.

What if those sites were about porcupines? Even better! Now we're getting somewhere!

What if the single most important site in the whole world about porcupines linked to that site?   Wow, that's the best.

What if 100 of the best porcupine sites **all** linked to it? Whoops! I was wrong -- **That's** the best.

And your page about porcupine sex would **score** (geez, sorry about that!) especially well if many of those links came **IN**to this page from other pages about the, uh, reproductive habits of porcupines, and had "porcupine mating habits" in the incoming links!

Bottom line?

The **more sites** that link to a site, and the **more important** they are, and the **closer** they are to the theme of that site, even to the topic of individual pages, the more "popularity points" for that site (and page).

Popularity, an "off-page" criterion the engines are using more and more, is still not a dominant weighting factor presently. It's worth working on, but don't lose sleep about it.

Why?

Because most sites do **not** have many links to them at all. If all sites had hundreds of incoming links, link popularity would be weighted more heavily in the engines' ranking algorithms. But most sites just do **not** have that many incoming links -- if you weighted linking too heavily, you'd make 99% of the Net disappear.

What does this mean to you? Two things...

1) First, since not many sites have many incoming links, this is an **opportunity for you** to grab an edge. If you're in a tough battle to get into the Top 10 (say you're scoring #11-15 consistently), improving your link popularity might be what you need to tip you onto the first page of search results.

2) Improving link popularity is relatively more useful if you are trying to win for tough words like "e-commerce."

Why?... **Well, it's kind of like...**

... the golf pros on the PGA Tour. I'm not sure how, I just like to talk about golf!

OK, here's how...

They are **all** so good, that the difference between them is razor-blade thin. Every little edge is important.

Zillions of sites are trying to rank #1 for e-commerce (a mistake, by the way... the concept is too untargeted -- luckily **you** know to work the niches, right?).

All those experts are working so hard for a #1 ranking. And even for such an in-demand keyword, link popularity is not the "be all and end all." Try this...

Go to AltaVista at http://www.altavista.com/ -- do a search for "e-commerce." As I do this now, I see that the **internet.com** wins the #1 ranking -- it might be different by the time that you do it.

SIDEBAR
Do **not** be fooled by the "Featured Site:" that appears **above** the listing. That's an ad.

Now let's analyze the links into the #1 winner, internet.com. Type this into AltaVista's search box, **exactly** like this...

Web Page Search:		Help | Customize Settings | Family Filter is off
link:internet.com - host:internet.com	any language ⬍	Search
Example: hiking trails		
Advanced Search		Media/Topic Search

http://www.altavista.com

See what I've entered?..

link:internet.com - host:internet.com

What does that mean? The search request is asking AltaVista for all the links that point to internet.com **(link:internet.com)** minus those that link to itself from itself **(-host:internet.com).** Check the link popularity like this, for each of the Top 10 for "e-commerce."

You'll find that they **all** have over 100 incoming links from other sites, most of them have thousands of incoming links (internet.com has over 300,000!). **And yet...**

When I did this little experiment, there was **one** site in the Top 10 that only had a **single** link in! So clearly link popularity is not **heavily** weighted or it would have

333

driven that site out of the Top 10. In other words, that site had enough positive ranking points **from other factors** that its low linking score didn't kill its chances... even for such a highly contested keyword as "e-commerce."

Now... **repeat** the linking research, but this time search for something **much less in-demand,** say for "euphorbias." Do the same kind of link research for the Top 10 for your "euphorbias" search result. You'll see that the number of links to each of these sites is far less... it's at a whole different level, in general.

Also, if you do link research on, say, the **100th** site in the search results, these deeper sites tend to have fewer links to them. But **not** by a heck of a lot.

Overall conclusion?

Yes, link popularity is a factor. And it **is** worth building some into your site, especially if you are annoyingly close to the Top 10 for many of your keywords. But it's not the be-all-and-end-all, especially not for niche sites, which is what you are creating.

9.10.1. Link Popularity And Google, the SE Heavyweight!

Google is a search powerhouse par excellence! Google is renowned for quality searches and an ongoing refusal to implement a paid inclusion program -- they don't want to tarnish the impartiality of their listings. Google consistently outperforms most other SEs for driving targeted traffic to well-optimized niche sites.

There is only one hitch...

Your site must acquire an acceptable **PageRank Score** if it is to ever make it into the Google index and get a fair shot at the traffic windfall that this SE can offer.

As I briefly discussed earlier, **PageRank** is Google's assessment of the quality (and to a lesser extent, quantity) of a particular site. Quality is measured by the value of a site's in-pointing links. For example... your site about porcupines has garnered a link from a site well-known as THE porcupine authority. Google would recognize the value of that link and the credibility it implies, and would assign your page a high **PageRank** score.

Fortunately, you don't need to guess at the **PageRank** of your site. It's displayed prominently on the free Google Toolbar available here...

http://toolbar.google.com/

Take a few minutes to download and install this tool before we continue. I'll wait.

By assigning a **PageRank Score** algorithm into the mix, Google insures that poor quality or questionable sites do not make it into their database. Of course, new sites, even those of high quality, will have to prove themselves, and earn a **PageRank Score** (3 or above) **before** Google will consider listing that site in their SE.

Bottom line?

Until your site earns that benchmark score, Google will be very reluctant to list your site.

Is it worth the effort? Definitely. Properly optimized sites can see traffic double virtually overnight, once Google "discovers" your site. So although it's still a relatively low-yield strategy to go hunting for links, gathering a few **quality in-pointing links** are crucial to get the most from this important SE.

SIDEBAR

Two important points to consider...

1) Getting your site listed in Google is ONLY half the battle. Why? Because it doesn't necessarily mean you'll receive a shred of traffic from this vital index. You still have to build properly-optimized pages, give careful consideration to the targeting of keywords, and attain high rankings. If you do so, expect Google to be one of your biggest referrers!

2) We've seen enough anecdotal evidence to suggest that Google will consider domain-specific in-pointing links in assigning a PageRank score, if these pages are...

i) well constructed

335

ii) highly-optimized

iii) of high quality

iv) and there are enough of them (in other words, 5 quality pages linking back to your home page isn't going to do the trick). You'll need in the range of 15-25 high quality pages before there's an opportunity for Google to list your site without the benefit of any external in-pointing links.

In some cases Google assigns a favorable PageRank score without **any** external in-pointing links, but simply on the basis of the number of quality pages within that domain that link back to the main page (domain.com).

9.11. 2 Top Ways to Build INcoming Links NOW

Link popularity **is** expected to grow in importance. So it **is** worth adding a little popularity to your site, especially if you want to get into Google's index. Here's what to do, and what **not** to do, to get more popular...

List with Open Directory and a "theme hub."

1) List with major directories like **Yahoo!, Open Directory, LookSmart** (list in the PAID directories only if it makes smart business sense to do so). Since their standards are high, the engines "figure" that your site must contain valuable content. When you did your link research, I'll bet you found a lot of links from Yahoo! and the other directories -- I rest my case!

Open Directory is free, so start with that one. Click here for more info on how to list at directories.

By the way, your Goal-of-the-day mentions to do this only after your site has reached 15-20 pages. Do you know why? Remember those human editors?...

It's pretty hard to impress them and get into their directory if you only have a 4-page site!

SIDEBAR

Clicking on the above link will take you into **DAY 8,** so we're jumping a bit ahead. Still, it's **better to peek into tomorrow...**

... rather than make a big mess of your submission today, right?

2) List with directories that are specific to your area of interest. These are niche "hub" sites that offer links for little or no money. For example, take a look at this wonderful directory for all things related to mining...

GOLDSHEET Mining Directory
www.goldsheetlinks.com
http://www.goldsheetlinks.com/

If you had a site that was all about investing in mining stocks, wouldn't this make a nice listing for you? Text links are free and a small logo is only $50 per year.

You can find directories like this at **AltaVista.** Enter this into the search box...

+mining +directory

Go ahead... try it. You'll not only find GOLDSHEET, you'll find a few other directories. Get a listing in all of them.

If you draw a blank, don't worry. By now, there is almost certainly a directory related to your theme. To find it...

> **i) Try different search constructions** -- Use different Specific Keywords and different words for "directory." For example...

+gold +list

+ silver +listing

+ copper +resource

+ mines +association

> **ii) Try different Search Engines**

One way or the other, you'll find a good "theme hub" related to your theme.

Now... do it for your own **Concept Keyword** and **Specific Keywords.**

You can search through a list of topical portals, directories, and SEs (as well as find links to other SE directories here)...

Search Engine Guide
Search Engine Guide
http://www.searchengineguide.com/searchengines.html

Those are my **best 2 suggestions** for building INcoming links. Here are a few others...

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3) One-at-a-time, site-by-site, link exchanging...

You could spend weeks building a link-exchange program...

i) look for related sites

ii) check the site's traffic using Alexa

iii) compose and send an e-mail (no spam -- you must really visit and send a genuine e-mail)

 In my experience, the response rates to friendly, individualized e-mails requesting a link exchange is almost zero. On the other hand, maybe you schmooze better than I do. **After all...**

... I'm just a shadowy iconogram.

Maybe if you show them how it could be mutually beneficial with the engines, and if and if and if... who knows? But somehow, I think your time is better spent elsewhere.

SIDEBAR

If you have a highly-trafficked site that generates link requests on a regular basis, you can save yourself a lot of trouble by automating the entire link exchange process with a tool like **LinksManager...**

LinksManager.com
http://www.linksmanager.com/

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4) Download the free trial of Zeus, The Internet Marketing Robot...

Zeus
http://www.cyber-robotics.html

This tool has a bit of a learning curve, but stick with it! Although you can't integrate Zeus into **SBI!,** it is still a great resource for building a list of sites with similar themes that can be approached for a link exchange.

However... while I would not specifically set aside time to look for such sites, I **would** e-mail them as I discovered them **in the course of doing other, more productive work.** Not much to lose that way.

SIDEBAR

Site Build It! will release a link-building program when we hit critical mass. It will be multi-faceted, allowing you to link with other **SBI!'ers** as well as linking with other related sites in an intelligent, honest way. Like all the other **SBI!** tools, it won't be "mindless easy." But it will eliminate the tedium and allow you to focus on the task at hand. You'll use the technology, not fight it.

5) If you have several domains on related topics, interlink them all!

6) What's a definite **not** to do? **Do not do the FFAs (**Free-For-All linking sites). **If anyone ever tells me that you did that...**

... "Geez, where did I go wrong?"

7) Build a SUPER-high-quality niche site.

By far, the easiest, long term strategy to building link popularity is a passive one. The absolute best way to garner links is **by building a site of such quality that people want to link to it,** in order to increase the value of their own visitor's experience. What could be easier? Your link popularity will build itself!

9.12. It's a Two-Way Street

One more thing... links go **both** ways.

But why would you want to link **out** of your site?

1) Linkage counts both ways with the engines, **INcoming** and **OUTgoing.** If your outgoing "linkees" have affiliate programs, even better!

2) Links OUT count with the human editors of directories, too. If they see you provide *bona fide* links to other quality sites, your site is more credible, a more valuable resource for their directory. So don't make all OUTgoing links purely monetary affiliate links.

SIDEBAR

Remember to set your Link Block to open a new window when someone clicks on these links. That way, you don't lose anyone who links out (your page will be there, underneath, when the other window is closed.

When you set these links... to strengthen the impact of those links on your ranking results, include your **Specific Keywords** both in the links **OUT and** in the links that come **INTO** your site.

Develop an OUTgoing link program.

Here's the best OUTlinking strategy...

Create a links page that sends links **out** to terrific, non-competing, high-traffic (verify with Alexa) Web sites. Link out to...

1) theme-specific sections of the **major** directories

2) theme-specific minor directories ("theme hubs")

3) theme-related, non-competing, sites (as you happen to discover them -- don't spend time searching just for this)

4) links to your other domains (if you have any) that cover related topics.

Yes, this is the flip side of your INcoming link strategy. Reciprocity rules!

So... both linking **in** and **OUT** counts. And, to strengthen the impact of those links on your ranking results, include your **Specific Keywords** both in the links out, **and** in the links that come **INto** you.

Time to summarize the process for building traffic through the Search Engines. As you start getting the **SBI!** feedback reports...

Tweak, Link (achieve your Goal-of-the-DAY)**, Re-submit, Track.** Then do it again.

At a certain point... **STOP TWEAKING.** But keep linking, as opportunities present themselves.

Instead...

Yup... back to DAY 6. Create more **high-value** content! And start the cycle over again.

9.13. Goal Wrapup

That wraps up building traffic through Search Engines. As you have seen, there's no mystery or luck involved.

I sincerely hope that you **believe** that you can do this. Because you **can.**

If you follow this honest, high-value, **win-win-win-win** approach...

... if you **OVER**deliver to your readers...

... if you simply write and tweak your **high-value** content pages fairly...

... if you experiment and tweak until you get it right...

... if you link intelligently and without turning it into a make-work project...

You'll do as well as the pros...

... with far **less** aggravation.

The beauty of this approach, of course, is that every **"if"** is totally **DO-**able.

Although, I must admit that I was not as eloquent as Rudyard Kipling. He wrote an inspiring poem called **"If"** almost 100 years ago.

It still has valuable lessons, for both life **and** your e-commerce ventures...

If

If you can keep your head when all about you,
Are losing theirs and blaming it on you,
If you can trust yourself when all men doubt you,
But make allowance for their doubting too;
If you can wait and not be tired by waiting,
Or being lied about, don't deal in lies,
Or being hated, don't give way to hating,
And yet don't look too good or talk too wise:

If you can dream and not make dreams your master;
If you can think and not make thoughts your aim;
If you can meet with Triumph and Disaster
And treat those two impostors just the same;
If you can bear the words you've spoken
Twisted by knaves to make a trap for fools,
Or watch the things you gave your life to, broken,
And stoop and build 'em up with worn-out tools:

If you can make one heap of all your winnings
And risk it on one turn of pitch-and-toss,
And lose, and start again at your beginnings
And never breathe a word about your loss;
If you can force your heart and nerve and sinew
To serve your turn long after they are gone,
And so hold on when there is nothing in you
Except the Will which says to them: "Hold on!"

If you can talk with crowds and keep your virtue,
Or walk with Kings -- nor lose the common touch,
If neither foes nor loving friends can hurt you,
If all men count with you, but none too much;
If you can fill the unforgiving minute
With sixty seconds worth of distance run,
Yours is the Earth and everything that's in it,
And -- which is more -- you'll be a man, my son!

OK, before you move ahead to DAY 8, please grade yourself. **Have you completed your...**

Goal-of-the-DAY

Get familiar with the four-step process of **1)** submitting **2)** spider-tracking **3)** list-watching, **4)** keyword-ranking. Then become comfortable with **Search Engine HQ** and its **three reports...**
1) Submit-Spider-List Report
2) Keyword Ranking Report
3) Keyword Searches Report.

Start working on **link popularity.** Here's how to get started...

When your site has reached 15-20 pages, list with **Open Directory** (only free directory of the major directories) and with **one** minor directory that is a **theme hub** related to your Site Concept. Remember, links go **both** ways (**in** and **out**).

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

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

Ongoing Goal

Follow your **Submit-Spider-List Report** and **Keyword Ranking Report** and **Keyword Searches Report** to track how your pages rank. Do this on a weekly basis. Improve your standings where necessary.

As your site becomes more substantial (say 10-20 high-quality pages), **publish your own e-zine** and **seed word of mouth buzz.**

Keep building your popularity program. Add other links (both ways) with major directories and theme hubs. Trade links with related, non-competing sites as you discover them. Remember, links go **both** ways (**in** and **out**).

As your pages start to rank at the engines...

 Tweak, Link Re-submit, Track.

Then do it again. **When a page hits the Top 10 for an engine...**

 ... STOP TWEAKING (but keep linking, as opportunities present themselves)**.**

Track which Keyword-Focused Content pages are doing well and reproduce those successes in your less successful pages.

Return to DAY 6 and create more and more **high-value** content and then...

Yup... **Tweak, Link, Re-submit, Track** the new pages.

Geez...

... only three DAYS left to go. I'll miss your smiling face and great questions. I hope you don't forget me, and **do** come back to visit your old friend, the guide, every now and then...

... I'll be here waiting for you.

Tomorrow, we'll cover the final two final two **big traffic-building techniques** (**#2** and **#3** on the Hit Parade, so to speak)...

• **Pay-Per-click Search Engines**

• **the Major Directories.**

Get a good sleep tonight.

Tomorrow, DAY 8, is a **bigger** day.

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10. **DAY 8** Build More Traffic

There's more than one way to skin that TRAFFIC cat!

More hard-earned (for the cat!) wisdom from your personal Action Guide.

Goal-of-the-DAY

Open an account at each of the 8 Pay-Per-Click engines. Create a mass-submission bidding campaign at Overture. Understand how to use directories.

With this goal in mind...

10.1. Big Technique #2... Bid at the Pay-Per-Click Search Engines

Pay-Per-Click (PPC) Search Engines are **not** your normal Search Engines. You actually have to **pay** to be **found.** Ridiculous? Not really...

It's how things work in the "real world," after all.

Important tip ➡ Think of PPCs as a **low-cost advertising** method. Use them wisely, and you'll turn your advertising dollars into handsome profits. If they lose you money, stop using them... just like any other advertising.

Basically, you **bid** for keyword positioning. For example, if one of your pages focuses on the topic of "fashion models," you can bid for the #1 placement (or any other # position) on the first page (or lower, but what's the point of being on page two?) of search results.

Each time someone clicks through to your site via the link on the search results page, they charge you the amount that you bid. Bidding starts at a penny at most engines (5 cents at Overture). You can bid for as many relevant keywords as you like.

Overture is the biggest -- so let's use it as our example. Go see for yourself now...

Do a search at Overture for a keyword that is important to your business ("fashion models" in the above example). Here's the top of the search results page...

See where it says "Cost to advertiser" at the **end** of each description of the sites' listings? These are what advertisers pay whenever someone clicks on their links. You'll see that each rank lower costs less, of course.

So, in the above example, the highest bidder got the **#1** spot for $0.06. The second spot also bid $0.06 (which means that he bid that **after** the first person who bid $0.06). And the third position bid a nickel. And so on, and so on, until you come to listings without any "Cost to advertiser" comment. These results are powered by Inktomi (a company that also sells its Search Engine technology to MSN, AOL, HotBot, etc).

If you do a search for a keyword and you do **not** see any price listing, that means no one has bid for that word yet. The "no bid" search results are also powered by Inktomi.

Don't be surprised to see bids going as high as $5.00, or even higher. Money talks **loudly** at Overture. To get top positions, you either need **to have...**

 ... money

or…

... **smarts.**

Good news! Money and smarts don't seem to co-exist amongst bidders.

Double good news! I'll provide you with the **smarts....**

10.1.1. The #1, High-Yield PPC Strategy

How nice to just bid for whatever position you want!...

Boy, does that save time! No tweaking, submitting, spider-watching, listing-checking, resubmitting, and so on and so on and so on.

Think of Pay-Per-Clicks as a tradeoff -- you pay for the **time and aggravation** that you save. But there's a catch. (Hey! There is **always** a catch!) The **most** popular keywords have become quite expensive at Overture (the first and biggest engine), and are rising at the others.

Important tip ➡ Your **best strategy** is to work the niches. **Bid on hundreds of less popular keywords** related to your Theme-Based Content Site, especially the less-obvious ones which will be quite cheap to buy. This can be an extremely cost-effective way to build a big list of lifetime customers in a hurry.

I'll tell you this -- there's **no** way I'm paying $5.00 for popular keywords -- not unless I'm selling a product that earns me a commission of $50 and I have a 10% Conversion Rate! Even then, I just break even! **But...**

There's a **drawback** to bidding on hundreds of words... the time and boredom involved to research and actually bid upon them all. By now, of course, you've guessed that **Site Build It! Manager** takes care of all that, **right?...**

... Right!

So what are we waiting for? Let's get **started...**

Before we leave this discussion on Pay-Per-Click strategy, let's consider this final question... Should Google's AdWords program qualify as a bona fide PPC?

Google's AdWords
https://adwords.google.com/AdWords/Welcome.html

For some time now, Google has offered its AdWords program as an affordable and non-intrusive way to advertise on their highly regarded SE. AdWords were displayed as small, colored "text blocks" (I guess "text banners" would be a more accurate term) in the right hand column of the results page.

349

One problem though... the original version of AdWords was cheap enough alright, but there's little evidence that advertising with Google generated **Click Through Rates** any higher than the current norm for banner ads (that is, 0.05% to 2%). And, since it's clearly advertising, expect a lower **Conversion Rate.**

That's certainly what we found some time ago, when we ran a $500 campaign for "affiliate-related" words. **Low Click-Through Rate** and low **Conversion Rate.**

LOW X LOW = SUPER-LOW!

Since you paid per **exposure** (not per click), this was a very **unprofitable** experiment. Although we at SiteSell expected it (based upon experience), we were hoping for better. If we had found the opposite, we would have written a wonderful article about it in the **5 Pillar Report!**

Still, I suppose certain niches might have found the venture worthwhile. The service did provide a cheap alternative for those Webmasters who found it difficult to get listed or attain top 10 rankings at what is fast becoming the most important SE.

To address these issues, Google has revamped its AdWords program into something much, much different. True, "AdWords" still appear very much as advertising -- in "text banners" on the right hand side of the page, but (and this is a **big** but) pricing is now calculated on a **cost-per-click** basis. Just like any Pay-Per-Click SE, you only pay when someone clicks on your ad. Otherwise, it costs you nothing.

Sounds great, right? Sort of...

Chances are you may have heard that Google's new program is a potential Overture-killer.

Hmmm.

Whether or not Google is a viable alternative to Overture depends largely on the keywords and the market you are targeting. In some ways it **is** better, and in other ways, it's much worse.

Here are the positive points (AdWords versus Overture)...

• **The initial charge to set up a Google account is $5.** Overture's charge is $50 (the $5 does not get credited towards click-throughs).

• **Overture has a minimum monthly spend limit of $20.** (If you do not accrue at least $20 in click-through charges to your account, they'll charge you the difference.) Google has no minimum.

• **The Google AdWords program allows extremely targeted advertising**. You can advertise only in Canada, and only to those performing searches in French, if you so desire. You can also select whether you want your ad to be displayed for partial or exact searches, on Google's partner engines, or only on Google and Google regional domains (Google.ca, etc., etc.).

• Daily and monthly budget limits are controlled by the advertiser.

• Estimated daily advertising costs and click-throughs are reported for the keywords you select.

• Accounts are activated via credit card after they are completely set up. In other words, you may proceed through the entire AdWords set-up process (a fairly painless series of steps) in order to determine whether or not it makes sense for you to advertise in this manner.

• Google's AdWords go live immediately and are reviewed shortly afterwards. Believe it or not, this generally only takes a couple of hours. At Overture, you'll be waiting 3-5 business days.

Neutral feature...

• Bids start at $0.05 (same as Overture).

Now for some really **BIG** negatives (versus Overture and the other PPCs)...

• At Overture, bidding is as easy as it gets. You determine the amount you're willing to spend per click (per keyword) and that's the position you get. If no one happens to be bidding on the term you want, you can scoop up a #1 position for a nickel. If you're bidding on a competitive, expensive term, you determine what you're willing to pay, and go with that. Chances are you won't get much traffic from a keyword unless it's in the top 10 positions, but you will receive something -- at a cost that **you** determine.

In contrast, Google's AdWords aren't nearly so easy to figure out. Google sets the base bidding amount for a keyword based on the popularity of that keyword (as determined by Google itself). In other words, if you are bidding on a popular term, Google may force you to pay much more than $.05 per click-through, **even if no one else is currently bidding on that term.**

Now, here's an interesting kicker (and **you** are the one getting kicked!). Maintaining the highest bid for a keyword doesn't necessarily mean you'll appear first in the AdWord rankings. Google ranks AdWords as a result of a measurement of both **CPC (Cost-Per-Click)** and **Click-Through Rates.** To put it this way...

If you bid $0.10 for a keyword and obtain a **2% Click-Through Rate,** and your competitor bids $0.07 and obtains a **3% Click-Through Rate,** your competitor will appear above you for this term.

351

10 cents per click X 2% click-through = 20 CVR
7 cents per click X 3% click-through = 21 CVR

Ad #2, even with its lower bid amount will appear above ad #1 because of its higher **"ClickValue Rate."**

Ranking AdWords by a combination of bid amount and **Click-Through Rates** means Webmasters running ads generating little interest will have to pay through the nose to obtain a top spot.

Let's return to our example above...

Site 1: 10 cents per click X 2% click-through = 20 CVR

Site 2: 7 cents per click X 3% click-through = 21 CVR

Suppose Site 3 comes along, runs its ad at 5 cents per click, and only manages to attain a 1% **Click-Through Rate.** Its ad, therefore, falls to last spot.

Site 1: 10 cents per click X 2% click-through = 20 CVR
Site 2:   7 cents per click X 3% click-through = 21 CVR
Site 3:   5 cents per click X 1% click-through = 5 CVR

Webmaster of Site 3 decides -- "Hey, I want top spot, I'll bid $0.11 per click."

Not quite. Check it out...

Site 1: 10 cents per click X 2% click-through = 20 CVR
Site 2:   7 cents per click X 3% click-through = 21 CVR
Site 3: 11 cents per click X 1% click-through = 11 CVR

Even at $0.11 per click, he's still in last spot with a **ClickValue Rate** of 11. In order to grab first place, he needs to bid $0.22 per click...

Site 1: 10 cents per click X 2% click-through = 20 CVR
Site 2:   7 cents per click X 3% click-through = 21 CVR
Site 3: 22 cents per click X 1% click-through = 22 CVR - #1

If, however, the Web master of Site 3 was advertising on Overture, $0.05 would have done the trick -- he would have taken the top position.

What's that, you say? "Craft a better headline" if you want a better **Click-Through Rate?** Ahhh, wait until my comments a little later. Therein lies the rub! The wrong rub.

• **Google enforces a minimal Click-Through Rate.** Earlier I said...

"...just like any Pay-Per-Click SE, you only pay when someone clicks on your ad. Otherwise, it costs you nothing."

That's true, but...

Google will prevent your ads for appearing for certain keywords if it does not generate at least a 0.05% **Click-Through Rate.** According to Google, this protects the long term value of the ad area. According to me, you'll see what it really means (in my commentary below).

Google also monitors your entire account to ensure that this minimum is met. If your ads aren't meeting the minimum, you'll receive a warning to make changes. If you receive 3 warnings, your account will be suspended (you can re-activate it by paying the $5 fee again).

On Overture, all keywords that are approved by the editorial staff stay active as long as you continue to bid upon them, and your account is maintained -- regardless of whether or not anyone clicks on them.

One more BIG negative...

• **Google will not allow you to send visitors to any pages that contain a pop-up.** Overture will allow this, which makes sense. After all, if pop-ups work for your business, why should you remove them to advertise? I am puzzled as to why Google would tell you how to run **your** business. It rules SiteSell out, for instance -- SiteSell won't change how it does business (which is extremely effective) for the pleasure of giving them its hard-earned money. Nor would SiteSell recommend that you do it either (unless you have reason to expect it to be profitable for your particular circumstances, of course).

Here's the bottom line on Google's AdWords...

If you're selling a high-priced e-book or a service, it may be worthwhile. Also... if you are currently running a Pay-Per-Click campaign elsewhere, try a $100 test comparison. Do the AdWords sign-up process (no purchase, or intent to purchase is necessary)...

Google's AdWords
https://adwords.google.com/AdWords/Welcome.html

At the end of the process, you'll have a very clear idea of what the program can do for you (if anything). It really will depend entirely on your market and your keywords. But in deference to Google, all is revealed "up front" without you having to pay so much as a penny.

And of course, you may always opt not to bid for keywords that are overly expensive. If you can dig up enough low-cost keywords, and your ads are well-written and targeted, **this could represent a low-cost advertising option** for you.

SIDEBAR

It's easy enough to do the test. Just set up different tracking links in your Tracker Library for Overture and Google, and see how much traffic you generate for the same words, for the same dollar amount.

Unfortunately, there's one big problem that makes true PPC engines far more attractive than Google's AdWords...

Remember when I said...

What's that, you say? "Craft a better headline" if you want a better **Click-Through Rate?** Ahhh, wait until my comments a little later. Therein lies the rub! The wrong rub.

With AdWords, you should create a stronger benefit-focused headline designed to **get the click.** But our basic **Pay-Per-Click** advice is exactly the opposite (as you'll soon see)...

Write a very clear headline and ad copy, so that only the most targeted and interested prospects will click. In that way, you **minimize your total cost** and **maximize your total return.**

Clearly, Google wants you to do the reverse (of your best strategy) so that they can maximize **their** profits. Not good for the Netrepreneur.

10.1.2. The Big 8... Open Accounts

The **Manager** takes care of **everything** at the eight most important PPCs. Don't worry about all the other PPCs -- there is just not enough potential traffic to bother with them, even with automated tools.

 Open accounts with all 8 Pay-Per-Clicks. Get mass-submission template for each.

Let me take you on a nickel tour of the **Big 8.** As we touch upon each one, open an account with each one. Download its mass-submission Excel templates -- store for future use. **Let's start our Big 8 Tour...**

http://www.overture.com/

Overture started the whole category of PPCs. It will generate more traffic for you than **all** other pay-per-clicks, **combined.** Overture.com is now **"must marketing."** Of course, due to its great popularity, each click from Overture will cost you **more** than from the other Pay-Per-Clicks.

NOTE: Overture no longer receive mass-submission spreadsheets from advertisers spending **less than $1,000 per month.** However, the mass submission template makes the manual submission process that much less tedious so be sure to use it.

RECOMMENDATION: **Must marketing.** Open an account at...
https://www.overture.com/s/dtc/signup/

SIDEBAR
Each engine has a different signup procedure. Some, like Overture, start you off by asking you to bid right away. Just enter a bid for one keyword for now. You'll use the automated **Manager** tools to bypass their laborious Web-based way of bidding.

Even though the other engines are cheaper, it would **not** be worth your time to prepare bids for them if you did not own **SBI!.** Why? Because, even though they deliver **cheap** traffic, they do **not** deliver a **lot** of it! Factor in the cost of your time and it might not be worthwhile.

Now, though, thanks to the **Manager**, submitting bids on the other seven Pay-Per-Clicks only amounts to a few minutes work per engine!   Good, cheap, targeted traffic!

Here are the remaining seven...

http://www.7Search.com/

RECOMMENDATION: 7Search delivers substantially more traffic than the remaining six. If you only have time for **two** engines, make it Overture and 7Search.
http://7search.com/scripts/advertiser/submit_1.asp?option=Paying

http://www.xuppa.com/

RECOMMENDATION: Open your Xuppa (formerly Bay 9) account at...
http://www.xuppa.com/cgi-local/adsign.cgi?status=newuser

http://www.findwhat.com/

RECOMMENDATION: At press time, they did not have a mass-submission
template. E-mail an Overture spreadsheet (as an attachment), per the information in
Site Build It! Manager. Open your account at...
https://secure.findwhat.com/signup/signup.asp

http://www.epilot.com/

RECOMMENDATION: Open an account at...
http://adcenter.epilot.com/advertiser/listing/editlisting.asp?newuser=true

http://www.kanoodle.com/

RECOMMENDATION: Open an account at...
https://safe.kanoodle.com/client_services/sign_up/basic.cool

http://www.sprinks.com/

RECOMMENDATION: Open an account at...
http://sprinks.about.com/ad_intercept.htm

http://www.ah-ha.com/

RECOMMENDATION: Open an account at...
http://client.ah-ha.com/sign_up/signup1.asp?JAVA=1

SIDEBAR

Some of the smaller Pay-Per-Click have been known to build a campaign for you, charging your credit card without your specific permission. If you don't specifically opt-out, you are considered to want this!

Relax... they likely don't use this technique by now. Just warning you. But if one does, and if you **do** happen to miss this little trick, you can still relax.

Just send them an e-mail saying that you never authorized this, and that you will charge back to your bank if they don't refund your money immediately.

Believe me, they'll refund you. They'd have to be stupid not to.

10.1.3.   The Pay-Per-Click HQ

Time to learn a bit more about the PPCs at the **PPC HQ,** which contains more in-depth, up-to-date info...

 Explore PPC HQ.

Login to the 5P Club...

Use the username and password in the **Site Build It! is Ready for You!** e-mail. Then click on the **Site Build It!** link to get to **Site Central.** Scroll down to the **TrafficCenter.**

Are you there now? Great! Click on the **Pay-Per-Click HQ** link, like this...

Like all the other HQs, the up-to-date material is kept here. (That way, we don't have to issue a new Action Guide every couple of weeks!)

For example...

Overture has a 5-cent minimum bid policy. This change affects how you bid at Overture. Up-to-date **changes,** and **recommendations** about how to deal with them, are covered in the **HQ.**

The Pay-Per-Click HQ is also where you'll find the Pay-Per-Click Keyword Ranking Report...

Keyword Ranking Report						
Ranking for Keyword at each SE						
Page Name	Keyword	Ov	FW	7S	B4	EP
ab-exercises.html	ab exercises	23	>30	>30	>30	>30
apple-cider-vinegar-weight-loss.html	apple cider vinegar weight loss	14	14	31	>30	>30
atkins_diet.html	atkins diet	>30	>30	>30	>30	>30
best-fat-burners.html	best fat burners	>30	>30	>30	>30	>30
conjugated-linoleic-acid.html	conjugated linoleic acid	-	-	-	-	-
creatine_side_effects.html	creatine side effects	7	9	6	>30	>30
hollywood-48-hour-miracle-diet.html	hollywood 48 hour miracle diet	-	-	-	-	-
hydroxycut-fat-burning-supplement.html	hydroxycut fat burning supplement	-	-	-	-	-
index.html	dr atkins	>30	>30	-	-	-
prolab-nutrition-thermapro.html	prolab nutrition thermapro	-	-	-	-	-
teen-weight-loss.html	teen weight loss	>30	>30	>30	>30	>30
thank-you.html	free weight loss newsletter	-	-	-	-	-
transdermal-cutting-gel.html	transdermal cutting gel	-	-	-	-	-
treadmill_comparisons.html	treadmill comparisons	3	15	11	>30	>30
weight-training-for-weight-loss.html	weight training for weight loss	>30	>30	>30	>30	>30
xenadrine_rfa1.html	xenadrine rfa1	18	>30	>30	>30	>30

Even if you are not currently implementing a Pay-Per-Click Campaign, the **Keyword Ranking Report** plays an important role.

Why?

Because it **is** possible for your keywords to score **at or near the top** of a PPC's search results page, **without** bidding. That's certainly the case in the example above... no campaign was in progress at the time of this screenshot.   In this particular case, these engines can be considered **"free."**

When and why would that happen?

Even today, some words, the highly "niched" variety, are still **not** bid upon. In that case, if your page ranks at or near the top, **why** bid for it?

So we include **Overture**, **FindWhat, 7Search, Xuppa, and Epilot** in the free engines' **Keyword Ranking Report...**

... as an **indicator to show you...**

... what you can still get for free at the PPCs.

SIDEBAR
The major PPCs display results from various 3rd party services when a keyword search returns few (or no) bid-driven results. A Pay-Per-Click Search Engine would have zero credibility if it delivered no results for keywords -- surfers expect the engines to provide search results, whether keywords have bids, no bids, or only a few bids.

A PPC simply **must** deliver search results "beyond the bids." Overture, for example, displays back-up results from Inktomi. Since the **WorldSubmitter** does submit to **Inktomi**, it's entirely likely that you'll rank well in several of the top PPCs... **without paying!** And both of these engines power other Search Engines, too.

The **Keyword Ranking Report** gives you **even more** info about how well your "free efforts" are doing than you may have realized! In short...

The **Keyword Ranking Report** definitely delivers a solid and comprehensive **"state-of-the-free-PPC"** report.

10.1.4. Let's Build a Campaign!

The bottom line for most **non-SBI!** people? Bid on a small number of overpriced, common keywords at Overture (which deliver, by the way, **relatively** untargeted traffic). **Then...**

For those poor unfortunates who do **not** own **SBI!,** it's just not worth the time and energy to develop the comprehensive mass-submission programs that **we** are about to build.

It's WAY too much **manual work** to research and bid upon hundreds of keywords for Overture, let alone the other engines (which simply do **not** generate enough searches to deliver enough traffic to justify your time spent).

But, as you'll see, it's **certainly worth it** when you use the **Manager.** Why? Because each additional engine **only takes a few minutes.**

Speaking of the Manager... it's time to fire it up, **and** to fire up a highly cost-effective Pay-Per-Click traffic-building campaign. Ready? Great!

Build an Overture Pay-Per-Click campaign.

Open the Manager and...

... let's get to work! (Don't hit your keyboard as hard as I do, though!)

10.1.5. The 3-Step Quick Start...

You should now be in the **MASTER KEYWORD LIST** of the **Manager.** Here's how to build a comprehensive Pay-Per-Click campaign at Overture, just by clicking a few buttons. Without the **Manager,** this **same** campaign could take you a week or more to put together.

Let's get started...

STEP 1) Click to the ADMIN AREA from the **MASTER KEYWORD LIST** of the **Manager...**

STEP 2) Fill in the required info in the **Pay-per-click Accounts** part of the **ADMIN AREA.** Click on the labels for each **column** for precise instructions on what to enter into each box, as shown here...

Pay-per-click Accounts	Account Number at Pay-per-click Engines	Username at PPC Engines	Password at PPC Engines
Overture.com			
Xuppa			
FindWhat			
7Search.com			
Kanoodle			
Ah-ha.com			
ePilot			
Sprinks			

When you review the account information that you have received from each PPC, you'll see that not all sites give **both** an account number **and** a username -- leave any **unneeded** boxes blank, in this case.

STEP 3) Click on the PAY-PER-CLICK LIST **button.** This will take you to a display of the logos of the top 8 pay-per-clicks. Click on the Overture logo, as shown here...

(The other seven work in exactly the same way.)

Here's where it gets fun...

... get ready to work real hard!

10.1.6. Research in Minutes, Not Weeks...

You should now be at the **BID-FOR-KEYWORD LIST** for Overture...

OK, let's cut straight to the chase. See the 🔴 button...

... **Click** on it!

Go ahead, what's the worst that could happen...

... beside that, I mean?

OK, OK, if you're nervous... Click on the ? **question mark** underneath the button for more information. The ▣ button will pull in the **top 20 bids** for all the keywords that you have brainstormed. It will take a few minutes (instead of the two days that it would take to do manually).

Now... open a Net connection. Then get all that bidding data by clicking on that little magnet.

Now go for a coffee. When you get back, it will be done. Or stick around and watch the data flow in... it's kind of the **opposite** feeling of frustration, as you see how much time you save.

Once all your data is in, your **BID-FOR-KEYWORD LIST** looks like this...

BID FOR KEYWORD LIST
(temporary.com)   overture

| #		Keyword (104 in this list)	Price I Should Bid	Buys #		# of Bids	#1	#2	#3	#4
1	❯	bad cholesterol			❯	8	0.20	0.09	0.08	0.04
2	❯	baycol			❯	5	0.05	0.03	0.02	0.01
3	❯	blood cholesterol			❯	6	0.07	0.07	0.06	0.01
4	❯	blood cholesterol levels			❯	4	0.06	0.05	0.02	0.02
5	❯	brain			❯	29	0.20	0.16	0.06	0.05
6	❯	CHD			❯	4	0.02	0.02	0.01	0.01
7	❯	cholesterol			❯	40	0.40	0.40	0.39	0.39
8	❯	cholesterol and diet			❯	4	0.04	0.01	0.01	0.01
9	❯	cholesterol blood tests			❯	3	0.06	0.05	0.02	0.00
10	❯	cholesterol charts			❯	4	0.06	0.05	0.03	0.01
11	❯	cholesterol control			❯	11	0.16	0.08	0.07	0.04
12	❯	cholesterol counts			❯	4	0.05	0.04	0.01	0.01
13	❯	cholesterol diet			❯	22	0.23	0.16	0.15	0.12
14	❯	cholesterol drugs			❯	8	0.19	0.09	0.08	0.05
15	❯	cholesterol foods			❯	8	0.10	0.05	0.04	0.02

SIDEBAR

This screenshot cuts out the other 100+ words related to the Site Concept of "cholesterol." It also doesn't show you bids #-20. This was done for space considerations -- otherwise, the size reduction to fit the whole screenshot would have made it too small for you to see the results.

What do you notice?

1) Yes, you're right. There is no DEMAND, SUPPLY, etc. here. Why? Because this display is all about **bidding** at Overture.

2) The magnet has brought in the top 20 bids for all 118 "cholesterol-related" keywords that you kept after your **Brainstorm & Research** session. That's 118 x 20 = 2,236 data points.

SIDEBAR

Want to test to see just how good a fetch dog that little magnet really is? No problem. Just click on the small arrow to the left of any word, say...

> bad cholesterol
> aycol
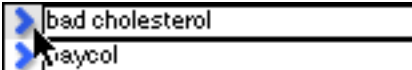
This opens a page on your Web browser to Overture, with the search already performed for that word. See where it says (Cost to advertiser: $0.20)? That means that "youngagain2000.com" will pay Overture $0.20 if someone clicks on the link to their site.

1. **Lower Your Bad Cholesterol Naturally**
    Beta-Sitosterol: A proven, natural, treatment for high
    taken by 12 million Americans.
    youngagain2000.com (Cost to advertiser: $0.20)

2. **Natural Cholesterol Busters**
    Read a brief review of the most common natural chol
    proven best by scientific research.
    www.cholesterolbusters.com (Cost to advertiser: $0.09)

3. **Soy Protein and Cholesterol**
    All you need to know about the benefits of soy and so
    benefits to women.
    www.suprosoy.com (Cost to advertiser: $0.08)

4. **Cholesterol Center - HeartCenterOnline**
    American Heart Association member edited encyclope
    encyclopedia, news, community, animations and more
    www.heartcenteronline.com (Cost to advertiser: $0.04)

Follow like this and you'll see that the numbers are the same one that **Manager** went out and got automatically for you. Imagine doing 118 searches like this, and entering over 2,000 data points?!

OK, what else do you notice in the above Overture **BID-FOR-KEYWORD LIST?...**

3) Right! The column under Should Bid is empty.

And that brings us to the next step...

10.1.7. Place Your Bids! How to GetThe Best Return

Where were we? Oh yes. We now have the top 20 bids for all of our keywords. And our Should Bid column is empty.

OK, I guess you know **what time it is...**

... yes, but we don't bid like that! Here's how we do it...

Now that you have the bids for the Top 20 spots, and even the number of bids that exist for each of your keywords, you are ready to make an informed decision about how much to bid for each keyword.

We'll cover strategy in a second. First, I'll show you **how** to set your bids in the **Manager.**

Simply enter how much you want to bid for **each** keyword in the Should Bid column.

In this example...

#		Keyword (103 in this list)	Price I Should Bid	Buys #		# of Bids	#1	#2	#3	#4
1	▶	bad cholesterol	0.10	2	▶	8	0.20	0.09	0.08	0.04
2	▶	baycol	0.06	1	▶	5	0.05	0.03	0.02	0.01
3	▶	blood cholesterol	0.08	1	▶	6	0.07	0.07	0.06	0.01
4	▶	blood cholesterol levels	0.07	1	▶	4	0.06	0.05	0.02	0.02
5	▶	CHD	0.05	1	▶	4	0.02	0.02	0.01	0.01
6	▶	cholesterol	0.00		▶	40	0.40	0.40	0.39	0.39
7	▶	cholesterol and diet	0.05	1	▶	4	0.04	0.01	0.01	0.01
8	▶	cholesterol blood tests	0.07	1	▶	3	0.06	0.05	0.02	0.00
9	▶	cholesterol charts	0.07	1	▶	4	0.06	0.05	0.03	0.01
10	▶	cholesterol control	0.09	2	▶	11	0.16	0.08	0.07	0.04
11	▶	cholesterol counts	0.06	1	▶	4	0.05	0.04	0.01	0.01
12	▶	cholesterol diet	0.06	6	▶	22	0.23	0.16	0.15	0.12
13	▶	cholesterol drugs	0.10	2	▶	8	0.19	0.09	0.08	0.05
14	▶	cholesterol foods	0.06	2	▶	8	0.10	0.05	0.04	0.02
15	▶	cholesterol free diets	0.07	1	▶	7	0.06	0.05	0.02	0.01

Notice that the #1 bid for "bad cholesterol" was $0.20, while the #2 bid was $0.09 -- quite a gap! Similarly, there is a "bid gap" between #3 and #4 of 4 cents. So, how much should we bid?

Well, let's check out the Overture search results page for a bit of help. While there, suppose we notice **competitors** (i.e., sites offering similar information) at the #2 and #3 spots -- if so, we bid $0.10. If #2 and #3 are **not** offering similar material, but if #4 **is** a competitor, then we bid $0.05.

SIDEBAR

As mentioned in the previous section, you can **visit the actual Overture page...**

| ▶ | bad cholesterol |
| ▶ | baycol |
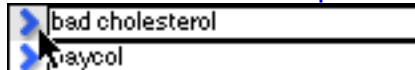
... by clicking on the small button just to the left of each word in the **BID-FOR-KEYWORD** display.

Read the description on the Overture page -- that's what your targeted customer would see. If it does not seem to be a competitor, no need to outbid them. If you're not sure, **visit the actual site** by clicking on the link. If the top bid is only a cent or two, no need to spend a lot of time thinking about it -- simply bid a penny above.

Notice what happens (above) when we enter 0.10 into the **Price I Should Bid** column. Look in the...
Buys # column. The **Manager** tool automatically tells me that I will own the **#2** spot for that bid. Whenever I enter a bid, **Manager** tells me what spot it buys me.

Two other points to note from above...

1) We bid $0.05 for the #1 spot for "CHD" even though the previous high bid was $0.02. That $0.02 bid was placed before Overture announced their "nickel minimum" bid. But we had to bid $0.05 if we wanted the #1 spot, since that is now Overture's minimum bid.

2) We bid $0.00 for "cholesterol" -- this word was too rich for our blood (a good analogy, I thought, given the theme!).

SIDEBAR

Special note about when to bid zero... For those keywords that you do **not** want to bid upon, enter 0.00 -- this will tell the **Manager NOT** to submit a bid for this word. There are two reasons to enter 0.00...

1) The word is too expensive -- remember, a word that is too expensive at Overture may be cheaper at some or all of the less used engines.

2) The word is not targeted to your audience. If it's really off-target, what's it doing in the list? Consider deleting it.

And that brings us to a brief discussion on bidding strategy.

Important tip ➡ Here's the best **strategy...**

In general, bid a penny higher than the highest site **that seems to reach your target visitor.** If the descriptions for the first three sites are clearly aimed at someone who is **not** your target, why outbid them?

Stay a penny higher than your **competitors**, as long as that bid makes **financial sense.** You do **not** want to be below your competition... the click through drops off quickly as you go down the page.

Here's how to figure out what your highest bid should be, what makes "financial sense." Work through the same process, from a **profit-making** viewpoint...

Suppose you are paying 2 cents per click for a keyword. That means 1,000 clicks costs you $20. Suppose you do a decent **PREselling** job and a total of 20% of your visitors click on at least one of the five in-context **text** links on your Keyword-Focused Content Page. That's at least 200 people visiting your merchants.

If your merchants average a 1.5% **Conversion Rate**, that's 3 sales. So, if the average commission is $15, your $20 has returned $45.

Not a bad **ROI** (Return on Investment)!

—————————— Service Sellers' Sidebar ——————————

Question... How do you place a bid?

Answer... After some serious consideration to the nature of your service.

Are you offering a low-priced service that generates regular repeat contracts? Or a high-priced service that generally results in a one-time only hiring? No matter what the service, your higher **Return On Investment** (in comparison to an affiliate's return) means a much greater flexibility when it comes to bidding at the PPCs. Unfortunately, with a longer "hiring" (i.e, income-producing) cycle, it may take some time before advertising dollars start to bear fruit. If that's the case, you may have to accept some negative cash flow every once in awhile.

It's difficult, at least initially, to estimate accurately the sort of **Conversion Rate** you can hope to achieve from a Pay-Per-Click advertising campaign. A safe and practical way is to first estimate the percentage of visitors expected to subscribe to your newsletter, and then estimate the percentage of those subscribers expected to convert into clients.

Why select subscribers for this calculation? Newsletter subscribers have concretely shown their interest in your service by signing up so they can be considered as **leads of the highest quality.** Unless your service requires very little commitment (financial or otherwise) on the part of the visitor, it's unlikely you'll convert a significant percentage of "first-time-visitors" into clients (regard immediate converts as a wonderful bonus!).

The process to determine the percentage of visitors that sign up for your newsletter is simple. Take the number of newsletter subscriptions generated in any given time period (per day, per week, etc., etc.,), and divide that number by your site's unique visitor stats for that same period.

For example... suppose you have a daily average of 500 visitors to your Web site who generate 28 newsletter subscriptions. That's a 5.6% **Conversion Rate** (28/500 = 0.056 = 5.6%)

Now let's take this scenario a little further...

Let's assume you cap an Overture advertising campaign at $500, setting your maximum bid at $0.10 per click-through. The campaign brings 5,000 visitors to your site. Assuming you can convert 5.6% of these visitors into newsletter subscribers (again, we won't consider that small percentage of people who will contact you immediately after their first visit), you'll get 280 new subscribers to your newsletter.

We'll say for this exercise that your average first payment (for a contract) is $450 and your investment is $500. The **Conversion Rate** is the percentage of those 280 subscribers who convert into clients...

- **CR** = 0.5%   **Net** = $630

- **CR** =1 %   **Net** = $1260

- **CR** =3 %   **Net** = $3780

(At this level of conversion, you can bid $0.50 per click-through and still make a nice profit!).

- **CR** = 5%   **Net** = $6300

- **CR** = 10%   **Net** = $12,600

Even if it takes you 60-90 days to turn a subscriber into a client, the opportunities are fantastic! And there are two **other** considerations to keep in mind...

1) All subscribers are highly qualified -- if you deliver the goods with your e-zine, you can expect a decent **Conversion Rate** (just how decent will depend, ultimately, on the nature of your service).

2) The above statistics only represent income generated from first-time sales. It does not include repeat contracts, or new contracts generated by word-of-mouth referrals.

Each service situation, and each Theme-Based Content Site is unique. Your **Conversion Rate** will be influenced by several variables. For example, your subscription sign-up rate may be slow to start and then gain momentum as you get a better feel for what type of articles your target group wants.

The bottom line, however, is that the opportunities for Service Sellers are enormous, and the potential **ROI** is substantial, especially when you consider the **lifetime value of each client.**

Decide on how much you are willing to invest in a PPC campaign, bid accordingly and then wait a couple of months to see how things work out.

Or... try this fool-proof option. **Ask new clients how they "found" you.** If a few start saying "Overture," fire up the old bidding machine. After all, math is fine -- but the real world is proof!

SIDEBAR

Remember, too, that it's not always necessary to be profitable **immediately!**

Look for affiliate programs that offer **lifetime customer commissions** -- they are not easy to find. But if you find a good company with great products that offer real value, and that offer their affiliates lifetime customer commissions... you've found gold!

Take the above example... if those 3 customers earn you lifetime commissions, **you've gained 3 lifetime customers, ongoing income with no further expense!** I can't overemphasize how important a great lifetime program can be.

See these two articles by affiliate guru Allan Gardyne...

How I achieved 71 sales in 2 days - by doing nothing
http://www.AssociatePrograms.com/search/newsletter121.shtml

Did you receive this? Congratulations, another sale!
http://www.AssociatePrograms.com/search/newsletter153.shtml

Allan has also created a site about this...

LifetimeCustomers
http://www.lifetimecustomers.com/

If you are referring visitors to your own online store or sales site, do similar profitability calculations.

A special bidding strategy for Overture...

Overture does more than just provide its own search results at its highly popular engine. It supplies listings for **many major search portals** (such as AOL Search, Netscape Search, Lycos, AltaVista, etc.) and large meta Search Engines.

These search services tend to "cherry-pick" and present only the **top** 2 or 3 search results from Overture. So... your very best strategy for **maximal distribution** across all of the Overture search partners would be to make a bid that puts you in the Top 2. Next best is in the Top 3.

But there's a downside... the Top 2 or 3 are now tending to cost much more than spots #4-10. And the portals often label these results prominently as "Sponsored ads." So, since it now appears more clearly as an ad, the Conversion Rates of people who click on these seem to be lower than the clicks that come from bids that bought the #4-10 spots.

My recommendation? Buy the Top 2 or 3 only if it makes **strong** financial/business sense. You'll have to balance the extra per-click **cost** of being in the Top 2-10, and the lower Conversion Rate, against the financial benefit of the extra clicks.

You may even be willing to lose some money, on a per-**first**-sale basis, to gain precious **lifetime customers.** Otherwise, bid to get spots #4 to #10.

Of course, anywhere in the Top 40 puts you on Overture's first page of results. But you'll get far less traffic if you appear further down.

As always, your bids must make **financial sense.**

Figure out your ROI.

Make Your **Content PREsell!**

SIDEBAR

On DAY 10, I'll show you how to track more than just the clicks to your site. I'll show you how to track whether those people are clicking on your links to your income-generating sites. This allows you to keep, and build, the campaigns that are making you money. And drop the other ones.

10.1.8. Optional STEP... Which Keywords to Bid Upon?

You have already entered "0.00" for all the keywords that you do **not** want to bid upon. So, as long as your other bids make **financial sense**, you're safe.

What if a bid that makes financial sense results in a low spot? Don't worry about it. If a bid puts you below #10, after all, it's unlikely to be found, that's all. So it won't cost you very much. No need to remove it from your list, though.

Beyond this simple approach, however, there are other strategies that you can use to decide which words to bid upon...

OPTIONAL STEP   Decide **which keywords** to bid upon. In other words, figure out which words to include in your **mass-bidding-submission.**

Remember... these keywords represent "search terms" that searchers use on the engines to find information. You want to be found for those keywords, right? (If not, delete the word from the list -- there's no point in it being there).

There are a few good strategies. Pick the one that fits your own business situation best...

1) Bid on the any word that costs you **less than a certain amount.** Let's say that you have decided that words that cost you less than $0.06 (less than 6 cents) makes **financial sense** for you. Here's how to find those words...

        i) Click on the 🔍 **button** (two buttons to the **left** of the Magnet button)**.**

        ii) Enter "<0.07" into the data entry box under **Should Bid** column -- the "<" means "less than," so you you are literally asking Manager to find all keywords that you should bid under 7 cents. At least, you will as soon as you hit the the **ENTER key** on your numeric keypad (or control-ENTER on your alphabetic keypad). This finds bids of 1, 2, 3, 4, 5, or 6 cents.

SIDEBAR

For more help on how to use the 🔍 in some really smart ways, click on the ❓ question mark that appears right under it.

2) On the other hand, maybe you want to bid only on words that get you into the **Top 5 positions.** In this case...

       i) Click on the 🔍 **button.**

       ii) Enter "<6" into the data entry box under <u>Buys</u> **#** column -- the "<" means "less than," so you you are literally asking **Manager** to find all bids that buy you the #5 spot or better (i.e., #4, #3, #2, or #1).

3) You can do a **FIND** by clicking on the 🔍 and entering your FIND criteria into any of the other data entry boxes -- experiment to find the best set of words to bid upon. Click on the ? under the 🔍 for more info on how to tailor your FIND requests.

One final note...

After you do your FIND, you can sort the keywords in several ways...

• alphabetically

• by price you should bid

• by position the bid buys

• by the bids for #1 spot

• by the bids for #20 spot.

How? By clicking on the **corresponding blue-underlined column headings.**

So, let's say that you just did a FIND for keywords with bids under a dime. If you sort it in order of price, you can see the all the words that you just found in order of price, with the most expensive ones first -- or you could sort them according to what # spot you would get.

Whatever you like!...

👆 **... I aim to please!**

You're almost set to submit your bids to Overture. Just one thing left to do. Click the **PAGE SUBMISSION INFO** button to go to the **PAGE SUBMISSION INFO** display of the **Manager...**

This is where you create income. How? By creating smart, attractive listings for the PPCs...

10.1.9. Create the Perfect Listing

Because you **pay** for each click, you want as **few OFF**-target visitors as possible. Maximize **ON**-target visitors for the **least** amount of money. After all, why pay for a click by someone who hits the **BACK** button as soon as she arrives? **I don't know about you, but...**

... I hate watching my money fly away!

Now...

... where were we? Oh yes... on our way towards the **PAGE SUBMISSION INFO** display...

First thing you notice?...

All the **other** displays show **lists** of **all** your keywords. But on **this** display, you only deal with **one** keyword at a time. So that means you need a little navigational help...

See the four arrows (2 pointing left, and 2 to the right)?...

These help you move through all the keywords that you want to bid upon. You'll create a listing for each one.

And second obvious feature... the Keyword and the URL boxes are grayed out. That means you can't enter anything into those boxes. The Keyword is, of course, the keyword for which you are creating the listing -- **Manager** enters it for you. And the URL will be determined once you enter the File name of the Web page. And that brings me to...

All set? Let's **create your listing.** You only have to enter **three** pieces of data for each keyword listing that you want to bid upon...

1) File name of Web page -- Enter the file name of the **Site Build It! Keyword-Focused Content Page** that you created for this keyword. Enter the "**.html** part" of that Web page's URL only -- do not enter the domain part. For example, enter "fashionmodels.html" and **not** "www.fashion.com/fashionmodels.html."

No typos -- just copy-and-paste to be 100% accurate. The **Manager** will automatically create the actual full URL for that page in the URL box just below (grayed out), "URL."

Your page content should be **closely** relevant to the keyword... the closer, the better. As always, presenting solid targeted information that meets the needs of searchers is best for **all** parties... engines, visitors, and **you!** So make sure you are sending people who click on your listing to **the most appropriate** page on your site.

For example... let's say you're bidding for "fashion models." Ideally, you should make a Web page about fashion models using **SiteBuilder.** But if your page is about **fashion modeling,** that's close enough. Overture will probably approve that.

The **Manager** will automatically create the actual **full URL** for that page in the next box, "URL." In this case, it might look like this...

File name of Web page	fashion-models.html
URL	http://www.fashionmodels.com/fashion-models.html

In the case of PPCs, **you** have an even greater vested interest. If your page does **not** deliver the goods that your **visitor seeks...**

... your visitor delivers the BACK button. Which leaves **you** a few pennies poorer.

Let's talk about your listing's **Title** and **Description** next...

Important tip ➡ **Write** your Title and Description so that **only** your target market clicks (since each click costs you). An Overture searcher who reads your Title and Description should clearly understand what she gets if she clicks. If your listing at Overture does **not** interest her, she'll give you a pass. Which is **exactly** what you want when it comes to Overture.

Remember these basic rules regarding your **Title** and **Description...**

> **i)** relate to the keywords that you are bidding

> **ii)** relevant to your site -- you definitely do not want to trick anyone to your site

> **iii)** compete effectively against listings before and after you -- beat your competitors and let your non-competitors get their clicks

> **iv)** shout "Click Me! Click Me!" But only the right customers hear the shout!

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2) Title -- The title is the link-headline that people will see in the search results when they find you at Overture (just like for free Search Engines). They click upon this link to go to your site.

Remember this advice for titles for free SEs?...

Since people will read this in Search Engine listings,
make it compelling -- write it to **get the click.**

Well, that's **not** true here. **Now** you want to get the **ON**-target click and **stop anyone else from clicking.**

Here's what to do...

Enter the title of the listing -- it does not have to be the title of your Web page. Make it attractive **and** clear. For example...

"Famous fashion   models   and their money"

Now... see the grayed out box under the Title box? You'll see the **Manager** automatically "clean up" the title that you entered. So it now looks like this...

"Famous Fashion Models And Their Money"

Why?...

Because it is a **TITLE** -- some engines require that each word should be capitalized, so **Manager** does it for you. It will also tell you if you forget to include the keyword in the title. That's very important.

3) Description -- Same idea... write it to attract targeted visitors, and **only** targeted visitors. The **Manager** also will warn you to include the keyword in your description if you forget.

Once you enter the Description, **Manager** adds it to a list of possible descriptions in the yellow-and-white box at the bottom. Read the instructions for how to use this to simply insert a Description into future listings, where appropriate.

Once you're done, what do you have? A listing in the Overture Search Engine that you have written yourself. And talk about **total control..**.

> **i)** Each time someone searches for "fashion model," your listing turns up in whatever position you bid for.

> **ii)** The searcher sees your title, **and** your description, exactly the way you entered it -- Overture will not edit it.

> **iii)** The listing goes to the URL you specify.

Bottom line?

If your listing meets the needs of your ON-targeted prospective visitor, she clicks on your title and visits the URL that you specified. You get only ON-target visitors.

An example...

Let's say that you have bid five cents for "commercial lawyers." You want to...

> **i)** attract lawyers who want to sell their services through the Web.

> **ii)** repel people who are looking for commercial lawyers. They're looking for a lawyer, not for ways to sell their legal services on the Web.

So your title (maximum of 40 characters) might be...

Commercial Lawyer? Sell Your Services!

And the Description could be...

Are you a commercial lawyer? The Web is the perfect way to build your business. Special commercial niche? Clientele global in nature? Here's how to use the Net to expand your business.

376

Of course, your **Site Build It!** site should have a "law theme." And the destination page should be about commercial law.

Create a listing like this for each keyword that you'll bid upon. It's a bit of work the first time around. But once you're done, you have a powerful tool at your disposal. It becomes a snap to create mass-bidding-submissions **for all eight** pay-per-clicks, since there's no need to create the descriptions after you've done it the first time -- you don't even have to copy-and-paste them anywhere.

Life's wonderful...

... cheap, targeted traffic!

Well, I **do** believe that we are ready for the final step...

10.1.10. Submit Your Bid

All set to show Overture your plan for world domination?

Great! Click on the PAY-PER-CLICK LIST button to return to...

I can't **OVER**emphasize that the key to success is to bid upon hundreds of keywords related to your site. Yes, hundreds. So the mass-submission templates are absolutely essential. Don't let them scare you... they're easy to do...

See the -- that's the **Create File** button. **Click on it.** The button creates a "Mass-Submission Tab-Separated Text File" for all the **keywords** that are listed.

Copy-and-paste that text file into Overture.com's template -- just follow the simple online instructions until you've e-mailed the whole kit-and-kaboodle to Overture.

10.1.11. Repeat for the Other PPCs

OK, all done for Overture! Now repeat for the other engines. It's far easier now because you've already created all your listings. All you have to do is **repeat the process for the other PPCs...**

377

1) Click to the **BID FOR KEYWORD LIST** for the next engine.

2) Click on the [icon] button.

3) Set your bids for each keyword.

4) Click on [icon]

5) Mail it in.

Fast, fast, fast. And cheap. **And** good! Who says you can't have it "fast, cheap and good"??

Yup, the **Manager** really does automate mass-submissions to **all** the major pay-per-clicks.

And that's it! The **Manager** removes all the time-sucking tedium from this powerful, cost-effective way of building motivated, targeted traffic.

You get all the cherries...

... and none of the pits!

10.1.12. Track and Repeat... No Sweat!

All done? Have you built a comprehensive PPC campaign? Terrific! Now to get an even **bigger** edge on the competition!

You know how much time and energy you save, right? Well, get ready to save **even more,** each time you **repeat** the mass-submission bidding procedure **(I recommend that you do it every 2-4 weeks).**

Why "even more"? Because all your "setup" is **behind** you...

• You do **not** have to set up accounts at the PPCs again.

• You do **not** have to build all your listings again.

Why repeat the procedure "every 2-4 weeks"? Naturally, the prices that people bid at the Pay-Per-Clicks change. Your competitors spend **days** tracking all this manually (**all** the words, for **all** the bids, at **all** the engines). **You** only need to spend a few **minutes!**

Here's all you have to do...

1) Click on the -- all the new Top 20 bidding data flows in, replacing the previous bids. But the bids that **you** entered in the Price I Should Bid column remain unchanged. **So...**

2) After you have pulled in all the new data, **look in the** Buys # **column.** The **Manager** tool automatically tells you **which position you now own for each keyword.** All you have to do is modify your bids, where necessary, to get the position you want **(using the same strategies discussed earlier).**

3) Click on and mail your bids in to each PPC.

I must say...

 ... it does NOT get easier than that!

And THAT keeps YOU ahead of your competition...

 ... without breaking a sweat.

SIDEBAR

As you'll see in DAY 10, you'll be able to use **Site Build It!'s** special server-side tools to create tracking links. These links enable you to track the effectiveness of each of your Pay-Per-Click programs.

10.2. Big Technique #3... The Major List Directories

 Submit to one or more paid directories, when financially appropriate. (This is an ongoing task, only to be started once your site is more substantial, at LEAST 15-20 HIGH-quality pages.)

379

Directories are a different beast from Search Engines. They do **not** spider pages.
Humans review and decide what gets in -- think of them as gigantic bookmark lists,
organized into categories and sub-categories, and sub-sub-categories, etc.

If a directory was a nightclub, the editors would be bouncers. **If you don't add to
the scene...**

... you don't make the scene!

(OK, not all the editors are **that** mean!).

The most important piece of advice that I can give you?...

Except for the Open Directory Project, it costs cold, hard cash to submit to directories.
But paying the fee does not guarantee that your site will be accepted.

Important tip ➡ So for the paid directories, **wait until you've built your
site up to at least 15-20 pages.**   Anything less is likely to be rejected for reasons
of insufficient content.

SIDEBAR

These days, the major directories are changing their policies on a near-daily basis (or
so it seems, anyway). The place to stay on top-of-it-all, including all the most recent
changes, is the **Directory HQ** in your friendly neighborhood **Site Central!**

Here are the directories, in order of importance...

http://www.yahoo.com/

Phew! Yahoo! now requires a **recurring annual** fee of $299 to be listed their
directory.

RECOMMENDATION: $299 **buys a lot** of click-throughs at the PPCs. $299
invested at Yahoo! will help your link popularity score, but it will not guarantee you a
shred of traffic. Therefore, the decision to list your site should not be taken lightly, and
should only be considered once you've had a chance to establish its profitability. And,
of course, your site must be in tip-top shape -- clean, easily navigated, and stuffed with
good content.

Submitting to Yahoo! really makes the most sense if you're...

• selling your professional service, and the lifetime value of a new client is significant.

• planning on using the forthcoming **SBI!-E (Site Build It! E-Goods)** to sell and fulfill your own e-good.

In both cases, your **profit margin** is much wider than that of an affiliate.

Bottom line on Yahoo!?

If your business is not restricted to commission-based income, you may wish to investigate listing in this directory. Otherwise, you're taking a very expensive gamble.

Non-commercial listings can still get into Yahoo! for free, of course.

For more information on the listing process...
http://docs.yahoo.com/info/suggest/suggest.html

dmoz open directory project
http://www.dmoz.org/

RECOMMENDATION: Definitely worth it -- hey, it's free! Again, the traffic will be decent, but less than what you drive through the free and paid engines. And the link **does** help with a link popularity score. Since it's free, and it delivers, it's the no-brainer of the three largest directories (Yahoo!, Open Directory, and LookSmart).

Again, your site must be in good shape. Since it's free, your risk is lower -- so consider submitting once you have 15 good pages up.

http://dmoz.org/add.html

The Open Directory now has a public forum managed by the editorial staff. It's a great place to hang out, post questions, and discover what the directory staff are looking for when they review submissions. Review previous posts to get a **feel** for the forum, and be sure to obey the established protocols when making your post...

The Open Directory's Resource Zone
http://www.resource-zone.com/

looksmart
http://www.looksmart.com/

LookSmart has moved to a Pay-Per-Click model for their directory listings. In other words, say **bye-bye** to one time listing fees, and say **hello** to...

381

• $49 listing fee and minimum $150 account deposit.

• A minimum monthly commitment of $15.

• $0.15 per click-through charges.

• no guarantee of any traffic.

RECOMMENDATION: Very possibly the most customer-**un**friendly directory at this time. Unless your Pay-per-Click campaigns are costing you significantly more than $0.15 per click-through, and you're 100% confident that you can craft the perfect traffic-generating TITLE and DESCRIPTION without offending the editors...

Give LookSmart a miss. Of course, this could change at any time. Just pop into the **Directory HQ at Site Central** every once in a while and check for changes.

If submitting to LookSmart makes sense for your business...

http://listings.looksmart.com/

Non-commercial listings can get into LookSmart for free through...

Zeal.com
http://www.zeal.com/

http://www.askjeeves.com/

RECOMMENDATION: Won't bring much traffic. But do it to increase your link popularity. Send an e-mail to **url@ask.com** telling them which question your Web page answers. AskJeeves also has a crawler-based Paid Service available. See the **Paid SE HQ in Site Central** for details.

What about other well-known directories?

Each of the following directories actually use another directory to supply results. That means that you are automatically listed in the following directories when you submit to the original one, as shown here...

i) AOL Search -- you are listed automatically in AOL's directory when you submit to Open Directory.

ii) MSN Search -- you are listed automatically in MSN's directory when you submit to LookSmart.

iii) Netscape Search -- you are listed automatically in Netscape's directory when you submit to Open Directory.

So... there is no need to submit to the directories of AOL, MSN or Netscape.

──────── Service Sellers' Sidebar ────────

Here again, your higher **ROI** opens the doors of opportunity. As a Service Seller, it makes sense for you to consider paying for a directory listing **sooner** rather than later. Unlike the affiliate marketer, whose razor-thin profit margin makes a directory listing a rocky gamble, the profit potential of a single lifetime client makes a directory listing an acceptable risk.

Learn more about directories.

[Login to 5P Club](#). Click on **"Directories HQ"** at **Site Central.** Like all the other HQs, it has complete, up-to-date data, including how-to and strategic information for how to maximize your returns from the directories...

❓ Site Build It! TrafficCenter

	Click Data
SBI! Manager	Choose either...
Search Engine HQ	○ **Click Through Data** **or** ○ **Click IN Data**
Paid SE HQ	
Pay~Per~Click HQ	**Start Date** [Day ▾] [Month ▾] [Year ▾]
Directory HQ	**End Date** [Day ▾] [Month ▾] [Year ▾]
Traffic Stats	[Show Me Data]

10.3. Paid Search Engine Programs

Since Overture established paid listings as a successful business model for engines, the major "free" engines have sought ways to generate income from their search services. This is clearly a burgeoning field that will only continue to grow, for two reasons...

1) The advertising bubble has been burst forever -- banner ads don't work

2) Search Engines provide real value -- it's logical to charge for it. More than that, the SEs' only other choice is to go bankrupt.

The **Paid SE HQ** provides up-to-date info, **and** recommendations, on pay-for-inclusion (and other paid) programs of the major "free" engines (i.e., AltaVista, Google, Fast, etc.). No need **for you** to keep up to date. We do that for you. All condensed down into the info you **need** to know... and to act upon.

SIDEBAR

This HQ specifically excludes the paid programs of **directories** and the **Pay-Per-Click** SEs (which have their own HQs).

A good example would be Inktomi's paid program through PositionTech...

PositionTech
http://www.positiontech.com/

Inktomi is the "behind the scenes" engine which powers several major Search Engines -- it was the first to offer a **"Pay For Listing/Placement"** program. Their free submit service remains available -- the **WorldSubmitter** submits all your pages to Inktomi through HotBot (as outlined above).

Now, though, you may pay to be included in Inktomi's listings and get greater depth and freshness (i.e., the spider visits you more often). But participation does not guarantee that your pages will be ranked well. Pages are **still subject** to ranking algorithms.

The cost is on a "per URL" basis...

The first URL submitted on one order is $39/year. Additional URLs are $25/year each, with a limit of 100 URLs per order. Want to submit 10 URLs? That will cost you $264 per year. Ouch!

Hold on a minute though...

One of the major benefits of paid inclusion programs is that they allow nearly instant entry into a SE's database. Sure, you may still make it into the databases of most SEs

for free, but it's a slow process at best -- often taking weeks, even months. So if you have a page that you **must** have included into a particular SE's index now and not a minute later, the paid inclusion programs are the perfect solution.

Bottom line for all **"Paid SE"** services?

It depends ultimately on several factors...

a) Your choice of program -- Most engines now offer a Paid Inclusion Option, but some offer greater opportunities for a favorable **Return On Investment (ROI).** Although there are currently cheaper programs available, Inktomi's program (through PositionTech) is probably the best for several reasons. They...
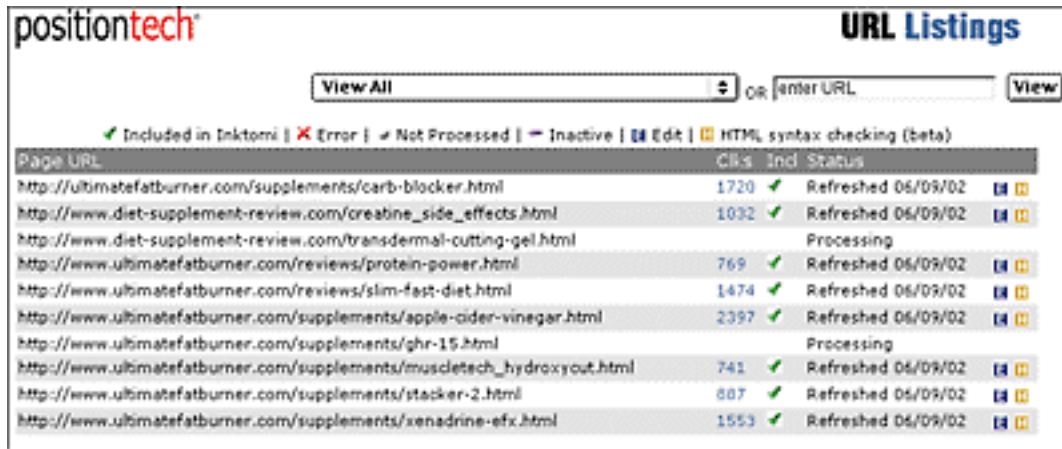
• **offer comprehensive tracking** of your URLs, letting you know exactly how each one fares

• **allow you to switch** non-performing pages for others from your domain at any time

• **have several big partners** (MSN is the biggie) that expose your listings to a large number of customers.

This combination of features makes PositionTech's service a very reasonable gamble. (PositionTech's service is by far the most comprehensive and customer-oriented.) Properly optimized pages should have no problem receiving a least the same amount of click throughs that you'd receive for the same amount of money invested at Overture. Best of all, you can start by submitting a single page, and rotating it with other pages from your site until you find the ones that perform well. If this proves to be a worthwhile way of advertising, you can always opt to submit other pages from your site at any time.

b) Your earnings per click -- In other words, the more money you make per visitor, and the higher your **Conversion Rate,** the more sense these paid inclusion programs make as an advertising option. If you're a **Service Seller**, for instance, where a single new customer can bring in significant amount of money over the course of your relationship with them, paid inclusion programs are definitely worth investigating.

c) The "Profitability" of your chosen keywords -- Let's say that the Manager isolates a keyword that shows great demand (lots of keyword searches performed with it) and little supply. The resulting **KFCP** provides a great opportunity to experiment -- by subscribing to a paid inclusion program. If your keywords are profitable enough, paid inclusion programs can certainly deliver the goods, traffic-wise, as you can see in this example...

385

The moral of this story is a simple one. If you're not sure you can reap a suitable return from participation in a paid inclusion program, forget about experimenting for now. Remember -- you can still make it into most SEs for free. You'll just have to wait a little longer.

───────── Service Sellers' Sidebar ─────────

The benefits of participating in a pay-per-inclusion program increase exponentially as your profits per sale rise. Your **ROI** makes these programs an acceptable risk.

 Learn more about paid programs.

Login to 5P Club. Click on **"Paid SE HQ"** at **Site Central.**   Review the material.

10.4. Winning Take-Home Lessons

So... what are the important takeaways here...

1) Pay-Per-Click is the best value-for-money "paid option." This yields measurable results. Kill programs with poor results -- more on this in DAY 10.

2) Submit to Open Directory, and to one paid directory (if it makes financial sense to do so) as much for the link-building factor as for the traffic itself.

3) Watch Paid SE HQ -- this will evolve.

And never lose sight of this...

If your site is blatantly set up to deliver traffic to **one** affiliate merchant (or **only** to your sales site or online store), it is unlikely to be accepted by the best services outlined here, **paid** or **not.** For example, the directories are unlikely to want to include what is basically one, big ad. And Overture is very conscious about the quality of what it delivers.

This is yet another great reason to focus upon developing a Theme-Based Content Site that diversifies its links to a variety of merchants, in a tasteful, discrete manner by using in-context **text** links.
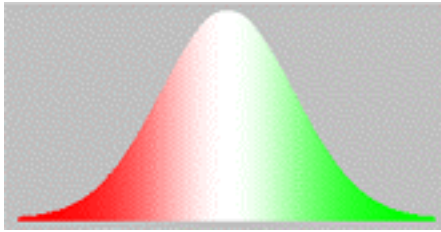
10.5. Goal Wrapup

Time to wrap up DAY 8...

The best thing about the Pay-Per-Clicks is that they are guaranteed, targeted and cheap traffic.

Yes, the free engines **are** a better bargain **if** you can figure them out -- **some people will do better at it than others...**

 ... it's the Bell Curve in action. Naturally, you've been a great student and you'll compete against a lot of people who don't own **Site Build It!.** So you have a great chance to find yourself in the **green part** of that Bell Curve!

But with Pay-Per-Click SEs, there's no Bell Curve. You do the research (a snap). You bid (just as easy). You mass-submit (click-click).

Same goes for the directories -- no Bell Curve. If you build a good site that delivers **high-value** content, you'll get into the directories. After all, that's exactly what they're looking for... good sites that offer excellent content.

Ahhhh...

 ... guaranteed, cheap traffic. Every marketer's nirvana!

OK, let's make sure you've completed your assignment, then we're ready to zoom to the DAY 9...

Goal-of-the-DAY
Open an account at each of the 8 Pay-Per-Click engines. Create a mass-submission bidding campaign at Overture. Understand how to use directories.

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

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

Ongoing Goal
Build your site up to 15-20 pages. Then...

 Submit to the free Open Directory, and when it makes financial sense to do so, one or more paid directories (ex., Yahoo!, LookSmart).

Broaden your bidding until you have placed bids for **100 keywords at the 8 biggest Pay-Per-Clicks.** Monitor results and cut the engines that don't deliver.

Consider **Pay for Listing/Placement** programs as they evolve.

Yippee!

... You're on the home stretch, the ninth day...

11. DAY 9 Build Relationships... Publish Your Own E-zine

Big shots are only little shots who kept shooting.
--Christopher Morley

A visitor may visit your site only once. That's "one shot."

But if s/he subscribes to your e-zine, that's **many** shots. Provide good content, keep **PREselling,** and you'll succeed at building long-lasting visitor-to-customer relationships.

―――――――――― Service Sellers' Sidebar ――――――――――

As a Service Seller moving to a global medium, the difference between unprecedented success and failure may very well rest with your **newsletter/e-zine.** Sure, it prevents the familiar "out of site (I couldn't resist!), out of mind" scenario by allowing you to stay on your target group's radar with ongoing communication, but a newsletter does something much more than that.

It builds that all-important trust that is so necessary to convert a visitor/subscriber into a paying client. Trust, trust, and more trust -- it's critical in the service-selling industry. Your newsletter is the conduit with which you will establish your credibility, energize relationships, and increase your **Conversion Rate.** For you, publishing a quality newsletter option is **not** an option.

So proceed through DAY 9 with eyes wide-open!

Goal-of-the-DAY
Acquaint yourself with the **MailOut Tools,** and prepare the first issue of your e-zine.

With this goal in mind...

11.1. Grow Your E-zine... Big and Strong

This guy I know, Ken Something-or-other, wrote a book called **Make Your Site SELL! (now in its second edition)...**

... **my favorite book in the whole wild world!**

Anyway, he explained how every site **MUST HAVE** a **Most Wanted Response (MWR).**

For example, if you have an affiliate site, your **MWR** is to get a click-through to one of your merchant's sites, so you can earn a commission from a sale at that site. Or, if you are selling an e-good, your **MWR** is to make the sale.

You build your whole site with that **MWR** constantly in mind. But you also realize that only a small percentage of visitors will **actually deliver** your **MWR** during a visit. So you need a **Backup Response,** an alternative, to offer.

A good Backup Response must...

• **deliver a benefit** to your visitor at a **"no-brainer" price** (**free** is best), and...

• **provide you with the opportunity** to remind your customer about you and your product/service (or the merchant that you represent) again.

Sooner or later, a healthy percentage of those who trigger your **Backup Response** will deliver your **MWR.** Why? Because you're building a quality, long term, repeated exposure, one-to-one relationship with your visitor/customer.

You've done a lot of work building traffic to your site. How can you capture the ability to reach them again and again, after they leave? Funny you should ask...

11.1.1. It's Now or Never. Unless...

When someone leaves your site, you may be losing them forever. Here's why...

There is an old show biz axiom that says... **"Keep them coming back for more."** That's true and reasonable advice for entertainment-based sites, as well as other sites that change every day, like news sites.

But for most sites, **people don't come back over and over again.** It's nothing personal. It's simply a big Web out there... might as well see something new!

So, unless the very nature of your site **naturally** tends to generate frequent, repeat visits, realize that your customer is in **"now or never" mode.**

If that's your case, and it most likely is, why don't **you** revisit **them?** **Convince** them to subscribe to your e-zine. While **PREselling** with **valuable, relevant information,** you also **provide them with reasons to revisit your site and reconsider your product or service or merchant...**

• "second-look" reminder (maybe now the time is right to buy or hire)

• upgrade announcements

• new product/service introductions

- new info about your site

- the rest is, as they say, "limited only by your imagination" (and good taste).

11.1.2. How to Start & Grow Your Own Newsletter

Publishing an e-zine (i.e., an **e-mailed newsletter**) is an important part of building a long term, valuable list of future (and current) clients.

Even if a visitor bookmarks you, he's unlikely to ever return once he leaves. Newsletters are **the best way** to defeat the **"Out of (Web) site, out of mind"** pitfall**.**

By getting a visitor to submit his **e-mail address** to you, you've broken one communication barrier. By sending him quality info (but not the **primo** material -- you must walk a fine line), he sees you and feels good about you, **on a regular, repeated basis.**

In fact, publishing your own newsletter is **no longer an option.** Finally, the online biz community is coming to grips with the fact that a customer can't be regarded as "Visitor Number 122,015" to a Web site. Customers must be recognized as real, living, caring entities. At least, that is, if they are expected to make a purchase.

So the most important aspect of a vibrant online business -- building a sense of community and trust -- is based on nurturing a great relationship with customers. That's the goal of a **newsletter.** There's just no better way to keep in touch with them on a regular basis.

Every time your potential customer receives your NEWSLETTER, you**...**

- remind her about you and your business

- build trust

- establish a relationship

- build credibility

- promote your products or services or merchants

- build your image as an expert in the field.

Need some great online resources for creating a newsletter?   Thought you might...

E-zine University
http://www.ezineuniversity.com/

Ezine-Tips.com
http://www.ezine-tips.com/

The HandBook of Ezine Publishing
http://www.e-zinez.com/handbook/index.html

Email Publishing Digest
http://www.epdigest.com/

Let's review a simple, **STEP-BY-STEP** program to build and grow your own newsletter...

STEP 1 -- Orientation

Who's it for, and what benefits will you deliver?

Before deciding upon **what** you'll write, decide **who** you will write for. Obviously, you'll publish a newsletter for **potential and existing customers.** But what **benefits** will you deliver to your subscribers? Will you provide a tip of the day? Will you digest news in your field down to a small number of key snippets each week? Or will you write an original article with valuable info once per week, or month?

SIDEBAR

Now that the online business community has wholeheartedly embraced newsletters, just about everyone publishes one now. So you'll **really** have to concentrate on benefits if you want subscribers. **It's no longer enough to simply have a**

newsletter. That fact no longer sets you apart from the crowd. So work on establishing those benefits.

There's no limit to what you can do. Spend some time on this -- **choose a unique and valuable format that provides a solid benefit for your readers.**

Before developing the concept too far, check for competitors. Once you know what's out there, develop a **USP** for your e-zine. This shows potential readers why your e-zine is the **best choice** -- over anything else in the same field.

STEP 2 -- **Format** -- Lay out the newsletter for easy reading by your subscriber, and for easy development by you. You'll do this in the **MailOut module (more details later on)** which saves a "foundation" template. This lets you keep a consistent framework and style for every newsletter.

STEP 3 -- **Schedule** -- Don't do a weekly at first. A newsletter sucks more time than you realize. And quarterly is just not often enough. So a monthly schedule is a good place to start, at least until you've had a chance to measure how much time it will take you.

And these days, you will also need to add one more factor into the communication equation...

How often can you contact your subscriber without **outstaying** your welcome? In the infancy period of the Net, people got **excited about e-mail**. Sadly, those days are long gone.

Now you have a delicate balancing act to perform... deliver your newsletter often enough to stay in the **forefront** of your subscribers' minds, while at the same time avoiding the **"unsubscribe" risk** by over-contacting them. In general, unless you have a darn good reason to do so, I'd be extremely careful about publishing more than twice a month.

If in doubt, however, go directly to the source. Just ask your subscribers!

STEP 4 -- **Set up a Web page** to "sell" the subscription and get the e-mail address. You **only** need the e-mail address, and maybe the first name (it's a nice, personal touch when you mail merge with the first name -- "Joe, Blooming Times Ahead With New Fertilizer!").

We discuss **below how** to do this by using the **Opt-in E-zine Block.** Suffice it to say that you should offer the subscription two ways...

1) On every page, in your left hand margin, via a simple, stripped down "subscribe box."

2) On a special page, dedicated to selling your visitor on the idea. Use **SiteBuilder** to build a unique page that will convince visitors to subscribe **(more on this in the next section)**. Your **USP** is so important here -- **PROVE** to your visitor that your e-zine is vital.

And now that you can build a graphic **NavBar,** create a button for this page so that it appears on your NavBar (Can't wait to see how? **Click here** for details.)

<div align="center">**SIDEBAR**</div>

It's also important to allow people the option to **unsubscribe directly** from your newsletter -- without having to visit your site. **SBI!** provides this link automatically. Which brings me to a more important sidebar...

It's easy to get into trouble with e-zines. Or to be more exact, it's possible for a few bad eggs to get everyone into trouble. Read this back-issue of **Sales from the EDGE** carefully...

http://www.sitesell.com/edge/backissues-027.html

SiteSell has seen a lot. So **SBI!** built the e-zine module accordingly, to keep things as safe and sound for you as possible. So when you see things over which you have no choice, that's why. They are designed to make spammers and other irresponsible e-mailers impotent, while not hurting the honest, hard-working marketer.

The programming that handles the e-mail-gathering **Subscription Form** adds the address (and first name, if the subscriber gives it) to the **SBI!** database. When you are ready to send your subscribers your newsletter, the list is ready to receive it!

STEP 5 -- **Weave references to your e-zine into your Keyword Focused Content Pages, and throughout your Web site.** This approach keeps your newsletter on your visitor's radar screen, especially if she has become desensitized to the "please sign up for my newsletter" messages so prevalent on the Net these days.

For instance, throughout the course of a particular discussion on your content page, include a statement like this in parenthesis...

(We covered this topic in greater depth in **Issue #024** of our popular newsletter, **"The Prickly Times"**. Want to review this Issue? **Please click here!** To receive our twice monthly newsletter in YOUR mailbox, **please click here!**)

... At which point you send your visitor to the special e-zine sign-up page you created.

This is an effective strategy to implement since it validates the **credibility** and **quality** of your newsletter (after all, you are including it in a high-value article, right?). In addition, your visitor is **focused** on your page copy and is, therefore, more receptive to your offer.

Another powerful strategy is to take your best articles, and reproduce them as **KFCPs** on your site. At the end of the article state...

This article originally appeared in **Issue #024** of our popular newsletter, **"The Prickly Times".** If you'd like to receive quality articles like this one in YOUR mailbox every two weeks, **please click here!**

Last but not least, you may wish to make it a standing policy to include a **text link** to your dedicated sign-up page at the bottom of **every article** on your site...

Our quality FREE newsletter is published twice a month. Have you remembered to sign up for your copy? Click here!

Don't restrict yourself to a couple of sign-up forms. Get creative with how you encourage your visitors to subscribe. Fire up the old imagination and write copy that will hook them. And most importantly, keep giving your visitors opportunities to sign-up. You just never know when they will react favorably!

For those who are interested in pushing the envelope when it comes to building a huge subscriber list, check out Paul Myers' **The Amazing List Machine...**

The Amazing List Machine
http://talkbiz.com/results/

STEP 6 -- **Develop high-quality content** -- Good information is the trade-off that allows you to do a little gentle selling.

Provide what **your subscriber** wants to hear, **not** what you want to talk about. Make him happy... provide a benefit, ease his pain... and you will have a customer for your products or your merchants', sooner or later. **Make him look forward to receiving the next issue!**

The key is to tie the type of content to the type of product or service that you sell. The presentation could take the form of...

• **feature articles**

• **news-of-the-day**

• **outside contributions**

• **reviews**

• **interviews**

• **feedback**

396

- **what's-new announcements**

- **educational support**

Match your presentation to your subscribers' interests and needs. And keep your content consistently superior in quality.

Where will you get your content?

Most importantly, out of your own head -- you're the expert, after all. And, of course, ask your subscribers for topic suggestions!

Naturally, you'll need some help to stay on the cutting edge, **and** seed great ideas for articles. Luckily, there are **lots** of sources...

1)   News sites...

PR Newswire
http://www.prnewswire.com/

PR Web
http://www.prweb.com/

InternetNewsBureau.com
http://www.internetnewsbureau.com/

http://www1.internetwire.com/

These services send out press releases. You can subscribe to receive those that are relevant to your industry.

2) E-zines and daily e-mail news related to your industry...

Subscribe to every one, especially your competitors'.

See examples of some of the cream-of-the crop e-zines in the section "Learn from the Pros."

3) Web site services that allow article swapping, trading, or posting to build a subscriber base...

EzineArticles.com
http://www.ezinearticles.com/

http://zinos.com/cool/zinos/submitarticle.html

One word of warning about content... Don't give away the farm!

Make sure your subscriber still needs your primary product or service that is for sale. If you are earning affiliate income, get your subscriber to either visit your site, or click directly to merchant sites that you represent.

Selling an e-good? The topic should also provide you the opportunity to work your product into the copy. All the rules of good writing in this book apply.

Don't be shy to weave mention of your products/services/affiliated merchants into the content. As long as you are providing valuable information, people expect a gentle self-plug to come with the content. And if someone **does**

398

UNSUBSCRIBE because of your product mentions, was he **ever** a potential customer in the first place? Remember, it's not worth the effort if it doesn't bring a return.

The bottom line?...

Talk to a friend, offer outstanding content, and blend in some gentle selling.

Whatever or however you do it in the new millennium, you have but one mission...

Above all, deliver a high-value publication. **Quality,** not quantity, **must become your watchword.** Truly, there are so many sub-standard newsletters out there in cyberspace that quality newsletters really do attract the attention of your visitors. So make it your **#1 priority!**

STEP 7 -- **Deliver it on time** -- Regular, timely delivery **establishes credibility.** Luckily, **SBI!** makes that part a snap! Just like every other part of **SBI!,** it takes care of all the nasty complicated stuff (like HTML mailing vs. text, bounce-back handling, etc., etc., etc.), while **you** take care of **your business!**

<div align="center">

SIDEBAR

</div>

What are bounce-backs?   Ugh...

... I'm sorry you asked!

People will change their addresses and not tell you. So about 1-3% of your e-mail addresses will bounce back each month. **SBI!** handles bounce-backs automatically, keeping your **E-mail Address List** nice and clean.

STEP 8 -- **Publicize** -- Time to let people know about your outstanding publication. It **is** outstanding, right?

The Zine & E-zine Resource Guide outlines an excellent program for promoting your publication...

How to Publicize Your E-zine
http://www.zinebook.com/publicz.html

And there's a **pleasant bonus** when you market your newsletter. Not only will you build your e-publication, you will build more traffic to your site (if you provide a link from your subscription page to your home page).

STEP 9 -- **Back issues** -- Include back issues on your Web site. It's an effortless way to "sell" your e-zine. A potential subscriber can see first-hand the kind of content your e-zines offers. No surprises or disappointment when she receives her first issue.

Back issues also show your present subscribers that you are thinking of them. For one reason or another, one might have missed a particular newsletter. Archiving makes it easy for him to access the issue.

And finally, back issues on your site can help to increase your ranking with the Search Engines (**SBI!** will submit them automatically). More traffic means more potential subscribers!

That's about it. Follow the above steps, and you'll soon be **ONE BIG STEP** closer to building a **long term, profitable online e-zine for your business.**

Yes, a **free** e-zine can be profitable! The more you can build **credibility, trust and loyalty** online, the more sales or commissions you will make. A high-quality newsletter will contribute to that income-producing goal.

11.1.3. Learn From the Pros

The following newsletters/sites stand out from the crowd -- they deliver original, top notch, and **useful** Web-sales-oriented information. And they are **great role-models** for the rest of us.

The first three are the **"crème de la crème,"** as the French say...

Wilson Internet Services
http://www.wilsonweb.com/

This Web site covers it all. **Ralph Wilson** writes well, thinks originally, and sifts through hundreds of sites and articles to bring you **the** most relevant info. If you only visit one site, visit this one. There are tons of outstanding free content, including a free subscription to the **Web Marketing Today** e-mail newsletter.

And subscribe to his (paid) **Web Commerce Today** newsletter. The subscription fee gives you access to the paid sections of the site. The newsletter alone is **more** than worth the price -- include the **Research Room,** and you get one of the best bargains on the Web.

Don't even hesitate about whether you'll be happy with it. **Subscribe now.**

Sell It! Your Web Commerce Resource
http://www.sellitontheweb.com/

Paul Lang produces an outstanding newsletter dedicated to online sales and e-commerce in general. This is a "must subscribe."

Paul distills current Web commerce news down to a few "most relevant and interesting" nuggets. He features excellent interviews with Web store owners, product reviews, and lots more Web-sales-related info. The site is full of invaluable info, too -- much of it drawn from past issues of the newsletter.

I-Sales Digest
http://www.adventive.com/

The **best** Web-sales-related discussion group. This **moderated mailing list** discusses online sales issues, with excellent questions and answers from those on the front lines... like you and me. Daily, via e-mail. In fact, **Adventive** now publishes over 15 different lists, each moderated by a recognized expert in that particular field. Sign up for any that tickle your fancy... they're all worthwhile.

ClickZ Today
http://www.clickz.com/

Frontline tips, techniques and strategies straight to your e-mailbox. And the Web site is developing into a terrific resource for Web marketers.

The A.I.M. E-zine
http://www.inetexchange.com/

Kevin Needham puts out a twice-weekly newsletter. Don't miss his Feature Article which is generally a well thought-out, original piece about Web sales or marketing.

The following sites will deliver additional traffic-building ideas for **SBI!-ers.** Review both these sites and subscribe to their newsletters...

Search Engine Watch
http://www.searchenginewatch.com/

Danny Sullivan is "it" when it comes to Search Engines (SEs). Go through his site with a fine-tooth comb. Then subscribe to both his free and paid e-mail newsletters.

Gazette World
http://www.gazetteworld.com/

Jim Wilson is the master of Web marketing and promotion. His newsletter is valuable, original, **useful... and free!**

Fantomaster
http://www.fantomaster.com/

Ralph Tegtmeir's newsletter is challenging and brilliant, full of cutting edge info about the SEs, spiders and more!

Planet Ocean Communications
http://www.searchengine-news.com/

Planet Ocean's paid service includes monthly updates that keep you on top of changes in the SE world, plus access to their information-packed members site.

Stay up-to-date with general happenings in the world of e-commerce. **Be careful, however, not to become an e-marketing junkie!** SiteSell's gang reads as many e-zines as they can and pass along the "must-know" in **SBI! Xpress.** Always stay on the 80-20 side of the equation!

However, if you want to do some casual browsing on your own, these newsletters will fill that bill...

The single best resource to keep your finger on the world of e-business and Internet technology. This e-mail digest summarizes Internet World's hard copy newspaper...

Internet World Weekly Digest
http://www.iw.com/

Thoughtful, provocative, original...

ZDNet's AnchorDesk
http://www.zdnet.com/anchordesk/

The CNET Dispatch carries all the latest tech news online, with links to important Internet stories of the week...

CNET.COM
http://www.cnet.com/

A weekly free newsletter, it reports on the major Internet trends and surveys of the week. It also offers sharp editorials to put things into perspective. It's well-done. It's intelligent. It's a cut above.

Nua Internet Surveys
http://www.nua.ie/surveys/moreinfo.html

Good general e-commerce coverage, with original-thinking commentary at the end of every issue...

ICONOCAST
http://www.iconocast.com/

Dana Blankenhorn is the moderator of the Audette Media I-Strategy list. His own newsletter, **A-Clue,** is always refreshing and insightful...

A-Clue.com
http://www.a-clue.com/

11.1.4.   Realistic Expectations

What percentage of visitors can you realistically expect to turn into subscribers to your newsletter?

That's a very difficult question to answer since it depends on so many factors...

• The **type of audience** your site attracts -- are you appealing to Web-savvy professionals, or Internet newbies? Newbies are generally information-gatherers who want to learn as much as they can as soon as they can. The more savvy user is fairly selective in her reading choices.

• Your site's **topic or focus** -- is it a very targeted narrow niche? Or are there hundreds of sites with similar themes? In other words, if you are providing a source of information your visitor is unlikely to find anywhere else, she's more apt to subscribe. On the other hand, if you're targeting a competitive niche, you'll have to work harder at building a subscribers list.

• Your visitor's **first impression** of your Web site. A positive impression creates an open mindset, one that is willing to explore to learn more.

• The **quality and content of your page copy,** and your site in general. If you write poorly on your site, a visitor will assume that your e-zine is junk as well.

• The **persuasiveness** of your subscriber campaign -- are you "selling" the benefits clearly and frequently enough?

- The unobtrusiveness of your pop-ups -- recognize that not all visitors like "pop-ups" and try to use them sparingly and seamlessly.

In fact, the percentage of visitors that readily convert into newsletter subscribers can vary greatly -- from less than half a percent, all the way up to 5 percent. Today on the Net, **building a substantial newsletter E-mail Address List takes time and perseverance.**

Don't let that discourage you -- newsletter lists are famous for snowballing quickly. Quality publications generate interest, recognition, and best of all, referrals.

Focus on quality, and your list will build itself.

11.1.5. Dedicate a Page to Selling Your E-zine

Duplicate the same formula that you would use to make a sale...

- **design a sharp offer**

- **add a clear "call to action"**

- **finish with the subscription form.**

Do this while placing yourself inside your customer's mindset... **Who is your Backup Response for, and what are you trying to achieve?**

What's that, you say? Why are you working so hard to sell something that's free? Because...

Your free e-zine is not really free. It's going to cost your customer some anonymity. **A name and an e-mail address are not given lightly.** And it's going to cost her some time... time to read your zine. Everyone (and his dog) offers an e-zine. As a result, she has to be selective.

This means that she has to decide, right now, while she's on your page, if she wants to hear from you again... if she wants to pay the price of anonymity and time.

So, as always, to make a sale, **stress the benefits** of your offer. Add a **testimonial** or two. Include a link to your back issues. **Build a strong case to "buy into" your freebie.** Dress it up your e-zine a little with a killer cover...
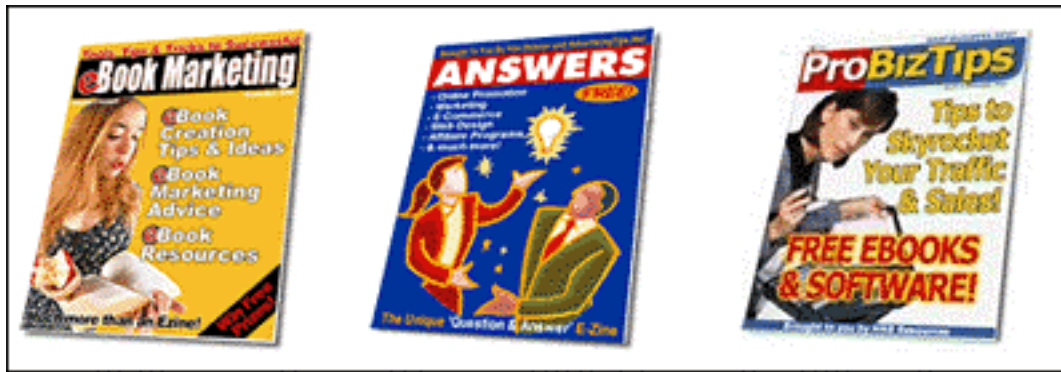
Killer Covers.com
http://www.killercovers.com/

And, of course, make it clear that **your e-zine is...**

... well, OK, don't make it THAT clear. And then...

Tell her, exactly, what to do. Subscribe!

Also... **guarantee to her that you will not use her e-mail address for any other purpose.** As you'll see below, we oblige you to make this promise. If you violate this, you're in big doo-doo... **from your subscribers and...**

 ... from me, your unhappy Action Guide.

You **will** get caught if you sell your list -- some people set traps by using unique addresses to subscribe. It's easy to do, both by using a free e-mail address just for your zine, or by using a catchall e-mail account (yes, like the one you get with **SBI!**) and creating a unique address just for your zine.

If she sets this trap, and ever gets a message from anyone else to **that** address, she'll know you sold the list. **And that means alarms go off, and...**

... doo-doo for you!

406

Here's an example of how to create a page specifically to sell your free zine. It's the
SITE-SELL dedicated page...

SITE-SELL E-zine (Click the "World's Most..." button)
http://myss.sitesell.com/s-ezine.html

Click and review the above page, not to subscribe (you get all you need in **SBIX!
zine**), but to study what each paragraph is trying to accomplish.

Take your time -- getting it right **here** makes a big difference in the ultimate size of
your subscriber base!

11.1.6. Pop-up Invitation

If you think you can get away with it without annoying your customers, launch a **"pop-up" javascript window** that offers a subscription to your newsletter. Pop-up invitations are more commonplace on the Net these days... many savvy marketers are using them.

Here Ralph Wilson of **Wilsonweb** pops-up an invitation to his newsletter, "**Web Marketing Today**"...

Wilson Internet
http://www.wilsonweb.com/

SiteSell.com uses a blend of pop-overs and pop-unders. Pop-unders are especially effective because they are less intrusive, and don't interfere with your visitor's surfing experience. To see how a "pop-under" works effectively for SiteSell, visit **Make Your Site SELL! 2002...**

http://myss.sitesell.com/

... and watch how unobtrusively the SiteSell corporate page pops under the current page. Cool, eh? Should you decide to close off the **Make Your Site SELL! 2002** window, SiteSell still gets one more opportunity to make the sale!

Despite a growing outcry against pop-ups, they remain in use for one very simple reason...

They generate results. They work.

The pop-under page at SiteSell often generates multiple purchases. Since we've used a pop-up window to advertise our affiliate program, we've increased our subscription rate 10-fold. If we drop the pop-ups, our sales decline as do the number of new recruits to the affiliate program.

Take-home lesson?...

Actions speak louder than words. If it makes good business sense for you to use pop-unders on your site, please do so.

Although you may alienate some visitors with a "pop-up" (research shows that the more technically-oriented your audience, the more pop-ups will annoy them), you can guarantee that all have at least seen and considered a subscription to your e-zine. Again, measuring the success or failure of your "pop-up" is easy enough...

Establish your daily sign-up rate without the "pop-up" window. Add a javascript pop-up subscription offer, and run it for an appropriate length of time. Compare the daily sign-up rates. Keep the "pop-up" or lose it, accordingly.

SBI! gives you the functionality to build a pop-under window for your home page...

When you "Edit" your home page, you'll be able to select a page to pop-under. In most cases, you will pop-under the page that you create that is dedicated to selling your e-zine (as outlined in the previous section). But it can be any type of page you wish. (For a quick refresher on the process, **revisit the Edit Your Home Page section.**)

SIDEBAR

We built-in a "once-per-session" cookie so as to not distress your visitors. After all, how generous do you feel after being asked for an e-mail address a half a dozen times?

This next part is about using pop-up multiple windows. If this is not of interest to you, **please continue to the next sub-chapter.**

POWER USER TIP...

There are sometimes legitimate reasons for popping up multiple windows. Suppose for instance, you have a TIER 2 page that is out-performing your home page as the entry point to your site. Suppose, also, that this TIER 2 page does such a great job of

PREselling your merchant partner that most visitors never make it to your home page -- they follow your recommendations to that partner's site. So they never get the "pop-up" recommending your great e-zine.

In this case, you'll need to use some free third-party code. Here's the process...

STEP 1 Open up a new **ASCII-formatted text document**. For windows, **NotePad** works perfectly (which is **not** the case with Microsoft Word!) Mac users can use **SimpleText.** Then visit this site to select your **free** source code...

WebAbstract JavaScript Site
http://wsabstract.com/script/script2/popunder.shtml

STEP 2 Use this code into the text document you just opened...

```
<script>

//Pop-under window- By JavaScript Kit
//Credit notice must stay intact for use
//Visit http://javascriptkit.com for this script

//specify page to pop-under
var popunder="http://yourdomain.com/your-ezine-signup-page.html"

//Pop-under only once per browser session? (0=no, 1=yes)
//Specifying 0 will cause popunder to load every time page is loaded
var once_per_session=1

///No editing beyond here required/////

function get_cookie(Name) {
  var search = Name + "="
  var returnvalue = "";
  if (document.cookie.length > 0) {
    offset = document.cookie.indexOf(search)
    if (offset != -1) { // if cookie exists
      offset += search.length
      // set index of beginning of value
      end = document.cookie.indexOf(";", offset);
      // set index of end of cookie value
      if (end == -1)
        end = document.cookie.length;
      returnvalue=unescape(document.cookie.substring(offset, end))
    }
  }
  return returnvalue;
}
```
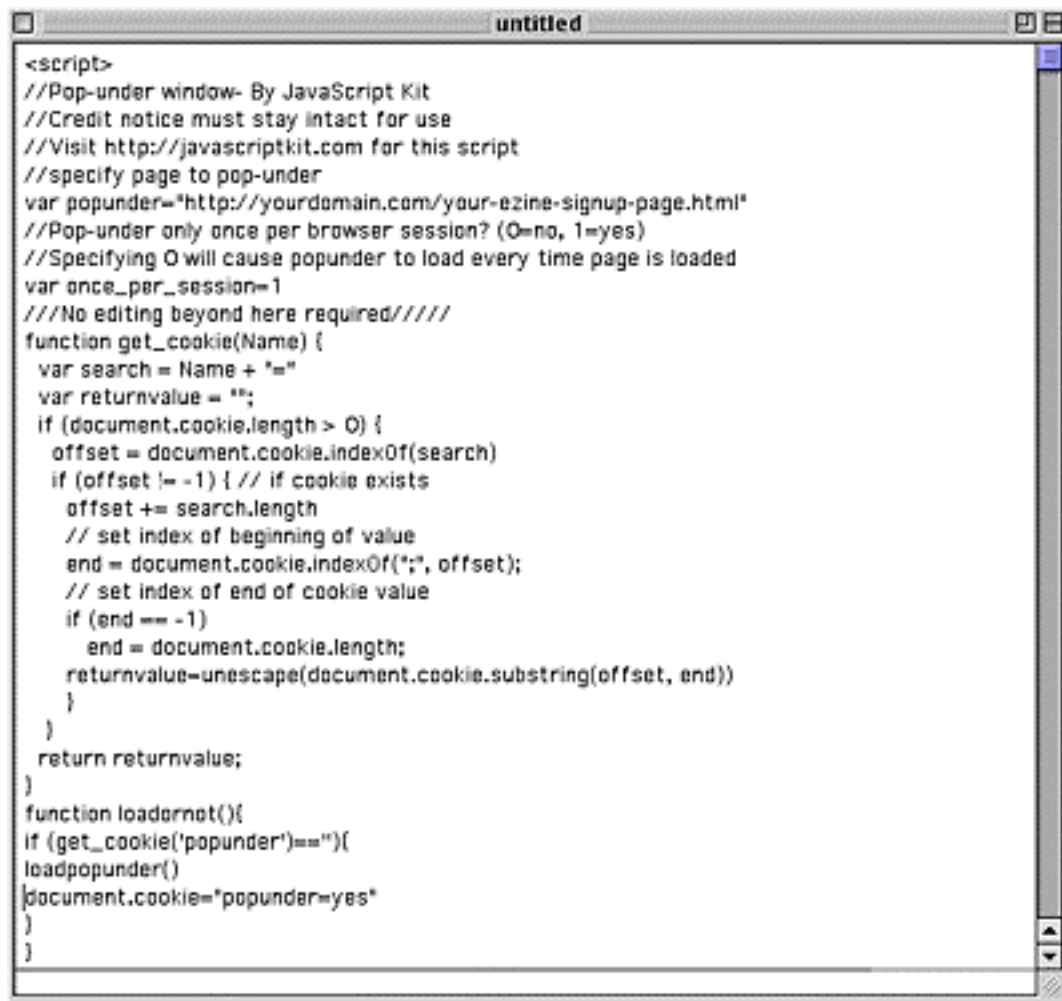
... and prepare to make a minor customization . See where it says... var popunder="http://yourdomain.com/your-ezine-signup-page.html" (I've circled it for you)...

```
<script>

//Pop-under window- By JavaScript Kit
//Credit notice must stay intact for use
//Visit http://javascriptkit.com for this script

//specify page to pop-under
var popunder="http://yourdomain.com/your-ezine-signup-page.html"

//Pop-under only once per browser session? (O=no, 1=yes)
//Specifying O will cause popunder to load every time page is loaded
var once_per_session=1

///No editing beyond here required/////

function get_cookie(Name) {
  var search = Name + "="
  var returnvalue = "";
  if (document.cookie.length > O) {
    offset = document.cookie.indexOf(search)
    if (offset != -1) { // if cookie exists
      offset += search.length
      // set index of beginning of value
      end = document.cookie.indexOf(";", offset);
      // set index of end of cookie value
      if (end == -1)
        end = document.cookie.length;
      returnvalue=unescape(document.cookie.substring(offset, end))
      }
    }
  return returnvalue;
}
```

Replace that with the name of the page that you created specifically to sell your e-zine (or whichever page you wish to pop-up). Be careful not to alter anything else.

Just change the **"yourdomain.com/your-ezine-signup-page.html"** with the name of your page.

STEP 3 In order to ensure this JavaScript pop-under works with **Site Build It!** tool, you'll need to eliminate all the carriage returns from the document. In other words, you need to eliminate the spaces between lines (with the **BackSpace** button on the PC, or the **Delete** button on the Mac). Below is the finished example...

```
untitled

<script>
//Pop-under window- By JavaScript Kit
//Credit notice must stay intact for use
//Visit http://javascriptkit.com for this script
//specify page to pop-under
var popunder="http://yourdomain.com/your-ezine-signup-page.html"
//Pop-under only once per browser session? (0=no, 1=yes)
//Specifying 0 will cause popunder to load every time page is loaded
var once_per_session=1
///No editing beyond here required/////
function get_cookie(Name) {
 var search = Name + "="
 var returnvalue = "";
 if (document.cookie.length > 0) {
   offset = document.cookie.indexOf(search)
   if (offset != -1) { // if cookie exists
     offset += search.length
     // set index of beginning of value
     end = document.cookie.indexOf(";", offset);
     // set index of end of cookie value
     if (end == -1)
       end = document.cookie.length;
     returnvalue=unescape(document.cookie.substring(offset, end))
     }
  }
 return returnvalue;
}
function loadornot(){
if (get_cookie('popunder')==""){
loadpopunder()
document.cookie="popunder=yes"
}
}
```

Notice how there are no spaces between any of the lines? Perfect!

STEP 4 Login to your Site Build It! account. From the **Site Build It! SiteBuilder,** select the page you wish to install the pop-up on from the "Select a Page" drop down menu.

STEP 5   Select the modified script you've just prepared, and cut and paste directly into the Body Copy text box, just ahead of your first sentence...

?	**Page Title:**	Diet - Supplement - Review - Xenadrine, CLA, Ap
?	**Keywords:**	dr atkins, meal replacements, myoplex, xenadr
?	**Description:**	Diet reviews, supplements, weight loss produc
?	**Headline:**	Got Weight Loss or Fitness Questions? We've

?	**Body Copy:**	`<script>`
		`//Pop-under window- By JavaScript Kit`
		`//Credit notice must stay intact for use`
		`//Visit http://javascriptkit.com for this script`
		`//specify page to pop-under`
		`var`
		`popunder="http://www.diet-supplement-revie`
		`w.com"`
		`//Pop-under only once per browser session?`
		`(0=no, 1=yes)`
		`//Specifying 0 will cause popunder to load`
		`every time page is loaded`

Hold on, we're almost there.

STEP 6 After you put the JavaScript into the text box, scroll **slowly** through the script one last time, checking for any carriage returns you may have missed, or were added during the process. Remove these as well. Finished? Great, now it's time for testing...

STEP 7 Press the **Preview It! button.** You should see your "Subscribe to my e-zine page" pop unobtrusively under the page you selected. If you don't, there are only two options...

• You did not eliminate all the carriage returns. Return and re-review.

• In your modifications, you somehow altered the code. Start over with a fresh "unaltered" version of the pop-under code and repeat the steps.

Pop-up working? Great! You're cooking with gas. Of course, you are not really finished... remember to measure and track your results.

11.1.7. Develop a Format... and Stick with It

We will discuss how to develop a template for your e-zine **in an upcoming section.** Readers like **familiarity and predictability** when it comes to e-zines. If you vary your format radically every issue, you'll be harder to recognize.

So develop a template, and stick with it. Make only minor, incremental changes every now and then, saving your last issue as the template for the next one. Here's a quick list of things to address in your format -- we'll cover these in more detail later.

413

1) Subject, including Issue Number, Date

2) Small logo, colors of "paper on background"

3) First text block -- start off your zine with a catchy benefit-oriented slogan. For example, under your Cactus Gardening logo, you might type into your first text block...

"Prickly Issues, Creative Solutions"

4) After that, experiment with a **combination of text blocks, line breaks and divider lines,** so that you can deliver the following "starting information"...

        i) Unique Selling Proposition -- a paragraph that stresses the key benefit(s).

    ii) A promo pass-along -- something like this...
        If you like this e-zine, please do a friend
        and me a big favor and "pay it forward."
        If a friend DID forward this to you and if
        you like what you read, please subscribe by
        visiting...
        (Then add a link to your page that promotes your opt-in newsletter.)

5) Date, Issue number (you did it in the subject, now repeat it in the body)

6) Table of Contents -- show your reader what you're covering in this issue. Provide tantalizing "read me" headlines in your TOC.

7) From this point, experiment with **headline blocks** to start each section, dividers, and line breaks.

8) Yay! **The content!**

9) Finally, you might want to add **one more text block,** before we add the closing information (unsubscribe, etc. -- details a bit later) for your readers. This text block could include anything, for example...

```
Comments? Ideas? Feedback?
Let me have it, right between the eyes!
Please reply to this e-zine.
I'd love to hear from you.
Just reply to this zine and
tell me what you think!
```

Good job! You're done!

Make sure to save that as a template for future zines, so you don't have to do it all over again.

11.1.8. Write Right... In Your Unique Voice

Any netrepreneur worth her salt knows the importance of publishing a newsletter.

It's Web Commerce 101.

Everybody publishes an e-zine now. Unfortunately, not everybody can write the riveting, compelling copy every e-zine needs to survive. There are numerous reasons why. Some folks don't have time. Others simply aren't gifted writers.

If you fall into the latter category, learn to write... fast. The single, fastest way to learn...

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

Since you're writing about a passion, something you know, I assume you know the material. Master the relatively simple art of finding your own voice, one that connects you to your reader.

It may take a bit of time, but it's a skill you need. After all, how many of those "one size fits all" e-zines do you delete automatically?

My point, exactly.

And, if you happen to be one of those lucky enough to be able to bang off reams of high-quality content...

There's **BIG** demand for your work. **Quality content is a valuable resource.** There are more newsletters than there are creators of good newsletter content. Good news for you!

You can trade your knowledge and copywriting skills for site traffic and credibility. How?...

Post articles to various online locations that provide free content for newsletter publishers. If someone wishes to use your article, they must include your short **sig file** at the end of the text.

At this point, you're hoping...

• the newsletter, where your article is being published, isn't one of those "one-size-fits-all" newsletters that you just deleted a few paragraphs ago.

• your article creates enough interest that readers visit your site.

While it's unlikely that your visitor counter will spiral out of control, your name and URL will be in front of a ton of new eyeballs! If your articles are outstanding, of course, this could snowball out of control, **causing a stream of...**

... traffic to your Web site!

And instant credibility, too. If you're starting out and looking to **build your mailing list and your reputation** -- this is the easiest way to do it!

Best of all...

It's free!

Post articles to...

EzineArticles.com
http://www.ezinearticles.com/

Aracopy
http://www.aracopy.com/ara_index.cfm

http://zinos.com/cool/zinos/submitarticle.html

11.1.9.   Formatting Newsletters In HTML

As you'll see below, **Site Build It!** automatically sends out your e-zine in both HTML and text formats. Most e-mail software now interprets HTML correctly, so that's what most of your subscribers will see. (If not, your subscriber gets the text version). Since HTML is so important, let's discuss it briefly here. We'll continue with the "how" (it's easy, very similar to **SiteBuilder**) **later on in the Guide.**

HTML formatted e-zines are more visually appealing, effective and dynamic than plain text e-zines. But folks get carried away, including all kinds of bells and whistles. Remember this...

An e-zine is a letter... a **newsletter**, from you to your subscribers. So keep it simple, conservative. Unless your material is necessarily highly graphic-intensive (ex., "Travels through the Caribbean Zine"), keep it simple, and relatively graphic-free.

E-mail software incompatibilities are slowly disappearing**.** There are still some, though, that don't interpret HTML (some AOL and older e-mail software) don't display it at all. Isn't that grand?

That's why **SBI!** automatically translates your HTML newsletter into a text version. If your subscriber's browser does not read HTML, we send the text version.

There are a few other problems with HTML zines for you to keep in mind...

• Formatted e-zines with graphics will be difficult to view offline for anyone with **dial-up access**. The dialup **will try to access the Web every time your subscriber tries to read it.** (The graphics reside on your Web site.)

• HTML newsletters are **significantly larger (in kilobytes)** than their plain text counterparts -- another detriment for the dial-up user.

As usual, all the rules of good copywriting apply. Remember that your recipient is viewing your newsletter in a very confined page! Leave lots of white space, plenty of "scannable" headlines. **Do everything you can with your e-zine to allow reading to flow properly.**

Whenever possible, draw your subscriber back to your Web site for full details or the complete article. Use benefit-oriented "teaser headlines" **to get the CLICK!**

11.1.10. Freebies -- Your Chance to SELL!... or SMELL!

If you can, it's a good idea to entice visitors to sign up for your newsletter by offering a freebie of some sort. The greater the **perceived value** of the freebie, the more effectively you'll be able to solicit subscribers with it!

Some examples of popular freebies? Sure...

E-books, especially those with an attractive cover, always draw attention. **Special reports, insiders' tips, and e-courses** work wonderfully as well. If you're the adventurous type, you can always buy the **resale rights** to a product and provide that to your visitors. **Paul Crane** (**Site Build It!'s** **Product Manager**) pays a monthly fee to host fitness-related software on his site...

Ultimatefatburner.com
http://www.ultimatefatburner.com/

He effectively uses the "gift" to tantalize visitors into becoming new subscribers. And, as an extra time and expense bonus, he didn't have to develop the software himself!

Of course, **FREE** does not mean that your freebie should be cheap or ill thought-out. This offer will often be your customer's **first true experience** with some kind of product from your company -- yes, even if it's only your newsletter you are promoting.

Do you want your customer's first exposure to you (beyond the Web site) to be a negative experience? Or would you rather that she marvel out loud...

"Wow! If that's what their FREE products are like..."

Think about it. You're on my Web site, interested in my content and close to subscribing, but a bit unsure. You check out the freebie. It's lousy. What's your next move? **Yup...**

      ... Bye-bye subscribe.

What a shame! You convinced your customer to exchange her e-mail address for your freebie. **Then, just when you had the chance to shine, you convinced her that your products are poor.**

Of course, by tempting your visitor with a freebie, you're actually working to fulfill your back-up **MWR.** But don't expect the freebie to do **all** the work for you. These days, most marketers "in the know" offer something to their visitors in exchange for an e-mail address. So don't expect your goodie to leave your visitor breathless in anticipation. Chances are she has seen plenty of "free offers"... and has been stung by plenty of inferior ones! Really work to establish the perceived value of your freebie.

How do you do that?

You have to **SELL** your offer. **Explain the benefits, fire your BIG gun, and most important of all...**

... Use riveting copy.

In addition, explain to your visitor that she becomes one of a **select few** to obtain your freebie -- it's **not** an offer that is open to anyone else. Show concretely that you value your visitors. Offer a freebie that is **worth** their consideration. Accomplish that and you **will** get new subscriptions.

SIDEBAR

The up-coming **SBI!-E (Site Build It! E-Goods)** will include the ability to upload and distribute files from your own site. Does this mean that you can't offer a freebie to your visitors now?

Hardly. Chances are your **ISP (Internet Service Provider)** provides you with anywhere from 5-10 megs of storage space. Create your digital freebie, host it on your ISP's server, and link to it from your **Site Build It!** site.

Presto! You have lift-off!

11.1.11. Give, then Take

Your e-zine must deliver a WIN-WIN for you and your customer.

First, it must deliver great **content** to your customer.

Second, it must increase your chances of ultimately getting your **MWR.**

Third, it must cost you **nothing** to make and distribute if your price tag is **FREE** (which it should be).

A word about content...

A quality Back-Up Response Product must contain excellent content. Here's why...

• **It impresses people** with your expertise and ability to deliver. You build credibility. If you're selling a service online, this goes double. Suppose your **SBI!** site sells your **corporate management services...**

... in the beautiful tax haven of Anguilla.
Think they'll do business with you, just on the basis of visiting your site?

419

As my British buddy would say... "Not bloody likely, mate!" (Sorry, he's rather rude.)

But what if you delivered a monthly e-zine, with great content about doing business in Anguilla?   What would your e-zine do?...

• **It would build the habit of dealing with you.** Every month, there you are, friendly as pie, helpful with great info... and obviously, an authority!

• **It would make your prospect like and trust you** -- they feel good about you, confident.

• **It would develop feelings of obligation.** Since they keep getting free, quality stuff from you, when it comes time to do business, it will be from you, not a competitor.

Of course, never forget the target... get the **MWR. To get the MWR, first we have to give (great content).**

But do not let your **Backup Response** become a **one-way street, where you just give, give, give.** You must weave in reminders that **you want their business,** or your customers will just fall into the habit of receiving great content... free. After a while, they just take, take, take, while you give, give, give. They don't even thank you anymore!

So...

1) Always tie the content back to your MWR. But be subtle.

2) Provide excellent content, but make it clear where the "best stuff" is (in your **MWR,** in case you were wondering). This is a thin line to walk.

A **PROFITABLE** e-zine not only gives, **it takes.** It should directly increase your chances to **get your MWR.**

Give, then take.

As long as you "take" with class and subtlety, your customer won't object. He understands that there is a trade-off, as long as it's done in style. If he does object, he's not a customer.

He's a...

... raccoon -- the kind that comes for the free eats, then leaves without even saying thank you.

11.1.12. Attracting and Buying New Subscribers

Got all the bugs worked out of your newsletter? Delivering a high-quality information-rich resource bang-on every two weeks? Good! Now it's time to take a few extra steps to get those subscribers flocking to your doorstep...

List your newsletter in major e-zine directories on the Web. You'll find these work much the same way as the main directories (LookSmart, Yahoo! and The Open Directory). Drill down through the categories and sub-categories to find the best place and submit your newsletter to the most appropriate section of the directory.

Generally, there are two types of e-zine directories...

The free resources, where everybody and everyone can list their e-zines for nothing. These include...

Ezine-Universe.com
http://ezine-universe.com/search/getlisted.html

eZINESearch
http://www.ezinesearch.com/search-it/ezine/ezine-add.html

For a **comprehensive listing of both paid and free e-zine directories,** visit...

List Resources.com
http://List-Resources.com/

Of course, you may not wish to take the time to submit your newsletter to all the most popular directories. If so, **Paul Knapp** will hand-submit your newsletter to 71 of the most popular e-zine directories and 14 of the biggest e-zine announcement directories with his service...

Newsletter Promote
http://www.newsletterpromote.com/

Or, download a free demo copy of **Jason Potash's EzineAnnouncer...**

EzineAnnouncer
http://www.ezineannouncer.com/download.html

With over 700 newsletter-related sources for you to investigate, **EzineAnnouncer** is the newsletter publisher's indispensable friend!

And there's a **pleasant bonus** when you market your newsletter. Not only will you build your e-publication, you will build **more traffic to your site** (if you provide a link from your subscription page to your home page). On top of that, you will also generate some all-important link popularity... which is always a good thing!

Submission Tips...

Try some tinkering first. Do a search for your most important keywords, and note from which categories the returned results are coming. Check for keywords in the TITLE and the DESCRIPTION, as well. Remember, your subscriber is most likely to find you as a result of a **keyword search.** So do your best to ensure your site is listed for that particular keyword(s).

Keep in mind that your DESCRIPTION is the only impression a directory visitor will get of your e-zine, so make darn sure you **SELL** it!

SIDEBAR
Review how to submit to directories. Remind yourself about the basics of effective directory submission **BEFORE** you submit your newsletter to any of these resources!

Bottom line on the e-zine directories?

It depends.

OK, OK...

... Call me Mr. Waffler!

If your e-zine is about a popular topic which is likely to generate many keyword searches, and you've listed your site properly (with a compelling DESCRIPTION),

there's no reason why these directories shouldn't bring a constant trickle of subscribers to your newsletter.

Of course, if your newsletter is about a highly specific niche topic, your major concern will be listing in directories that receive enough traffic to generate keyword searches for that topic.   It's ideal if you can find a directory dedicated to a category that includes your theme. Visit the directories, with **Alexa** enabled, for your best chance to network to related sites.

All in all, if you can hit the major e-zine directories in an hour or so, it's not a bad way to spend your time. Just be sure to do your homework. **Learn how to submit properly, or you'll get...**

... nuttin'.

To spread the word even farther, submit your newsletter to **announcement mailing lists.** A brief description of your newsletter will be sent to subscribers who have requested to be notified when new e-zines (within their area of interest) are published. There is a ton of low-quality mailing lists in existence, so it's best to focus only on the better ones...

New-List
http://www.new-list.com/

Yahoo!Groups
http://groups.yahoo.com/

SIDEBAR

Whether you are presently selling your services with **SBI!** or are planning to use **SBI!-E** to sell and deliver your own e-good, you have the benefit of a much higher **ROI (Return-On-Investment)**. Subsequently, it may be well worth your while to investigate the paid co-registration and list-rental services presented below...

Check out the **paid co-registration resources,** where you pay either a flat fee for every subscriber delivered (usually it's pretty reasonable), or a base advertising rate (delivered by impressions). If possible, always stick to advertising that guarantees you results.

Some pay-per-subscriber services include **Marty Foley's...**

LeadFactory
http://ProfitInfo.com/leadfactory/

We experimented with the **LeadFactory** service and published an article about our experiences in our **SITE-SELL!** newsletter...

http://www.sitesell.com/site-sell-backissues-022.html

Other resources include...

EzineCentral.com
http://www.ezinecentral.com/

Ezine Place.com
http://www.ezineplace.com/

You can also rent an opt-in list. Some reputable companies build and manage huge opt-in lists which are divided up according to interests, demographics, and so on. You may rent a list (or a portion of a list) in order to place an ad. The only caveat for advertising in this manner is that you must be very selective in choosing a company to do business with -- otherwise there's a very real possibility that you will be guilty of spamming some or perhaps all of the recipients.

Some of the better services include...

PostMasterDirect
http://www.postmasterdirect.com/

Yesmail
http://www.yesmail.com/

Topica
http://www.topica.com/advertise/

List Partners takes a different approach to building your subscriber list. It offers a free affiliate program! Sign up, and your affiliates are encouraged to recruit new subscribers to your newsletter in exchange for cash or free advertising...

List Partners
http://listpartners.com/

11.1.13. How a Free-zine Can Become An Income Generator

If you take the time to build a quality newsletter with a large, targeted audience, you also get an added bonus...

An income opportunity!

I'm talking about **selling...**

                ... advertising space in your e-zine.

How much you charge for advertising will depend on several factors...

• **size of the list** (you may charge a bulk fee, or per individual). Generally, you'll need a mailing list of at least a 1,000 readers before you can expect to generate any advertising revenue.

• **focus of your newsletter** (are your readers highly targeted?)

• **affluence of your audience** (does your newsletter attract single professionals with big disposable incomes?)

• **subject of your newsletter** (are you reviewing cookie recipes, or publishing high-end software reviews to engineers?)

• **quality of the content** (is it well written, informative, unique?)

• **attractiveness of the layout**

• **amount of advertising you sell in each e-zine.** You have probably received e-zines with a two paragraph article, followed by two dozen ads. How effective do you think those ads are? How long was it before you unsubscribed? Quality newsletters only have a couple of paid sponsors per issue. This increases the **value** of the advertising for both the vendor and the buyer!

SIDEBAR

Not so long ago, it was boom times for e-zine marketers. Advertising dollars were in abundance, as many CEOs tried to "own" this new medium. Today, however, the boom has quickly shifted to bust. Advertising dollars are in short supply, and **CPM** (**Cost Per Mille,** or per 1,000 subscribers) rates have fallen through the floor.

Does that mean you can't sell ad space for your e-zine?

No, but it does mean that unless your list is...

• extremely large (over 20,000 subscribers)

• extremely targeted

• extremely high quality

You won't generate much in the way of income from it. To begin with, focus instead on weaving recommendations for products/services and/or merchants you represent into the body of your articles. You'll reap far better rewards, **and** you'll distinguish your newsletter from all the low-quality publications out there!

One warning... don't publish an e-zine for the express purpose of making money. You won't. Your subscribers will see right through you, and will unsubscribe in an instant. Instead, publish an e-zine about a subject you love, one that is in your area of **expertise.**

Focus only on providing your subscribers with solid value. Then, when the time is right, add a few sponsor ads to your newsletter.

Bottom line?

It all comes down to three things...

• **Size**

• **Focus**

• **Quality**

Nail 'em all...

... and you've got yourself a great opportunity for some bonus income!

Ad Reps will fill up the advertising space in your newsletter. Their fees are substantial (up to 50% of the advertising revenue), and they may not work with owners of smaller sized lists. Here are a few for you to check out...

Advertising.com
http://www.advertising.com/

B2B Works
http://www.b2bworks.com/

Cybereps
http://www.cybereps.com/

Opt-Influencec.com
http://www.opt-influence.com/

OK. The crash theory course about building a great e-zine or newsletter is finished. Now it's time to create your own powerful communication and potential income-generating tool.

And like everything with **Site Build It!...**

... it's a user-friendly, easy-to-understand process...

11.2. Setting Up Your Opt-in E-zine

Ready to get started building your opt-in e-zine? **Login to the 5 Pillar Club,** and make tracks for **Site Central.** Scroll down to the **SBI! BusinessCenter** and click on the **Mailout Manager** button...

Site Build It! BusinessCenter

Getting Started		
Download Guide/Manager	Set Up E-Commerce	Set Up Affiliate Program

Activity Center		
Manual Order Entry	MailOut Manager	Download Balance: 1520 Click here to add to balance

Find and Manage				
Affiliates	Affiliate Payments	Customers	Transactions	EFT Accounting
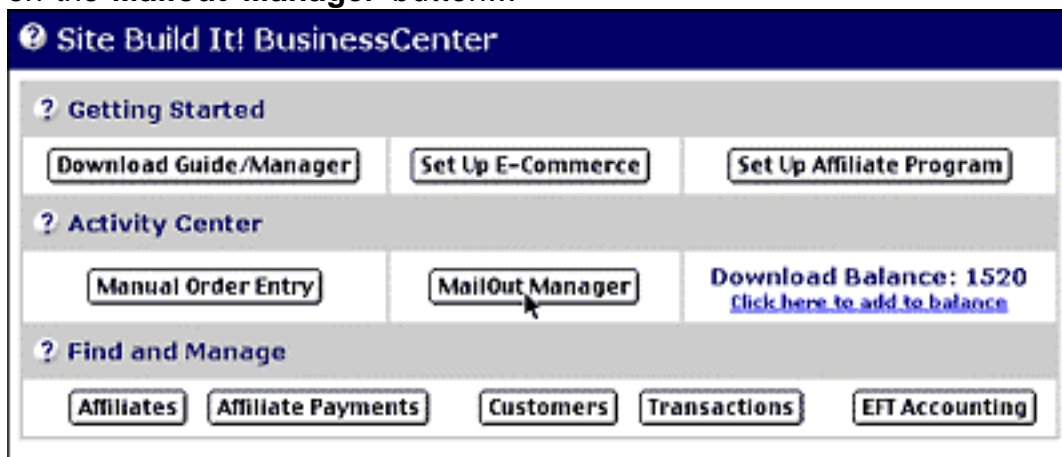
First things first. There is no point in creating a high-value e-zine if you don't have people to read it! So... how do you build an E-mail Address List for your first mailout?

The most obvious way is to offer potential subscribers the opportunity to sign up for your e-zine directly from your **SBI!** site. You can also add to your Address List manually but that discussion comes **later in the Guide.**

SIDEBAR

SBI! E-Goods owners who purchase the e-goods/e-commerce value bundle will be able to develop three kinds of E-mail Address Lists...

1) through an opt-in e-zine sign-up on their **SBI!** site (just like you have!)

2) through the sales of e-goods -- a customer's name will be automatically added to a second list -- the Product Address List-- after a purchase. The **SBI!-E** owner will have the option to mail to a list of customers for each product, as well as to all customers across all products (if the merchant sells more than one type of product). Duplicate addresses, of course, will be removed.

3) through sign-ups for their affiliate program -- the name of a customer or visitor that registers as an affiliate will automatically be included on the third and final list -- the Affiliate Address List.

A more detailed explanation about **SBI!-E's** expanded Mailout functionality is available in a separate Guide for **SBI!-E** owners.

Before you can insert a subscription form on your KFCPs or as a pop-up off your home page, **SBI!** requires that your **e-zine has a name.** This critical first step fully activates the MailOut module and begins the publishing process (and this all starts with a click of the **Mailout Module** button, remember?).

So fire up those creative neurons in the right-side of your brain and...

11.2.1. Name That Tune... Er... E-zine

A name is a name is a name... Wrong!

Finding the best name possible for your e-zine is critical. Your e-zine is a "calling card" that lands in your subscriber's mailbox at regular intervals. It is a **direct reflection** of you and your business -- **a branding tool,** in other words. Everything about your e-zine (including its name) must be top-notch.

Try to make the name...

1) short and catchy -- create something that will stick in your reader's mind. Remember, most folks receive more e-mail than they sometimes want in a day. Pick an original and perhaps idiosyncratic name for your publication. Anything that makes your subscriber go...

"Oh, yeah, I remember signing up for that!"... will help you escape the dreaded delete key.

2) descriptive -- provide a hint for potential subscribers about what they can expect from your e-zine. Pique their interest and curiosity levels enough to sign up.

3) relevant to the content of the e-zine -- be consistent and focused throughout your e-zine, from the top down. Nothing turns off readers faster than confusion and tangents. They subscribed for high-value information that they can use in their daily lives. Don't disappoint them!

With these guidelines in mind, do this quick brainstorming exercise to create the best name possible...

STEP 1 Write/type a short profile of your e-zine (its goals, type of content, target market, style, etc.).

STEP 2 From this profile, choose 5-6 keywords that best capture the **essence** of your e-zine. (Pretend that you are describing your e-zine to someone but you can only use 6 words to make him understand.)

STEP 3 Begin the shuffle game. **Move, change, and/or delete** these keywords until you come up with a short, descriptive, memory-jarring name that is satisfactory to you... **and** that will attract droves of subscribers.

Let those creative juices flow. You want your e-zine to stand out from the crowd. Make it unique and appealing!

STEP 4 When you have made a decision about the name, **log into the Club** and go to **Site Central.** Click on the **MailOut Manager** button. This action will take you to where you can name your e-zine...

STEP 5 Simply enter the name of the e-zine in the corresponding text box under **"Name of E-zine."** And then click on the **Name Your E-zine** button.

SIDEBAR

Pay close attention that you choose the text field opposite the **Opt-In E-mail Address List** when you name your e-zine. Only **SBI!-E (E-Goods)** subscribers have access to multiple mailing lists (that include affiliate and customer addresses).

Don't worry if you don't have your e-zine ready to "go to press." Give your e-zine a name anyway, just to make the **SBI!** system happy! (You can always re-name it later - - there's a separate re-naming function on the **MailOut Manager** page.)

Please note...

You will only see this page if an un-named e-zine exists. Otherwise, when you click on the **MailOut Manager** button at **Site Central,** you will go directly to the **MailOut Manager page.**

Great! That takes care of that all-important first step.

Now it's building time!...

11.2.2. A Subscription Invitation Not-to-be-Missed!

Once you name your e-zine (and not before -- the system is set up so that the **naming process must happen first**), you can start adding **subscription forms** into your Web pages. Think of your **subscription form** as a personal invitation to your potential readers to take advantage of your great (free!) e-zine.

There are several ways that you can present your invitation...

1) build a **full dedicated page** about the benefits of subscribing to your e-zine, such as SiteSell does for its free e-zine **SITE-SELL!** (on the **MYSS! 2002** site)....

http://myss.sitesell.com/s-ezine.html .

2) work a reference about your e-zine and a "subscribe" form seamlessly into the body of a particular TIER 2 or TIER 3 content page. For example...

Want accurate, current, to-the-point info on Net marketing? Subscribe to SITE-SELL for usable value-packed information and strategies that will multiply your site's sales.

Enter Your Email Address

Then

Subscribe to SITE-SELL!

Don't worry -- your e-mail address is totally secure. I promise to use it only to send you SITE-SELL!.

3) provide a **text link on every content page** to take your visitor to the right place to sign up for your wonderful e-zine. It can be as simple as... **Click here to subscribe to SITE-SELL and stay ahead of the pack!**

4) have a pop-under off your home page that you created specifically to get the opt-in subscription.

5) include an e-zine button on your **NavBar** to facilitate quick access to your subscription page.

The key, as discussed earlier, is to provide your visitors with **lots of opportunities** to sign up. If they only see it once, the impact is minimal and the chances are high that your subscription form won't even register on your visitors' mind.

Remember, surfers skim. Get on their radar.

Ready to be seen? It all happens with **SiteBuilder** at **Site Central (login to the Club)**.

Let's say, for example, you want to include a subscription form within the content of a brand new TIER 2 KFCP. You'll do that via an **Opt-in E-zine Block** which you'll access from within the page-building process.

Of course, you're not limited to soliciting subscriptions only from your TIER 2 KFCPs (although that is my recommendation). You can insert **subscription forms** wherever you like! More on this to come.

STEP 1 As usual, your first step is to compose the content for your new page in a **text editor** (NotePad -- Window users, or SimpleText -- Mac users). You want to elicit e-zine sign-ups from within this page so focus on SELLING your free e-zine to your visitors **(for a quick refresher about this strategy, click here.)**

SIDEBAR

It's easier to work in a text editor than in those teeny boxes. And secondly, for security reasons, the **5 Pillar Club** "times out" after 30 minutes. Unfortunately, if you've just spent 45 minutes writing all your content into the boxes below... you'll lose all your work when you time out.

STEP 2 Click on the **Add a Page** on **SiteBuilder's** control panel...
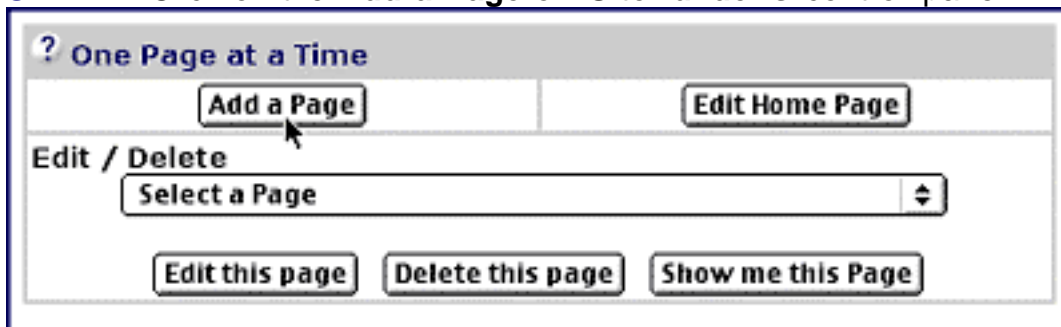
Follow the instructions and online help/strategies and build this page the same way that you did for other pages on your site -- pay special attention to the advice on "Headlines." As always, you want to score well with your visitors **and** the Search Engines!

Put the content from your text editor into the body of the page block.

STEP 3 When you are ready to insert your subscription form, use the "To insert a block here" drop-down menu to select the **Opt-in E-zine Block** option...
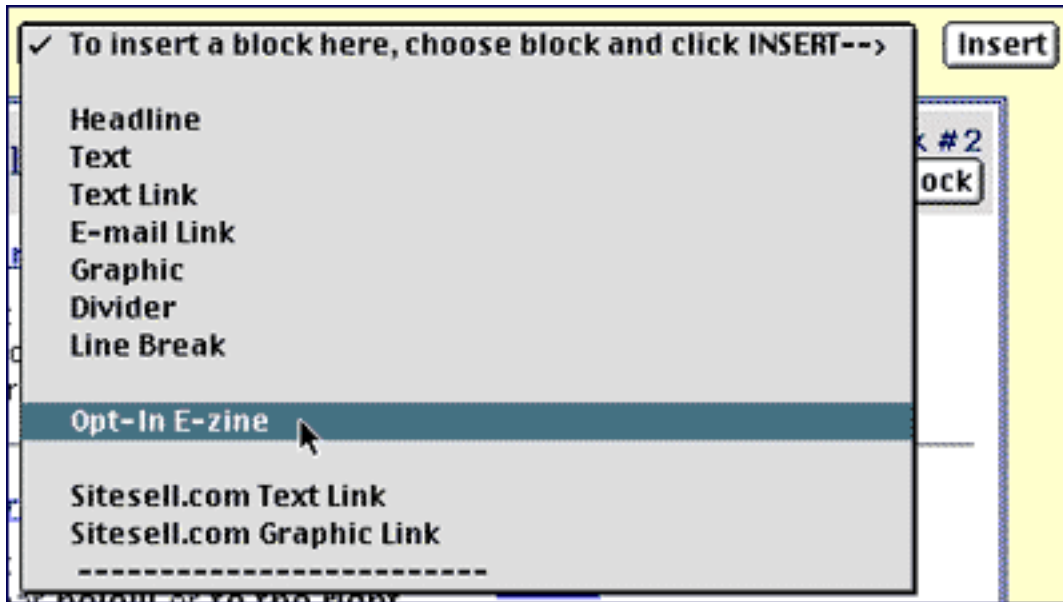
Then build this block by choosing your options....

The two critical pieces of data that you need for a successful subscription process are your **visitor's name and e-mail address.**   There are a couple of ways that you can set up the data entry boxes. You can either make the label short and sweet -- "E-mail Address"-- if you want the subscription block to be in the left margin of your page... or longer -- "Enter your e-mail address here" -- if you are planning to put it into the body of the page. (See below for more details.)

The key is **clarity** -- design it so that your visitor will know **exactly** what to do. Without that prized e-mail address, your information-packed e-zine stays with you. And it sure will get boring if you have to read your e-zine **over and over again...**

...as the sole readership base!

Where you want the data entry box located is also your decision. For example, if you intend to place a data entry box in the **left hand margin** of your Web page, you might consider clicking on the **Below** radio button...
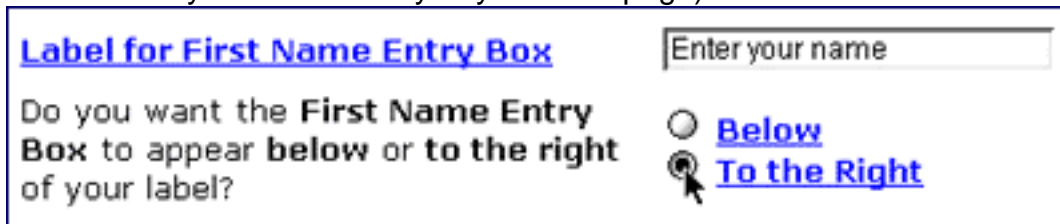
... to achieve this appearance...

OR... if you choose **To the Right** button (this style works well if you intend to center the data entry box in the body of your Web page)...
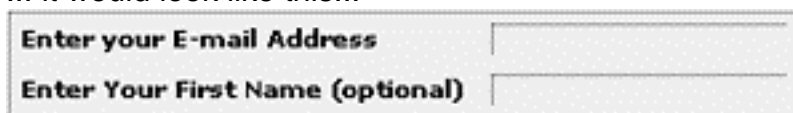
... it would look like this...

There is one final decision to make and this involves **where** you want the subscription form to be **on this page.** The drop-down menu provides a range of options...

Choose one for the time being, knowing that you can experiment with possible locations until you are satisfied.

Important tip ➡ If you're using a NavBar, consider including a subscription form above or below it on each and every page. You could also blend a form naturally into the page text at some point.

SIDEBAR

If you have opted to **not** implement a NavBar on your site, your e-zine subscription form will be at the top of the left margin .

STEP 4 Click on the **Preview** button to see if you like the results.

STEP 5 Finish building your page, and if everything's a go (don't forget to use the **Analyze It!** function), click on the **Build It!** button.

Feel free, of course, to use **one or two** Opt-In E-zine Blocks, on the same page. After all, you are the designer!

Don't worry! I didn't forget about the pop-under window option off your home page.

Yup, **Site Build It!** now allows you to select a page to pop-under the home page as it loads. (To prevent abuse, this pop-under functionality is limited to the home page **only.**) This gives you the unique opportunity to present your visitor with your most important offer in a non-intrusive fashion.

That offer could be a particularly **effective KFCP that generates plenty of sales** for a merchant partner (and commissions for you)...

... or it could be your **dedicated e-zine subscription page** (which I highly recommend)...

... or, if you're planning to use the upcoming **SBI!-E** to sell and digitally deliver your own e-good, it could be your **"Join Affiliate Program" page.**

As always, the choice is up to **you.** Consider all the options, and make your decision wisely.

After your decision, it's time to test and track! Ensure your pop-under is generating results, and not irritating your visitors. Experiment with different pages, and stick with what brings in the greatest results.

The physical nuts and bolts of implementing a **pop-under page on your home page** is very simple...

In **Edit Your Home Page** section of **SiteBuilder**, just select the most appropriate page from the drop-down menu found at the bottom of the page. Make your selection, click **"Build It!"** and voila...

> ? Do you want to pop a page **UNDER** the home page as it loads? If so, please select **which page** should pop under the home page, from this drop-down menu of pages:
>
> ✓ Subscribe to Advanced Planning E-zine
> Become an Affiliate
> Thank You exit page
>
> [Preview It!] [Analyze It!] ? [Build It!] [Priority Build It!]
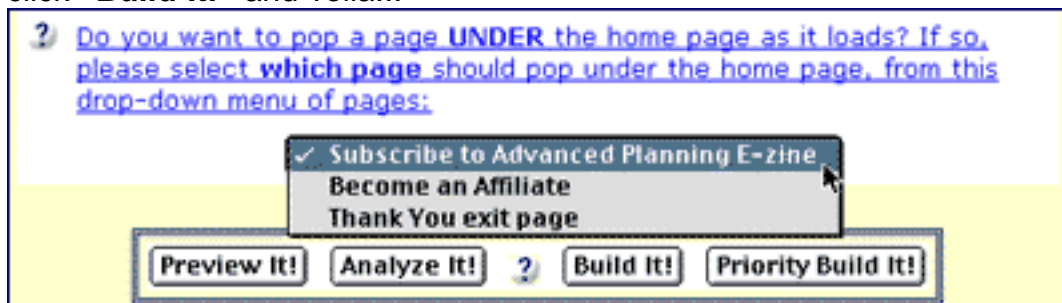
You're the proud owner of a new pop-under page!

SIDEBAR

The first time you build your home page, you will **not have** the option to add a pop-under page to your Web site. Why? Because the home page is always the first page to be built, and at this time, there are **no** pages to appear as a pop-under. After you've added some, return to the **Edit the Home Page** section -- and **then** you'll receive the option to add a pop-under page!

Now you are ready to officially announce your new status as an e-zine publisher. Congratulations! Don't worry if your e-zine isn't written yet. Start building your database now while you are working on developing the format and content of your e-zine. Each visitor that subscribes will be a great **motivation-booster** for you to finish the job. One caveat though...

The longer you wait before providing your subscribers with that crucial first issue the more likely they are to forget you... forget that they had signed up... or forget what compelled them to subscribe in the first place. **So don't wait too long!**

Best of all, your new subscribers have no way of knowing that you are still in the construction phase -- they are just impressed that you are offering an e-zine!

Anticipation is positive!

11.2.3.   Sign up Here!

Collecting subscriptions from your site is an uncomplicated process...

Once a visitor fills in the e-mail address box (and/or first name, if required) and hits the **Subscribe** button, s/he next sees either a successful subscription page or the opposite, an error page. Errors can happen easily. For example, someone might mistakenly type in a comma rather than a period (mjones@timberframe,com).

"Success" leads to the next step... **confirmation** of the subscription. This next part of the process is essential...

11.2.4.   The Importance Of The Double Opt-In Process

To prevent **spamming** and/or to prevent people from giving other people's names and addresses **without consent,** your visitor must confirm his or her subscription. This is known as the **"double opt-in"** approach.

Here's how it works...

The potential subscriber receives a "Request for Confirmation" e-mail after signing up on your site. Within the body of this e-mail, the subscriber clicks on a link that will officially add his or her name to the Opt-In E-zine Address List. (And at the same time, **SBI!** notes whether to send the e-zine to the subscriber in text or HTML, depending on the specific e-mail software. Very sleek!)

A **non-confirmation** (i.e., she does **NOT** click on the link) means that the person...

• **does not want to receive your e-zine** -- perhaps she changed her mind, or forgot why she subscribed initially. Not a good prospect, in any event.

• **was subscribed by someone else, without permission** -- as a joke, or to cause trouble with the merchant, or to set up a potential lead, etc. The double opt-in keeps you (and all **SBI!-ers**) out of trouble.

• **was signed up as the result of a random mechanical selection process** -- for example, by an independent-acting virus that has the ability to indiscriminately add people to an e-mail list (without their knowledge). Ditto my comment from above.

Although adopting a **double opt-in** policy inevitably means you will grow your list more slowly than a marketer using single opt-in approach, there are several reasons why it is prudent to adopt such a strategy in the new millennium.

1) A **double opt-in** policy builds a **truly qualified, high value list.** Do not be concerned about losing a few subscribers through the **double-opt-in** process. The confirmation step ensures that your subscribers are **interested in you and your**

product or service. By utilizing a **double-opt-in** process, you build a superior quality list without the possibility of any spamming headaches.

2) A **double opt-in** policy establishes your credibility with the subscriber, and emphasizes the value of your publication. It's a great way to demonstrate that you are not simply paying lip service to a SPAM policy, but have taken concrete steps to prevent it.

3) Spam continues to **increase in volume,** as do the average surfer's **intolerance** for it. In other words, it's a much better strategy to utilize a **double opt-in** policy than to risk having an overzealous surfer report you to one of the many policing servers for what they perceive to be spam. It may well have been an honest mistake.

All extremely important points!

SBI! gives a visitor who was does not want to be a subscriber the ability to "blacklist" an e-zine so that s/he won't receive a confirmation request again. The link is found within the confirmation e-mail. (This decision is **reversible** at any time, by the way. How-to instructions are also included in this e-mail).

SIDEBAR

All the e-mail communication above is taken care of by the **SBI! MailOut Manager. No action is required on your part.** Now that's the kind of freedom that automation provides!

... **Thumbs up!** Your subscription form will help to grow a great e-mail address list for your opt-in e-zine. Now it's time to learn how to create, sendout and manage your e-zine...

11.3. MailOut Manager Page

Familiarize yourself with all the functions of the Mailout Manager so that you can use them on an "as needed" basis.

The Central Management Hub is the **MailOut Manager** page. **SBI!** streamlines all operations so that there's no "drag" on your time.

The **MailOut Manager** enables you to...

1) Send Mail to an E-mail Address List

2) Add subscribers to an E-mail Address List

3) Export E-mail Address List

4) Change or Unsubscribe an E-mail Address

5) Get MailOut Stats

6) Get History and Archives

7) Rename Your E-zine(s)

8) Redirect Catchall E-mail

In addition, your MailOut package includes the ability to send **5,000 e-mails per month.** If you do not use them in one month, that amount can be carried over and added to the next month's.

SIDEBAR

Should you require the ability to send more than 5,000 e-mails in any given month, you can add e-mails to your account at any time for a small additional charge. This charge is less than all e-mail competitors. The goal is to provide a quality service at a minimal charge.

One final note about this page. I must repeat... **SiteSell is very serious about SPAM** and will act upon any complaints. Please take a few minutes to review the SPAM policy and understand **what will happen** if SiteSell receives a complaint about your mailout.. They are located in **Site Central…**

1) SiteSell's anti-spam policy

2) How SiteSell investigates complaints

3) Guarantee and Warranty

To access to the "control panel," simply click on the **MailOut Manager** button in **Site Central (in the 5P Club) and PRESTO! ...**

| Select List | Choose Your List... | ⬧ | then... |

Send Mail to an E-mail Address List — **Send Mail to List** — Your current balance is <5000>. Click here to add to balance.

Add subscribers to an E-mail Address List — **Add subscribers to an E-mail Address List**

Export an E-mail Address List — **Export an E-mail Address List**

As you can see, what you need is what you get -- all in one location. And just like when you were working with your Look and Feel, **each time you click on any button, your 30 minute time allowance is renewed.** Please be sure not to stop in the midst of the process for a long time or **SBI!** will time-out.

SIDEBAR

The only time you won't be taken to the **Mailout Manager** page is the first time you access it to name your e-zine. After that, you'll proceed directly to this page.

Important tip ➡ Your Opt-in E-zine Address List is **pre-selected** for you. You will not have to make a selection before performing any of the various functions in the **Mailout Manager.** But if you are an **SBI!-E owner,** your choices will also include the Product and Affiliate Lists. In this situation, the correct selection means that you send out the correct communication to the correct destination.

Ready to continue? OK. Let's change lens from a "big picture" view of the **MailOut Manager** to a more microscopic examination of each function within it...

11.3.1. Send Mail to an E-mail Address List

OK, you address list is already selected on the **MailOut Manager** so let's continue.

Click on the **Send Mail to an E-mail Address** button...

... which will take you to the **MailBuilder** page. Here is where you create your **HTML e-mail communication** -- the actual e-mail you will be sending to your subscribers.

  Create your own e-zine.

The **MailBuilder** process is similar to what you do when you are building a content page with **SiteBuilder.** The key difference is that now you do not need to build your document within the constraints inherent to a **properly optimized, SE-friendly Keyword Focused Content Page.**

A high ranking with the Search Engines is not necessarily part of the strategy. The main goal is to deliver **valuable** content to your subscribers (i.e., you want to **score with your readers!**)

Building an e-zine involves three stages of construction. We'll begin with the first..

FIRST STAGE OF CONSTRUCTION...

• **Set the Basics** -- this is where you enter the basic "startup" data that **MailBuilder** needs to create a new page...

As you can see you have two choices to make right away...

Question #1   Save this MailOut as an e-zine template?

It's a good idea to save a template. What's an e-zine template you say? It's the foundation and framework of your e-zine -- the formatted look and layout. No point in rebuilding a new template with every mailout, is there?

Use the **Save this MailOut as an e-zine template** feature, and your standard format/information stays consistent and you only have to plug in new content for each issue. **SBI!** automatically presents you with a "prefilled-in" template (based on the last saved template) each time you access this **MailOut** page. Conserve your time and energy! Don't start from scratch each time.

Question #2   Save this MailOut as an e-zine Back Issue?

Of course, you already know why **Back Issues** are an effective subscription-booster **(for a quick refresher, click here).** Once you click on the **Yes** radio button, a couple of things will happen...

1) The present issue (i.e., the one that you are now creating) becomes a back-issued Web page so you'll need to provide additional data...

a) File Name -- this is the HTML name you'd like to give this issue. The simplest way is to use the name and number of the issue -- the-prickly-times-001.html.

b) Keywords -- these will be inserted into the <META Keyword> tag that **SBI!** creates when it archives your back-issue. Just insert the most important keywords for this issue.

c) Description -- this will be inserted into the <META Description> tag that **SBI!** creates when it archives your back-issue. Remember, this is what SE visitors will be seeing when your site comes up, so get the click! (You are thinking about your visitors not the SEs).

2) SBI! creates a **"Traffic Cop" page** which lists all your back issues to date, and provides a link to each of them. This page gets updated each time you save each subsequent new issue as a back issue.

In order for visitors to see your back issues, you need to provide links to your Traffic Cop page. How?

SBI! automatically creates a new link in your link library called **Traffic-Cop Back Issue Page**, followed by the "name of your zine." Once you have saved your first back issue, you'll be able to access your Traffic Cop page from the **Link Block option** offered when you **build or edit any page, or create a mailout**. Anytime you want to include a link to your back issues, simply insert the appropriate link from your link block.

Sometimes, you might **only want your subscribers** and not site-visitors to see back issues. In that case, **do not provide links** to your Traffic Cop page on your site. Provide a link(s) to the Traffic Cop page in each issue of your e-zine. The online help will show you how.

Important tip ➡ The **WorldSubmitter** does submit your back-issued e-zine "page" to all the usual Search Engines, but **just once** -- just to let them know that it exists. (The point of this page is "content for humans" and not for the engines.)

If you feel an article in a particular issue would rank well with the Search Engines, you can always use **SiteBuilder** to **reformat the content into a Keyword-Focused Content page** for full SE submission, ranking and tracking.

Another action required to **"set the basics"** is to develop your e-mail's "Look and Feel." By default, the "Look and Feel" of your e-mail will be very similar to the one currently active on your Web site. This helps builds consistency and a sense of familiarity between your site and your publication.

You are, of course, welcome to customize, experiment, and dabble to your heart's content. However, the rules of good e-mail are similar to the rules of good Web pages -- don't dazzle your readers with a mishmash of colors and logos. Your e-mail communication should look like a professional letter. **Pick a clean, easy-to-read, consistent Look and Feel, and stick with it!**

The options for customization include...

To upload an **e-zine logo creation of your own,** use the **Browse** button to locate the file on your computer, and the **Upload** button to load it to your site. Please make sure your logo is **no wider than 500 pixels** -- the smaller the better actually, since it reduces the amount of time it will take a subscriber to download your publication to her computer.

Of course, not everyone's a graphic guru. Just use **SBI!'s** server-side tools to build the logo of your liking -- without the PhotoShop learning curve. Experiment. The logo-making tool is not breakable so be adventurous. Click on the **Preview links** to see first-hand what happens with each choice.

Tweak to your heart's content. Try all the options (including the foreground and background colors) to help you make your final decision. Build the Look and Feel of your e-zine that best reflects your site.

OK! Finished playing... ahem, let me rephrase that... working?

Click on the **Preview Look and Feel of this E-mail** button and see if you like the overall effect. If you are satisfied then you can move off to the second phase of construction. If you're not, of course, continue tweaking until you are!

Important ➡ Once you have reviewed and done the basics, you'll likely never have to change these again, **if you save this template as your e-zine framework.** So use the link information and online help/strategies to get the job done right -- the first and (probably) the only time!

SECOND STAGE OF CONSTRUCTION...

• **Check/Change Three Mail Settings** -- This is where you set up your subject, reply-to address and salutation fields...

A good "Subject" identifies the e-zine and provides a short headline to **coax your subscriber into opening and reading**... instead of deleting. For example, look at this teaser...

SUBJECT: Sprouting Gardens, Issue #001, Create a Weed-Free Zone!

Just remember to change the issue number with each new addition. And... if you back-issue an e-zine, the subject will be used as the TITLE and the HEADLINE of the back-issued Web page.

SIDEBAR

Another quick comment about your "Subject"...

Most e-mail clients will only display a limited number of characters in the Subject line of an e-mail header. As a result, locate your teaser early on in the Subject field so that your subscriber will see ALL of it when she opens her e-mail. If the title of your e-zine happens to be fairly long, adopt a different strategy.

For example...

SUBJECT: #1 Landscaper's Lawn Maintenance Tribune, Issue #001, Create a Weed-Free Zone!

The bulk of the Subject field is taken up by the title and issue # of your e-zine, and subscribers will not receive all of your "teaser". A much better format is...

Create a Weed-Free Zone!, #1 Landscaper's Lawn Maintenance Tribune, Issue #001

Next on the list is the critical "Reply To Address" field.   You **must** insert a **Reply To Address** in the blank field and it **must** end in "@yourdomain". **SBI!** insists on these rules in order to prevent spammers from "spoofing" addresses.

If you don't fill in the field, the name of your e-zine will automatically be inserted. Instead of **info@gardenaffairs.com**, it will be **sproutinggardens@gardenaffairs.com.**

The final fields, the **Salutation** field, is optional. This is where you can personalize the e-mail, so that your subscriber identifies more strongly with your communication -- s/he doesn't feel like a nameless recipient in the crowd.

For example, in the case of a personal letter, you'd like your reader to see (if her name is Caroline)...

```
Hi Caroline

It's Tom Shannon, VP of Affiliate Marketing. What a
terrific response to The Affiliate Masters Course!
That's the pure-content, free course that I've been
telling you about...
```

Or... in the Subject field of a newsletter...

```
SUBJECT:  Caroline --> True Traffic-Building! --> SITE-SELL #026
```

To accomplish this, you'll need to manually insert this tag -- <<FIRST_NAME_OF_SUBSCRIBER>> -- into the text fields that you wish to personalize, like so...

```
Hi <<FIRST_NAME_OF_SUBSCRIBER>>

It's Tom Shannon, VP of Affiliate Marketing. What a
terrific response to The Affiliate Masters Course!
That's the pure-content, free course that I've been
telling you about...
```

Or like so...

```
SUBJECT:  <<FIRST_NAME_OF_SUBSCRIBER>> --> True Traffic-Building! --> SITE-
SELL #026
```

MailBuilder will merge a **<<FIRST_NAME_OF_SUBSCRIBER>> tag** to any field that accepts text (Subject, Salutation, Text or Text link). Be careful how you use this for your Opt-in E-zine Address List. Many people may not supply their first name, in which case you have to format your e-zine so that its absence is not blatantly obvious to those subscribers. In other words, stay away from characters that will look foolish to those subscribers who have not provided a first name. For example, if I use a comma after the **<<FIRST_NAME_OF_SUBSCRIBER>> tag** here...

```
Hi <<FIRST_NAME_OF_SUBSCRIBER>>,

It's Tom Shannon, VP of Affiliate Marketing. What a
terrific response to The Affiliate Masters Course!
```

That's the pure-content, free course that I've been
telling you about...

The subscriber who has not provided a first name will see...

Hi   ,

It's Tom Shannon, VP of Affiliate Marketing. What a
terrific response to The Affiliate Masters Course!
That's the pure-content, free course that I've been
telling you about...

And if I do the same thing in the **Subject field...**

SUBJECT: <<FIRST_NAME_OF_SUBSCRIBER>>, --> True Traffic-Building! --> SITE-
SELL #026

The subscriber who has not provided a first name will see...

                , --> True Traffic-Building! --> SITE-SELL #026

Not very professional-looking, right?

Bottom line?

It's a good idea to send yourself a test e-mail (send with tag merged and unmerged) to make sure it all reads well.

THIRD STAGE OF CONSTRUCTION...

• **Build Main Body of E-zine** -- this is the exciting part of being an e-publisher -- sharing your ideas, suggestions, information with your subscribers and developing a relationship! And because you have already built content pages for your Web site **(see DAY 6)**, the process for creating an e-zine page will just as **do**-able -- it's simply a matter of selecting the blocks you want, and stacking them together to build your publication.

Here are a few important considerations to keep in mind...

1) For the most part, **your readers are scanners.** Make **easy readability** a priority -- use headlines to grab attention, create short paragraphs, embellish active verbs, etc. for optimal scanning pleasure. It's a good idea to create vertical "breathing space" between paragraphs by simply inserting two carriage returns (i.e., hit the Return key on your keyboard twice).

2) Stay away from graphics (except for your upper left logo), if you can. It slows the rendering of the page. Also, many people like to read offline -- and with multiple graphics, many e-mail programs will attempt to access the Internet to download them (since they reside on your **SBI!** site). This can be very annoying to visitors, and can lead to a quick jab at the "Delete" key.

However, decide in light of your own circumstances. For example, graphics may be very important if you are writing about new varieties of peonies.

3) Forget attachments. Viruses just make them too dangerous.

4) Compose your big blocks of text in a Text Editor (remember our previous discussion?) and then copy and paste them directly into the **MailBuilder,** where appropriate.

5) Be consistent and most importantly, be yourself! The latter makes it super-easy to accomplish the first. Let **your** personality shine throughout your e-zine. Become a welcome familiar friend to your subscribers.

6) If you must run ads in your publication, do so sparingly. Nothing diminishes the value of an e-zine more than tons of ads and little content.

Ring the bell! Building time commences. And here is your tool.....
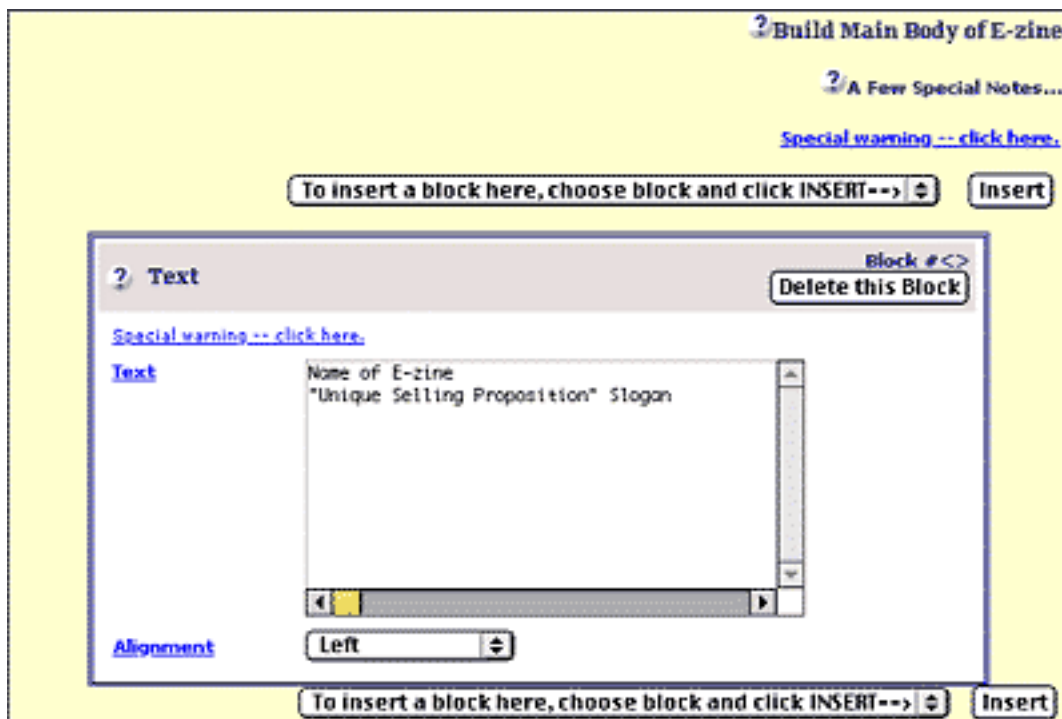
As always, when you are building your blocks, click on the [?] button (and links, where applicable) for strategic and practical help.

The **"To insert a block here"** drop-down menu lets you insert different elements to your e-zine...
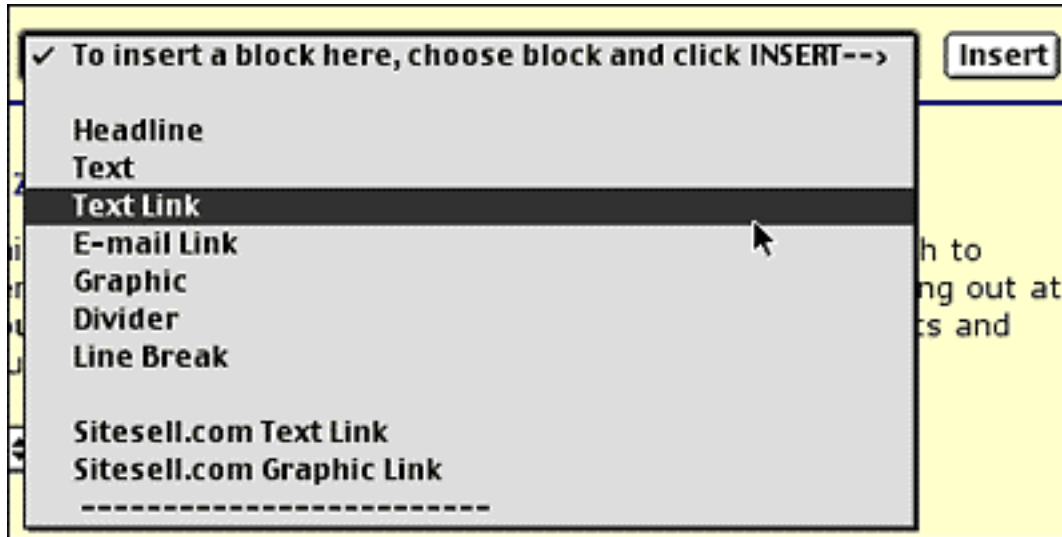
OK. Let's put the tool into action. Use several blocks to create your "standard opening" before you actually deliver the "content-of-the-day." Start off your zine with a catchy benefit-oriented slogan, which will appear under the logo you uploaded or created earlier.

After that, experiment with a combination of text blocks, line breaks and divider lines, so that you can deliver the following "starting information"...

i) Unique Selling Proposition -- a short paragraph that nails down why your e-zine is unique and worthwhile.

ii) A promo pass-along -- something like this...

`If you like this e-zine, please do a friend`
`and me a big favor and "pay it forward."`

`If a friend DID forward this to you and if`
`you like what you read, please subscribe by`
`visiting...`

(Then add a link to your dedicated subscription page!)

iii) Date, Issue number

iv) Table of Contents -- show your reader what you're covering in this issue. Provide tantalizing "read me" headlines in your TOC.

Try different **headline blocks** to start each section, dividers, and line breaks, until you are satisfied.

SIDEBAR

Take some time to get the format of your e-zine "just right". If you're new to e-zine publishing, you may wish to review back-issues of SiteSell's free e-zine, Site-Sell (in text format) **http://www.sitesell.com/site-sell-backissues.html** and see how we

449

start every issue with the **same USP, description, and format.** Your HTML e-zine will look different, of course, but the take-home lesson remains the same...

```
~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
SITE-SELL! The World's Most USABLE E-commerce E-zine
~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
>A free, occasional e-zine dedicated to showing you...
>... how to SELL on the Net!
~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
May 7, 2002 Issue #026
~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
>ALL-TIME FAVORITE SITE-SELL! ARTICLE

If a friend forwarded this copy of SITE-SELL! to you, here's
our readers' all-time favorite SITE-SELL! article.  It's a
powerful example of how to makeover your own site to...

..... SELL on the Net!  :-)

http://articles.sitesell.com/bhh/

If you like what you see and want to keep getting more of
the same, please visit...

http://myss.sitesell.com/s-ezine.html
~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
>READER'S CHOICE...

Care to see the VERY BEST ARTICLE (according to reader
feedback) from each of our OTHER two e-zines?...

http://articles.sitesell.com/
~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~

>TABLE OF CONTENTS

o   SITE-SELL! Xpress News

1) SBI! Is About to be Split...
        SBI!-B -- Site Build It! Basic
        SBI!-E -- Site Build It! E-commerce

2) The Countdown Begins... See You On Launch Day!
```

Site-SELL! The World's Most USABLE E-commerce E-zine!
http://www.sitesell.com/site-sell-backissues-026.html

At this point of construction, direct your full attention to...

The content!

Provide high-value and interesting content that entices your reader to keep going... to discover the next golden nugget in next paragraph... right to the end of the e-zine. P-U-L-L those eyeballs down the page, while at the same time, developing credibility and a positive relationship with your subscriber. Put into practice what you learned in

Grow Your E-zine Big and Strong. And, of course -- it goes without saying -- follow the online help and strategies as well.

Finally, you can tackle the "closing information" part. Or I should say, the **MailBuilder** tackles it. The following is automatically inserted at the end of your e-zine...

• **Back issues available at... (if you checked this earlier) + URL**

• **Want to change the e-mail address at which you receive this? + URL**

• **To UNSUBSCRIBE + URL**

The change and unsubscribe links are mandatory. It's basic e-zine etiquette, so we add this automatically.

Almost done! The last set of actions are found at the bottom of the **MailBuilder** page...

Preview, Test, and Send Your E-zine

> By clicking on the Send It! button below,
> I hereby signify that I have read and agree to...
> 1) SiteSell's anti-spam policy
> 2) How SiteSell investigates complaints
> 3) Guarantee and Warranty SiteSell

[Preview and Test It!]   [Send It!]

If you haven't already done so, please read SiteSell's SPAM policy and related material before you continue -- clicking the **Send It!** button means you have read and are in agreement with the terms outlined in the documents.

Click the **Preview and Test It!** button and **MailBuilder** will send you two versions of your e-zine (one in HTML and one in Text), merging the first name appropriately in both cases.

SIDEBAR

A word of caution. The more HTML that **you** add on your own (especially tables and other complicated stuff), the more likely your translated **text version** may present some weird symbols. Reduce your odds by keeping things simple.

Once you verify that the e-mails are fine, press the **Send It!** button to do your mailing. **SBI!** will initiate a mailout of your e-zine

Congratulations!...

...Your e-publication career is launched!

If you don't want to send this mailing now, just scroll to the bottom of the page, and indicate to **MailBuilder** the appropriate date and time that you wish to schedule the mailout then click on the **Send Mail** button...

? How We End Your E-Zine

If you are **not** sending this mailing now, please indicate date and time that you wish to schedule this MailOut then click on the **Send Mail** button. We will queue it for mailing out at that date and time. **If you are sending it immediately** just leave it at the defaults and click on the **Send Mail** button.

[Day ▼] [Month ▼] [Year ▼] at [Time ▼] [am ▼]

... SBI! will queue it for mailing as requested. And unlike humans, **SBI!** doesn't forget!

After the mailout is completed, **SBI!** will send you a confirmation e-mail. **SBI!** uses a "queue" system so mailouts go in order of position in the line -- but don't worry, things move fairly quickly. You can then check out the full stats (bounce-backs, unsubscribes, etc.) with the **MailOut Manager (see here for more details)**.

Very impressive! But the awesome capabilities of the **MailOut Manager** do not stop here. It just gets better and better...

11.3.2. Add subscribers to an E-mail Address List

Do you want to **jump-start or grow your e-zine address list** a bit faster than what is presently happening through your subscription form on your site? Or are you transferring subscribers from another listserver? Or are you thinking about experimenting with a co-registration service like Marty Foley's LeadFactory? Whatever your strategy...

... You can manually enter a maximum of **500 subscribers** to your list **at one time** -- but no more than **2,000** subscribers **in one day** and **5,000 in one month.**

This is to prevent abusers from ruining this special feature for everyone. And, as you already know, a confirmation letter will be sent to these potential subscribers to ensure that they **want** to be included on this list. But wait, I'm getting ahead of myself...

STEP 1 Select your Opt-In E-zine List on the **MailOut Manager..**

... then click on **Add subscribers to an E-mail Address List** button.

STEP 2 At the blank import form, enter each potential new subscriber on his/her own line -- **e-mail address first, separated by a comma, and then the subscriber's first name.** For example...

(If your list is fairly lengthy, use a text editor first and then copy and paste everything into the blank field.)

STEP 3 Double-check to see if you entered your data correctly and then click on **Add These to my E-mail Address List** button. Before these new subscribers are added to your list, you are offered the opportunity to customize the confirmation message that will be sent. **SBI!** will customize each e-mail, filling in the following tags accordingly...

Hello <<FIRST NAME OF IMPORT-SUBSCRIBER>>,

<<NAME OF SBI! CLIENT>> here. I am writing this letter to ask you to subscribe to our e-zine, which is called
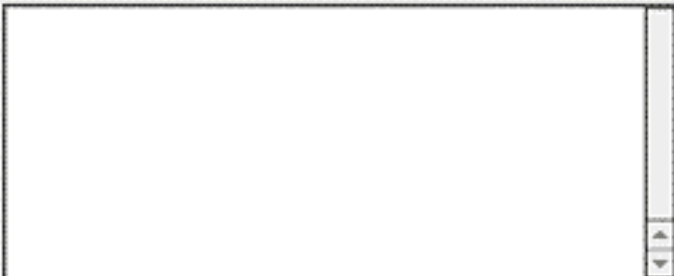<<ZINE-NAME>>.

Enter your custom message that will appear in this spot of the letter.

So your visitor sees...

Hello Angela,

Jerry here. I am writing this letter to ask you to subscribe to our e-zine, which is called the The Prickly Times.

Enter your custom message that will appear in this spot of the letter.

It's important to **set the context** for the recipients of this letter. Let them know exactly why they are receiving this confirmation letter.

If these are new subscribers obtained through a co-registration service, explain **how** you received the potential subscriber's name and e-mail address and **why** you are contacting them. This type of identification and clarification will **reduce SPAM complaints** and give **credibility** to your e-mail. As well, don't forget that this may be your **first** contact with your prospective customer. Build some anticipation. Include a short promotion of your e-zine, too!

If, on the other hand, these are subscribers you are transferring from another list hosting service, explain this unscheduled contact accordingly.

STEP 4 **Preview** your letter and if all is OK, click on **Add These to my E-mail Address List** button.

STEP 5 **SiteSell is serious about preventing SPAM.** That's why you'll have to review and agree to the **Agreement Concerning Addition to E-mail Address List** that is presented next.

Click on the **I Agree** button to continue. This triggers a confirmation notice that your e-mail is in queue to be sent out to your additional (and still potential) subscribers.

Important tip ➡ Your "mass-mailing-add-to" list remains in a quarantine state until the e-mail recipient approves the subscription. Once that's done, the recipient is added to the list of active and confirmed subscribers. At that point, **SBI!** automatically sends out a welcome e-mail to your new subscriber. (That's right, nothing for you to arrange -- you are free to concentrate on the content of your e-zine!).

OR... if the recipient so wishes, she can prevent you from contacting her again, by "blacklisting" your e-zine to prevent further communication.

With that operation out of the way, it's back to the **Manage MailOut** page to check out the next function -- exporting your data...

11.3.3. Export an E-mail Address List

The Export function is handy to have in case you want to print out your list or work with it in a spreadsheet format like Excel, for instance. Just click on the **Export an E-mail Address List** button on the **MailOut Manager...**

This will download a comma-separated **ASCII Text file** for the list that you selected. The format of the list remains unchanged -- e-mail address first, separated by a comma, and then first name. A line space separates each individual entry.

If you don't see the download on your desktop, it may be because your Operating System is set to place downloads some place else on your computer. Do a "search" for the name of your file (which you will see when you save the file), and you'll find it.

11.3.4. Change or Unsubscribe an E-mail Address

Keep your database up-to-date (and your subscribers happy!) by using the "Change or Unsubscribe" function on the **Manage MailOut** page...

All Lists

Change or Unsubscribe | johnsmith@abc.com | [Find Address]
an E-mail Address
To unsubscribe or change an address of a subscriber, enter the e-mail address that you want to change or unsubscribe. Please **enter the address accurately** -- if you make **a typo**, only problems can arise!

Of course, your subscribers can do this themselves by clicking on a link that you always provide in your e-zine. However, there may be times that you may want to make some changes, too.

This is another smooth-to-the-finish process...

STEP 1 Fill in the current e-mail address of the subscriber in question.

STEP 2 Click on the **Find Address** button. This brings you to the next task...

Unsubscribe | **Name of E-zine** | **Change Address**
☐ | Opt-In List -- The Prickly Times | johnsmith@def.com

STEP 3 Check "Unsubscribe" if the subscriber wants to drop your opt-in e-zine. If you need to change an e-mail address, enter the **new address** in the text box to the right.

Important tip ➡ **Never do both for the same e-zine...** i.e., never check the Unsubscribe and enter an address on the right. The **SBI!** system will become just as confused as you are!

STEP 4 Click on the **Change or Unsubscribe Address** button -- you'll receive confirmation of your actions.

11.3.5. Get MailOut Stats

The best way to get the perfect "snapshot" of your e-zine subscription status is to click on the **Get Stats** button on the **MailOut Manager.** You can see from this screenshot how easy it is to zoom in on the particular stat that you want...

Opt-In-List- Planning Ahead E-zine	
Number of active subscribers	954
Number of unsubs (total)	68
Number of dead addresses	24
Number of subscriptions in past week	41
Number of unsubs in past week	4
Total number of mailings to this list	7
Number of issues back-issued	6
Dates of mailings (Click to pop-up a list of dates)	

No guessing, no confusion. You know exactly how e-zine publishing life is unfolding!

Important tip ➨ Be sure to set up tracking links (in the **Tracker Library**) for each and every link in your e-zine -- whether it be one that returns the subscriber to your site, or refers her to a merchant partner's for a chance at a sale. That's the only real way to **gauge your subscribers' interest** in the material you present to them.

Typically, links within e-zines serve to...

• draw the subscriber back to your Web site, where s/he can gain more information. This builds familiarity, a critical element in establishing the trust required to PREsell your subscriber.

• send the subscriber directly to your merchant partner (or your product/service sales site or online store), preferably from within a thoughtfully crafted content article.

Since publishing a successful e-zine is really about two things -- **fulfilling the needs of your customers, and making you money,** setting up tracking links specifically to address these two reasons makes good sense. It's elementary really...

By fulfilling and addressing the needs and interests of your subscribers, you'll earn more! Secondly, you'll be able to focus on the theme of your e-zine with pin-point accuracy.

It's a simple but effective strategy. Material that is highly interesting to your subscribers is most likely to result in Click-INs (and Click Throughs) which, in turn, makes you money. There's no point in allocating precious time to building info-packed content articles that generate little interest. And that's why tracking is essential.

How?

Utilize the **Tracker Library** to create tracking links for **each and every link** in **each and every e-zine**. Simply select from **"To insert a block here"** drop-down menu the appropriate tracking link as you format your e-zine.

Then divide the number of Click INs (or Click Throughs) by the number of subscribers, and you've got your response rate! For example... let's say you send your e-zine to 400 subscribers, and you get 19 responses (clicks). That's a 4.7% **Response Rate.**

Publish a half-dozen or so issues before you make any attempt at analysis -- and make sure you have some good data on which to base your conclusions. Remember, there are a plenty of legitimate reasons why a subscriber may not click on any links, or even read your e-zine. Be careful, for instance, not to send your e-zine out on a major holiday, when a subscriber's thoughts are as disconnected from the Net as humanly possible.

SIDEBAR

Data in **DoubleClick's** latest **"Email Marketing Trend Report"** indicated that e-mail recipients were more likely to click on marketing messages midweek, and on e-mail newsletter ads on the weekend.

This would seem to indicate that job-related newsletters (often subscribed to from work) fare better when sent out during the week, while more general business communication (like e-zines) do better on the weekend when subscribers have some free time to read them.

As ever, nothing is cast in stone, so be sure to test, test, test!

11.3.6. Get History and Archives

Consider this feature as your "time capsule" or your "blast to the past." Let's say, for example, that you want a quick review of the February 14, 2002 issue where you presented a special Valentine contest. You are thinking about repeating a similar contest in the upcoming month or two.

But you may also want to see if this experimental promotion had a negative effect (i.e., the "unsubscribe" rate increased dramatically). If this was the case, you might revise how you introduced the contest or... you may realize that a large segment of your particular readership is not interested in contests. They only want straight topical content

The "History and Archives" function gives you a **well-rounded perspective of your progress** and helps you **remember** what you have already covered or what you would like to repeat in your e-zine.

On the **Mailout Manager page (see above)**, select "sort by **Date"** (only option for you) and then click on the **Get History&Archives** button...

Get **History** and **Archives**	sort by [Date ⬍]	[**Get History & Archives**]

Select the date that you want under the **"Date of Mailout"** column and voila...

			How many...		
Date of MailOut	**Name of E-zine**	**Sent**	**Successful**	**Bounced**	**Unsubscribed**
02-14-2002	Add Subscribers to The Prickly Times	450	350	details	details

Click on the **date link** (which for our example is 02-14-2002) and review the content of e-zine, if you like.

Important tip ➡ You cannot **edit or send out an archived issue again.** Editing is only possible with a queued mailout that has not yet been sent out.

11.3.7. Rename Your E-zine(s)

If after careful reflection, you decide to change the name of your e-zine, this is the place to do it. Remember, subscribers like **consistency** -- familiarity builds **trust.** If you are in a constant change mode, your **credibility** will suffer.

On the **MailOut Manager** page, under the **All Lists** section...

STEP 1 Click on the **Rename Your E-zines** button. This takes you to a page where you enter the new name of your opt-in e-zine into the corresponding text box under "Name of E-zine".

STEP 2 Click on **Rename Your E-zines** button to make your changes take effect. After you click on the button, you will be sent back to the **MailOut Manager** page.

SIDEBAR

Subscribers to **SBI! E-Goods** have the option of building and maintaining multiple lists -- for customers, for affiliates, for e-zine subscribers and for everyone.

STEP 3 Check the drop-down menu to verify that change has taken effect. Painless and fast!

11.3.8. Special Bonus -- Redirect Catchall E-mail

From time to time, you may prefer to redirect your catchall e-mail. Perhaps, you like to receive all e-mail at one address. Everyone has their own reason for redirecting -- it's your choice!

Scroll down to the very last section of the **MailOut Manager...**

Enter the new e-mail address (where you'd like to have your **SBI!** mail forwarded) in the box provided. Double-check that it is the correct one, with no typos. And then click on the **Redirect to this Address** button. You'll receive confirmation message, and as a double precaution, **SBI!** will send a confirmation e-mail to the address you just entered.

Important tip ➡ You can always return here to change the redirect address to a different one or to change back to your original **SBI!** catchall e-mail address.

Wow! The **MailOut Manager** makes administering an e-zine a snap! (That's if you always enter data cleanly -- this is definitely an anti-typo zone.) It lets you put your energy and time into what counts most...

… creating an attractive, highly informative, leads-generating e-zine.

What more can I say?

The MailOut Manager is...

... almost as smart as I am!

11.4. Goal Wrapup

By now you should be completely familiar with all aspects of **SBI!'s MailOut module,** which includes using the **Opt-in E-zine Block** and all aspects of the **MailOut Manager** page. Verify that you have completed your...

Goal-of-the-DAY
Set up a subscription form on your Web site, acquaint yourself with the MailOut Tools, and prepare the first issue of your e-zine.

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

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

Ongoing Goal
Re-read the sections that describe how to grow a profitable e-zine, one that will do a powerful **PREselling** job for you, sell your services, and/or sell your e-goods. **Re-read them every two months and ask yourself...**

... "Self, am I doing the things it takes to grow my e-zine?"

Remember how I started this DAY?**...**

A visitor may visit your site only once. That's "one shot."

... But if s/he subscribes to your e-zine, that's many shots.

 Provide good content, keep **PREselling,** and you'll succeed at building long-lasting visitor-to-customer relationships.

12. DAY 10 Know Your Visitors

Knowledge is power...
Power to boost income.

Goal-of-the-DAY
Familiarize yourself with the **Traffic Stats Report,** what it delivers and what it means to you. Understand the **Click Through** and the **Click IN** information that **Click Data** delivers, **and** how it helps you **increase your income** and **maximize returns on your expenses.**

With this goal in mind...

12.1. What Comes IN, Must Go OUT… Understanding BOTH

You have traffic coming **into** your site (from **all** your traffic-building efforts and promotional campaigns such as the PPC SEs). And you have traffic going **out** of your site (links to your income-generating sites -- merchant-partners, your own store, or your own sales site).

It costs you EXPENSES (in both time and money) to generate your **INCOMING** traffic. Your **OUTGOING** traffic generates INCOME for you. As explained way back on DAY 1, **INCOME minus EXPENSES equals PROFITS...**

... duh!

That means that you must be able to monitor incoming and outgoing traffic. But if we just stopped there, your site would be a **black box.** A "black box" is a concept used in physics...

You can measure what goes into the black box, and you can measure what comes out of the black box... but you don't know what the heck is happening inside of that black box. In other words, you don't know **why** things happen.

For your long-term success, you **need** to know **why** things happen. Because if you know more about the nature of your **incoming** and **outgoing** traffic, you can maximize your income, and your returns for every dollar and minute of expense.

And what **do** you need to know?...

1) Traffic

2) Links in

3) Links out

Let's start peeking inside your "black box" by studying your traffic...

12.2. Traffic Stats

Traffic, of course...

... is your lifeblood. You need the means to do some **blood tests** to determine your site's health.

Unfortunately, all the traffic analysis packages out there are written by techies... for techies. They give you so much **data...** just because they **can!** But all **you** need to know is... **WHAT you NEED to know!** You need **information,** not reams of useless **data.**

Important tip ➡ The key to traffic analysis is to **simplify.** Forget the 150 different ways that traffic-analyzing software slices and dices hits, visits, pages, page views, and visitors. You simply don't need to know how many left-handed blond Norwegians visit your site between 3-4 A.M. on Sundays.

So let's prune away all the useless **data,** and just keep the "need to know" **information...**

First, the big picture...

Let's define traffic-reporting **"terms"**...

• **Visits** -- the number of visits to your site

• **Visitors** -- the number of different people who visit your site (ex., a visitor could account for 10 visits)

• **Page Views** -- the number of pages viewed by all the visitors during all the visits. A single visitor might view only one page... or twenty.

What about **hits?**

Forget hits. A hit is simply a line in your site's log file. If a page has 3 graphics on it, that's 4 hits (1 for the HTML page itself, plus 3 for the graphics). But if that same page has 100 graphics on it, that's 101 hits!

So why does everyone quote hits, then? Two reasons...

• they don't understand the term

OR…

• they understand it and use hits because **it sounds bigger!**

In any event, "hits" is a useless thing to measure.

12.2.1. The Traffic Stats Reports

By comparing your monthly "big picture" data, you should be able to see steady growth in your site's overall traffic. Ongoing traffic-building is a good idea even if traffic is building nicely -- you can never have too much!

Action Step ***Check out your Traffic Stats.***

Login to 5P Club. Go to **TrafficCenter** in **Site Central** and click on **Traffic Stats,** like this...

From there, follow the links and online help.

You'll get the monthly **big picture** data in the **Summary by Month** report...

By comparing your monthly "big picture" data, you should be able to see steady growth in your site's overall traffic. If not, the "patient" needs a good dose of traffic-building medicine (luckily, that medicine is nearby... just above, actually!). **Ongoing traffic-building** is a good idea even if traffic is building nicely -- you can never have too much!

Now that you have the big picture, it's time to delve inside. If you click on the monthly links, you will get the following helpful information...

• **Daily statistics** -- visits, visitors and page views on a day-by-day basis, in both absolute terms and as a percentage of the total (ex., percent of total visitors). If you do a special traffic promotion on a certain day (ex., run an ad in an e-zine), this is an easy way to gauge the response.

• **Most popular pages** (ex., **Top 20 of 20 Total Pages**) -- delivers page view stats on a per-page basis, with the page generating the most page views reported first (ex., **Top 20 of 20 Total Pages**). By understanding which pages are most popular, you understand better the needs of your visitors. Correlate this with your link-tracking data (more on this below) to make sure that your **most popular pages...**

 ... get the click to your income-generating programs.

Also, use this data to get a better feel for what your market wants... and, just as important, what it does **not** want.

• **Most popular entry pages** (ex., **Top 20 of 20 Total Entry Pages**) -- tells you which pages are the most popular **"entry"** pages. A page counts as an **entry** page when it **starts** a visit. Correlate this with how people find you (referrers and keywords, discussed just below), and you have a wealth of insight into how your site is being discovered, and what people **want.** Use these conclusions to give you ideas for other related, profitable areas for content development.

• **Most frequent exit pages** (ex., **Top 15 of 15 Total Exit Pages**) -- shows the pages from which people **leave** your site. Some people look upon high numbers for a given page as "bad." But you have to correlate this with other data... If a "high entry" page is also a "high exit" page, that's not really a surprise. If a "high exit" page is also generating tons of links **out** to your income-generating programs for you, that's not so bad either, is it?

• **Referrer URLs** (ex., **Top 41 of 41 Total Referrers**) -- this tells you where your traffic is coming from... Search Engines, other Web sites from link exchanges, and so forth. Extremely useful info!

• **Keyword search** (ex., **Top 21 of 21 Total Keywords**) -- identifies which keywords people are entering into engines to find your site. Super-valuable.

Taken together, **referrer page and keyword search data** tell you where and how your visitors find you, which **gives you a base...**

... to build even more traffic-building ideas!

Traffic analysis is the **base.** It tells you what you need to know about quantities of visits, visitors, and page views. It shows you where they come from (if via the Web) and what words they used to find you at the Search Engines.

But you need more...

12.3. Click Data Analysis

Important tip ➡ Now that you understand traffic flow, you need to be able to see exactly what's working in the two bottom-line areas that matter most...

• **how you SPEND your traffic-building time and money** -- what's working, and what's not. Spend only on the techniques that bear fruit.

and...

• **how you MAKE your money** -- gear your content more and more towards what **gets the click.** Because that's what builds your **income.**

So **how** do we get this information? Through **two** forms of analysis that are specialized for your Theme-Based Content Site...

• **Click IN Analysis**

and...

• **Click Through Analysis**

Before we go further, let's talk about **two different kinds of links...**

• OFF-SITE links that bring traffic **IN** to you.

and...

• ON-SITE links that send traffic **OUT**

OFF-SITE links do **not** appear on your Web site. People will **not** actually click upon these links while they are ON your site. Rather, your potential visitors see these links OFF of your site... in e-zine ads, or offline print ads, in flyers that you distribute at trade or hobby conventions, or in your sig file (at the end of your e-mail). And they'll click on these links to come INTO your site.

In short... OFF-site links build **traffic.**

Since you spend time and/or money on these traffic-building activities, you need a way to measure this, to track **what off-site promotions are working,** and which ones are not. Once you know which of your EXPENSE-generating activities work and which ones don't... you know **where to spend** your promotional time and money! And **where to stop**! You build upon your successes and fix your weaknesses.

Let's contrast that with ON-SITE links...

ON-SITE links appear on your site, and send visitors OUT of that page. These links all go to income-generating sites (merchant-partners via affiliate programs, your own online store, or your own sales site for products that you have developed).

In short... ON-site links generate **INCOME.**

So...

... how do we track these two kinds of links?...

It all boils down to this. We track how to best SPEND our traffic-building time and money via **Click IN Analysis.** We track what's generating INCOME by **Click Through Analysis.**

Let's talk about Click IN Analysis first...

12.3.1. Click IN Analysis

In order to do **Click IN Analysis**, create special tracking links. **Earlier, we talked about how to use the Tracker Library to set up special tracking links.**

Create these links specifically to track the success of your **off**-site promotional campaigns. Place a different link in each of your promotional campaigns, so that it's easy to track.

When the user clicks on your special tracking link, she first goes to a computer program that **records** the click, and where it came from. Then the program sends the visitor to the page in your site that you had specified.

Remember... Click INs occur when people click on an OFF-SITE link and come into your Theme-Based Content Site. You can track a Click IN if that OFF-site link is a special tracking link. **Click IN Analysis yields the following...**

• total Click INs coming in for **all** your special links, and also the number of Click INs for **each** special tracking link that you create

• "first-time vs. repeat" click INs, for **all** click INs, and also on a link-by-link basis. In other words, has the person who is clicking on a link clicked on it before?

What does it mean to know this? You **now** have a way of measuring the exact traffic-building success of every off-site promotional campaign, whether you're...

• bidding for keywords on Pay-Per-Click engines

• buying ads in e-zines

• posting an ad on the bulletin board of your local grocery store

• no matter how you promote!

Important tips ➡ Here are some of the uses and advantages of **Click IN Analysis...**

1) The Untraceable Link -- Some links have no Referring URL, so it's impossible to know where they came from through regular **Traffic Stats** analysis. But geez, you **do** need to know this data. For example...

    i) links from a free e-book that you are using as a promotional tool.

    ii) links from e-mail of any kind... sig files, links in mailing lists, autoresponder campaigns, links in the e-zine that you publish, ads that you buy in e-zines.

    iii) links from non-Web based newsgroups (ex., anything you read with your newsreader -- but if you read newsgroups via deja.com and your browser, this does not apply since the **Traffic Stats** section will report on any visitor that arrives via a Web site -- you could, of course, still use a tracking link for this if you want to).

    iv) links that are simply typed in, often due to offline exposure (especially targeted print media). Tracking links are great for any kind of offline promotion.

By creating a special tracking link for each of these "untraceable links," you'll **know** what has been previously impossible to know.

2) TESTING e-zine ads -- set a different tracking URL for each ad that you write. That way you can measure which ad generates a better response. Here's how...

Run Ad #1 in E-zine #1 and Ad #2 in E-zine #2, then switch a month later. Which ad got more responses overall? Stick with what's profitable. Drop the rest.

E-zine advertising becomes very cost-effective when you can drop the dogs and increase your budget for the winners. I cannot OVERemphasize how useful this can be.

3) Test Web-based advertising -- Use your special tracking links to track the performance of banners, Pay-Per-Click Search Engines (not all permit redirects, though), even posts to forums and discussion groups.

So far, we've talked about tracking the various possible **origins** of the tracking links (i.e., the **OFF-site places** where potential visitors **see** and click on your tracking link... e-zines, Pay-Per-Clicks, etc.). And we've assumed that the ultimate **destination** of those links is to your Theme-Based Content Site. But you have **several** options for the ultimate destination of your off-site tracking links...

470

A) Your Theme-Based Content Site -- Let's say that you have a terrific page about a special kind of flower. That page has several in-context **text** links... links to books, growers, ClubMom, etc, etc. You take an e-zine ad. Where should the ultimate **destination** (of the link in that ad) be?

Easy... to your **Keyword-Focused Content Page!** Since you have worked so many in-context **text** links into your **OVER**delivering copy, you have a whole bunch of chances that a sale occurs on at least one of your merchant-partners' sites.

B) Straight to a merchant-partner -- On the other hand, suppose you write a wonderful article about this special flower as content for a prominent e-zine published by a third party. Your "payment" is that you can include your URLs. Where should these links point?

Easy... work your special tracker links into the content of the article, and point the destination straight to your merchant-partners. One link for each merchant. Since anyone who clicks passes through the tracking script first, you'll see exactly how many people clicked on each link! No point in directing them to the same info on your site, right?

C) A free trial download -- Even a download URL can be the **destination.** Offering a free e-book on that special kind of flower? Take an ad in an e-zine, offering the link straight to the download. Naturally, the e-book will have links to your various merchant-partners, and to your Theme-Based Content Site. Every one of those in-book links should be special tracking links, too! This can be a powerful income-generating concept, especially if you track what works!

D) Your online store -- same idea. If you have an online store that needs traffic, and if the situation dictates that you're better off by sending visitors "directly" to your store (after passing through the tracking script, of course), then do that. Same goes if you have a site that sells single products or your services. If an ad costs you $100, and if your Click IN Analysis shows that it generated 500 visitors, and if you know that 2% of your visitors buy... it's easy to figure out whether your ad is profitable!

Bottom line?...

Click IN Analysis is vital for anyone **building income through content.** No matter where these visitors originate from, and no matter where you send them to, **Click IN Analysis** reports how well each promotional effort is working.

 Explore Click IN Analysis.

Here's how to get your **Click IN Analysis...**

In the **Click Data** part of the **TrafficCenter,** select the date range (from the Day - Month - Year drop-down menus) for which you want click data, like this...

Then...

The **Click IN Analysis** will, indeed, show you the data! Just click on the question marks for clear help.. and strategies for how to interpret and use...

• First-time vs. Repeat Click IN Totals

• Breakdown by link

From there, follow the links and the online help.

Before we leave our present discussion, we need to highlight...

12.3.2. Tracking Links Within Your E-Zine

It's important to place tracking links in the e-zines you advertise in but they are even more essential within your own e-zine. Typically, links within e-zines serve to...

• draw the subscriber back to your Web site, where s/he can gain more information. This builds familiarity, a critical element in establishing the trust required to PREsell your subscriber.

• send the subscriber directly to your merchant partner (or your product/service sales site or online store), preferably from within a thoughtfully crafted content article.

Since publishing a successful e-zine is really about two things -- fulfilling the needs of your customers, and making you money, setting up tracking links specifically to address these two reasons makes good sense. It's elementary really...

By fulfilling and addressing the needs and interests of your subscribers, you'll earn more! Secondly, you'll be able to focus on the theme of your e-zine with pin-point accuracy.

It's a simple but effective strategy. Material that is highly interesting to your subscribers is most likely to result in Click-INs (and Click Throughs) which, in turn, makes you money. There's no point in allocating precious time to building info-packed content articles that generate little interest. And that's why tracking is essential.

How? Utilize the **Tracker Library** to create tracking links for **each and every link** in **each and every e-zine**. Simply select from **"To insert a block here"** dropdown menu the appropriate tracking link as you format your e-zine.

Then divide the number of Click INs (or Click Throughs) by the number of subscribers, and you've got your response rate! For example...

You send your e-zine to 400 subscribers, and you get 19 responses (clicks). That's a 4.7% Response Rate (19/400 = 0.047).

Publish a half-dozen or so issues before you make any attempt at analysis -- and make sure you have some good data to base your conclusions on. Remember, there are a plenty of bona fide reasons why a subscriber may not click on any links, or even read your e-zine. Be careful, for instance, not to send your e-zine out on a major holiday, when a subscriber's thoughts are as disconnected from the Net as humanly possible.

SIDEBAR

Data in DoubleClick's latest **Email Marketing Trend Report** indicated that e-mail recipients were more likely to click on marketing messages midweek, and on e-mail newsletter ads on the weekend.

This would seem to indicate that business-related newsletters (often subscribed to from work) fare better when sent out during the week, while non-business related e-

mails (like e-zines) do better on the weekend when subscribers have the leisure time to read them.

As ever, nothing is cast in stone, so be sure to test, test, test!

Now let's look at the "better half" of Click Data Analysis, the part that makes us money. Which brings us to **Click Through Analysis...**

12.3.3. Click Through Analysis

Click Throughs occur when people click on a link **on** your Theme-Based Content Site and leave it (they don't actually leave since you pop open a new window for them!). We should actually call them "click **outs**" -- but since the industry uses the term "click through," we're stuck with that!

Remember...

Click throughs **earn** you income. Why? Well, it all depends where those click-throughs are going...

• **affiliate programs** -- a percentage of those turn into sales or leads (or whatever action your merchant-partner pays for)

• **your own online store** -- a percentage will buy, yielding you a profit

• **your "sales site"** that sells an e-book or software that you developed, or of course, your services.

So the idea, of course, is to maximize click throughs. To do that, create high-value content that **OVER**delivers what your visitors were looking for. Blend "in-context" **text** links into your copy to get the click through.

Once you've done that, of course, you need a way to know what's "getting the click"... and what's not! And that's where **Click Through Analysis** comes into play.

Click Through Analysis is even easier to do than **Click IN...** no need to set up any special tracking links since they are all on your **Site Build It!** site.

Important tip ➡ **Click Through Analysis** yields the following...

474

• total click throughs for **all** your **ON-site** links, as well as number of click throughs for **each ON-site** link (i.e., on a link-by-link basis)

• "first-time vs. repeat" click throughs, for the total of all click throughs on **all** your **on-site** links, and also on a link-by-link basis. In other words, has the person who is clicking on a link clicked on it before?

• and, of course, the click throughs divided by the page views, which gives you your "Click Through Rate" for all your links as a group, and also on a link-by-link basis.

It also gives you...

1) Link-by-link data, broken down for every page that each link appears upon (in other words, if **LINK A** appears on Pages 1, 2, and 3, it shows you how **LINK A** performed on **each** of those pages)

2) Page-by-page data, broken down with the performance of every link on each page (in other words, if Page 1 contains LINKS A, B, and C, it shows you how each of those links performed on that page).

3) Gives you **all** this data for any time span that you request!

Bottom Line?

With **Click Through Analysis,** you have an exact success rate of every single **on-site** link. And THAT, my accomplished protégé, measures INCOME... YOUR money.
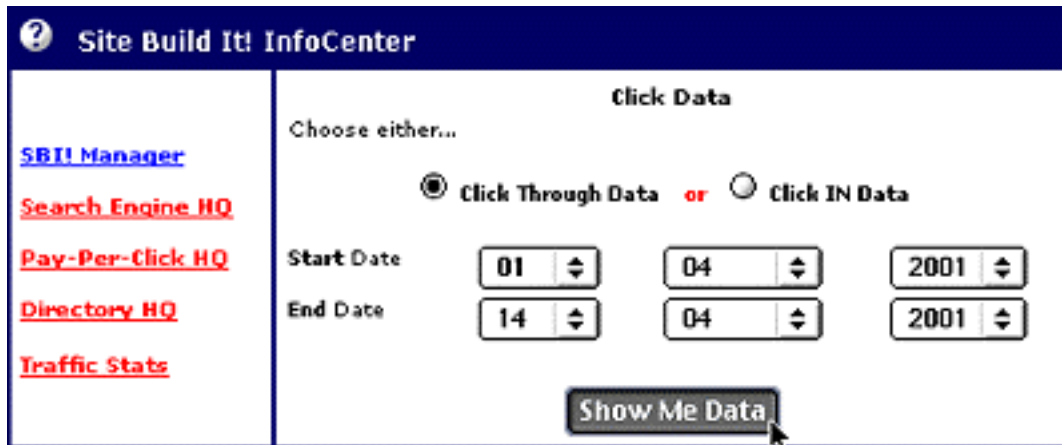
You know exactly what people are clicking upon... and what they are not. From there... it's just a question of building upon your successes and fixing your weaknesses... which maximizes your INCOME.

 Explore Click Through Analysis.

Here's how to get your **Click Through Analysis...**

In the **Click Data** part of the **TrafficCenter,** select the date range (from the Day - Month - Year drop-down menus) for which you want click data, and click the **Show Me Data** button, like this...

From there, follow the links and the online help.

The **Click Through Analysis** will, indeed, show you the data! Just click on the question marks for clear help... and strategies for how to interpret and use...

• Total, First-Time, Repeat Click Through Totals

• Breakdown by Page -- Click upon each page for the detailed link-by-link breakdown of that page. You'll know exactly how every link on each page is performing. Like I said, build upon success, and drop the failures.

• Breakdown by Link -- Click upon each link for the detailed page-by-page breakdown of that link. Different ways of looking at the same data provide you with clear insights on how to get better and better.

Power-User Tip...

Want perfect tracking of how effective your e-zine ad is? Combine **Click IN Analysis** and **Click Through Analysis!** Do this...

1) Place ad in an e-zine, or bid on keywords from a Pay-Per-Click Search Engine. Use Tracker Links, if possible, to send prospective visitors to a special, dedicated page on your site. About that page...

2) Set up a page on your site that is **only** for this promotion (i.e., do not link to it from any other page on your site, and do not use if for any other promotion) -- the only links into this page are from your promotion. It can be a simple duplicate of one of your site's pre-existing pages. But remember... it should **not** receive links from anywhere else, including from your own site.

3) On that page, create **new tracker links** to your affiliate programs (or other income-earning sites), links that are **just for this purpose.** You should **not** use these tracker links anywhere else.

4) Use your page by page, daily Traffic Stats, Click IN Analysis and Click Through Analysis to totally track the effectiveness of your ad... from the click into your site right through to the click out of it. Total control -- you'll see exactly how many of those folks coming IN actually go to your income-generating programs (or your sales site, online store, etc.), and which ones.

You'll know exactly that this e-zine ad on this day (or this Pay-Per-Click listing) brought in this many visitors of which this many clicked on to this and that merchant."

Since you know the **Conversion Rate** for each of your merchant-partners (or your sales site/store), you know whether it makes sense to keep advertising, or to find more targeted e-zines (or more targeted keywords on the Pay-Per-Clicks).

This technique works for e-zine ads, opt-in mailings, article submissions that direct readers to your Theme-Based Content Site. And it can be very helpful to test the cost-effectiveness of the Pay-Per-Click Search Engines.

As I said, though, this requires a fair degree of savviness and some work. Definitely for power users only.

And, if it's more appropriate to send readers **directly** to your merchants (**instead** of a page **on your site**), then this extra stop would not be a good idea.

Still, a power tip to keep in mind.

12.4. Goal Wrapup

Bottom line for DAY 10?...

Know your visitors -- they are the heart of your business -- by following traffic stats. Beyond that, tracking links **IN** and **THROUGH** is the key to maximizing INCOME while getting the most return from all your traffic-building EXPENSES.

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

Goal-of-the-DAY
Familiarize yourself with the **Traffic Stats Report,** what it delivers and what it means to you. Understand the **Click Through** and the **Click IN** information that **Click Data** delivers, **and** how it helps you **increase your income** and **maximize returns on your expenses.**

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

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

Ongoing Goal

Review **Traffic Stats**, and both **Click IN Analysis** and **Click Through Analysis** regularly. Watch for trends. Build on your successes, and either drop or improve what does not work.

Create one off-site promotion with 2-3 special tracking links per week (or whatever fits for you).

Well...

... I've whipped you.

... I've worked you.

... I've had ideas with you. You took it all and kept on coming back for more. And now..

... it's time to celebrate with you.... because you're **done!**

Congratulations! That's it. 10 DAYS finished! You're ready! You're **more** than ready. By now, you have erected the core of your site. It's starting to build traffic. And you know what to do from here...

More of the same!

And, of course, go after your Ongoing Goals, in a regular, ongoing fashion!

No, you still can't borrow the whip!

13. The *Action Step* Review

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

Refer to this brief, sharp outline whenever you need a general orientation or a fast recap.

Ready? Put on your running shoes...

... because this goes FAST!

13.1. Master Business Basics

DAY 1

Goal-of-the-DAY

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

Understand the basics of your affiliate or service business... maximize profits by building **INCOME** (traffic, click throughs, Conversion Rate) **and** by getting the best return on your EXPENSES.

Know the difference between **PREselling** and **selling,** and why PREselling is so important**...**

Selling is trying to get the sale. **PREselling** is **warming up** your visitor with high-value information -- creating an **open-to-buy** frame of mind -- so that the click through to a sales site (your own, or a merchant that you represent) results in a higher Conversion Rate.

Important takeaway lesson...

i) Reach targeted traffic in the proper fashion (visitors find you via Search Engines).

ii) Deliver valuable, appropriate editorial content that PREsells.

iii) Recommend visitors to your merchant **after** they come to respect and like you.

—————— Service Sellers' Sidebar ——————

Effective **PREselling** creates an **open-to-hire** frame of mind. This is what jumps that lack-of-trust hurdle that makes many visitors hesitant to contact a Service Seller.

Ongoing Goal

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

13.2. Develop Best Site Concept

DAY 2

Your **best Site Concept** must...

• be highly **profitable**

• have a good number of **POSSIBLE PARTNERS**

• **excite** you.

—————— Service Sellers' Sidebar ——————

Brainstorm several service-themed concepts. Discover the best site concepts **for your service.** Then narrow it down to the one that correlates the best. In addition, discover the concepts that present the most profitable keyword opportunities, as well as potential for secondary income streams (if you decide to go that route).

Goal-of-the-DAY

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

Create a long list of potential Site Concepts.

Narrow the list to the 3 best concepts.

List 5 topics for each concept.

Open and explore the Manager.

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

Use the Manager to find your best Site Concept.

SIDEBAR

If you want to follow many of the ***Action Step*** links, you'll need a **quick way to return here** after following a link. Here are two ways to consider...

1) The **Back button** works fine if you just click to the ***Action Step*** and then come **right back.** But, if you click around several times after you link to the ***Action Step,*** you'll have to click the **Back button** several times to return here. In this case...

2) The easiest way back is to use the **bookmark** function. Just click on the appropriate bookmark to return here after you finish reviewing each ***Action Step.***

(Can't remember how to use the Back button or bookmarks? **Click here to review Navigation Features in Chapter 1.)**

Click here to show bookmarks.

Ongoing Goal

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

13.3. Brainstorm Profitable Topics

DAY 3

Brainstorm & Research a list of **profitable** keywords. Decide which ones will form the blueprint for your site's content -- they should be highly profitable, relevant to your Site Concept, and of interest to you.

When you're ready to write your site, start with the keywords that have the **best** combination of...

• **HIGH DEMAND** and

• **LOW SUPPLY** (especially the ones that you really enjoy and know!) and

• a good number of **POSSIBLE PARTNERS.**

Each page wraps **high-value** content around each **Specific Keyword** (which is the topic for that page) These pages are known as Keyword-Focused Content Pages (KFCPs).

──────── Service Sellers' Sidebar ────────

Develop hundreds of possible service-related keywords for your service-themed concept, then narrow them down to the ones with the most profitability. In other words, cast a net (sorry about that!) over the Web to catch as many visitors as you can that might be interested in your service! Draw them to your Web site with your KFCPs, provide great information, and PREsell them to your service!

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

Action Steps

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

Do extra B&R sessions on related General Keywords.

Keep the best keywords that fit your Site Concept.

 Important tip ➡ Always do a backup after you enter data into the **Manager.**

Click on the button with the **green disk** (). This will save your data **and** shut down the **Manager.**

Ongoing Goal

Grow your **MASTER KEYWORD LIST** ever bigger, ever more profitable. This yields the raw material for new **Keyword-Focused Content Pages.**

13.4. Grow, Prune and Group Best Affiliate Programs

DAY 4

Grow a list of **good** merchants with affiliate programs who have product lines that **fit.** Then choose the best ones and group them according to **high-profitability** keywords.

──────────── Service Sellers' Sidebar ────────────

Sure, your #1 priority is PREselling of your own service. However, you must expect that a certain percentage of your site's visitors will not be interested in acquiring your services. Maybe they have different needs... maybe they are window shopping... maybe they can't afford you.

Whatever the case may be, why let these visitors just "up and leave?" After all, you've worked hard to get them here, right?

Yes, it's a good idea to develop partnerships with several reputable, non-competing merchant partners to help convert those who are not interested in your service into another revenue stream. Plus, partnering with non-competing merchants actually increases the **value of your site** -- you provide **more** solutions to your visitors!

Based on the theme of your service, pick the affiliate programs that excite you, fit your concept, and leverage your income earning ability!

Goal-of-the-DAY

Find, research, and select **5** affiliate programs that fit with your **Site Concept.** You must rate these merchants as **excellent**, and you must feel **good** about representing them. Remember, your **recommendations** reflect upon **who** you are...

… **your integrity is at stake.**

Spend at least one hour in each of the Top 3 affiliate directories, growing and pruning your list of merchant partners.

Eliminate high-risk programs.

Evaluate and decide -- proceed, broaden or loop back?

Ongoing Goal

Find, research, and select more **POSSIBLE PARTNERS**. Rotate the techniques used (i.e., Search Engines, Affiliate Directories, etc.). Continue to choose on the basis of **fit** and **excellence.   IMPORTANT... Replace under-performing ones** with new, promising ones.   **Continue to build your online integrity.**

13.5 Refine Site Concept and Register Domain Name

DAY 5

Review your **MASTER KEYWORD LIST,** and refine ideas for a domain name, what your site should be all about, the exact angle you plan to take. Choose a domain name that includes your **Valuable PREselling Proposition** and is...

• short and sharp

• meaningful -- conveys a clear message

• easy to spell

• easy to remember

• unique, descriptive, and "you"

• solid, classic, not hokey

Generally, start **narrow-**niche with your domain name and **then expand** when all goes well.   Register a domain that reflects a topic that you **know and love** and that has **excellent profitability!**

—————— Service Sellers' Sidebar ——————

It is critical that you narrow your theme "just right"... narrow to the point that it still offers plenty of opportunities for profit (if you narrow your niche too much, your market disappears), but not too broad as to be dilute you and your service's **USP (Unique Selling Proposition)** -- what sets you apart from your competition.

Goal-of-the-DAY

Goal-of-the-DAY... Narrow or broaden your **Site Concept** until it is, to quote Goldilocks, "just right." Not too narrow... not too broad. **Then register your domain.**

Action Steps

Refine your Site Concept.

Develop your Valuable PREselling Proposition.

Register your domain name.

Ongoing Goal

Ongoing Goal... Now that you have found your perfect, "just right" **Site Concept,** consider the bigger picture. When you "finish" this, your first site, will you broaden the concept until you have your own mini-portal? Or will you start a second, unrelated site?

13.6. Build a Site That Gets the Click!

DAY 6

The essence of "building income through content" is to...

Deliver valuable content to your readers...

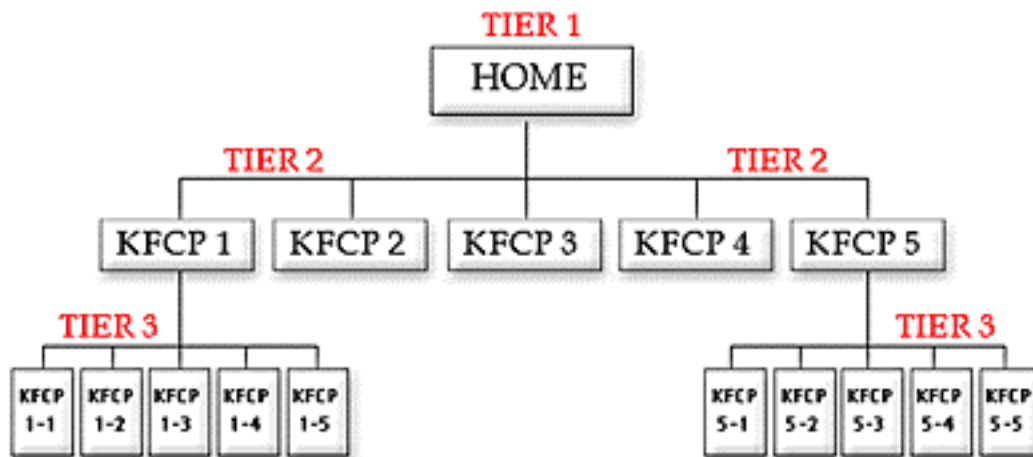**... And tasty content to your spiders.**

Your site must be a **Win-Win-Win-Win** proposition for **four** parties...

1) your visitor

2) the Search Engines

3) your merchants, and...

4) YOU!

To do that, your site has to make this happen...

<center>**Find-Click-Click-CLICK-kaCHING**</center>

Think of the **structure** and **content** of your **Theme-Based Content Site** as a **pyramid...**

The home page (TIER 1) focuses upon the fundamental **Concept Keyword.** It establishes your **Valuable PREselling Proposition** and convinces the Search Engines that it is the most relevant page for your **Site Concept** keyword.

It links to **5-15** TIER 2 pages (HIGH-PROFITABILITY PAGES).

TIER 2 pages each focus on one **Specific Keyword.** Think of them as hubs -- the home page link to them and each of these pages links with **5-15** related Keyword-Focused Content Pages (TIER 3).

Goal-of-the-DAY
Build a home page, and one **TIER 2 Keyword-Focused Content Page.** As you do this, you'll also see how to use **SBI!'s SiteBuilder...** simple as putting one building block on top of the next.

Build a professional "Look and Feel" for your site.

Build your home page.

Review your MASTER KEYWORD LIST and select one of your best keywords for a TIER 2 page.

Build one TIER 2 page.

Use the Libraries.

Explore the rest of SiteBuilder.

Ongoing Goal

Create one **Keyword-Focused Content Page** per day. Start with the **TIER 2** pages. Then keep adding **TIER 3** pages, 1 per day, 2 if you have the time. After 200 pages or so, you won't build much extra traffic at this site.

Change your Search Engine Optimization (SEO) approach somewhat from page to page. Experiment with different numbers, frequencies and patterns of keywords until you find what works best.

Once you've maxed out on this site, start a **new** Theme-Based Content Site. Improve the rankings at your first site, while you start a **new** one!

Quality counts. Don't just spew out page after page. To **really** be effective, OVERdeliver great content to your **human** visitors. Don't spend all your time impressing the **spiders...** after all, they can't buy anything!

13.7. Submit... And Build Free SE Traffic

DAY 7

SBI! takes care of the submitting, spidering, indexing, and ranking for you**. SBI!'s WorldSubmitter** automatically submits/resubmits pages to all the major free Search Engines. It also records the dates of submission to each. And then...

SpiderWatcher watches/records spider activity. **ListChecker** watches/records the date that each page is listed in each engine. The **Keyword Ranking Report** shows how each page ranks during a search for its Specific Keyword. The **Keyword Searches Report** reveals which Search Engines are delivering traffic to your site, and through which keywords.

Use free Search Engines to build a **sustained** traffic base. Try to get **half** of your pages in the Top 10 in at least **half** of the engines. **Never, ever** tweak beyond this!

Don't try to get into the Top 10 for **all** pages in **all engines...**

... you'll get old before you accomplish that. You'll drive yourself crazy **wasting time** like that. Actually, I'd push the envelope on this advice one step further...

If you have a spot in the Top 10 of one engine for **any** page, **never** try to make that page better... you'll go backwards more often than not. You'll be far better off creating **new** Keyword-Focused Content Pages than tweaking existing ones!

———————— Service Sellers' Sidebar ————————

Referral marketing is another important traffic-building strategy for your service business. PREsold visitors to your site are more open to your information and will tend to contact you more readily than those who arrive without a previous endorsement. Word-of-mouth buzz is what you need in order to create a steady stream of prospects.

Goal-of-the-DAY

Get familiar with the four-step process of **1)** submitting **2)** spider-tracking **3)** list-watching, **4)** keyword-ranking. Then become comfortable with **Search Engine HQ** and its **three reports...**
1) Submit-Spider-List Report
2) Keyword Ranking Report
3) Keyword Searches Report.

Start working on **link popularity.** Here's how to get started...

When your site has reached 15-20 pages, list with **Open Directory** (only free directory of the major directories) and with **one** minor directory that is a **theme hub** related to your Site Concept. Remember, links go **both** ways (**in** and **out**).

Explore the Search Engine HQ. Understand the 3 Reports.

List with Open Directory and a "theme hub."

Develop an OUTgoing link program.

Ongoing Goal

Follow your **Submit-Spider-List Report** and **Keyword Ranking Report** and **Keyword Searches Report** to track how your pages rank. Do this on a weekly basis. Improve your standings where necessary.

As your site becomes more substantial (say 10-20 high-quality pages), **publish your own e-zine** and **seed word of mouth buzz.**

Keep building your popularity program. Add other links (both ways) with major directories and theme hubs. Trade links with related, non-competing sites as you discover them. Remember, links go **both** ways (**in** and **out**).

As your pages start to rank at the engines...

 Tweak, Link, Re-submit, Track.

Then do it again. **When a page hits the Top 10 for an engine...**

 ... STOP TWEAKING (but keep linking, as opportunities present themselves)**.**

Track which Keyword-Focused Content pages are doing well and reproduce those successes in your less successful pages.

Return to DAY 6 and create more and more **high-value** content and then...

Yup... **Tweak, Link, Re-submit, Track** the new pages.

13.8. Build More Traffic

DAY 8

Use the Pay-Per-Click Search Engines as a low-cost advertising method. The best cost-effective strategy is to work the niches. Bid on hundreds of less popular keywords related to your Theme-Based Content Site.

Maximize ON-target visitors for the **least** amount of money. **Bid a penny higher than the highest site** that seems to reach your target visitor, as long as that bid makes financial sense.

Keep ahead of your competition by sending in an updated mass-bidding-submission template every 2-4 weeks.

————— Service Sellers' Sidebar —————

Your profit margin is generally much higher than that of an affiliate. You can afford to have a bigger bidding cap on your PPC campaign due to the substantial value of a lifetime client.

Goal-of-the-DAY

Open an account at each of the 8 Pay-Per-Click engines. Create a mass-submission bidding campaign at Overture. Understand how to use directories.

Action Steps

Open accounts with all 8 Pay-Per-Clicks. Get mass-submission template for each.

Explore PPC HQ.

Build a Overture Pay-Per-Click campaign.

Learn more about directories.

Learn more about paid programs.

Ongoing Goal

Build your site up to 15-20 pages. Then...

 Submit to the free Open Directory, and when it makes financial sense to do so, one or more paid directories (ex., Yahoo!, LookSmart).

Broaden your bidding until you have placed bids for **100 keywords at the 8 biggest Pay-Per-Clicks.** Monitor results and cut the engines that don't deliver.

Consider **Pay for Listing/Placement** programs as they evolve.

13.9. Build Relationships... Publish Your Own E-zine

DAY 9

A visitor may only visit your site once. A high-value, information-packed e-zine builds a **quality, one-to-one relationship** with your visitors that encourages them to return to your site again and again. **Ongoing traffic!**

An e-zine that focuses on your visitors' needs or wish list, builds their **trust** in you, and your product, service and/or merchants that you represent. And that in turn creates an **"open-to-buy"** attitude in your visitor's mindset (or **"open-to-hire"**, for you service sellers). And, of course, we all know what that means... **income!**

———— Service Sellers' Sidebar ————
As I said before... an e-zine/newsletter is not an option for you. **It's a must-have.**

Goal-of-the-DAY
Acquaint yourself with the **MailOut Tools,** and prepare the first issue of your e-zine.

Familiarize yourself with all the functions of the Mailout Manager so that you can use them on an "as needed" basis.

Create your own e-zine.

Ongoing Goal

Re-read the sections that describe how to grow a profitable e-zine, one that will do a powerful **PREselling** job for you, sell your services, and/or sell your e-goods. **Re-read them every two months and ask yourself...**

... "Self, am I doing the things it takes to grow my e-zine?"

13.10. Know Your Visitors

DAY 10

Analyze your traffic. Know and track the number of visits and visitors that your site receives on a daily basis and which pages are most popular. Know where your visitors come from and what keywords they use to find you at the Search Engines.

It costs you EXPENSES (in both time and money) to generate your **INCOMING** traffic. Your **OUTGOING** traffic generates INCOME for you. Use Click IN Analysis to study the former, Click Through Analysis for the latter.

Spend time and money only on the traffic-building techniques that bear fruit. **Gear** your content more and more towards what gets the click -- that's what builds your **income.**

Goal-of-the-DAY

Familiarize yourself with the **Traffic Stats Report,** what it delivers and what it means to you. Understand the **Click Through** and the **Click IN** information that **Click Data** delivers, **and** how it helps you **increase your income** and **maximize returns on your expenses.**

Check out your Traffic Stats.

Explore Click IN Analysis.

Explore Click Through Analysis.

Ongoing Goal

Review **Traffic Stats**, and both **Click IN Analysis** and **Click Through Analysis** regularly. Watch for trends. Build on your successes, and either drop or improve what does not work.

Create one off-site promotion with 2-3 special tracking links per week (or whatever fits for you).

14.   Keep On Keepin' On...

Well, that's it. You now know enough to...

• look deep within yourself and find your passion/knowledge

• create a site based upon that knowledge, full of **HIGH-PROFITABILITY** topics

• find affiliate programs that fit with what **you** know and love

• write content that **PREsells** and gets excellent **CRs**

• write content that **also** acts like honey to the "Search Engine Bears."

• build traffic through a variety of strong techniques, including a lead-generating e-zine.

You stand at the start of a trend that will grow geometrically over the next three years... **"building income through content."**

Looking to build affiliate income? Great idea -- the affiliate model of product distribution is set to explode. Selling your service online? Another super idea! Selling services online is without a doubt (I know, I know, I've said this before) the most overlooked business opportunity on the Net.

Now it's in your hands. Ultimately it all comes down to what one of my favorite entrepreneurs once said...

"How to succeed? Try hard enough."
-- Malcolm Forbes (1919-1990)

There's nothing else.   Go get 'em.

... Send me a post card every now and then.

15. Frequently Asked Questions

This **FAQ** answers the most frequently asked questions that we receive.

Q. 1 I assume that there are no restrictions with adding links to my other sites or to other affiliate programs?

Correct. Link to the URL of **any** Web site on the Net (except for hate, pornography, or other such objectionable sites).

Q. 2 Do all of the sites have about the same layout?

You may choose **one of ten pre-designed style templates,** or create your own **"free-form"** style. On top of that, you can customize or make modifications to your style at any time! **SBI!** will rebuild your whole site to reflect any new changes.

Q. 3 What is a catchall e-mail address?

It is called "catchall" because **it literally...**

... **"catches all"!** Let's say that your domain is TVfishing.com (first thing that came into my head!). Your e-mail address ends in... @TVfishing.com. Here's what a catchall does...

No matter what word **precedes** that ending part in your e-mail address, it will get to you! Yes, no matter what people enter...

cod@TVfishing.com... or...

halibut@TVfishing.com... or...

sales@TVfishing.com... or...

anything-at-all@TVfishing.com

They all get to you. It's like having **thousands** of e-mail addresses. Depending upon your e-mail software, you can even set filters to file all incoming e-mail according to how they were addressed!

And for outgoing e-mail, you can even make it look like you are sending e-mail from several different accounts...

With Outlook and some other packages, you can simply set up several e-mail addresses on a single e-mail account. For others, you may to have to create several accounts if you want to appear to be sending from different addresses -- not a problem, just a bit more of a bother.

It will come in extra-handy when we add a newsletter subscription capability. But even now, it's nice to have an e-mail address that is **yours,** and that has so much flexibility.

Q. 4   How many pages are allowed?

No limit. Make sure each page covers a topic that relates to the theme of your site, your **Site Concept.** Also, after about 100, and especially after 200 pages, you'll have trouble getting the spiders to index all your pages.

Q. 5   Can I use my own log file analyzer to track my Web activity?

You know...

... I've been thinking and thinking on this. But I can't think of a **truly useful** stat that we don't provide. But if you can, please let us know at **sbi-support@sitesell.com**. We'll add it.

Q. 6   What will the renewal cost be at the end of my full year?

The renewal costs have not been determined...

... but knowing SiteSell, they will be very affordable. Likely the lesser of whatever the dynamic price happens to be when you renew, or what you paid at the time of purchase.

Q. 7   Will my visitors be able to order and download my digital product?

This will be possible with the launch of **Site Build It! E-Goods.** For a small fee you'll be able to upgrade to **SBI!-E,** and receive...

• **order processing.**

• **digital delivery of e-goods**

• **mailout module including multiple lists.**

• **2-Tier customizable affiliate program**

In short, you'll be able to manage your e-biz exactly the way that SiteSell does now. All at no extra charge, except for a small % fee on each transaction.

Watch for announcements in upcoming issues of **SBI! Xpress.**

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17. E-commerce Primer for Newbies (Not Dummies)

Fairly new to the Net? Does that term "e-commerce" leave you feeling left out? Do you want to know all about...

"This Internet thing"

and...

"Can my business get on it?"

or...

"How can I make a business on it?"

Relax...

... **We'll whip the Net down to byte-sized chunks...**

17.1. Byte 1 -- The Internet is Just a Network

Think of all your friends and associates. You talk to some people, who talk to others and so forth and so forth. **All together, you form a network.**
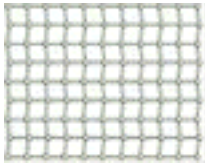
Guess what? The Internet is exactly the same, **except the "friends" are computers...**

... **and they are all over the world.**

See each of those computers in the illustration above? Well, those are not **your** computers. They are **servers.**

Uh-oh, what's a **server?** A server is more powerful computer that forms part of the actual "net" of the Internet. **Think of a server as...**
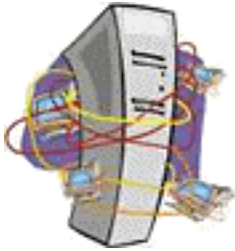
... the place where the "strings" of the Internet meet. And think of the strings as those high-speed lines that transmit all the data of the Internet. Yes...

I know I'm oversimplifying a bit. **But do you want it simple...**

... or do you want my techies to e-mail you their explanation?

OK, so where was I? Oh yes, servers! **See this big computer...**

... with all the little ones connecting to it? The big one is a **server.** One of the little ones is **yours!**

No matter how you "get on" on the Internet (or Net), you go...

1) through a "line" (whether it's a phone line, cable, even satellite!)

2) to a server, which is connected to rest of the Net through all those "strings"

3) and then you're ready to do, well, whatever you **want** to do!

And what **do** you want to do? Well, the two most common uses of the Net are **getting/sending e-mail** and **surfing the World Wide Web...**

17.2. Byte 2 -- Get and Send E-mail

What happens when you send an e-mail to your friend, Betty, whose address is **betty@wherever.com?**

Well, that domain, wherever.com, is an address that is registered as being at a certain place on a certain server. When you send an e-mail **to betty@wherever.com...**

... it goes to the server that Betty uses to access the Net...

... and into the betty "e-box" of wherever.com, on that server.

Your e-mail sits there until Betty chooses to get her e-mail. Betty, of course, has entered her address into her e-mail software so that her software knows where to go to get her mail. She has also entered her unique username and password so that **only she** can get her mail.

The same thing happens when someone sends **you** e-mail.

By the way, **wherever.com** could be the domain name of your **Internet Service Provider (ISP).** An **ISP** is a company that provides your "on-ramp" to the Internet (via dialup, cable, DSL, etc.), so you can get and send e-mail, and surf the Web. In this case, your e-mail sits on their server.

Or **wherever.com** could be **your own** domain name that you have registered. In this case, your e-mail sits on the server of the company that hosts your domain name. The company that hosts your domain name will also host your Web site -- so it's called a **Web host.**

These two kinds of services, **ISP** and **Web host,** might be provided by the same company. Or not. It does not matter, because the two functions are independent of each other. Many people get this confused, so let's restate this...

• Think of an ISP as an **on-ramp** to the Net. **An ISP** provides **access** to the Net so you can surf the Web and get/send e-mail (through an address that ends in "@**Their**Domain.com").

• Think of a Web host as a **commercial realtor** who rents you space for your e-business. **A Web host** rents space on its server...

> • for **your** Web site (so that folks can see it as they surf the Net)

> • to get e-mail at "@**Your**Domain.com"

17.3. Byte 3 -- Explore the World Wide Web

The **World Wide Web** is **not** the Internet. Like e-mail, it is just **another way** to **use** the worldwide network of servers that make up the Internet.

Basically, a **Web site** is a collection of **HTML documents, graphics, and programming** that sits on the server of a Web host. Each Web site has a domain name (ex., abc.com or xyz.net). That domain name is the **address of that site** on that server.

So when you enter **http://www.wherever.com...**

Address: @ http://www.wherever.com/   > go
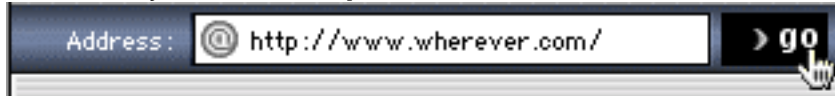
... into your browser's address bar and click **go,** your browser "goes" to the corresponding HTML document on that server and **reads** the document, then shows it to you.

The backbone of any Web site is the HTML document. This is a text document that uses a very simple language to tell your browser software what the Web page should look like... how to lay out the text, graphics etc. It can also contain javasript, receive cgi programming, etc., that delivers special functioning to the browser software.

And presto... after your browser interprets all that stuff on the HTML document, you see a **wonderful,informative Web page...**

... if they're using Site Build It!, that is!

So a Web site is really nothing more than its collection of HTML documents, graphics, and programming. Of course, it would be tedious for you to enter each address of each page over and over again. And that's where the hyperlink comes in!

All **you** have to do is **click on a link,** which sends your browser **to the address of that link.** Your browser reads the **HTML** of that page, and you see **another** Web page. This simple concept makes it as easy to click from one page of a site to the next one **on the same site...**

... or to a page on a different Web site that sits on a server on the other side of the world! Click... click... click...

... **you're surfing!**

How do you find Web pages about certain subjects? **Ahhh...**

... a topic dear to my heart!

17.4. Byte 4 -- Seek and Ye Shall Find!

The Internet is often called "The Information Highway." But once you find a site that delivers what you want, there are so many links that take you down so many side roads, it would be more appropriate to call it "The Information Byway."

It's amazing how you link from one site to the next, to the next, **until finally you find yourself asking...**

... "How the heck did I get here?"

But, before you get lost, you have to **start** somewhere. And **that** begs the question...

"How do I find a site that delivers the information that I want?"

And **that** is where **Search Engines** and **directories** come into the picture. Search Engines and directories are **the most common resources that surfers use to find sites.** They are themselves Web sites. **Here are three examples of Search Engines...**
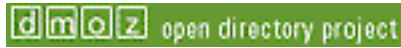
http://www.altavista.com/

http://www.google.com/

http://www.lycos.com/

And here are two examples of directories...

YAHOO!
http://www.yahoo.com/

**dmoz** open directory project
http://www.dmoz.org/

So... back to the question...

"How do I find a site that delivers the information that I want?"

Once you visit a Search Engine or directory, all you have to do is enter your topic and hit the Search button. Want information about **NASDAQ stocks?** Enter "NASDAQ stocks", like this...

Web Page Search: Help | Customize Settings | Family Filter is off
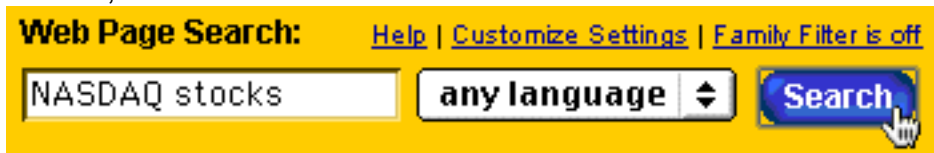
NASDAQ stocks   any language ♦   **Search** ... and hit the

Search button.

What's the **difference** between Search Engines and directories? It lies in **how** sites become listed with them. Let's start with Search Engines...

Each **Search Engine** sends a computer program called a **spider out onto the Web…**

... Spider? Web? Get it? Hey, no one said techies were the most imaginative types!

Anyway, this spider visits heaps of sites every day. It "reads" each Web site, much like your browser does, and sucks all the information home, into its Search Engine's database.

Directories are a **different** beast from Search Engines. They are sort of like the **Yellow Pages** of the Internet.

They do **not** spider Web sites. **Humans** review and decide what gets in -- think of them as gigantic bookmark lists, organized into categories and sub-categories, and sub-sub-categories, etc.

Naturally, since humans have to choose, and since that takes time, directories contain far fewer sites than Search Engines, but they are usually of a higher quality.

What does that mean to you, the searcher?

Well, if you are looking for a **highly specific, unusual topic** (say "cactus propagation"), I'd use a Search Engine -- they are more likely to provide you with a good variety of sites about rarer information. But if you're looking for rather **common, generic information,** a directory might serve you better since human editors have already done some sifting and chosen the higher quality sites from thousands that deliver content on that common topic.

17.5. Byte 5 -- Do Business on the Net

Now that you know how to use the Net for e-mail and surfing and searching, you're ready to do business on the Net. And that, my dear protégé, is **all** that **e-commerce really is...**

... business on the Net.

What kind of business? Any kind...

• **sell stuff...** books, CD-ROMS, cement mixers, whatever

• **sell eGoods...** e-books, music (MP3, RingTones for cell phones, etc.), graphics (cartoons, photos, etc.)

• **sell your services...** bookkeeping, database programming, consulting in any of a zillion possible fields.

So please... don't get overwhelmed with that term **e-commerce.** It's nothing more than...

STEP 1) Merchant erects site that is selling hard goods, eGoods and/or services.

STEP 2) Prospective customer finds that site.

STEP 3) Customer buys.

STEP 4) Customer pays, usually by credit card.

STEP 5) Credit card clears and merchant receives money.

STEP 6) Merchant delivers whatever was sold.

STEP 7) Merchant supports customer.

Most **small** **businesses** get stuck right after STEP 1. They can't build traffic in a cost-effective manner. They **do** spend a lot of money to build a store, stock inventory, **and then...**

 ... they wonder where the orders are.

What about **big** **companies?** Well, they understand the need for traffic. So they blow millions on Super Bowl ads. One small problem... people have to write down the URL and visit later... after the show.

Not.

Oh yes... this need for traffic brings up one more thing you **can** sell...

Your traffic. Since so many sales sites need traffic, why not build a site that generates targeted traffic and then sell that traffic to sales sites that sell products are related to the content on your traffic-generating site?

And **that** brings us pretty close to how **you** are going to succeed at **your** business on the Net.

17.6. Byte 6 -- The Affiliate Business

In 1997, Amazon.com launched the concept of affiliate programs into prominence (they weren't the first, but they were the first to do it big-time!). Amazon, of course, sells books (and tons of other merchandise now) online... and **only** online.

Books, of course, offer information on millions of different specialized subjects. And there are squillions of Web sites out there, on an incredible variety of subjects.

So Amazon figured...

 ... "Why not convert those sites into specialized, niche book shops for us? We'll pay a commission when a site refers a customer who buys a book."

And that's how Amazon started one of the first affiliate programs (AKA associate or referrer programs).

Here's how an affiliate program works, using Amazon as the example...

505

The affiliate provides links from her site to certain books on the Amazon site, books that are related to the affiliate's site content. Amazon uses special software that tracks who sends each visitor. If and when the visitor buys, Amazon pays the affiliate a commission.

The affiliate **never** has to...

• write a book

• process an order

• ship a book

• answer customer support e-mails from angry customers who wonder where the shipment is.

And the same applies to any product that is sold in this way... **CDs, travel, domain names...**

   ... even sheep!

It's the best opportunity for the average person interested in e-commerce, and for small businesses that want to build **targeted** traffic to their main sales site.

But...

Affiliates are **not** immune to the standard rules of the business world. Those who work, and work well, succeed. Those who are looking to "get rich quick" are once again heading for disappointment.

Let's forget about the "get rich quick" types -- even **hard-working** affiliates have trouble. Only sophisticated professionals generate thousands, or tens of thousands, of dollars per month. As a matter of fact, hordes of affiliates give up on one program and try another, and then another... over and over again.

Why?

Because things are just **too darn complicated...**

• The average person simply does not know **HTML,** and never will.

• **FTP?** Nope.

• **CGI** programming? **Javascript?** Ha!

• Master the challenge of causing a site to be found by the **Search Engines?** All of a sudden, that **burst of enthusiasm has changed...**

... into a feeling of defeat and fatigue.

So people start. They try. They quit.

But **everyone** knows **something** about **something! You** have knowledge that other people don't. Information that other people would love to have.

You just need a tech-free way to **get it onto the Web,** to be **found,** and then to **convert** that traffic into income. That's why **Site Build It!'s** byline is...

Building income through content.

Let's look at how **Theme-Based Content Sites** accomplish this, and at how **Site Build It!** puts you on an equal playing field with the pros....

SIDEBAR

P.S. I made the part about "sheep" up. But just about every **other** product that you could imagine is, or will soon be, sold via an affiliate program.

17.7. Byte 7 -- The Theme-Based Content Site

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

It is a site that is based upon a theme (duh!). Each and every page of that site focuses upon a **single topic** that is related to that theme. For example...

Your theme is **golf.** Topical pages would include...

• the Masters

• the British Open

• Tiger Woods

• etc., etc.

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

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

The two big keys are...

• **create content that pleases your visitor,** warming her up for the sale at merchants who you will recommend

• simultaneously **score highly at the Search Engines** for all your keywords/topics.

Remember this...

If your site can**not** be found, it's much like that proverbial **remote tree in the forest...** If it falls, but no one knows about it, **does it even makes a sound?**

Your site, for all intents and purposes, does **not** exist if it can**not** be found.

OK, OK... that's not strictly true. There are several **other** ways to promote your site, and we'll cover all the important ones. But Search Engines and Directories are **the** most important. And that brings me to how **Site Build It!** provides you with the vehicle to drive to success...

Site Build It! provides you all the tools necessary so that you do **not** have to fight technology. All the complexities **disappear.** All the mind-numbing, time-sucking tedious jobs are **automated.** From brainstorming and researching profitable topics to building elaborate Pay-Per-Click traffic-building campaigns, **Site Build It!** delivers **all** you need to build a successful affiliate business.

In short...

All **you** have to do is focus on what you already know and love... create content about a variety of topics related to the theme of your site.

When that happens, money is made.

Let's track how...

17.8. Byte 8 -- Follow the Bouncing Buck

Let's start with a Web surfer. You'll never actually meet this person, but the two of you are about to cross paths and do some business together.

She lives thousands of miles away, on the other side of your continent. And she's doing a search right now at a Search Engine, **something that interests her...**

        ... bodybuilding. She finds your Theme-Based Content Site, **bodybuilding-for-show.com.**

This is a great example of what I call **targeted** traffic. Obviously, someone who is searching on the term "bodybuilding" is going to be interested in your content. This is someone who has a good chance to become a customer!

She reads your content. She finds your page about **the use of handweights during aerobic conditioning** to be especially interesting. You weave several links to merchants into that content, recommendations for...

• a book called **Aerobics and Handweights,** available at Amazon.com

• a retailer who sells **HeavyHands,** special hand weights that are easy to hold for just this purpose

• two videos that employ this technique.

She clicks to visit the HeavyHands retailer. She purchases. The money goes into your merchant-partner's bank account. Your merchant's affiliate software also identifies that order as being referred **by you.**

KAching! Commission goes into **your** account.

Yes, **the two of you have done business...** in a sense, the customer has paid for your content with a percentage of the cost of those handweights that she bought.

There are millions of consumers out there, **waiting to discover your Theme-Based Content Site...**

... and I'm right here to help you build it, every step of the way!

"Best On the Net"

If you would like to become a valued partner-in-sales, please investigate our **5 Pillar Affiliate Program (5PP).**

The **5PP** was named **"The Best Program on the Net"** by affiliatesdirectory.com, a directory that tracks thousands of programs!

And the **5PP** continues to move even farther ahead. No program offers the unique tools, quality e-zine training support, and generous lifetime **and** 2-tier commissions that the **5P Program** does.

How "cutting edge" are the affiliate promotional tools? Here are just two fast examples. The following strategies can effectively promote **Site Build It!** ...

1) The Affiliate Masters Course is a powerful tool that **PREsells** your prospective customer with outstanding content. All **you** have to do is encourage your visitor to **register for the e-mail version** (5 daily installments) or **download the free pdf book version.** SiteSell provides you with a **Free Book Build It! tool** that customizes the Affiliate Masters Course Book (i.e., inserts your unique affiliate link tags) with a click of the mouse.

The course **PREsells** with excellent material and clearly shows **why** how **SBI!** can benefit them -- how it can save them time and money. When your "student" buys, you get the commission!

2) The SBI! Sweepstakes is a "refer-a-friend" sweepstakes, or at least that's the way it looks, right?...

http://sweeps.sitesell.com/

Yes **and** no. Yes, the potential customer sees a "refer-a-friend" sweepstakes. **And...**

It is **also** a powerful traffic-multiplier for **5P** affiliates. Each person **who you send** to this page refers friends, who refer friends, etc., etc. And they **all** get "cookied" to you! When **any** of them buy, you get the commissions!

The **5 Pillar Program** offers the **Getting Started Action Guide** to get you up and running with the **most** powerful of all its tools and strategies**.** Don't miss the chapter called the **2% Solution.** Its cream-of-the-crop strategies will super-boost the launch of your online affiliate business.

The **5 Pillar Program** pays a generous commission on...

1) the first order by a customer who was referred by you

2) every subsequent order (for other products) by that customer... forever!

3) sales generated by affiliates who were referred by you.

Consider also...

• the non-terminatable, transferable agreement

• and the limited number of affiliates -- to prevent affiliate over-competition, we'll be closing this program soon.

Together with lifetime commissions, 2-tiers and a limited membership, **this program builds equity for the affiliate.**

———

Who's the **right type of person** for the **5P Program?**

People who want to **build equity,** not just join an income-of-the-day program... people who will form a Web-based group of sales professionals.

Unlike most other programs, your **5P** business **cannot** be terminated without just cause. And, once the program has developed a critical mass of seasoned online sales pros, the doors close to future applications. And that spells **equity** -- **true value** for your business.

The bottom line is simple... empower the motivated to **build true equity...**

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

Site Build It! E-Goods

SBI! is about to become...

"The Next Generation of E-Commerce Web Hosting."

Owners of **SBI! E-Goods** will have access to the **complete functionality** of what **SBI! Basic** offers now (that's what you currently have), **plus** they will be able to...

• sell e-goods exactly the way we here at SiteSell do -- if you can create an e-book, collection of e-photos, sounds, music, cartoons, art, etc., this is for you.

• find their product's perfect price -- yes, your very own pricing survey will make sure you don't leave any money on the table! (Pure **MYPS!** power!)

• get their own merchant accounts to take credit cards (in USD, CAD, pounds, or EURO)

• clear credit cards in real-time, the way we do, as well as enter orders manually **(for offline orders and for payment of services).**

• receive fast efficient payment -- **SBI!-E** will **"EFT" (Electronic Fund Transfer)** your funds directly into your bank account.

• provide secure digital delivery -- Once a customer purchases your e-good, **SBI!-E** totally automates its digital delivery upon completion of payment. Better still, we'll prevent your customer from making further unauthorized downloads, and provide a ton of "back-end" statistics to ensure your business is running as efficiently as possible.

• run their own affiliate programs! Yes, recruit a commission-driven sales force with your own 2-tier affiliate program!

• create and maintain multiple client lists (enhanced newsletter capability). Do a **MailOut** to opt-in subscribers, customer **and** affiliate lists.

If you would like to sell a product or service online, there is no time like the present! Start creating your e-book, software, collection of photos, MP3s, or whatever else you plan to sell digitally. By the time you have your product ready to download, we'll be set to launch your business to the next level.

Think about it... you don't have to understand how the phone works to make a business call. That's the way **E-Commerce Web hosting** should be... and **will** be, soon. Keep your eyes and ears open for **SBI! E-Goods.** It's just around the corner!

513